

# 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, August 15, 1924

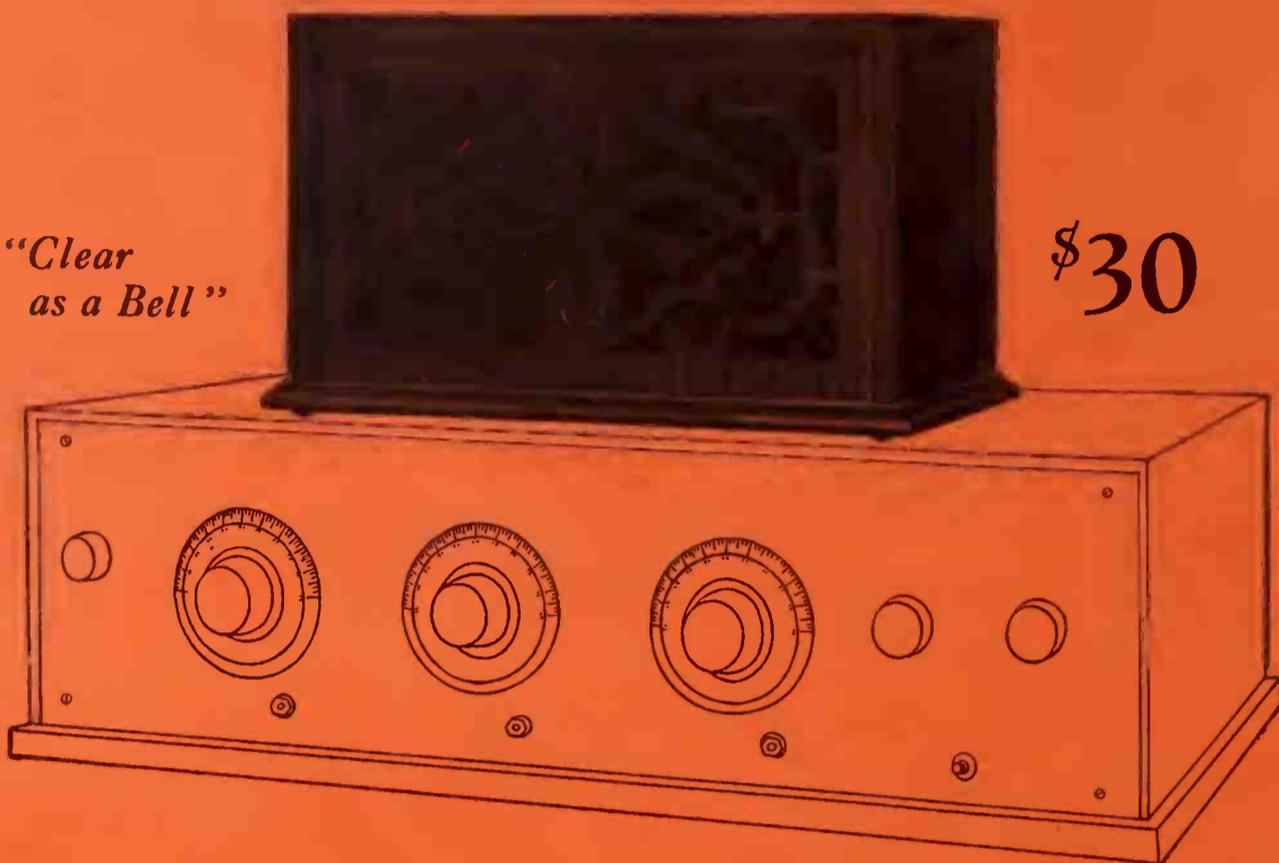


**"HIS MASTER'S VOICE"**  
REG. U.S. PAT. OFF

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

*"Clear  
as a Bell"*

\$30



THE INSTRUMENT OF QUALITY

# Sonora

CLEAR AS A BELL

## RADIO SPEAKER

*With Concealed All-Wood Horn*

### Sonora's Past Record Assures Perfect Speaker Performance

**T**HE Sonora Radio Speaker, merely because it is a Sonora sound reproducing product, is going to incite immediate widespread curiosity and interest. Thousands know of Sonora's beautiful tone. They realize that a leading phonograph company, with years of experience in tone production, would develop a wonderful radio speaker when it once entered the radio field. And when they come to your store for a demonstration, their ears will quickly convince them of Sonora's overwhelming superiority!

It will require very little selling or advertising effort to put over this superior speaker in your territory. This means low selling expense, which in turn, coupled with our remarkably liberal discount, makes the Sonora Radio Speaker a most profitable speaker to handle.

Try out the merchandising possibilities of this Speaker for yourself! Send your order for one Speaker today. Invoice for \$30, less our regular discount, will come along later.

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

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

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

# The Talking Machine World

Vol. 20. No. 8

New York, August 15, 1924

Price Twenty-five Cents

## A. J. Heath New Manager Philadelphia Columbia Co.

Succeeds H. E. Gardiner, Resigned—Connected With Columbia Co. for Many Years—Has Wide Merchandising Experience

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., announced on August 1 the appointment of



A. J. Heath, position because of his wide acquaintance throughout the Philadelphia territory and the high esteem in which he is held by the trade everywhere.

Mr. Heath, although a young man in point of years, is one of the "veterans" of the talking machine trade, having joined the Philadelphia branch of the Columbia Co. fourteen years ago. He was appointed to the traveling staff and was a material factor in opening many important accounts during the year that he visited the trade in this territory. About a year later he was transferred to the Columbia executive offices in New York as a traveling representative for the general sales department, assisting salesmen in the various branches in the establishment of new accounts and dealer good will.

In 1912 Mr. Heath became interested in the retail end of the business, operating two large retail establishments in Brooklyn, N. Y., where the Columbia product was handled exclusively. After three years of successful retail activities, Mr. Heath rejoined the Columbia organization, accepting the position of manager of the Baltimore branch, remaining there until October, 1917. At that time Mr. Fuhri, occupying the post of district manager, appointed Mr. Heath manager of the Philadelphia office, and his intimate knowledge of merchandising conditions and the problems confronting the dealers enabled him to produce exceptional results in this post.

In 1919 Mr. Heath resigned from the Columbia organization to organize a wholesale concern known as A. J. Heath & Co., with offices in Philadelphia and Baltimore and built up a substantial and growing business. Mr. Heath, however, had kept in close touch with Columbia activities, and was delighted to accept the opportunity to rejoin his "alma mater" in the phonograph industry, particularly in view of the fact that he numbers among his friends dealers throughout the Philadelphia territory. Mr. Heath is recognized generally as a keen student of wholesale and retail merchandising, and since assuming his new duties on August 1 he has received letters and telegrams of congratulation from dealers everywhere who are giving him a cordial and hearty welcome upon his return to the Columbia organization and wishing him success in his new post.

## Attended Ad Convention

Raymond Bill, vice-president of Edward Lyman Bill, Inc., publisher of The Talking Machine World, The Music Trade Review and other business papers, returned from Europe the first of this month. While abroad he attended the convention of the Associated Advertising Clubs of the World, which was held in London.

## H. C. Cooley Made Sales Manager of the Outing Co.

Popular Talking Machine Man Will Do Much to Advance Interests of This Company

A. J. Coté, president and general manager of the Outing Talking Machine Co., Mt. Kisco, N. Y., manufacturer of Outing portables, announced this week the appointment of H. C. Cooley as sales manager of the company. Mr. Cooley has already assumed his new duties and is making his headquarters at the company's factory and executive offices in Mt. Kisco.

The appointment of H. C. Cooley as Outing sales manager will be welcome news to the



H. C. Cooley

company's jobbers and dealers throughout the country, as he is ideally qualified for his new work. For many years Mr. Cooley was a member of the Columbia sales organization, occupying the post of assistant manager at the New Haven and Philadelphia branches. More recently he was sales manager of the Spruce Diaphragm Co., Cleveland, O., and in this capacity established important jobbing connections in the leading trade centers. He is familiar with all phases of the talking machine industry, and numbers among his acquaintances dealers and jobbers throughout the country.

The Outing portable has been a signal success since it was introduced to the trade several years ago, and at the present time it is being merchandised by representative wholesalers everywhere, and is also being distributed through Columbia branches. Under Mr. Cooley's direction it is expected that Outing jobbers and dealers will receive increased service and co-operation, and Mr. Cooley is planning to spend the greater part of his time visiting the trade and assisting in the development of Outing sales.

## Arthur Walsh's Clever Article

In connection with the National Art and Industry Exposition, now being held at Atlantic City, a book is being published by the National Art and Industry Association and will be issued in the near future. In this important volume an article appears entitled "The Home Where Artists Dwell." It is written by Arthur Walsh, musical director and advertising manager of Thos. A. Edison, Inc., and constitutes a very impressive description of the influence of music in the home, and of the musical possibilities of the phonograph.

## Lyon & Healy to Represent Cheney Line at Retail

Prominent Chicago Music House to Become Cheney Retail Representative September 1

CHICAGO, ILL., August 11.—The Cheney Talking Machine Co. announces that on September 1 the eminent house of Lyon & Healy will become a retail representative for the entire line of Cheney phonographs.

Commenting upon this very important move in the local retail field, A. C. Harper, president of the Cheney Talking Machine Co., spoke as follows to the representative of The Talking Machine World:

"Naturally, the Cheney Talking Machine Co. is proud to be able to say that the great house of Lyon & Healy has decided to take on the retail representation of the entire Cheney line of phonographs in Chicago. To be represented by this great institution is in itself no mean honor and we need hardly say that we look forward to a most dignified retail position for the Cheney as a result of the new connection.

"The Cheney Talking Machine Co. during the last year or so has been steadily adding to the number of its unusually fine accounts, which may be denominated, and the name of Lyon & Healy comes as a fitting capstone to the pyramid of great retail names associated with our product.

"The new double resonator models, we are assured, will have specially fine representation in the Lyon & Healy store and at the hands of the competent sales staff of that eminent house. In these models we feel that the last word to date has been said in respect of phonograph construction and it is fitting that the principal local activity in connection with their retail selling should be centered in the big institution at the corner of Jackson and Wabash."

W. F. Roche, manager of the retail talking machine department of Lyon & Healy, confirmed Mr. Harper's statement. "Yes," he said to The World representative, "we are taking on the entire Cheney line and will begin retail operations with it on September 1. Adequate preliminary announcements will be made in the newspapers and equally adequate arrangements within the store to give to this line a complete and satisfactory showing.

"A special Cheney room will be prepared in which the regular line will be shown and in the Art Room, along with art models of the Victor and Brunswick, will be placed the special art models of the Cheney.

"We reached the decision to incorporate the Cheney with our line upon various considerations. We were partly actuated by considering the great popularity the Cheney has acquired locally. Its very great acoustical merits, now so fully acknowledged everywhere, likewise weighed with us, while we were not unmindful of the extremely fine workmanship and design which are shown in the Cheney casework and general construction. Lastly, we gave due weight to the very great prestige which the Cheney has acquired owing to the vastness of the financial interests which stand behind it. We fully expect our association with the Cheney Talking Machine Co. to be both pleasant and mutually profitable."

## New Gotham Zenith Jobber

Benj. Gross, president of the Radio Stores Corp., of New York, well-known radio jobber, announced this week that his company had closed arrangements with the Zenith Radio Corp., of Chicago, whereby Zenith radio sets would be distributed by his company. This important deal was closed at the New York office of the Zenith Radio Corp.

# Sales and Prospects Through Fair Exhibits

County and State Fairs Give Retailers Opportunity of Bringing Their Lines Before Many Live Prospects at the Right Time

Just about this time each year we begin to see an unfailling sign of the approaching Fall in the announcements of the county and State fairs held annually in practically every section of the country and to which particular attention is given in the country and semi-rural districts where farmers welcome such affairs as a medium for entertainment after the monotonous grind of planting and harvesting the year's crop. In fact, the farmer in most cases welcomes the county fair as affording him an opportunity of spending some of the money realized from his Summer's effort, and with cash available he is likely to make important decisions as to what he is going to buy during the Fall and Winter.

Talking machine dealers, and for that matter dealers in musical instruments generally, have found that county fairs afford them an unusually favorable opportunity for getting in touch with the prospects in their localities under conditions that are most desirable. Music invariably has an appeal and the talking machine dealer, through the frequent playing of records with due regard, of course, for his neighboring exhibitors, can usually keep the space in front of his booth as well as the booth itself well crowded with interested listeners.

#### Holding the Interest of the Visitors

There are numerous ways of holding the interest of visitors, not alone by the playing of records but by the placing of comfortable chairs about the booths so that the foot-weary visitor can rest himself or herself while enjoying a demonstration of the records. The idea is to make the visitor comfortable and in a receptive mood and experience has shown that a surprising number of those who take the opportunity of resting in the booth can be developed into immediate buyers while the majority of the remainder make the best sort of prospects. It is not always possible to get sufficient booth space to provide room for any great number of chairs, but at the majority of the county fairs such space is easily available and should be secured wherever possible, for the reason that those who are compelled to stand any length of time in a crowd lose interest and if the attendance is large are liable to be pushed along the aisle and away from the display before the dealer or his salesman can make contact with them.

An instance in point occurred some time ago in New York, where at one of the exhibitions in Madison Square Garden a concern had a particularly interesting and appealing display of women's wear. The attendance at the show was of the record-breaking variety and as a result of the thousands of women who stopped at the booth to examine the articles and enthuse over them with every desire to purchase, only a very small percentage were able to make that purchase before being forced along the aisle and away from the booth by the crowd. Had the space been large enough to accommodate a few chairs the result would have been different.

#### The Value of the Fair Exhibit

The fair exhibit is regarded by many dealers who have had successful experiences with it as a very excellent means of securing prospects, any number of schemes being used to persuade the visitors to register. A simple method which is also very effective is that of offering an attractive souvenir free to all those who will register on cards provided for the purpose. Even should the souvenir, which naturally will bear the dealer's imprint, cost in quantities as much as ten or fifteen cents, it is a worth-while investment if a card is turned in for each souvenir and undesirables, such as small children, kept politely but firmly away from the registration desk.

Even though the exhibit is regarded simply as a means of getting prospects for future development and although some sort of guessing contest is used to arouse interest and encourage registration, that does not excuse the dealer for not seeing to it that the exhibit is properly manned with sales people who are competent to talk shop, for, properly handled, there are scores of prospects to be closed on the spot during the course of the show and who, once outside the building, might possibly get into the hands of a competitor.

#### Discouraging the Non-buying Element

It is all very well to have members of family and friends congregate in the booth to admire its arrangement and listen to the music, but the dealer should no more encourage the practice than he would encourage the same non-buying element making a lounging place of his store and blocking the doorway. If the exhibit is

worth while it is likely to cost enough to make earnest effort essential as a dividend getter.

The various accessories to closing of the sale should be on hand at the booth, such as contracts, sales slips, order blanks, etc., and, in the event that the prospect has been brought to the buying point but does not see a model that appeals to him, it will be found worth while to keep a car parked nearby in which to whisk him to the main store for the purpose of closing the deal.

At every fair there are three classes to be interested, the men, the women and the children. The first, as a rule, offers the best material on which to concentrate sales effort, for they generally produce the money with which to buy. The women are the ones who help fill prospect cards, for they are generally very willing to sign up and give necessary information in exchange for a souvenir. For the children there should be provided some suitable top or puzzle, hundreds of which are available at small cost and many of them supplied by talking machine manufacturers and designed to carry the name of the product and dealer's imprint as a permanent advertisement into the home.

#### Results From County Fairs Are Fivefold

In any event the county fair should not be overlooked by the talking machine dealer, for its value has been amply demonstrated by experience. The results are fivefold. First, an opportunity of displaying and demonstrating the dealer's products under favorable conditions; second, an opportunity to provide for the comfort of fair visitors and gain their good will; thirdly, a genuine opportunity for making sales; fourth, an excellent chance for compiling a live mailing list and, fifth, an opportunity for demonstrating to the masses that the talking machine can provide worth-while entertainment.

#### Building Nears Completion

OCEANSIDE, CAL., August 7.—Construction has been under way for the past month or so on the building which is being erected at Second street near Freeman street and which when completed will be occupied by a music store conducted by Ellis Redel and a radio shop to be conducted by Ronald Johnson.

## TWO HEADQUARTERS



Famous **NYACCO** Albums



Established 1907

The NYACCO Line is Complete

No matter what your requirements in record albums are, we have just what you want.

Save Time and Freight Charges

Our two factories not only make our leadership in the album field unquestionable, but save the dealer time and freight charges if he sends his order to the nearest factory.



# New York Album & Card Co., Inc.

NEW YORK  
23-25 Lispenard St.

CHICAGO  
415-417 S. Jefferson St.

Pacific Coast Representative: Munson-Rayner Corporation { 643 South Olive Street, Los Angeles, Calif.  
86 Third Street, San Francisco, Calif.

# Victor supremacy is the supremacy of performance



Victrola IX, \$75  
Mahogany or oak



Victrola VI, \$35  
Mahogany or oak

And with its sphere of influence constantly expanding, the Victor offers ever-increasing opportunities to every dealer in Victor products.



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



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



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



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



Victrola No. 405  
\$250  
Electric, \$290  
Walnut

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



# Victrola

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



# Victor supremacy is the supremacy of performance



Victrola VI, \$35  
Mahogany or oak

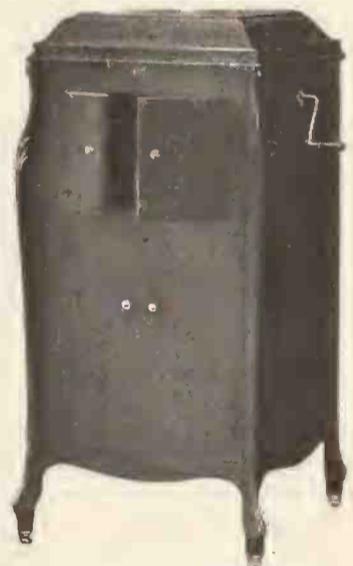


Victrola No. 50 (Portable)  
\$50  
Mahogany or oak

The commercial triumphs of the Victor naturally follow its musical superiority. This inevitable result is a consideration of vital importance to every dealer in Victor products.



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



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



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



Victrola No. 260  
\$150  
Mahogany or walnut



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

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



# Victrola

Victor Talking Machine Company, Camden, N. J.

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

# Profiting by Quick Turnover of Trade-ins

How the Pearson Co. Disposed of Forty Used Instruments in Ten Days Through a Window Display—Uses Truck in Canvassing Drive

Handling trade-ins so that the transaction proves profitable for the talking machine dealer presents many problems upon whose solution depends not only the intelligent merchandising of the instruments on which an allowance has been made, but also the consummation of a profitable transaction in the sale of the new instrument on which the dealer made an allowance by taking an old talking machine off the hands of the customer. In this connection a new factor has entered the business which further complicates the trade-in problem. The growing popularity of combination radio and talking machines is throwing back into dealers' hands many talking machines the owners of which desire the combination, although this is not as bad as it might be, in view of the fact that many retailers are installing radio in the instruments already in the homes of customers.

## Loss Through Trade-ins

There is a mighty good chance of the dealer losing through making too liberal allowances on old talking machines in his anxiety to dispose of a new instrument in the face of the stiff competition which is encountered at the present time. It is the dealer who considers every phase of the situation and makes an allowance fair to himself and his prospect and who is firm who wins out. Before setting an allowance on an old instrument many things must be considered. For example, there are the resale possibilities of the trade-in; expense sometimes involved in putting the old machine in salable condition; overhead in connection with stocking, selling, delivery, etc., and it must be borne in mind that these latter charges are as large as in the case of selling a new machine. Furthermore, if the retailer simply relegates these trade-ins to the stockroom and makes no attempt to sell them they pile up and soon become a serious problem.

The writer knows of one dealer who made no attempt to dispose of trade-ins for several years, simply placing them in a large stockroom which adjoined the store. The only sales of these instruments made during this period occurred when a second-hand instrument was

specifically asked for. The result was that the retailer finally realized that he had approximately fifty old instruments on his hands, some of them in fairly good shape and others little more than junk. He did a little figuring and was astounded to discover the large amount of money which this "dead" merchandise represented and, accordingly, he decided to get rid of them at any cost. So he gave each of his outside men instructions to concentrate on these instruments at every opportunity, he advertised, and he arranged a window display, but before he could dispose of these instruments he was compelled to price them ridiculously low and he lost considerable money, due to the growth of the overhead during the long period in which the instruments had occupied space, which could have been put to more profitable uses and also because he had made too large allowances on them. That dealer learned his lesson and now when a trade-in deal is made he immediately takes steps to dispose of it. He has compiled a fair list of prospects who might be in the market for a very cheap instrument and no time is lost in reaching them with news of the bargain.

## How the Pearson Co. Handles Trade-ins

The Pearson Piano Co., of Indianapolis, Ind., which operates a profitable talking machine department under the managership of F. X. Donovan, finds that vigorous action in disposing of trade-ins pays.

"First of all, in taking back an instrument in exchange for a larger instrument or some other type of talking machine," states Mr. Donovan, "we make the figure on the trade-in so low that the used instrument can be placed in our window and a large sign placed thereon with the selling price at such a ridiculously low figure that it simply sells itself without much delay. On all trade-in instruments we make such a small allowance that we can follow this plan through all the time. On regular repossessed instruments where the selling price has to be almost as high as the original price we sell these instruments out through the smaller towns surrounding Indianapolis. Our average disposal,

using this method, is the sale of one talking machine a day.

## Window Display and Canvassing Best

"We have found that newspaper advertising does not move this class of merchandise very quickly. We get much better results through the two methods mentioned. We crowd our window with used upright machines, place on them large flashy cards bearing the name of the instrument, the original list price, the fact that we have taken it in in trade, and in large figures the new selling price, using figures such as \$29.50, \$39.50 and \$49.50. Probably in cities where there is a strong undercurrent of price-cutting such a display would attract no particular attention, but we get very fine results in Indianapolis. During a period of ten days here recently we sold close to forty machines from our window alone. From our truck through the country districts our sales usually average one sale a day."

## Many Sales Opportunities

The field for the disposal of trade-in instruments is a large one and there should be no real difficulty in making sales. In every city there are any number of people who, unfortunately, cannot afford to purchase the expensive new machines and who would be glad to secure a second-hand instrument at a low price. Also it is poor policy to lose sight of the prospects of creating record customers through the sale of these trade-ins and also the fact that many of the purchasers of the old machines may some day be in the market for new ones.

## Plan to Promote Latin American Broadcasting

The adoption of an entirely new and extensive program for the promotion of radio broadcasting in Latin America by American interests following the abrogation of an agreement under which the American companies had jointly participated in South American radio business for the past three years with interests in England, France and Germany, was announced to-day by General J. G. Harbord, president of the Radio Corp. of America, who said the new plans gave the United States its first unrestricted opportunity to utilize fully its resources in developing radio in South America. Five of the principal countries of the continent, Argentina, Uruguay, Chile, Venezuela and Brazil, will benefit by the new plan, according to General Harbord.

The program not only includes a change in the system of distributing merchandise, which enables the American company to direct its radio activities with far greater efficiency than the previously existing arrangements had permitted, but it involves in addition the introduction of a practical method for the support of broadcasting which will be first applied as a trial to the broadcast station at Buenos Aires.

## Guisinger Co. to Move

FAYETTEVILLE, ARK., August 5.—The new building of the I. W. Guisinger Music House is rapidly nearing completion and, according to the present plans of the company, formal occupancy will be taken some time next week. A clearance and removal sale of all types of instruments was held recently and was most successful and the stock is now in excellent shape for removal. The new location will give the company three working floors.

All honest dealing is based on sincerity. All solid success is founded on it. And never for a single month could friendship last without it.

**Okeh and Odeon  
Records**

ALWAYS at the convenience of all Okeh dealers throughout the Metropolitan district—thoroughly complete stocks of the popular, fast-selling Okeh and Odeon Records, and our smoothly running organization adequately equipped to fill every order speedily, accurately and completely!

**GENERAL PHONOGRAPH CORPORATION**

*New York Distributing Division*

15 West 18th Street

New York City

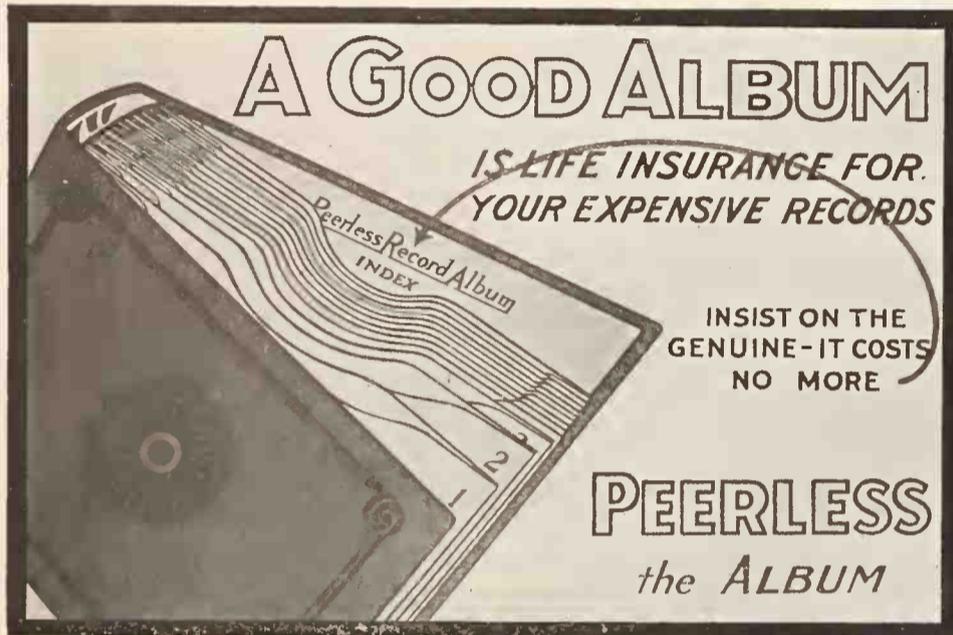
*BUY OKEH NEEDLES—They Keep Record Sales Alive!*

# A Sign of the Times

However attractive in appearance the PEERLESS ALBUM may be, we know that its selling appeal is increased by a good sign, so we have had one made. Here it is, ready to be mailed to you upon request.

This sign, in *your* show window, bespeaks of quality that is uncommon. It is an indication to the public that you not only have record albums to sell but that your albums are best, because they bear the trade-mark of PEERLESS.

Write  
To-day  
For This  
Brilliant  
Show  
Card  
For Your  
Window—  
It's GRATIS



Absolutely  
Free—As  
A Mark  
Of Service  
To All  
Music and  
Talking  
Machine  
Dealers

Such a well known and popular utility, among phonograph owners, as the PEERLESS RECORD ALBUM, certainly deserves front rank prominence in your show window.

NOTE: Watch for the announcement next month of Peerless Loose Leaf combination album—with eight 10" and four 12" interchangeable leaves. This album is particularly adapted to the full score of the Victor records of Cavalleria Rusticana. Write for advance information and details.



**Peerless Radiolog.** Every one of the several million owners of Radio sets wants a Radiolog—Dealers are merely supplying demand. Supply your trade and reap the profits.

*Samples Sent on Request*

## PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

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

636-638 BROADWAY  
NEW YORK

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



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Cable Address: "Elbill," New York

NEW YORK, AUGUST 15, 1924

### *Business Outlook Materially Improved*

**A**FTER some months of subnormal business, with the demand so slight in some quarters that many retailers declared it did not exist, there has come a ray of sunshine through the business clouds in the form of announcements of rapidly increasing prices for wheat, corn and other farm products and for hogs.

To the retail talking machine dealer in a congested section of a large city these jumping prices may not have appeared significant, but to the dealer in the wheat and corn belts the news is accepted as marking the approach of a new era of prosperity such as has not been enjoyed by the merchants of the country for the past four or five years.

It is an accepted fact that upon the prosperity of the farmer depends in a large measure the success of the business of the country as a whole, for he represents a buying power that has a distinct effect upon market conditions. When the farmer is getting less for his crops than they cost him to plant and cultivate, when he continues to borrow and does not repay, when he has available only sufficient cash to meet the necessities of existence, then he is holding from circulation, unintentionally, millions upon millions of dollars that ordinarily would go for the purchase of the things that make life worth living, among them talking machines and other musical instruments.

This reaction to the higher prices is particularly noticeable in the Northwest where things have looked pretty blue for business men in all lines for a long time past. Instead of seeing banks crash one after another, because attempts made to recall farmers' loans were unsuccessful, these business men of the Northwest find that the farmer is paying off his debts and is in a frame of mind to enjoy some of the luxuries he has denied himself the past few years. It is the belief throughout the grain-growing sections that this new prosperity is going to be long and enduring, and the stimulus that has been given to business is most tangible.

It has been computed roughly that since July first the wealth of the country has increased something over \$1,000,000,000 as a result of the jump in prices of farm products, and a billion dollars turned loose into the channels of trade are bound to set things humming. Then, as a noted writer puts it, we have in America 60

per cent of the world's purchasing power resulting from the continued importation of gold, and further we have not fully estimated the beneficial effect ensuing from the adjustment of European political affairs based on the Dawes plan.

For those who have been marking time, and who have been in doubt regarding what the immediate future holds forth from a business standpoint, this new improved condition should bring particular satisfaction. It means that the business for the future months is assured, whether the merchant be located on the Seaboard or in the Mississippi Valley—it means a natural healthy prosperity, without inflation and with plenty of competition, but, with it all, welcome profits.

### *Elucidating the Problem of Trade-ins*

**U**NLESS certain talking machine dealers are a little more cautious in the matter of accepting used machines as part payment for the latest models with or without radio equipment, this trade is going to face the same problem that has served to milk millions of dollars of potential profit out of the piano trade in the last two or three decades.

Successful handling of the trade-in—and unquestionably the trade-in is going to become an increasingly important factor of the talking machine trade as time goes on and the replacement business becomes more pronounced—lies in a thorough understanding of the fact that the value of a used instrument is solely in its salability. If \$50 is allowed on a ten-year-old machine that when repaired and freshened up can be sold only for that amount, if at all, and then after considerable delay, the dealer has lost between \$25 and \$30 of his profits on the deal, after he has charged off cartage, storage, repair costs, and a selling expense that is often higher on a used instrument than on a new one.

There are at the present time dealers who already have accumulated stocks of used machines taken in exchange that not only waste valuable space in the storage rooms, but represent just so many hundreds of dollars' worth of lost profit, and of capital tied up, that otherwise might be turned over for the bringing in of more profit. Too many dealers are prone to regard the sale as a unit, and neglect to analyze the results of the sale. If it is necessary to make an unprofitable exchange in order to dispose of a new instrument, then the deal might have been better left unmade, for a new machine on the floor is still a source of potential profit, but a used machine exchanged at a valuation far beyond its actual worth is nothing more or less than a liability.

### *Why Dealers Should Not Delay Placing Orders*

**T**HE retail talking machine dealer who expects to remain in business this Fall and Winter, but who has not yet laid definite plans for suitable stock or has neglected placing definite orders for machines calculated to meet every normal requirement of his business up to the first of the year at least, is treading on highly dangerous ground, for the reason that if even a normal business develops within the next few months he is going to have difficulty in getting through last-minute shipments from manufacturers, who, as a matter of business efficiency, base their production on definite orders on hand rather than prophecies of large orders. Should the awakening prosperity of the country continue to develop between now and the first of the year the position of the dallying dealer is going to be even more dangerous, for he will be called upon to handle an abnormal volume of trade with a subnormal stock.

The leaders of the industry have for some time past prophesied a Fall and Winter season full of opportunities for the retailer, and although they may not have been taken seriously at times, recent developments have served well to substantiate their claims that business was distinctly on the mend and held great promise of activity. If the wholesaler can be held to be the guide to the situation then a wave of good business may be had, for there are reports from all sections of the country of very substantial increases in orders from dealers, particularly for records, which is significant, because in the frame of mind in which he has been for some months past the average dealer comes close to selling first and ordering afterward.

This matter of preparing for the Fall has to do not only with the regular standard models of machines which manufacturers have offered for the past few seasons, for it is to be regarded as a matter of only ordinary business with them to see that these standard

models are in stock, simply as a matter of routine. The problem comes in getting sufficient stocks of the newer models of machines—those complete in themselves as well as the various types equipped with radio receivers or built for the installation of such receivers.

In connection with instruments of these newer types the retailer must depend upon his own good judgment and upon his own analysis of his territory and its requirements to guide him in building up a stock that will meet the demand that has been and is being created both as a result of the national advertising of the manufacturers and the natural interest that the new combinations particularly arouse.

One concern alone has found an actual demand this year of sufficient volume to warrant the manufacturing schedule calling for the production of instruments forty-eight per cent in excess of the output of the same plant last year. This demand is actual and not theoretical and is taken to indicate that some dealers have made up their minds to be prepared. It is to be admitted, of course, that over-buying is just as unpardonable as under-buying, but the experienced merchant is much more liable to suffer from the latter than from the former trouble.

With a knowledge of his normal requirements, of the situation in his territory and of the national conditions calculated to affect local business, the average retailer is in a position to order freely with little or no danger of any serious overstock. And he must remember that the instrument left on the floor after the peak of the buying is over can still be sold with proper effort, but the instrument that is not available when the sale is ready means a lost profit that is not recoverable. There is no need for frantic preparation in anticipation of an instrument shortage, but there is need for advance preparations for a normal season's business—preparations that will leave the months to come free for the work of selling.

*Upholding Honorable Merchandising Methods*

THE retail music industry, and particularly the talking machine trade, has been educated, practically one hundred per cent, on the idea of one-price selling and the success of this training is evidenced in the caution shown by many dealers in entering the radio

field, not because they do not believe in radio and its future, but because they felt some doubt as to the question of price permanence.

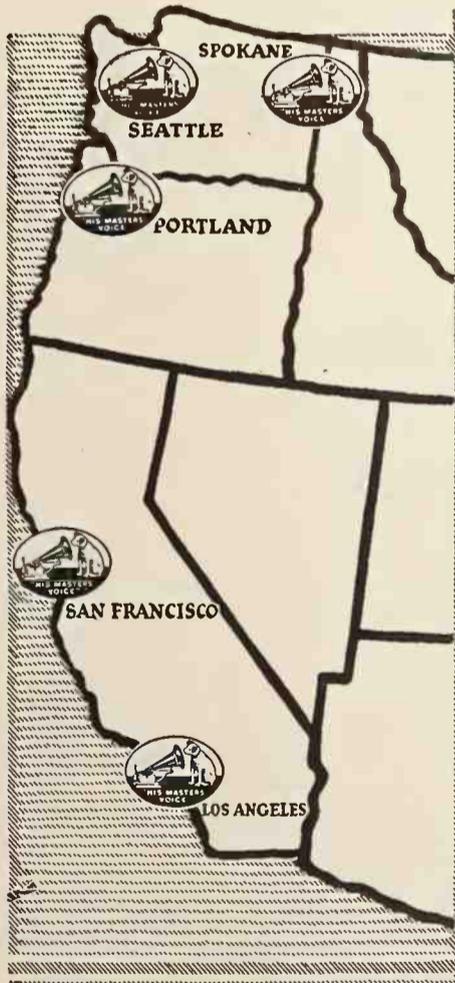
The development of the "gyp" dealer in the radio field is due primarily to the chaotic merchandising situation growing out of a boom demand for radio products beyond the ability of manufacturers to satisfy. The question for many months was not that of sound merchandising but rather of filling automatically and as far as possible a flood of orders which came in to the manufacturers from every Tom, Dick and Harry.

That the condition developed was not the result of intention on the part of the manufacturers, or at least that proportion of them ranking as sensible business men, but its continuation can certainly be laid at the doors of those manufacturers of radio apparatus who are still living for the present and who work for the simple filling of orders rather than for the building up of a permanent channel of distribution and a merchandising policy that is sound.

The radio industry, or at least the production end, has developed to a point where there is need for merchandising and distributing policies that are constructive and have in view the future of the industry as well as the present. If radio is a passing fad, then any selling system may do, but if it is to be, as is believed, a permanent factor, then right methods are essential.

A number of leading manufacturers in radio receiving sets and equipment have sensed this need of better merchandising, and have adopted various ways and means from the selection of their own dealers to the elimination of jobbers, in an effort to keep their products in the stores of legitimate price-maintaining dealers and out of the hands of the "gypts" who, as is the case with all price cutters, have been using trade-marked and patented goods of recognized quality as bait for the sale of products of the inferior type.

The maintenance of resale prices under the law as it now stands is difficult but the earnest manufacturer can still do a great deal, and legally, to keep the business clean. As the merchandising of radio apparatus becomes more stable, the interest of the music industry in the marketing of radio products will increase in direct proportion. That manufacturers are realizing this condition of affairs and are acting accordingly holds much promise for the future of the industry.



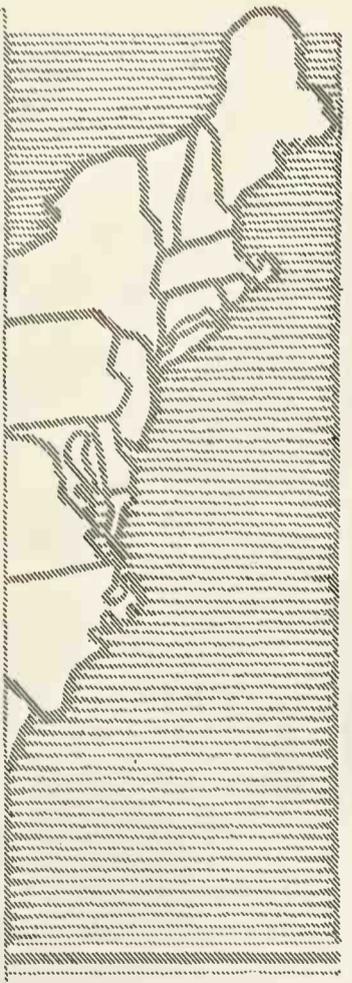
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N. W. Corner 13th and Glison Streets,  
Portland, Oregon  
Oceanic Bldg., Cor. University and Post Streets,  
Seattle, Washington  
330 West Sprague Ave., Spokane, Washington



**5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE**

# Who Says There Is No Summer Business?

Proof That the Calamity Howlers Are Wrong in Their Assertion That Business Flies When Summer Comes—Work Always Wins

The Summer is with us and the pessimists are in their glory. Business is conspicuous by its absence and there are only breakers ahead. Everybody is away and there is no one left at home to buy, and so the sad story goes. But—there is always a but, you know—now and then a bright ray of optimism penetrates this sea of gloom, driving through the murk like a sharp sword, pointing a moral and exposing to the light of day a great truth, which the pessimists too often apparently ignore.

**Who Says There Is No Summer Business?**

That bright ray is the refutation of the weary wail of the pessimists by dealers who are actually enjoying a fair volume of business and show their books to prove it. Articles in The World during the past month or so have described how a few of these dealers are overcoming the undeniable lethargy induced by vacation plans, and the drowsy Summer days. Rave on, pessimists, but first read the following:

The talking machine department of the Batterman store in Brooklyn is canvassing the countryside for business and getting it. Public demonstrations followed by a clean-up canvassing campaign are bringing home the bacon for this live concern.

**Who says there is no Summer business?**

The talking machine department of Hahne & Co., Newark, N. J., reports a 33 1/3 per cent increase in business the first six months of this year over the same period of last year. The comparative sales records of the concern vouch for the truth of the story. Keeping on the job and letting slide not a single opportunity for closing a sale in spite of the heat is how it is done.

**Who says there is no Summer business?**

Up in Stamford, Conn., there is a dealer a considerable distance removed from the main shopping district of the city who is finding that the canvassing route is the best road to continuous good business. He goes after the foreign-born people of the city and adjacent towns, a class of trade too often neglected, and his sales are large enough to prove the soundness

of his judgment and the mistake other dealers are making in overlooking their opportunities. These people do not go away during the Summer and they like music. That's an unbeatable combination in favor of the dealer who really wants business in the Summer badly enough to go after it. Are you overlooking a similar opportunity for a few extra sales during the "dog" days?

**Who says there is no Summer business?**

Another live retailer in the Middle West finds the Summer a good time to push sales of used instruments which have accumulated as trade-ins, repossessions, etc. An advertising campaign tied up with a window display of these instruments resulted in the sale of close to forty instruments. Furthermore, he has automobile trucks canvassing the country districts, and these salesmen dispose of an average of one machine a day, also a considerable number of records.

**Who says there is no Summer business?**

The Victor Co. is removing one of its old buildings in Camden to make room for a new ten-story skyscraper to be used for manufacturing—increasing Victor production even more. The company also has announced that its plans include a 48 per cent increase in production of instruments this year over 1923. There is a reason in back of this and that reason is that many retailers handling the Victor line are doing a good business the year around, whether it be Winter, Spring, Summer or Fall.

**Work Never Fails to Win**

The foregoing simply proves again that the chair warmer and inactive dreamer is the one who has the greatest cause to complain. The chap who is energetic enough to go out with the grim determination to dig up business and prospects during the Summer months has no time to complain and does not do so if he has the time for the very simple reason that there is no reason for complaining. Everybody does not go away during the Summer. Look about you and see the swarms of people who are forced to secure their pleasure in the old home

town and who are lucky to even get away for the usual two weeks' rest. People are still buying talking machines and records, despite all reports to the contrary, and then, too, there is radio. The fact is that the talking machine retailer today is in a better position than ever before to secure business during the Summer months. He has a greater variety of instruments and better and more appealing products to merchandise than he has ever had in the past. There is still a market for the beautiful console and upright instruments, from the cheapest to the most expensive. And for those who are restricted by limited purses there are always portable talking machines and used instruments, and for the fortunate persons who intend to go on auto trips, camping expeditions, or to the seashore or mountain cottage the portable talking machine or radio is now almost a necessity to the complete enjoyment of the vacation.

**Merchandising vs. Storekeeping**

The great difference between the dealers who complain of slack business and those who do not is that the former rest on their oars and drift along waiting for the automatic improvement in demand which he fondly hopes will come soon, and the latter works harder than ever before to bring up sales volume. In short, the former is a storekeeper and the latter is a merchandiser.

**Who says there is no Summer business?**

## Display Cards Feature the Victrola Radio Models

The Musical Instrument Sales Co. has just prepared a set of four display cards, featuring the four Victrola specials—radio models, 215, 400, 405 and 410. These cards measure 16 inches high by 11 inches wide, are painted in five colors and easled for standing. The company has received quite a number of requests from its dealers for this series of cards which are being used to feature these Victrola specials.

## New "Talker" Tax in Japan

WASHINGTON, D. C., August 6.—A duty of 100 per cent ad valorem is to be imposed upon all phonographs, graphophones and other talking machines imported into Japan under a bill which is now before the Japanese Diet, it has been reported to the Department of Commerce through the Japanese Embassy.

A large number of commodities are to be subjected to this heavy duty with a view towards curtailing the importation of luxuries, encouraging thrift and balancing foreign trade.

## Open Music Departments

KANSAS CITY, Mo., August 5.—M. C. Schoenly, talking machine wholesaler, reports a number of new accounts, the most prominent of which are a new music department at the Christman Department Store, Joplin, Mo., the talking machine department opened at the Home Furniture Co., Sand Springs, Okla., and a similar department opened at the Tussendorf Furniture Co., Onaga, Kan.

## Telletone Co. Chartered

The Telletone Co. of America, New York, was incorporated to manufacture radio apparatus, at Albany recently, with a capital stock of \$25,000. The incorporators include R. R. and A. Spira and L. Ellison.



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

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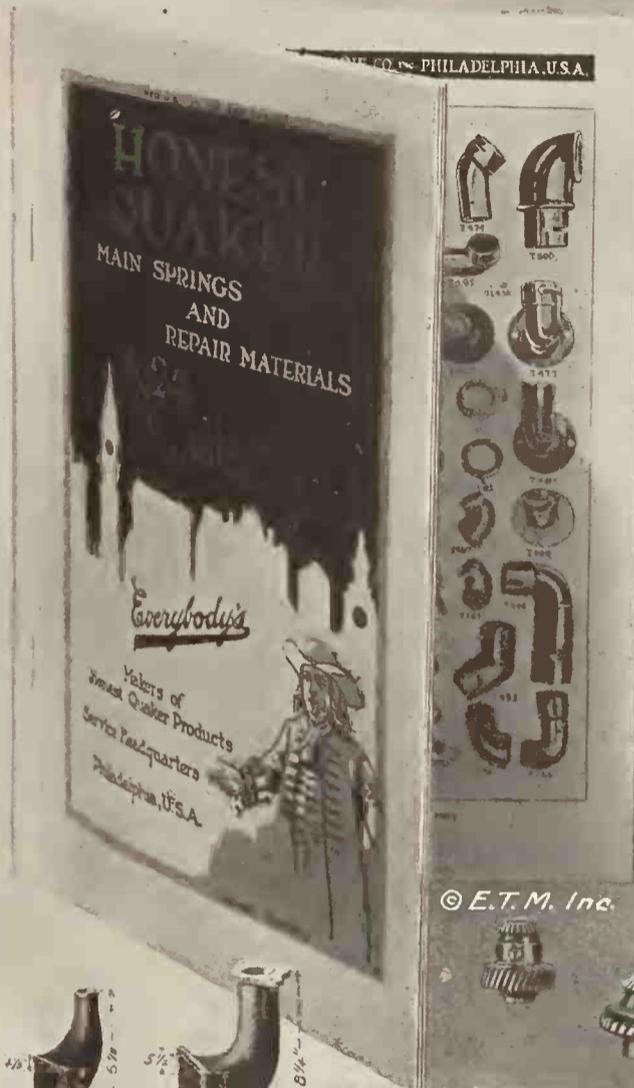
FRANK BANTA

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

# HONEST QUAKER

REG. U.S. PATENT OFFICE & CANADA

## Main Springs and Repair Materials



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



TRADE MARK

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

### OUR CREED:

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



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

REPLACEMENT PARTS FOR EVERY

MOTOR, TONE ARM and REPRODUCER

# Business-Killing Radio Fallacies Refuted

No Revolutionary Developments in Radio in Sight, Says Charles C. Henry, Radio Engineer for the Sonora Phonograph Co., Inc.

We hear so many say that radio is still undeveloped. That there are to be new instruments available, which will revolutionize the industry. That some new static eliminator will filter out all Nature's needle noise. That Marconi will yet produce radio which we will carry around on our hats or some such thing. That smoother operation will result when balloon-tired antennas are perfected. That the house telephone line will again become a potent source of entertainment. That loud speakers will become a part of the refrigerator, the hat-rack and the medicine-chest. Good vacuum tubes will be sold regularly for 50 cents with bargain sales at 39 cents each, and that the \$25 receiving set of the future will be able to provide soothing entertainment for a mammoth country home with enough air energy left over to amuse the neighbors for miles around.

## Radio Transmission Over Twenty Years Old

Let us indulge in reminiscence and observe how sensibly and gradually communication devices really develop. Some of you are old enough to remember years ago when writers prophesied that every telegraph instrument in the country would be silenced in the course of a few months by the new infant, the telephone. Yes, we were going to carry a telephone instrument in our pocket, so that when our bicycle threw a tire from too much "scorching" we would telephone the nearest service station for a spare. And every railroad car and locomotive was to be equipped with an intercommunication telephone. Even hungry but industrious farmers in the field would attach their pocket phones to the nearest fence to ask friend wife if the meals were ready.

Do you remember what a scare holders of cable company stocks underwent when the early transatlantic radio telegraph tests were under way? The publicity agents for the "wireless" ("radio" is preferable, being more "ritzy") companies predicted dire ruin for the cables. The radio telegraphic transmission of the letter "S" from Newfoundland to England in 1900 prefaced a long-drawn-out period of uneasiness for sellers of cable stocks. There was a flutter in the market in the Spring of 1903 when President Roosevelt sent a radiogram to King Edward via Cape Cod. Doctor DeForest little realized what a host of prophets he would inspire when he received his patent for the vacuum tube in 1906. When Prof. Fessenden radio broadcasted from Brant Rock, Mass., to Washington, D. C. (600 miles), in 1908 it is unlikely that he was able to foresee the time sixteen years later when people would consider radio a prodigy.

Those radio fans who listened to the navy radio telephones installed on warships in 1914 have been prolific to say the least. I wonder if Major Armstrong ever, even in his wildest dreams, foresaw the time when, ten years after his regenerative patent was granted, a million people would speak fluently in terms of "heterodyning" and "feed-back" and "regenera-

tion." While the vacuum tube was a fully grown and powerful instrument in 1914 it did not really get into the "gyp" market until about 1916 when price slashing was a thing to be reckoned with.

When the Arlington, Va., radiophone station broadcasted to Paris, Panama and Honolulu in 1915, and when that operator with the regenerative receiver in Honolulu 5,000 miles away cabled in "Program coming in fine," it is said that he recognized the voice of his friend speaking at Washington.

By 1916 every amateur who pretended to be "anybody" had a 175 to 16,000-meter regenerative receiver. OUI at Berlin was the favorite radio telegraph broadcasting station. No one cared much for his war "hokum," but always "hung" onto his wave long enough to get his call letters. The "radio bug" changes little. He wanted distance in spite of static and the two or three dozen controls. Then, as now, the sets all started out simple enough, but by the time all the advertised accessories were added the owners didn't know whether they were operating some undiscovered circuit or not. The second-hand Ford spark coil market reported a scarcity with prices variable in those same years when fans were building audio amplifying equipment. Attics were even then being searched for petal type talking machine horns.

## Phonograph Records Broadcast for Seven Years

When the radio fans joined the colors in 1917 it was the thrill of a lifetime to be able to tune a real engraved panel, regenerative receiver with engraved dials and to have all the A and B batteries and vacuum tubes one could use furnished by Uncle Sam. And were not the more plutocratic crews and companies itching for a chance to broadcast the latest records over the Army and Navy radiophones to their less fortunate comrades from the much-prized portable phonograph? If your ship was in the vicinity of Boston in 1919 the radio operator could almost blow the captain off the bridge with "jazz" from WGI after putting the stuff through his wartime five-tube audio amplifier in the radio cabin.

Do you New York fans remember the impromptu phonograph concerts broadcast from warships in the Victory Fleet which lay in the Hudson in May, 1919? After the Armistice it was a common thing for one ship to phone to another and request that a certain record be played. It wasn't until KDKA at Pittsburgh got under way in 1920 that the radio conflagration really got out of control. While Boston fans tried to tune out WGI and get KDKA, the Pittsburgh fans were trying to get WGI through KDKA. About that time the local station axioms were coined. They are "it is the height of stupidity to admit enjoying local stations" and "a broadcasting station must be closer to some people than others."

## No Danger of Obsolescence in Radio

Is it any wonder that veteran radio men show signs of uneasiness when after all these years they hear such expressions as "they are going

to sell radio sets for one-third the present price in a few months." "I believe that radio is only in its infancy and at any time we are likely to find on the market a set that will make all present equipment obsolete." He has heard such statements for so many years that they grate. A good radio set sold for only a little more in 1916 than it does now. There is no evidence that the price scale of radio sets will be precipitously lowered. That there is and has been a slow and continuous reduction of production costs is realized, but not so rapid as to warrant any one's missing the present joys of radio. This same thing is true of the automobile. Each year we get detail refinements in all cars, but in general motors depreciate from use and not obsolescence.

The press tries to print the kind of news that the public likes to read, but the public will soon get their fill of headlines to the effect "new invention to revolutionize radio"—"Neinogil Conimar discovers revolutionary radio beams." This is one of the most effective ways to entice money to the curb for stock in Conimar's companies. Accordingly the "news value" of such articles varies inversely with the radio intelligence of the reader.

In brief, the publicity departments of radio corporations should attempt to forestall ambitious copywriters and reporters and to present their plans and disclosures in their true light. Much of the present propaganda aimed at certain ambitious objects requiring the good will of the public is needlessly scaring away certain prospects who without real reason fear for an early obsolescence of any set purchased.

The truth of the matter is that any of the many thousands of radio telegraph receiving sets in use on ships, at shore stations and in the "amateurs" homes as early as 1913 might be used very effectively to-day for broadcast radiophone reception. In fact, some of them are in daily use for this purpose. Most of the radio sets purchased three or four years ago are in active use to-day. Sets sold this year will be in use five and even ten years hence, particularly the better receiving sets.

There will be perfections in detail. Cabinets will be improved in design and finish. Good tone quality will be better appreciated. The transmitting stations will use more power and become more reliable for Summer and daylight reception. Vacuum tubes will use less power and have a longer life. Batteries will constantly get better. Battery substitute devices taking their power from the lighting circuit will be built for the present sets. Some of the new sets will have these battery substitutes built in.

All these changes will be merely detail developments aimed largely at better appearance, easier maintenance and simpler operation. The prospect who puts off his purchase of a radio set for fear of obsolescence is no more logical than the man who is postponing the purchase of an automobile for the same reason.

STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

*Represent the Highest Attainment in Musical Worth*

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana

**THE SATURDAY EVENING POST**  
An Illustrated Weekly  
Founded by Benj. Franklin  
July 12, '24  
5th THE COPY

**RADIO BROADCAST**  
25 CENTS  
Radio on Run Row  
The First Airstrip Radio, and Receiver

**RADIO IN THE HOME**  
HENRY M. NEELY

**KENNEDY**  
are reliable  
The extensive progress of the Colin B. Kennedy Company to keep the Kennedy out of all stores where you must buy in your own risk.  
So you will see that the Kennedy in every radio store. Those dealers who secure the right to sell the Kennedy are, in our judgment, trustworthy business houses of high character. You can place confidence in their recommendations, especially in people who appreciate purity of tone in their radio entertainment.

**Buy a KENNEDY at the start — and be satisfied**  
MANY owners of radio sets will tell you that the one they operate now is the second. They have bought a second because the first was so good. As they have more money, they have bought a better one. They have bought a better one because they have more money. They have bought a better one because they have more money. They have bought a better one because they have more money.

**The most wonderful of musical instruments**  
This is a Kennedy Radio before you. A home radio before the Kennedy is beyond comparison a musical instrument. And in addition, it brings you all great music better than even the finest of gramophone records.  
The purity of Kennedy musical reproduction is extraordinary. No matter what the broadcast may be—the shrilling notes of a violin, the thrilling notes of a soprano, the lilting melody of a jazz band, the dramatic recital of a great pianist, the nation's orchestra, the world's best talent—their music is yours. The Kennedy brings you every note, tone and word clear and true.  
Kennedy Radio Sets are so easy to tune, too. Every station has its own dial setting. Once you find it for any station, you will always find that station at that same point. No tuning means. And a Kennedy doesn't cut a unit bit to keep it in tune.  
All Kennedy sets are handily mounted in four making any cabinet. The sloping panel lends a touch of artistic distinction. The standard Kennedy features also add greatly to the enjoyment of Kennedy radio. You will be proud of your Kennedy.  
Ask your radio dealer to show you the Kennedy. You will be proud of the name of a Kennedy. And you will be proud of your Kennedy.

**MODEL XV**  
An ultra-selective receiver. See our announcement next month or write for advance information

# Kennedy advertising is for the benefit of Kennedy dealers

**Attention of Victor Dealers**  
Complete Kennedy three and four-tube radio units can now be supplied without cabinets, but fitted with panels to insert in Victor models 215, 400, 405 and 410. These radio units can be placed in the Victor models named without cabinet work. Also adaptable for other makes. Write for full information.

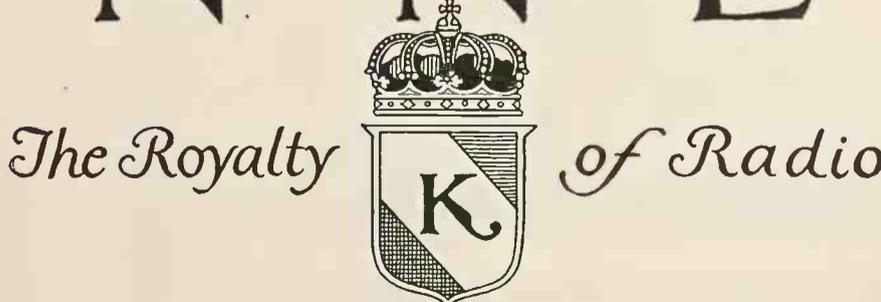
**NATIONAL** magazines used in the Kennedy advertising campaign will have a real story to tell. They will assure the public that dealers who display the Kennedy are trustworthy radio merchants. And that the Kennedy is a musical instrument—not merely a mechanical novelty. Kennedy models are standardized — when new models are added to

the line to meet a particular desire of the public, the new model does not suddenly supersede the old. Kennedy laboratories originate — we do not imitate. Kennedy created the sloping panel for easy tuning — now widely copied. Every Kennedy circuit and method of construction is so advanced that the Kennedy is always a few steps ahead of the field — and the field never catches up.

Merchants in good local standing are invited to become Kennedy dealers

**THE COLIN B. KENNEDY COMPANY**  
Saint Louis

# K E N N E D Y



# Stock Control and Its Relation to Profits

How, What and When to Order to Avoid Tying Up Money in Slow-Moving Stock—Daily Record Inventory—Methods of Two Dealers

"Have I a great deal of money tied up in slow-moving stock which could be used to better advantage and which is slowing turnover and cutting into the profits I should make, or have I brought my investment down to the minimum commensurate with good business practice, permitting me to meet the demands of my customers?" That is the question every talking machine retailer should ask himself and if analysis discloses inefficiency in buying steps must immediately be taken to clear the shelves of the "dead" or slow-moving stock. In the case of records particularly the dealer must watch the trend of demand closely and order accordingly. It is foolish and dangerous for the merchant to order quantities of all popular numbers on the records in the hope that the demand will be sufficiently large to absorb the stock. It is better to order sparingly and frequently so that if the demand for a particular number suddenly drops off, as is often the case in popular music, the dealer will not have a quantity of practically unsalable merchandise on his shelves which he is compelled to dispose of in some way—either by taking advantage of the record exchange plans inaugurated by the various companies or by other means which may entail a loss.

#### How Gotham Dealer Controls Record Stock

One of the largest stores in Greater New York, which normally carries a record stock in the neighborhood of 20,000 numbers, has a system of stock control in its record department which is both efficient and economical and has an important bearing on the success which the firm enjoys. In the first place this concern, while it boasts that it handles practically every popular record and all of the standard and classical numbers released by one of the leading record manufacturers, has reduced the chances of becoming loaded up with records which will not sell to a minimum simply by ordering never more than five of the various standard and classical numbers and of keeping in close touch with the popular song hits and ordering accordingly. Each morning the three record clerks of this department make a hasty inventory of that

portion of the record stock which has been allotted to them and in cases where certain numbers were sold the day before a memorandum is made of this fact and an equal number is ordered immediately. This applies to all records but in the case of popular numbers of the "hit" type a three-day supply is kept on hand at all times.

The manager of this concern pointed out that the dealer must be especially careful in gauging the demand for popular numbers in view of the fact that often selections which show every indication of becoming headliners from the standpoint of sales fail to achieve the widespread popularity expected. This experienced talking machine merchandiser also declared that one of the most dependable ways of determining whether a popular selection will become a big seller is to watch how it is received at the various theatres, stating that show music is in continuous demand. The reason for this is that the retailer gets the advantage of the widespread publicity accorded the numbers in this manner. This applies with equal force to retailers outside the large cities because vaudeville road troupes and other road shows are bringing this music to all parts of the country. Even rural dwellers are reached by these shows for the reason that it is now a simple matter to jump into the family automobile and take a pleasant ride to the nearest city where there is a vaudeville show or other good theatre.

#### Reduces Investment During Slow Season

Several months ago in *The World* there appeared an article describing the methods which have built a large and successful business for Earl Poling, leading talking machine dealer of Akron, O. Brief mention was made of the fact that Mr. Poling reduces his record stock from 20,000 at the peak of the business season to a minimum of 8,000 records when business is normally at the bottom. During the Winter months, and especially around the holidays, the stock is at its highest point, but during mid-Summer when there is a natural decline in the demand for certain kinds of records the stock is gradually brought down to a minimum. Each

week Mr. Poling receives from the manager of the record department a statement of the sales of each number during that period and through comparison with sales of each week previous and with the same period the year before he is able to determine with a fair degree of accuracy what type of records will be in greatest and least demand and re-orders of old numbers and orders for new releases are placed only after careful analysis of these reports.

#### Pitfalls to Avoid

There is danger that the retailer may bring his stock down too low and may lose sales by it. If a record is not entirely obsolete it is better to have one in stock so that if there happens to be a call for that number the customer can be supplied. If, as often happens, the dealer is out of a record he has only one course to pursue and that is to secure the desired record for the customer with the least possible delay. Earl Poling sends as far as Cleveland for a single record for a customer and although he may lose money on that particular sale the good-will thus built up and the repeat sales to the same customer make this form of good-will building a paying proposition in the long run.

#### Turnover

It is an elemental business principle that the more times a business man can turn his stock in a given period at a fair profit the greater will be his profits. But the problem is how to accomplish this highly desirable result. One of the greatest obstacles in the way of maximum turnover with minimum investment is the lack of stock control. Certainly it is easy to understand how, say, a thousand almost non-movable records, with the money investment involved, and the valuable space they occupy can seriously affect profits. This same number of quick selling records would boost the margin of profit in an astonishing manner.

## Landau Sponsors Wilkes-Barre Victor Concerts

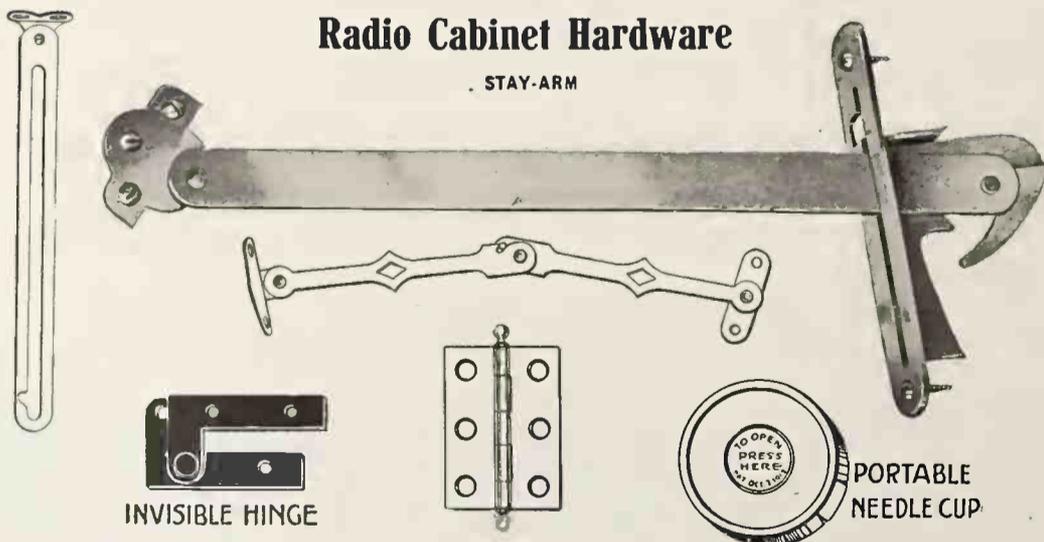
WILKES-BARRE, PA., August 5.—Through the generosity of Hyman Landau and Harry Michlosky, of Landau's Music and Jewelry Store, in this city, well-known Victor dealer, concerts during the Summer at the Irem Temple will be continued. When Leo Long resigned as concert manager of this popular course, fear was expressed that the course would necessarily be abandoned, because of the lack of management, but Mr. Landau and Mr. Michlosky stepped into the breach in order that the musical programs might be continued, and under their management excellent programs have already been arranged. Among the artists who have been engaged are the following: Paul Whiteman's Band, with Paul Whiteman appearing personally; Jascha Heifetz, violinist; Reinald Werrenrath, baritone; Margaret Matzenauer, contralto; Cecelia Hansen, violinist, and Sergei Rachmaninoff, pianist. All of these famous artists record exclusively for the Victor library, and it is expected that John McCormack, celebrated Irish tenor, will be signed for an appearance in October. The Eight Popular Victor artists will probably appear on the program during early Spring.

## Masterola Co. Chartered

The Masterola Mfg. Co., of New York City, was recently granted a charter of incorporation under the laws of New York State to manufacture radio products. The concern, which is capitalized at \$50,000, was chartered by R. Coen, B. Goldman and H. Sandler.

## FULL LINE of HARDWARE

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



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

**H. A. GUDEN CO., Inc.**

227 CANAL STREET

NEW YORK, N. Y.

# Guarantee

Every Brandes Product is sold subject to the approval of the purchaser. If for any reason you are not fully satisfied, if you think it does not fully come up to our guarantee that it is better than any other at the price, return it to your dealer within ten days, and he will immediately refund the full purchase price.

He will not ask any questions. He will take your word, if the product does not meet with your approval. You don't have to prove anything to him.

This guarantee really amounts to a free trial.

*Frederick S. Silliman*  
President



## A 16-year-old pledge

More than a million and a half Brandes Headsets and *Table-Talkers* are today doing valiant service! With each sale this time-tried guarantee assumes new strength and meaning. It is an old pledge that bespeaks the unlimited confidence of the manufacturer in his products—a confidence based on the continued acceptance of Brandes products by an alert public.

# Brandes



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



Table-Talker \$10.  
50¢ extra west of the Rockies  
In Canada \$14



Navy Type Matched Tone Headset \$8  
\$11 in Canada

The name to know in Radio

## David Grimes, Inc., Formed to Manufacture Radio Sets

Firm Headed by David Grimes, Inventor of Super Reflex—Sales Manager, E. P. H. Allen—Factory in Jersey City—Plan National Drive

David Grimes, the well-known radio technical expert and inventor of the Famous Grimes System (The Super Reflex), is one of the organizers



David Grimes

of David Grimes, Inc., occupying executive offices at 1571 Broadway, Strand Theatre Building, New York City, with a plant and laboratory



E. P. H. Allen

at 141 Morgan street, Jersey City, N. J., an eight-story modern building equipped with the

most efficient labor-saving devices obtainable.

The new company will produce a line of radio instruments, using the Grimes system, promising new and distinctive advantages in radio reception and will be known as the David Grimes. The object of the company, which has as its officers prominent members of the music and radio industry, is to produce the Grimes system, embodying modern features at a popular price. District sales offices will be maintained in Chicago, New Orleans and San Francisco, and officials of the company state that deliveries will be effected on their new line within thirty days.

The general sales manager, E. P. H. Allen, formerly with The Radio Corp. of America and for many years a prominent figure in the music trades, states that very substantial orders have been received for the new product, and extensive plans of merchandising are well under way. The company is planning a national advertising campaign and dealers' sales service bureau.

Mr. Allen and Mr. Grimes have made an exhaustive study of the requirements of the radio merchant and the David Grimes instruments are receiving marked attention from many in the trade who have seen the first set. The company will manufacture a general line of radio instruments and parts.

## W. C. Fuhri on Visit to Columbia Pacific Branches

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., left New York August 7 for a five weeks' trip to the Pacific Coast. Mr. Fuhri will visit all Columbia branches en route to the Pacific Coast, and on this trip will discuss sales and marketing plans for the coming Fall. Before leaving on this trip he commented optimistically upon the business outlook, stating that Columbia branch managers as a whole and Columbia dealers who have visited the executive offices in New York are unanimous in stating that the coming Fall season will be a prosperous one.

## Norman H. Cook in New Post With S. E. Lind, Inc.

DETROIT, MICH., August 7.—S. E. Lind, president of S. E. Lind, Inc., of this city, factory representative for Royal phonographs and Royal neutrodyne products in Detroit and Cleveland territory, announced this week the appointment of Norman H. Cook as general manager of the company's Cleveland office, with headquarters at 1535 West Twenty-fifth street. Mr. Cook is popular throughout the Cleveland territory, as he is a competent and capable sales executive who during his experience in the talking machine trade has been associated with such well-known houses as the W. F. Frederick Piano Co., Pittsburgh, Pa.; Boggs & Buhl, Pittsburgh, Pa.; Eclipse Musical Co., Cleveland, O., and Halle Bros., Cleveland, O.

## New Royal Phonograph Models Shown in Boston

Simultaneous Displays in Shepard, White and Henderson Stores Attract Much Attention

BOSTON, MASS., August 5.—The Royal phonograph, manufactured by the Adler Mfg. Co., made its initial appearance in the Boston retail market this week when it was shown simultaneously on the floors of the Shepard Stores, R. H. White Co. and Henderson's, 22 Boylston street. While the instruments were featured by each store management as a distinctly new phonograph in design and were demonstrated for their tonal values and distinctive cabinet designs, capital was made of the fact that each machine is equipped for radio installation. That the public is still greatly interested in phonographs was demonstrated by the attention the new models attracted. Sales results were more than satisfactory.

The Royal line is also scheduled to appear in the phonograph department of R. H. Hovey and in Henderson's Park Square Store, thus giving the line representation in three of Boston's great department stores and two nationally known music shops. The Royal Line Sales Corp., which is under the direction of P. A. Ware, is receiving many visitors from the New England trade at its showrooms, at 218 Tremont street, as a result of the showing made by the line in the Boston stores.

## Radio Service Laboratories and Gilfillan Bros. to Merge

LOS ANGELES, CAL., August 6.—Arrangements recently completed provide for the merging of the Radio Service Laboratories, Asbury Park, N. J., a license under the Hazeltine Neutrodyne patents and a member of the Independent Radio Manufacturers, Inc., with Gilfillan Bros., Inc., of this city. The Gilfillan interests enter the radio field as an authorized manufacturer of Neutrodyne products, and H. M. Lewis and M. S. Moore, well-known radio engineers, have developed a new type of radio set which will be known as the Gilfillan Neutrodyne set. Gilfillan Bros., Inc., are well known throughout the commercial world on the Coast, and have three points of manufacture, Los Angeles, Kansas City and Asbury Park, N. J. A comprehensive sales plan involving the use of jobbers and dealers has been completed for the sale of the new set.

## Renew Vocalion Contracts

The Acolian Co. announces that contracts have been renewed with both the Ambassadors Orchestra and Ben Bernie's Orchestra, whereby these popular dance organizations will continue to record exclusively for Vocalion Red records.

# National Record Albums

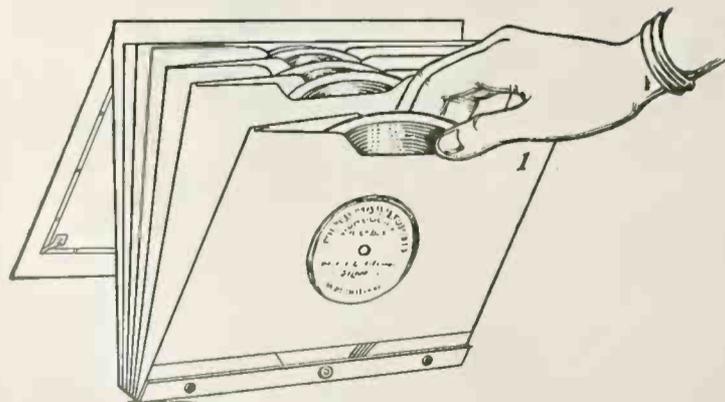
are

## Good Albums

Nationally known because they give real satisfaction.

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

Write for our list of 1924 styles and prices



NEW PORTABLE ALBUM



THE PERFECT PLAN

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

Sleeper  
MONOTROL  
·THE MOST·  
PERFECT  
RADIO SET  
*in* AMERICA



*A Universal Set—meets all conditions both in sales and installation*

# SLEEPER

## MONOTROL

REG. U.S. PAT. OFF.

### Meets Every Sales Requirement

Many sets which *operate* successfully are built without consideration for the ease with which they may be demonstrated in a showroom or the appeal they make to passing customers.

In appearance, for example, they may fail to attract the eye—the first step in creating interest. The SLEEPER MONOTROL is built to “sell on sight.”

Or perhaps a set is the type which needs an aerial. In this case you can only demonstrate one set at a time, while the SLEEPER MONOTROL is built to operate on aerial, or loop, or ground alone. You can demonstrate any number of these sets in different booths at one and the same time.

That means *more* sales in *less* time.

It's a set which any customer can try *himself*. With a single revolution of the single tuning dial he gets immediate results upon *all* stations broadcasting within range.

He receives these stations with an ease in selectivity, a purity of tone and a control of volume which he has never before experienced.

You can offer to let your customer compare this set in every way with any other set he knows. You can offer to install it in his home on trial. For metropolitan use or local reception anywhere, ground wire only often suffices for good reception, or use a loop or short aerial. Installation is simple and inexpensive, and once in the home, the Monotrol will *stay* there.

### Answers Every Question Your Customers May Ask

You do not have to give evasive answers to any question about aeri-als, or batteries, or tubes, distance, selectivity, tone quality, volume, portability, beauty, workmanship, quality of material, maker's guarantee, horn or ear phone reception or any other point which makes a set worth purchasing.

A customer may ask if he can use a loop, for instance. You can tell him “Yes.”

He may question you about the batteries. You can tell him to use *either* storage batteries or dry cell tubes of any standard make.

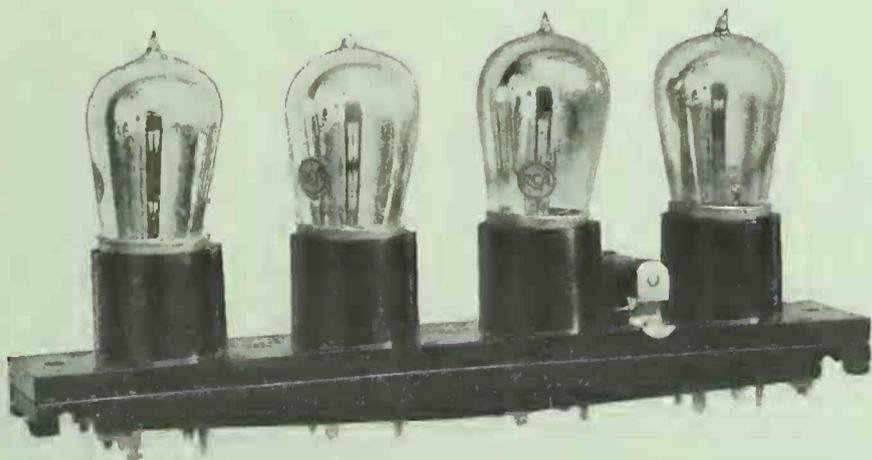
You can tell him that his set will give results *wherever* he employs it.

You can guarantee him absolute purity of tone quality and the absence of tube noises and microphonic sounds. You can guarantee distance—selectivity—a set improved in so many ways—so universal and so completely rounded out—that it literally answers every question any customer can ask.

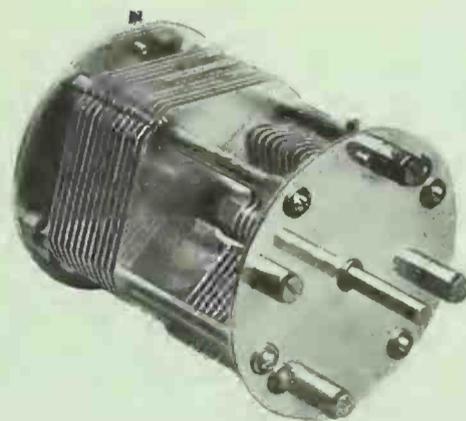
# Twenty-four Improvements help you sell the



- 1—3 stages of tuned radio frequency combined with the advantages of the Inverse Duplex System.
- 2—All the selectivity of the best tuned circuits, yet with only *one* tuning dial.
- \* 3—The Sleeper Synchronized Dual Condenser, operating tuning condensers on a single shaft.
- 4—Universal operation using any kind of loop, or aerial, or ground wire alone, depending on location.
- 5—Operates from either wet or dry cell batteries with either type of tube.
- 6—Tremendous power with fewer tubes—rectification, 3 stages of tuned radio frequency and 3 stages of audio amplification from only 4 tubes.
- 7—Use of efficient Sleeper Rectifier in place of the usual noisy detector tube.
- 8—Exceptionally pure tone due to new principle of audio amplification with Sleeper Audoflex Transformers.
- \*\* 9—Socket block floating on aeroplane rubber, eliminating microphonic noises.
- 10—Recessed coil springs under each leaf contact.
- 11—A novel system of stabilizing radio frequency.
- 12—A novel in-put circuit, using same binding posts for aerial or loop.
- 13—Local-to-Distance Switch, controlling volume without affecting tuning.
- 14—New intensity control, saving current from all batteries.
- 15—Metal panel and framework, eliminating body capacity effects.
- 16—Improved type of filament switch.
- 17—Beautiful cabinet of solid inlaid African Mahogany—Sheraton Period.
- 18—Natural or 30° eye-to-hand slope, increasing visibility of dial readings and making operation more convenient.
- 19—Satin finish panel, etched in oxidized bronze.
- 20—Self-containing compartments for “B” batteries and dry cells.
- 21—Tuning dial calibrated in wave lengths as well as numbers.
- 22—Utilization of common ground, eliminating unnecessary wiring connections.
- 23—Improved construction, using the famous Doehler Die Castings throughout.
- 24—All battery connection wire coded in color.



\*\* The Sleeper Floating Socket Block



\* Sleeper Synchronized Dual Condenser



The factory and men behind the

# SLEEPER

## MONOTROL

REG. U. S. PAT. OFF.

**Gordon C. Sleeper**

President and General Sales Manager.

**H. C. Doyle**

Treasurer and Production Manager. Designer Type 54 Monotrol. Formerly Production Manager Thomas-Morse Aircraft Corporation, Ithaca, N. Y.

**David Grimes**

Consulting Engineer. Inventor of the Inverse Duplex System.

**Edw. McCambridge**

Superintendent. Formerly of Western Electric Company and Dictograph Products Corporation.

**J. L. McWeeny**

Manager of Chicago Branch. Formerly of the Radio Corporation of America.



### A PERSONAL SERVICE

is available to Community Dealers direct from the Executives and associates of the SLEEPER Radio Corporation. These men, each an expert in his field, co-operate and counsel in any dealer's problem confidentially submitted by the dealer to the SLEEPER Personal Service Department. All departments contribute to this service: Research, Engineering, Production, Advertising, Demonstration, Sales, Service and Finance.

**A. S. Lindstrom**

Manager of San Francisco Branch.

**F. A. Klingenschmitt**

Vice-President in Charge of Service. Formerly of Independent Wireless Tel. Co. and American Marconi Company and Radio Corporation of America.

**Boyd Phelps**

Research Engineer. Formerly Research Engineer of the C. D. Tuska Company.

**G. D. Peters**

Purchasing Agent.

**Clifford Norberg**

Chief Tester. Formerly of Robbins & Myers, Inc.

**Philip Kobbé**

Advertising Counsellor. President Philip Kobbé Company, Inc.

# Our Plan to Help You Sell the

## SLEEPER MONOTROL

REG. U.S. PAT. OFF.

YOU ARE FIRST APPOINTED AS AN AUTHORIZED COMMUNITY DEALER

When our Zone Distributor finds that your standing and reputation in the community assures adherence to ethical sales and advertising methods, and that you are willing to cooperate and able to feature the SLEEPER MONOTROL in a truly effective way, on his recommendation you are appointed as an Authorized Community Dealer.

WHICH ENTITLES YOU TO A SPECIAL DISCOUNT AND TO PARTICIPATION IN A SALES PLAN THAT INCLUDES:

**SLEEPER TIME PAYMENT PLAN**—enabling you to sell the Monotrol and accessories on lenient terms through financing.

**AUTHORITY TO GUARANTEE** every Monotrol you sell under our one-year service guarantee.

**MANUAL ON "HOW TO BUY A RADIO RECEIVER"**—a most interesting booklet, supplied in quantity for distribution to your customers.

**DIRECT RETURNS FROM SLEEPER ADVERTISING**—which will be run on an extensive scale in national publications as well as in local newspapers. The inquiries that we receive are forwarded to you.

**NEWSPAPER ELECTROTYPES AND COPY SUGGESTIONS**—to cooperate with Sleeper advertising when advertising in your own behalf.

**A FULLY PREPARED MAIL CAMPAIGN**—including personalized letters and suggestions for printed follow-up material with which to circularize your mailing list.

**STRIKING WINDOW AND STORE DISPLAY MATERIAL**—fresh displays supplied at least once in every two months.

**EXHIBITIONS, DEMONSTRATIONS AND RADIO LECTURES**—staged for your benefit by Monotrol District Travelers.

**A PERSONAL SERVICE** by the executives of the Sleeper Radio Corporation whenever you require such service from the Research, Engineering, Production, Advertising, Demonstration, Sales, Service or Finance Departments.

1. For a more detailed description of the new Sleeper Monotrol and of the plan by which we help you sell it (including proofs of Sleeper advertising) write for our Campaign Plan Book.
2. For a demonstration of the set itself, get in touch with your regular jobber or write for a list of the Sleeper Zone Distributors.
3. For much interesting information on the basic principles of radio salesmanship and for reasons why the Sleeper Monotrol, Type 54, is the most universally salable set yet developed, write for the manual—"How to Sell a Radio Receiver."

*Write for a Complimentary Copy of our Campaign Plan Book and for the Manual—"How to Sell a Radio Receiver"*

## SLEEPER RADIO CORPORATION

Established 1919

436 Washington Ave.

CHICAGO

110 South La Salle St.

Long Island City, N. Y.

SAN FRANCISCO

111 New Montgomery St.



The New **SLEEPER** TYPE 54  
MONOTROL  
REG. U. S. PAT. OFF.



Embodies twenty-four improvements in the Grimes Inverse Duplex Circuit

Attractive cabinet of inlaid African mahogany with a panel of etched bronze.

Operates on loop, aerial or ground alone, depending on local conditions.

Retains the advantages of single dial control.

Write to us for information and plan your Fall radio campaign in the Summer. You will find our service an invaluable aid.

**TIMES APPLIANCE CO.**

*(Wholesale Only)*

33 West 60th Street

New York

Telephone Columbus 7912

# The New **SLEEPER** TYPE 54 MONOTROL REG. U.S. PAT. OFF.



## WHAT WE AS DISTRIBUTORS FOR THE SLEEPER RADIO CORPORATION HAVE TO OFFER THE DEALER

### The Set

Operates on any type of aerial, loop or will work on ground wire only. Employs only four tubes, gives three stages of Tuned Radio Frequency, and three stages of Audio Frequency. Retains the advantage of the single dial control, which is a feature of the Sleeper Monotrol.

### The Service

The Community Dealer plan which the Sleeper Radio Corporation has to offer through D. W. May, Inc., as a distributor will aid the dealers' sales materially. The service D. W. May, Inc., offers to dealers leaves nothing to be desired. Place your orders for Fall requirements now.

## D. W. MAY, Incorporated WHOLESALE DISTRIBUTORS

Thompson Neutrodyne, Thompson Speaker, Crosley Radio Products, Herald Loud Speaker, Philco Storage A and B Batteries, Ray-O-Vac B Batteries and Dry Cells, Brach Lightning Arrestors, Electron Battery Chargers, Murdock Phones and Plugs, All American and Jefferson Star Transformers and all other well-known radio products

325 Central Avenue

Wholesale Only

Newark, N. J.

# You Now Need a Distributor

For

*The New* **SLEEPER** *TYPE 54*  
MONOTROL  
REG. U.S. PAT. OFF.

*And  
Your  
Logical  
Jobber is*

*Call, Write or Wire for Details to*

## **NYRAD DISTRIBUTING COMPANY, INC.**

*Wholesale Exclusively*

**Specialists for 24 Years in Phonograph Merchandising**

**250 West 108th Street**

**Phone Academy 5251**

**New York City**

**ALSO MUSIC MASTER PRODUCTS, EVEREADY BATTERIES, ETC., ETC.**

# Portable Drives Prove Sales Stimulators

## How Progressive Dealers Are Adding Materially to Their Sales Volume by Going After Portable Business—Quick and Easy Sales

The talking machine dealer who is neglecting to push his sale of portables to the fullest possible extent is undoubtedly losing a big source of revenue. It might be that a dealer best knows his own territory and feels that the people to whom he caters are not logical prospects for this type of machine, but with business rather slack, as it is at the present time, there is no reason why the dealer or his salesmen should not invade the nearby bungalow colonies or Summer resorts in an effort to sell the Summer residents a portable, or, failing in this, to increase his record sales. An interesting example of cashing in on this type of selling is the experience of the F. F. Hermann Talking Machine Corp., of Port Richmond, Staten Island, N. Y. There are scattered about Staten Island a number of Summer resorts and bungalow colonies and during the Summer this enterprising dealer sent a clerk with a number of portable machines and a stock of the latest records to visit these sections. With a Victrola No. 6 in a light delivery truck the salesman would make his rounds and, stopping in the center of a busy street, would play several of the latest releases. Aside from the number of portables sold through this method, the record sales were in themselves amazing, Fred Hermann stating that on Saturdays it was not an unusual occurrence to dispose of eighty to a hundred dollars' worth of records. When it is taken into account that this business was strictly on a cash basis, it can be seen that the Summer was a profitable one.

### Door-bell Ringing Sells Portables

That the sale of portables can be made equally profitable for the dealer in the city is shown by a conversation which the writer had with an outside man connected with the talking machine department of a large department store. On the preceding day this salesman had made a house-to-house canvass in certain districts of Astoria, Long Island, with the result that he disposed of six portable talking machines and, while the writer was speaking to him, a lady with whom he had discussed the purchase of a machine on the previous day called at the store and purchased a regular Victrola. Asked as to whether he encountered difficulty in being admitted to demonstrate the instrument, this salesman stated that, with the exception of large apartment houses and tenement houses in the city, the average housewife does not object to admitting the canvasser, thus giving him an opportunity of selling her on the proposition of buying a machine.

### Every Family a Prospect

"Few dealers realize that the reception granted the canvasser is in nine cases out of ten a pleasant one," stated this salesman. "If at the beginning the housewife declares that she owns a talking machine and is not interested in owning a portable, it is easy to gain admittance by stating that you wish to demonstrate a new style of needle or to play several new releases. The owner of a talking machine is always ready to listen to any proposition that will enable her to gain better entertainment from the machine and it is to people who already own Victrolas or other styles of machines that I make most of my sales. A family which has an expensive machine and contemplates going to the seashore for a month or two does not wish to be deprived of the pleasure which it is accustomed to from listening to the machine and do not wish to go to the trouble of shipping their instrument to the country or seashore home. Thus, when a portable at a reasonable price is offered the chances are greatly in favor of a sale. Out of the six sales which I made yesterday in Astoria, four of them were to people who already owned machines. It is surpris-

ing also to see the number of people one meets in going about who, although not interested in purchasing a portable, express themselves as being interested in purchasing a large instrument. I have secured a number of good leads which I will follow up and which I feel sure will result in sales. While a number of people state that they are interested and will call at the store to close the deal I make every possible effort to close the sale when the prospect is enthused over the demonstration."

It is entirely within the province of every dealer to try this means of adding to his Summer business and should he be in a position where he be hesitant about tackling the project

in a big way, let him go himself and on foot and see if his immediate vicinity will not yield results. A selected list of names taken from the store's mailing list could be called upon in odd moments and even though the portable sales would not be of such a volume that would cause astonishment, it is certain that the canvasser could secure orders for records that would be demonstrated that would more than repay for the time and trouble taken.

The name of the Boyer-Smith Music Shop, of Lancaster, O., has been changed to the Burk-Smith Music Co. John A. Burk has purchased a half interest in the establishment.

Enclose this in an envelope and mail it immediately

Firm -----  
 Address -----  
 City and State-----

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

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

## This Coupon will help build your RADIO DEPARTMENT



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

*We Specialize in Establishing Complete Radio Departments*

# RADIO STORES CORPORATION

Dept. T.M.W. 824. 218-222 West 34th Street, New York, N. Y.

# Store Door Playing Menace to Radio Sales

Unthinking Dealers Who Arrange "Public" Demonstrations in the Windows and Doors Create Nuisance and Deliberately Kill Sales

The practice of many retailers of hooking up a radio in the window or near the door of the store to which is attached a loud speaker, ostensibly to attract the attention of passing pedestrians to the fact that radio is handled, is becoming a menace to radio sales, according to leading members of the trade, who declare that the uncontrolled and raucous noises issuing from unregulated and unattended radio sets are giving the public a false impression of what really excellent results can be obtained from a radio set. Furthermore, it has been pointed out that this practice is creating a nuisance in that the annoyance caused is resulting in considerable indignation on the part of other business men in the neighborhood and persons residing within hearing distance of the continual noise.

## No Way to Demonstrate

The radio receiving set is an extremely sensitive instrument and to get the best results careful adjustment is necessary. Loudness is often achieved at the expense of clarity and pleasing tone. And that is the great trouble with most retailers who are trying to attract public attention to their wares in this way. A talking machine man who also handles radio told the writer that recently he visited a little town in the State of New Jersey and when he alighted from the train he heard a puzzling noise coming apparently from the business district. Having some time to spare he decided to trace the sound to its source and after walking four or five blocks was astonished to discover that it emanated from a music store in the entrance of which was placed one of the largest amplifiers he had ever seen. A few doors away on the same block was a radio store and this dealer for his own information decided to make some inquiries regarding the amplifier. He evidently touched the radio dealer on a sore spot for in response to his inquiry this chap declared: "No, we haven't any and we don't want to handle any of the d— things. Isn't that noise enough?" That is the general attitude of most people who have something of this character inflicted upon them day after day.

## Live Merchants Against Practice

All intelligent retailers interested in the progress of radio are firm in their opinions that this practice of setting a loud speaker in

the window or door of the store so that everyone within a block or two can hear is extremely harmful to business. This attitude of the progressive type of dealer was exemplified at the last meeting of the Talking Machine and Radio Men, Inc., at the Café Boulevard, New York City, when Irwin Kurtz, president of the Association, came out in strong and unmistakable terms against the practice. Mr. Kurtz did not mince words and he stated that already some action was contemplated by city officials to prohibit all playing of talking machines, radio, etc., in front of stores so that the sound reaches to the street in such a manner that it becomes offensive. One thing is sure, the warning against this short-sighted practice cannot be sounded too strongly.

## Murdering Business

The dealers who create a nuisance in this manner, whether it be in connection with talking machines or radio, are simply murdering their own business, to put the matter bluntly. The neighborhood dealer who depends upon the people residing near the store for the bulk of his business certainly cannot afford to antagonize his customers and prospects against the store and the product he is so noisily and ineffectively trying to attract attention to. Neither the radio nor the talking machine business is a circus proposition and the ballyhoo methods of the circus will not get any results, but on the contrary the animosity aroused by too loud store door playing is premeditated murder of sales opportunities and the development of the radio and talking machine business on a sound, stable business.

## Alternative in Demonstration of Radio

There is a better way of demonstrating radio. Briefly, by staging public demonstrations in the store with an attendant in charge of the outfit at all times, a man who has the ability and knowledge of radio which are so necessary in the successful merchandising of this product. The dealer can use his mailing list to good advantage in this respect and thus secure the attendance and attention of the people who are most likely to be prospects for this merchandise. One dealer sends out a letter setting forth the most interesting parts of the program on the night of the store demonstration and wind-

ing up with an invitation to come in and hear this entertainment. There is no suggestion of commercialism in the letter and the people come, for his store is always crowded with eager listeners on these evenings. Mention of other dealers who have found this manner of demonstrating exceedingly successful has been made from time to time in *The World*.

At any rate, this is the dealer's best bet if he wants to place his radio business on the dignified and profitable plane it deserves. It is the one really effective way in which the true merits of the radio as a medium for entertainment can be brought home in a forceful manner to the public. Instead of retarding it promotes sales and not only does the dealer profit but the business as a whole progresses. On the other hand, the store door method has an exactly opposite effect. In short it kills sales and drives away prospects and customers for both radio and talking machines. When a practice such as this results in complaints on the part of the public and officials begin thinking of taking direct action to prohibit this form of "advertising" the moral should be so clear and simple that it should be realized by even the dullest and most short-sighted dealers in the business.

## Ray Miller Scores With Atlantic City Visitors

Ray Miller and His Brunswick Orchestra are achieving signal success in the Café Beaux Arts at Atlantic City, where this popular orchestra leader and exclusive Brunswick artist is fulfilling a Summer engagement. A feature of the impromptu entertainment provided by Ray Miller is "Brunswick Night," when every lady present is presented with a Brunswick record, which is a recording by Ray Miller and His Orchestra. Every Thursday night is "Clown Night" and many well-known vaudeville and moving picture stars are usually present. In addition to Ray Miller and His Orchestra, the Café Beaux Arts presents the Mound City Blue Blowers, a unique organization discovered by Ray Miller, which also makes Brunswick records exclusively.

## Real Portable Phonograph "Money Maker" For Alert Dealers

This machine is in every way an instrument extraordinary — in purity of tone, musical quality and volume of sound. Light and takes up very little room. The demand for this model will be big, because it is ideal for picnics, outings, camps and cottages, yet with its clear, distinct, mellow tones and pleasing appearance it is equally suitable for the home.

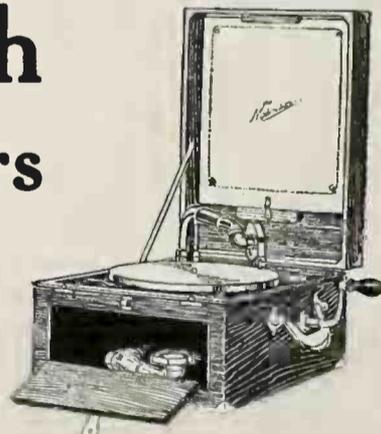
A medium priced machine that will make you money. Order at once.

Manufactured by

**MODERNOLA CO.**

Johnstown, Pa.

Write for our Special Catalog



### MODERNOLETTE

Case, except panels, is made from solid black walnut, rubbed and highly polished wax finish. Twelve-inch felt-covered turntable. Heineman double-spring motor. Weighs twenty-two pounds. \$21.00 to dealers. Retail price, \$35.00.

# A Recipe!



## An August Bracer

Prepare your punch before the company comes.

Ask any Pearsall dealer he'll tell you.

"Desire to serve, plus ability."

*Wholesale Only*

10 EAST 39th ST.



NEW YORK CITY

**SILAS E. PEARSALL COMPANY**

**DISTRIBUTORS**

THOS. F. GREEN

# Now Is the Time to Clean House for Fall

## Spare Time Now Can Be Utilized to Make Preparations for the Fall Business Campaign—Check-up on Mailing List Important

With the Summer months at hand, when to a certain extent the talking machine trade has slackened up, the dealer should use the spare moments which are accorded him to "put his house in order." This is not to be taken as meaning that the Summer season is a time for the dealer to lessen his sales efforts. Quite the contrary. But there can be no doubt that with the average dealer trade is more quiet during July and August than at any other time of the year. With this condition existing these months are appropriate for the dealer to prepare for a good Fall business and to so have his stock in order that a brisk demand in September will find him prepared. There are a number of things which the dealer can do to clean house. His stock of machines and records should be overhauled and dead stock should be pushed to clear the store of this accumulation. The collection accounts should be gone over and the past due reduced to the minimum. An intensive selling campaign should be inaugurated and the end of the Summer should see the prospects on the dealers' list catalogued either as satisfied customers or thrown into the discard as being worthless. There is no reason why any prospect should be considered "live" for more than six months at the outside. Another feature of the business which should be given attention during the Summer is the mailing list. A careful check-up of this list will cut out an amount of deadwood which is costing the dealer money and time. With the weekly releases of records the postage costs of mailing record bulletins to a large mailing list amounts to a considerable sum and in many cases such money is absolutely wasted.

### Checking Up the Mailing List

There are several methods of making an effective check-up of the mailing list, the one most commonly used consisting of the sending out of a form letter accompanied by a return card requesting the customer to state whether or not he desires to receive the bulletins, and to indicate whether the address to which the letter was sent was correct. The dealer can

state that the reason for the letter was the complaints of several customers that they had not received bulletins and, as the sending of such lists was a part of the service which the store rendered, he wished to remedy this fault. In this way the dealer not only receives the information which he is seeking, but he also builds up his prestige by impressing his customers with a desire to serve them.

### Live Dealer Gets Complete Data

A method utilized by Albert Bersin, a Brooklyn dealer, recently proved most effective and satisfactory in that it not only provided for a successful check-up of his mailing list but it also gave the store desirable prospects for machines, radio sets and pianos. A reproduction of the card sent out is shown herewith. This

Do you desire to receive the Victor and Brunswick Record supplements?      yes  no

Do you desire to receive the monthly booklet on radio?      yes  no

Have you a radio set?      yes  no

Do you desire to purchase a radio set?      yes  no

Do you desire to purchase a piano?      yes  no

Do you desire to install a radio set into your own phonograph cabinet?      yes  no

Do you desire to exchange your phonograph for a radio set?      yes  no

Do you desire to exchange your phonograph for a new one?      yes  no

Name .....

Address .....

card was sent out together with a letter announcing the discontinuance of a branch store and soliciting the continuance of the customer's trade at the main store which is situated in the same neighborhood.

### Invites Patrons to Visit Store

As can readily be seen the postcard covered the entire field and supplied the dealer with all

the facts which he wished to know concerning the customer's needs and preferences. The accompanying letter was most informative, giving the full line of talking machines and phonographs carried by the store, as well as those radio receiving sets which are carried in stock. It also stressed the store's facilities for converting the customer's talking machine into a combination talking machine and radio and concluded with a cordial invitation to visit the store and listen to the radio concerts and to the weekly releases every Friday of Victor and Brunswick records.

### Results of the Check-up

The result of this letter was that the mailing list which formerly consisted of more than 1,600 names was cut down by some hundreds, which means the saving of at least a hundred dollars a year in postage. It must be taken into consideration that there are a number of people who are desirous of receiving announcements, but who through carelessness or some other reason failed to return the postcard. The entire list of names which have been compiled is being saved by the store and any special announcements will be sent them, but the regular bulletins such as record releases will be sent only to those who expressed a desire to receive them. A large number of live leads for radio sales and combination units was also a result of this letter.

## Handsome Starr Catalog Is Introduced to Trade

This Volume Describes and Illustrates Starr-Made Phonographs in Most Interesting Way

RICHMOND, IND., August 6.—The Starr Piano Co. of this city, manufacturer of Starr phonographs and Gennett records, has just issued a very attractive catalog, featuring Starr-made phonographs. This catalog has been mailed to the company's dealers throughout the country, all of whom are keenly enthusiastic regarding its appearance and its value as a sales stimulant.

The opening pages of this new publication, giving a brief résumé of the distinctive qualities of Starr-made phonographs, call attention to the use of Silver Grain Spruce as the singing throat and sounding board horn of the Starr phonograph, which it is stated is responsible for the splendid tone quality of these instruments. Under the heading of "Starr Mechanical Perfection" there are briefly illustrated and described the following features of Starr-made phonographs: Starr singing throat, reproducing diaphragm and tone arm, filing system, tone modifier and motor. Following these several pages there are shown the various models included in the Starr line, one page being devoted to each instrument with considerable description. Among the phonographs presented in this way are the following: Style ½, XI, XIV, XVII, XVI, XXIV, XIX, XIX-A, XXI, XVIII, XXII, XXIII and XV. This line comprises one table model, four uprights, seven consoles and one instrument, the XIX-A, which is the same as the style XIX console except that it has in addition a loud speaker unit and may be radio-equipped.

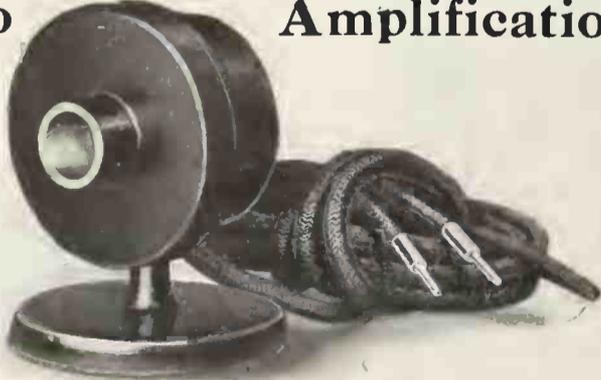
This very interesting and attractive catalog was prepared under the direction of R. C. Ball, advertising manager of the Starr Piano Co., and its completeness and typographical arrangement are in accord with the standing and prestige of Starr-made products in the music trade.

Courtesy recalls the customer and invites a new one; discourtesy drives away those you have and keeps away others.

**NATHANIEL  
BALDWIN  
RADIO  
PHONO-SPEAKER**

**Uses the Phonograph Horn  
for Radio Amplification**

The instrument that delivers all the radio set will get, with full volume and without distortion.



**NATHANIEL BALDWIN INC.**  
Radio-Speakers, Headphones, Units, Phone-Speakers  
SALT LAKE CITY, UTAH  
Eastern Branch Office, 227 Fulton Street, New York City, N. Y.

# Why Advertise a Registering Piano in a Phonograph Journal?

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

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

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

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

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

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

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

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

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

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

**GULBRANSEN COMPANY**

3236 W. Chicago Ave., Chicago

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



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

GULBRANSEN COMPANY  
3236 W. Chicago Avenue, Chicago

Gentlemen—Tell us how the Gulbransen "fits in" with a talking machine business.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

®Pronounced Gul-BRAN-sen  
**GULBRANSEN**  
*The Registering Piano*

# How Hahne & Co. Profit by Direct Mail

## Post Card Featuring Record by a Leading Artist Brings 18 Per Cent Return—One-Third Gain in Summer Sales Tells the Story

Simple and inexpensive little stunts often have an important bearing on sales. A case in point is a plan tried by the talking machine department of Hahne & Co., Newark, N. J., department store, which mailed to a thousand customers a return post card on which was featured one of Reinald Werrenrath's Victor records. Now the important point in all this is that in spite of the fact that this period is the so-called dull season an 18 per cent return of the post cards resulted from the mailing. The message on the card was as follows:

REINALD WERRENRATH  
*America's Great Baritone, sings*  
 When You Were Sweet Sixteen  
 Can't You Hear Me Calling, Caroline  
*on one Victor \$1.50 Record*

Here is one of the most beautiful records ever made. It is accompanied by a male quartet of unusual merit. If you cannot call to hear this number by all means mail this card to us to-day!

HAHNE & CO.

Send me Mr. Werrenrath's Record No. 991, price \$1.50, also the following Victor Records:

.....  
 Charge..... Name.....  
 C. O. D..... Address.....

On the reverse side was the printed address of the Victrola department of Hahne & Co., so that all the customer had to do was to drop the card into the nearest mail box and the desired records would be delivered without loss of time.

### Stuffers Prove Their Worth

Another stunt of a somewhat similar nature which also brought satisfactory returns in sales consisted of stuffers which were inserted with statements to patrons, included in literature sent to prospects and also mailed with the weekly record supplements. This stuffer featured a record by Henry Burr on one side and Wendell Hall on the other. A sufficient number of sales resulted to make this form of record promotion very much worth while.

### Thirty-three and One-third Sales Gain

The methods of increasing business described above assume growing importance when the recent statement of A. R. Filante, manager of the department, that business thus far this year represents an increase over the same period of last year of 33 1/3 per cent is considered. Another important point is that this increase has been the result of a steady gain in sales month after month and not the result of large business during the last weeks of Winter and Spring offsetting dull Summer months.

There is a reason why some dealers can point to good business every month throughout the year, and the germ of that reason is indicated in the brief account of how Mr. Filante is boosting record business. Another angle of his methods which point a moral is that every live prospect is followed up by personal visits of a member of the sales organization until there is no hope of closing a deal. This is done, no matter how warm it is outdoors and no matter how strong the inclination is to ease up on work. That the heat may affect the prospect in such a manner that interest in a talking machine for the time being is suspended is not even considered.

**A Two Cent Stamp and the Sales Message**  
 Sending a definite sales message via the two cent stamp route is one of the cheapest methods of stirring up business, as Mr. Filante and other progressive dealers have found, but, strange as it may seem, there are many retailers who seldom send out anything more than the record supplements and some of them even think this an unnecessary expense. One dealer complained to the writer recently that his returns in actual sales of records resulting from the sending out of record supplements were so small that the mailing represented an unwarranted expense. Questioning disclosed the fact that he had not checked over his prospect list in several years. The reason for the lack of returns is obvious. To call a mere list of names a prospect list is a misnomer when those names consist largely of people who are not interested in records and who will not buy. Many dealers hesitate to take names off the so-called prospect list, but it is better to have a hundred names on a prospect list, all of which represent sales possibilities, than a thousand names with no chance of selling the nine hundred. If you have

such a list take out the "dead" names and save money. That is one way of making direct mail pay dividends in sales.

### Waste of Good Literature

Those dealers who are making good use of the great quantities of expensive and really effective publicity matter which is constantly being supplied by manufacturers are on the right road to better business. This material is prepared by experts and for a definite reason, but many dealers apparently do not realize the importance of this sort of advertising, and instead of taking advantage of this wealth of sales-producing literature they cast it aside and it is forgotten. There are the windows, walls of the store and booths where much of this publicity material could be used to advantage, and even if only one sale resulted from the use of a piece of this free advertising the dealer would be well repaid for his effort in placing it in some conspicuous place in the store. A wise man once said that that which is free is not appreciated, and unfortunately this seems to hold true with many retailers. At any rate, Hahne & Co. have found the use of this publicity good business, and it cannot be emphasized too strongly that other dealers who make use of it will also find that it pays.

## Paul Specht to Supply Orchestras for Cunard Line

Popular Columbia Artist Sails for England to Close Deal to Supply American Orchestras for the Palatial Cunard Ships

Paul Specht, popular dance orchestra leader and exclusive Columbia artist, sailed recently on the "Berengaria" for London, England, at the invitation of Cunard officials, with whom he is to sign a contract to supply American orchestras for the fleet of fifty steamships belonging to the Cunard line. Sailing with Mr. Specht was the Carolina Club Orchestra, a band of young college students who are the first unit to play for the English steamship line under the Specht management. This orchestra supplied the music for the representatives of the American Law Association aboard the "Berengaria" who sailed for the Exposition at Wembley.

The employment of Paul Specht American Orchestras aboard the Cunard boats breaks an eighty-five year old precedent established by British boat owners who have heretofore employed only English musicians. While abroad Mr. Specht will also supply orchestras for Stoll & Moss, Empire Music Hall Circuits in England, at the Claridge Hotel in Paris and at the Winter Garden in Berlin. Mr. Specht at the present time has some two score orchestras, supplying the music at the Alamac Hotel, New York, and other hostelrys.

## Helpful Merchandising Plans

The Kor-Rad Co., Inc., New York City, sole distributor of the Lafayette Neutrodyne radio set and the Lafayette reproducer, although in existence five months, has already attained a wide distribution for these products and is achieving pleasing success in the development of its sales activities. The company adopted some time ago a very liberal sales policy, a co-operative dealer service and a practical merchandising plan that has met with the hearty approval of the trade. The company has established its line with well-known phonograph dealers in the leading trade centers, and Lafayette radio products are being featured to excellent advantage by these dealers.

**"CAN'T BE BEAT"**

Like our illustrious Yale crew we are Best by Every Test and "can't be beat."—

*Always insist on*

**DE LUXE NEEDLES**

(BEST BY EVERY TEST)

*Perfect Reproduction of Tone*

*No Scratching Surface Noise*

**Plays 100-200 Records**

*May We Send You Sample?*

**DUO-TONE COMPANY, INCORPORATED**

*Sole Manufacturers of De Luxe Needles*

**ANSONIA, CONN.**

Price 3 for 30 Cents

Liberal Trade Discounts

# Duo-Vox

BUSH AND LANE

*"Better than a Phonograph"*



*Style 40, Mahogany or Walnut*

The marvelously natural and beautiful quality of tone reproduced by the Duo-Vox Bush & Lane universally enthralls and enraptures.

The esteem and enthusiasm of the many Duo-Vox Bush & Lane representatives for the Duo-Vox Bush & Lane line of sound reproducing instruments bespeak with eloquence, authoritative and sincere, the overwhelming individuality and perfection of tone reproduction constituent in the Duo-Vox Bush & Lane.

The Duo-Vox Bush & Lane, with its separate and patented reproducers, one for lateral and one for hill and dale, has a range of performance, serviceability and appeal that is unequalled.

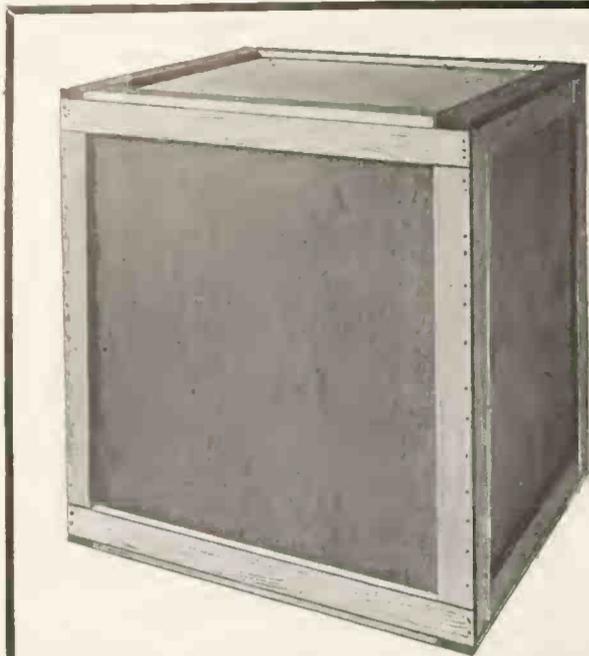
Full line of console, upright and radio models.

*Write for Agency Data*

## **BUSH & LANE PIANO COMPANY**

**HOLLAND**

**MICHIGAN**



## Better Packing—Lower Cost

The use of Atlas Plywood Packing Cases will show a material saving in your freight charges.

They weigh only about one-half as much as the ordinary wooden box, but their carrying capacity is greater and they give greater protection due to scientific construction. Their resiliency enables them to withstand rough usage which would ruin the ordinary lumber case.

Atlas Cases save freight, carry heavier loads, give greater protection, make a better appearance and cost less. Thorough investigation will undoubtedly show you the advisability of adopting this up-to-date packing case for your shipments.

Ask for quotations on your requirements.

## Atlas Plywood Corp.

PARK SQ. BUILDING

BOSTON, MASS.

*Largest Manufacturers of Box Shook in New England*

### A. A. Fair Now With the Colin B. Kennedy Corp.

Widely Known Talking Machine Man Appointed  
Assistant Sales Manager of Manufacturer of  
Popular Radio Receiving Sets

St. Louis, Mo., August 6.—B. R. Hassler, sales manager of the Colin B. Kennedy Corp., of this city, manufacturer of the Kennedy radio receiving sets, announced this week the appointment of A. A. Fair as assistant sales manager of the company. Mr. Fair will make his head-



A. A. Fair

quarters in St. Louis and will do a limited amount of traveling throughout the territory in order to work in close contact with Kennedy distributors.

This announcement will be welcome news to Kennedy dealers everywhere, as A. A. Fair is one of the most popular members of the wholesale talking machine industry. His experience dates back many years when he started as a traveling representative for Grinnell Bros., of Detroit, Victor wholesalers. He was later appointed a member of the traveling staff of the Columbia Phonograph Co.'s Detroit branch, from which he was transferred to the Columbia headquarters in New York. He was subsequently associated with the Aeolian Co., of Chicago, as right-hand man to the general manager.

When the Jewett Phonograph Co. was organized Mr. Fair was appointed sales manager, and while occupying this important post spent practically all of his time visiting the dealers and jobbers throughout the country. He brings to his new work an exceptional knowledge of merchandising conditions and a thorough familiarity with dealer problems that should enable him to achieve signal success with the Colin B. Kennedy organization.

### Sonora Officials Have Very Narrow Escape

Three Sonora officials, S. O. Martin, president; Joseph Wolff, first vice-president, and L. C. Lincoln, advertising manager, had a very narrow escape from possible death when the Broadway Limited, the Pennsylvania crack twenty-hour train, was very nearly wrecked twenty miles south of Chicago on Monday afternoon of last week. The train was speeding at about sixty miles an hour when it struck a heavy commercial truck, loaded with bags of cement. The driver of the truck was killed instantly. The cowcatcher of the engine was badly bent and twisted, and dragged along the roadbed over a distance of two train-lengths, ripping the ties. Mr. Lincoln, when commenting on the accident, stated that he does not understand what ever kept the train on the rails.

The fine powder of cement from the bags was scattered around in a veritable cloud, entering the coaches and covering everything with a thick coating of dust. However, Mr. Lincoln states he and his companions cheerfully dusted off the cement from their persons and belongings, grateful indeed that they escaped with nothing worse than a cement shower.

### Bird's Shop in New Home

BEVERLY HILLS, CAL., August 4.—Bird's Brunswick Music Shop, which was located on Beverly Drive for about a year, recently moved to 8919 Santa Monica Boulevard, Sherman. The new quarters are more centrally located in view of the fact that Mr. Bird has many customers in West Hollywood and Crescent.

### Art Kahn and Orchestra Signed by Columbia Co.

One of the Most Popular Musical Combinations  
in Middle West to Make Records Exclusively  
for the Columbia Co.

The Columbia Phonograph Co., Inc., announced recently that Art Kahn and His Orchestra, of Chicago, had signed a contract to make records for the Columbia library exclusively. Mr. Kahn is well known throughout the Middle West as one of the most successful



Art Kahn

orchestra directors in that part of the country, and he has a host of followers among dance devotees, who will be delighted to know of his Columbia contract.

Some nine or ten years ago when the world war started Art Kahn had already attained great success among dance orchestra leaders, and during the war he put in his time entertaining the boys, both in American and French cantonments. Upon his return he joined the Lubliner and Trinz Orchestra in Chicago, controlling twenty-two moving picture theatres in that city and vicinity. Mr. Kahn was appointed a director in one of the theatres and his success was so impressive that he made rapid progress until to-day he personally conducts the orchestra in the largest Lubliner and Trinz theatre and supervises the music in each of the other twenty-one theatres. In addition to these activities Mr. Kahn has composed several selections which have been quite successful, and he is personally recognized as one of the most capable pianists in the popular music field.

If we devote our time disparaging the products of our business rivals, we hurt business, reduce confidence and increase discontent.

## National Metals Depositing Corporation

Factory:

34 East Sidney Avenue, Mt. Vernon, N. Y.

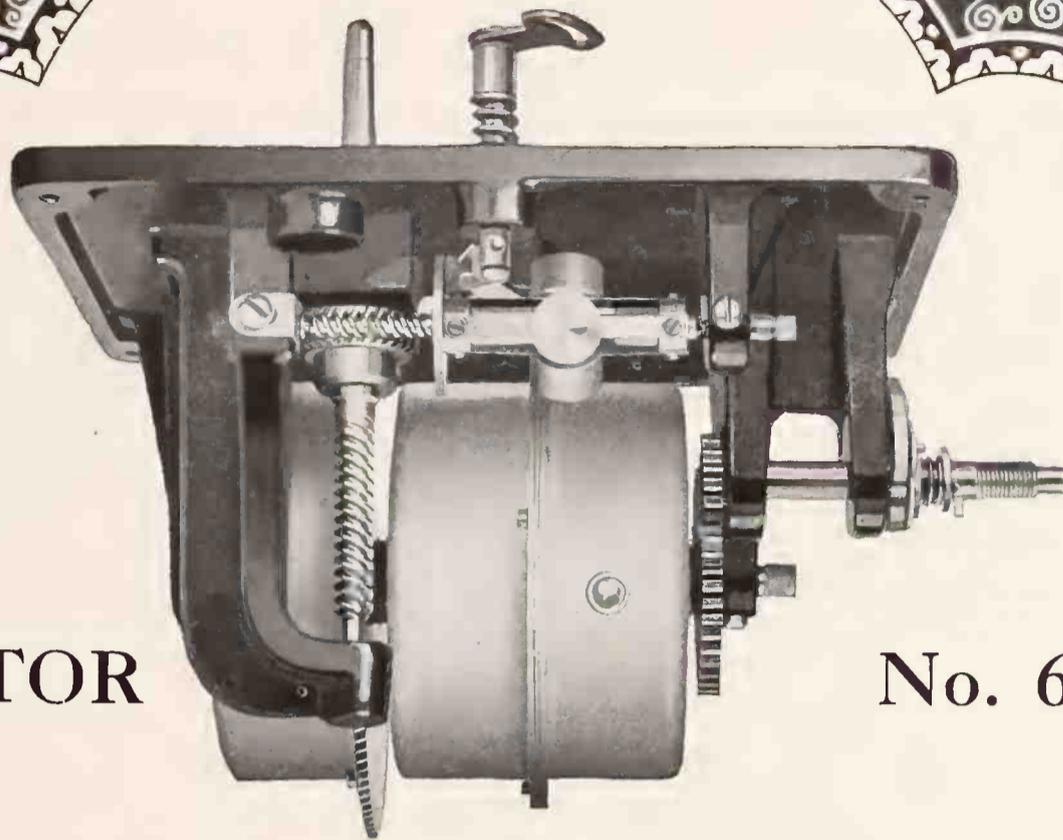
**MASTERS    MOTHERS    STAMPERS**

For Phonograph Records

*We deposit the FINEST COPPER in the World*

**Our IMPROVEMENT: all stampers have HIGHLY POLISHED MACHINE BACKS**

MOTOR



No. 66

## *Examine the Motor!*

*That's the important thing*

If you were purchasing an automobile, what would be the controlling factor? The motor of course! And it should be the deciding factor when you purchase phonographs. You should insist on reliable equipment—that means Heineman Motors—

*And here are some reasons why*

Each and every Heineman Motor is given the same painstaking, detailed care that has made Heineman Motor Equipment a byword in the Industry. For the Heineman standard has always been "ACCURACY" first, last and all the time.

Every motor part, from the iron casting to the winding gears; from the smallest screw to the solid steel driving shaft, must be as mechanically perfect as engineering skill can make it. And these are only some of the many "reasons why" it will pay you to insist on—

## HEINEMAN QUALITY MOTORS

General Phonograph  
Corporation, N. Y.

OTTO HEINEMAN, Pres.



## Magnavox Co. Announces New Vacuum Tube to Trade

New Product to Be Known as Magnavox Radio Vacuum Tube Type A—National Advertising Campaign to Be Started at an Early Date

The Magnavox Co., of Oakland, Cal., manufacturer of Magnavox radio reproducers and amplifiers, is announcing to the trade the development of a new storage battery vacuum tube to be known as the Magnavox radio vacuum tube Type A. This tube has been designed by Magnavox engineers and in its development follows



The Magnavox Vacuum Tube and Container an entirely new principle of construction which, the company states, represents a distinct advance in tube design with corresponding increase in efficiency.

The announcement of the company to the trade says: "The Magnavox tube departs radically in every respect from the construction of previous tubes, especially in that it does not make use of a grid or any other kind of electrode interposed between the filament and plate. The effect of this new principle of construction permits the electrons to take an unobstructed passage between filament and plate. By means of a new and better method of electron control the Magnavox tube gives not only higher amplification with greater sensitiveness, but also purest reproduction. Exacting tests imposed upon the Magnavox vacuum tube in all standard circuits have yielded results of great interest to the radio user.

"The elimination of the grid allows the spacing between electrodes to be much greater than in ordinary tubes and still maintain the same resistance, with the result that Magnavox tubes have less than one-half the internal capacity of other tubes of similar type. The Magnavox tube is not critical of adjustment either as to plate or filament. The filament consumption is only one-quarter of an ampere. When used as a detector the Magnavox tube gives sharper tuning with extreme sensitiveness. A grid leak is unnecessary, but its use does not affect results. This is a six-volt tube with standard base and requires no circuit changes.

"The Magnavox tube, with the sole exception of the glass blowing, is manufactured complete in the Oakland plant, recently enlarged to permit the installation of a separate tube department. There are only four stamped metal parts in the Magnavox tube in addition to the quarter-ampere filament. The control electrode, unlike the highly intricate weave of fine wire common to previous tubes, consists of a single stamping of metal which is exceedingly solid and firmly fixed in position. The two plates are so firmly bound together that only a shock strong enough to break the tube itself would dislodge them. The entire inner assembly of the Magnavox tube represents a degree of rugged strength never before attained in a vacuum tube.

"The base of the Magnavox tube has no porcelain to crack or absorb water, nor molded material to stick in the sockets. The base is made with insulation of the highest quality of cloth-inserted bakelite, especially resistant to losses. A special method used in pumping the Magnavox tube gives a stable vacuum which can be uniformly reproduced in quantity production. The undesirable gases are removed by a most efficient vacuum process.

"To insure delivery in perfect condition to the

ultimate consumer Magnavox tubes are packed in individual wooden boxes with double seal. Each tube is tested by the dealer at the time of sale and the box re-sealed in the presence of the customer. As shown in the above photograph the Magnavox tube has a distinctive appearance, its shape having been carefully worked out with a view to resisting as much as

possible accidental breakage while it is in use."

Announcement of the new Magnavox tube type A will be made to the radio public in an extensive list of national magazines published September 1 and details of Magnavox tube advertising and selling helps will be supplied by either the New York or San Francisco Magnavox offices.

## Columbia Co. Delivers Records to Coast by Plane

Aeroplane Carries Shipment of Special Records From New York to Los Angeles

LOS ANGELES, CAL., August 4.—Calderon Bros., successful Columbia dealers, of this city, specialize in serving the Mexican trade in their locality. The other day their attention was called to the growing popularity of a certain selection among the Mexicans and the sales opportunities this selection afforded, provided it could be secured on Columbia records promptly.

These enterprising dealers wired the Columbia Phonograph Co.'s recording laboratories in New York regarding the matter and after receiving the wire it was only a matter of hours for the Columbia Co. to make its best recordings of the selection and these tests were rushed through the factory, proceeding to Los Angeles by aeroplane. The mail plane running on schedule time enabled the post office to place the test records in the hands of Calderon Bros. within two days from the time the records left New York City. Calderon Bros. immediately approved the test record, wired a rush order for a substantial shipment and the records arrived on the Coast in time to take care of the demand.

# Quality Alone

That's what sells

PAL Portables

Now  
\$25.00  
retail!

DEALERS' PRICE

\$15.00

F. O. B. N. Y. City



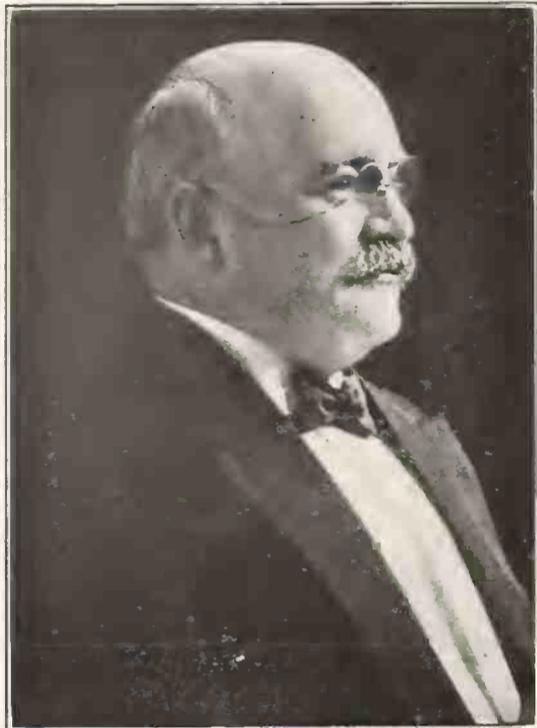
The all-year-'round phonograph

PLAZA MUSIC CO., 18 W. 20th St., N. Y.

## J. W. Scott, Old-time Phonograph Man, Dies

Field Supervisor of Jewel Phonoparts Co. Passes Away After Short Illness—Widely Known and Popular Throughout the Trade.

The many friends in the trade of J. W. Scott, familiarly known to thousands of dealers as "Scotty," will learn with regret of the death of



J. W. Scott

this popular talking machine man. Mr. Scott, who was ill only for a few days, died at his home in East Orange, N. J., on July 17 of pneumonia, and the funeral services were held on July 19.

For nearly two years prior to the time of his death, Mr. Scott was field supervisor for the Jewel Phonoparts Co., Chicago, manufacturer

of Jewel tone arms and attachments. He had achieved phenomenal success in this important work, and under the direction of A. B. Cornell, treasurer of the company, had steadily increased the scope of his activities.

"Scotty," as he was known to dealers and jobbers everywhere, was one of the pioneers of the talking machine trade. For more than a quarter of a century he was identified with Thos. A. Edison, Inc., and during this long period of years, visited Edison jobbers from one end of the country to the other. Possessed of a most pleasing personality and thoroughly familiar with every phase of phonograph merchandising, Mr. Scott won and retained the good-will and esteem of dealers and jobbers everywhere. Over a period of eighteen months as field supervisor for the Jewel interests he had further enhanced his prestige and standing as one of the industry's most popular executives, and his death will be keenly regretted by the members of the phonograph trade from Coast to Coast. He is survived by a widow, son and daughter, who received hundreds of telegrams and letters of condolence from his friends everywhere.

## Sells Edison Business

PUEBLO, COLO., August 4.—O. P. Jones, manager of the Pueblo Phonograph Co., Edison dealer, has sold the agency for the Edison phonographs to the Crews-Beggs Dry Goods Co., which on August 1 opened a modern phonograph department. This department of the store is located on the third floor.

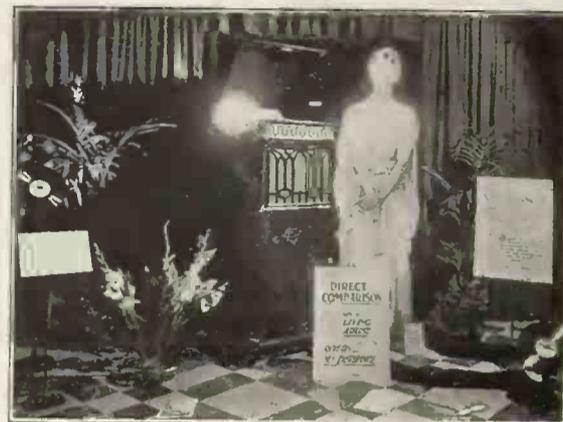
Mr. Jones has disposed of his business in order to take over the management of the phonograph department of the Denver Dry Goods Co., Denver.

A temporary music store, carrying talking machines and pianos, has been opened at Fort Bragg, Cal., by J. H. Thomas, representing Kohler & Chase of San Francisco.

## Edison Tone Test Held by Live Melbourne Dealer

Wills & Paton, Pty., Ltd., The Edison Shop, Melbourne, Australia, Boosts Sales by Tone Test and Window Tie-up

MELBOURNE, AUSTRALIA, July 25.—Wills & Paton, Pty., Ltd., the Edison Shop, one of the most progressive phonograph houses here, which has been featuring the Edison line of phonographs and records in various ways with excellent results, has been conducting tone test recitals at the Masonic Hall, featuring Stella



Edison Tone Test Window Tie-Up

Power and Violet McGregor in direct comparison with their records played on an Edison phonograph. The Edison Shop gave the event widespread publicity. Handsomely printed programs were distributed to those present, and the company followed this up with an equally attractive small booklet in which were reprinted the favorable comments of leading critics. Later a window was also arranged (reproduced herewith) featuring the Edison and Miss Anna Case, famous Edison artist. The figure of Miss Case was painted in oils on beaver board, the whole display being lit at night by a flood light, all other window lights being out, so that the display stood out with cameolike clearness.

The tone test resulted in widespread interest in the Edison, and the window display some time later revived this interest, all of which brought in considerable business, according to C. M. Phillips, of Wills & Paton, Pty., Ltd.

## Steen Heads Radio Week Window Display Committee

Clyde P. Steen, secretary of the Window Display Advertisers' Association, a national organization of window display-men, has accepted the post of chairman of the window display committee for International Radio Week which will be held November 24 to 30, 1924, according to announcement from headquarters for Radio Week, at 1133 Broadway, New York City.

"Window displays for Radio Week will be certain to bring larger sales to retailers," Mr. Steen's statement said. "A number of radio men are already members of our Association and we believe that through the co-operation of our organization many radio windows will appear this year in cities where our members are able to co-operate, or where the Radio Week committees are active.

Local chairmen for the window display committee will be appointed in a short time. International Radio Week is being conducted by an executive committee headed by Powel Crosley, Jr., of the Crosley Radio Corp., working under the auspices of the National Radio Trade Association and affiliated bodies.

## Sells Used Instruments

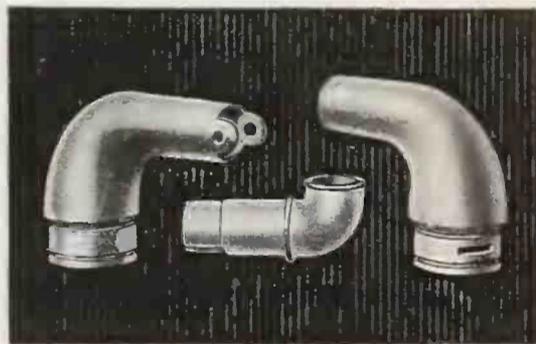
CASPER, WYO., August 6.—The Music Shoppe has been utilizing the Summer months to dispose of slow-moving stock and has been successful in moving a large number of used talking machines and pianos. Catalogs containing the prices of new and used talking machines and pianos have been sent out and this brought many customers into the store.



# DOEHLER

The World's Largest Producer of

## DIE-CASTINGS



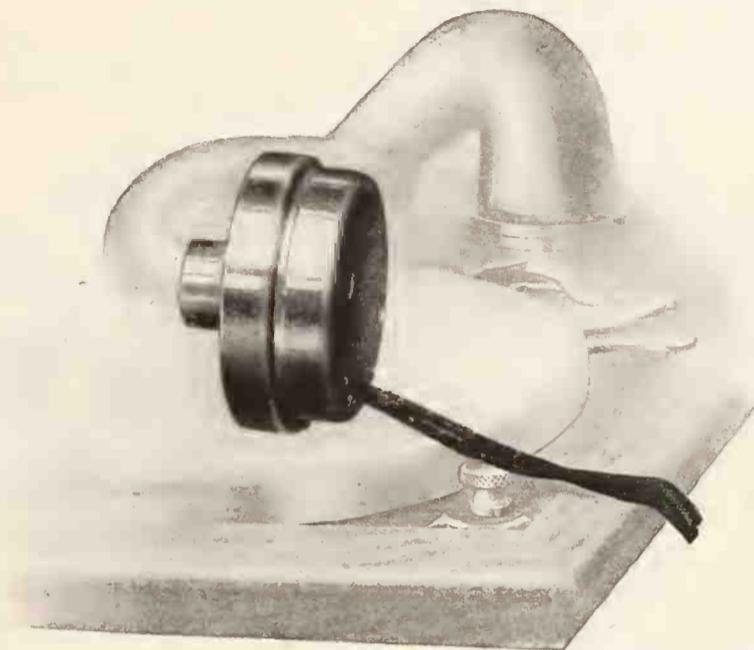
The purchase of a die-casting is an investment in service-ability—the returns upon which will appear in the manner in which that part performs its functions.

Its ability to perform properly—to render the service expected under the conditions encountered—is determined by the fore-knowledge of these conditions which its designer and producer has or can secure by cooperation with its users.

Each Doehler-Die-Casting has—incorporated within it—that comprehensive knowledge of how best to use, as well as how best to make, die-castings which can be expected from the world's largest producer of die-castings.

### DOEHLER DIE-CASTING CO.

BROOKLYN, N. Y. TOLEDO, OHIO.  
POTTSTOWN, PA. BATAVIA, N. Y.



The above Loud Speaker Unit was developed especially for 5 tube Neutrodyne sets

## To Talking Machine Makers Installing Radio Units

Before you decide on any radio sound-producing unit, consult America's leading organization of sound-engineers. This consultation is free; and incurs no obligation.

**E**VERY talking machine manufacturer, installing radio units in his product this Fall should bear this vital fact in mind:

The sound-producing device is the crux of satisfactory radio-performance. It makes no difference how efficient the receiving set; it is a dumb and helpless thing until the "sound-producer" is hooked onto it.

It isn't safe business to buy sound-producing devices, like granulated sugar, as a staple commodity, without regard to individual and varying requirements.

A two-tube set needs different consideration from the standpoint of a sound-reproducer, than a six- or eight-tube set.

Before you settle definitely on any sound-producer unit, put your requirements up to men who have been studying sound-producing problems for 20 years; men who

know your sound-producing needs better than any other organization.

The Dictograph Products Corporation, makers of the famous Acousticon for the deaf; the Detective Dictograph for the law; and the Loud Speaking Interior Telephone for big business, are better equipped to provide you with the right Phono Radio sound-units—both as to price and quality—than any other concern in America. Get the proof. It's waiting for you.

The practical advice of practical men—men who are seasoned and successful veterans in this highly specialized field of sound instrument manufacturing—is yours for the asking.

Isn't the problem big enough, important enough to warrant talking it over with the premier scientists in the field—when there is no obligation whatever! Write us.

Jobbers and Dealers Carry in Stock

THE STANDARD DICTOGRAPH PHONO-UNITS

With Adjustable Air Gap and Made to Fit All Phonographs  
Operate on any set using 3 to 8 tubes. No extra Batteries

**DICTOGRAPH PRODUCTS CORPORATION**  
220 West 42nd Street New York City

# Profiting by Unusual Merchandising Ideas

W. Bliss Stoddard Describes Clever Summer Window—Secures Aid of Public in Writing Ads—New Instalment Plan—Kiddie Tie-up

The majority of up-to-date talking machine dealers are now stocking radio as well, realizing that they complement each other very effectively. Radio is like a newspaper—it gives the up-to-the-minute news of the world, the speeches, songs and utterances of the day; but the phonograph is like a standard book, it gives the best of the world's songs and stories—music and utterances that improve with time and hearing. People need both books and newspapers; they also need both phonograph and radio. This idea was very effectively brought out by the Southern California Music Co., Los Angeles, Cal., in a recent display. This is the season when everybody is taking a vacation, and the firm's window showed a modern camp in the woods. Eucalyptus branches were banked in the rear, and in one corner was an umbrella tent, beneath which was a cot, on which was a book and a portable talking machine. Close beside it was a camp table, with aluminum dishes on one end and a De Forest

wireless outfit on the other. On the ground was a camp stove and beside it a portable Brunswick. A card suggested "Enjoy the music and the news of the day in the bustling cities amid the cooling breezes of the mountains or seashore—You can do it with a portable Brunswick and a De Forest wireless."

## Public Writes Phonographic Ads

Eatons, the big store of Toronto, Canada, found a means of stimulating interest in phonographs during the hot, supposedly dull season, by inviting the public to write ads for this department. One of the conditions of the contest was that the ad writers must come into the store and examine the machines and records before attempting to advertise them. This personal inspection created a desire for the articles and increased the sale of these lines. Such a contest also built up good will for the firm. The rules for the contest were simple, but effective:

The ads must be written about the phonographs in Eatons' store.

Those entering the contest must see the articles, so as to know how to describe them accurately. Any one in the department will be glad to tell any of the writers anything he wishes to know about the machine or records.

The ad must not be longer than 150 words. It can be as brief as the contestant desires.

Ads must be written to occupy a space 4 inches wide and 5 inches deep.

Illustration may be suggested if contestant desires.

All ads must be written in ink on one side of the paper only, with the contestant's full name and address written distinctly on a separate piece of paper attached to the copy.

The advertisements were judged on the following points: Absolute adherence to truth about the advertised goods; effective statements as to the good value of the merchandise, originality, headings, correct English, layout and neatness. The fact that "truthfulness of ads" counted the highest impressed the public with the fact that the store ads are prepared with this fact in mind. In its News Weekly the store published the names and photos of the winners of the first and second prizes in the contest.

## Abraham & Straus' Easy Payment Plan

"The convenient payment plan," a new type of deferred payment, has been introduced by Abraham & Straus, Brooklyn. It is applicable only to electrical appliances, radio sets and phonographs. The customer makes a cash payment of 20 per cent and is allowed eight months in which to pay the balance. A carrying charge amounting to about 5 per cent is added to the price. It was announced to a specially selected list, which the credit department had compiled for the purpose of solicitation of charge accounts, by mailing out a booklet describing the merchandise which could be purchased under the new plan. B. A. Farrell, credit manager, said the response had been highly gratifying, and the store was particularly pleased with the type of women who had responded. They were mostly shrewd housewives, with a definite amount allowed them for household expenses each week, and thus were able to include the regular payments in their household budget; whereas the typical instalment house customer, who buys everything on the dollar-down-dollar-a-week plan, whom they had no desire to annex, was deterred from taking advantage of this new convenient payment plan by the unusually large

initial payment required before delivery of the instrument is made.

## Interesting Youngsters in Victrolas

There is one group of patrons which is seldom given sufficient consideration, and that is the juniors—the school children and even the youngsters in the nursery. J. W. Jenkins' Sons, Topeka, Kans., is one firm that has remedied that. In the latter days of Summer, when school loomed in the not far distance, they came out with an ad showing a group of kiddies dancing to Victrola music, the announcement being captioned:

### IS THERE A VICTROLA IN YOUR NURSERY?

In the modern home a Victrola is as necessary as toys, books or dolls. Modern education teaches a child by means of play. Get your boy or girl a phonograph to aid in studying languages, learning to dance, learning to sing, as well as playing the music for nursery games.

They had a space fitted up as a nursery in their phonograph department, and on a certain Saturday afternoon they sent out invitations to several hundred patrons to enjoy a nursery concert. The pupils of a private kindergarten were the performers and aroused much enthusiasm by the manner in which they sang and danced to the music of a Victrola. Then several French and Spanish records were placed on the machine, and a half dozen older children showed how proper pronunciation was learned from these records. But all work and no play makes Jack a dull boy, and as a good example of the purely amusement feature of the phonograph several stories from the Bubble Books were inserted on the machine and the various characters of Mother Goose sang charming little songs, which were greeted with much applause by the kiddies. The people who heard the concert were much impressed with the possibilities of the machines from an educational standpoint, and the way in which they talked it up among their friends was the most valuable advertising that could have been secured.

## Kenneth C. Mills in Europe

Kenneth C. Mills, manager of the wholesale department of the Columbia Phonograph Co., New York, sailed for Europe on Saturday, July 19, on the S.S. "Majestic." Mr. Mills sailed in the interests of the company and will proceed immediately to London for a series of conferences with Louis Sterling, of the Columbia Co., of London. His further itinerary is undecided, as is the length of his stay abroad.

## Keys Music Co. Opens Branch

WESTON, W. VA., August 6.—The Ira B. Keys Music Co. is establishing a branch store at Clarksburg, where a complete line of musical instruments will be carried. The company also operates a branch store at Middlebourne.

## Bankruptcy Petition

The Melody Shop, Inc., 1440 Broadway, New York, recently filed a petition in bankruptcy, with liabilities of \$7,580 and assets of \$8,000, consisting of stock and fixtures.

6  
things  
that make  
a perfect  
radio  
set



The Matchless Lafayette Neutrodyne.  
Price of 5-tube set alone, \$125.  
Lafayette Reproducer, \$28.00.  
Solid Mahogany Cabinet, \$35.00.

These are the 6 essentials to a perfect radio set: (1) The ability to get the desired station each time with the same dial position. (2) Absence of all squeals and noises. (3) Great range. (4) Volume without distortion. (5) No interference from other stations when "listening in." (6) The Lafayette Reproducer.

DEALERS—Write for proposition

THE KOR-RAD CO., Inc.

Sole Distributors

151 East 58th St., New York

THE  
Lafayette  
NEUTRODYNE

Licensed under Hazeltine Pat. No. 1460080  
Made by R. E. Thompson Mfg. Co.  
Jersey City, N. J.

## Recording — Plating — Pressing

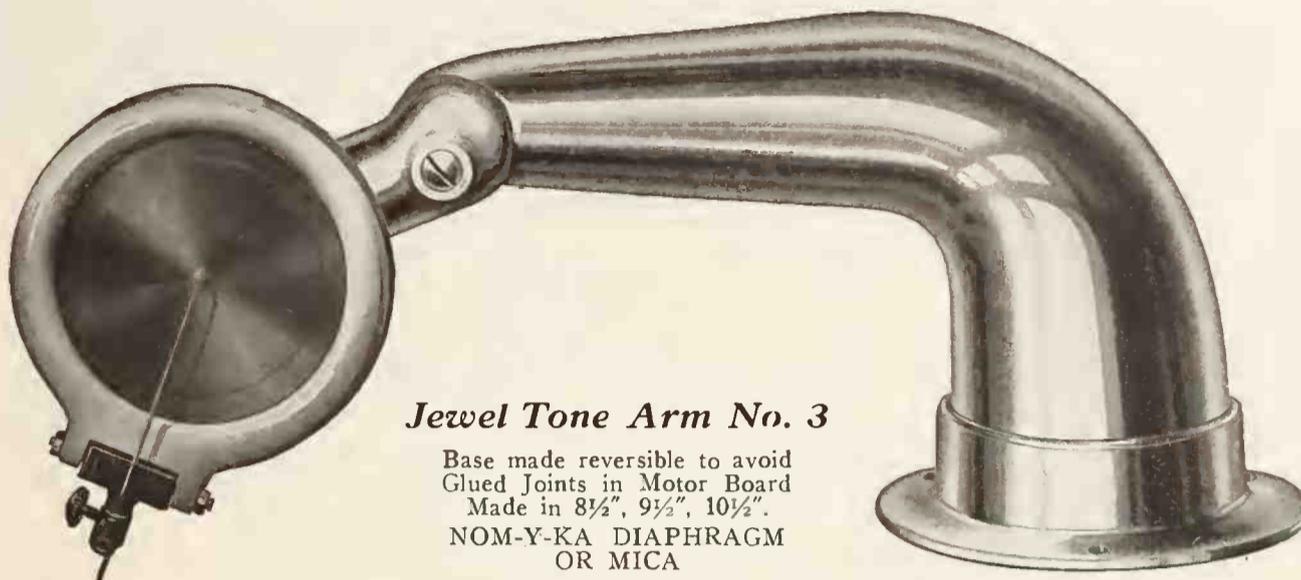
Finest Work. Reasonable Prices  
Commercial Recording Professional and Amateur Recording

Estimates and Samples furnished on request

Emerson Recording Laboratories, Inc.

206 FIFTH AVENUE NEW YORK

# The Jewel-Tone Reproducer and Tone Arm



*Jewel Tone Arm No. 3*

Base made reversible to avoid  
Glued Joints in Motor Board  
Made in 8½", 9½", 10½".  
NOM-Y-KA DIAPHRAGM  
OR MICA

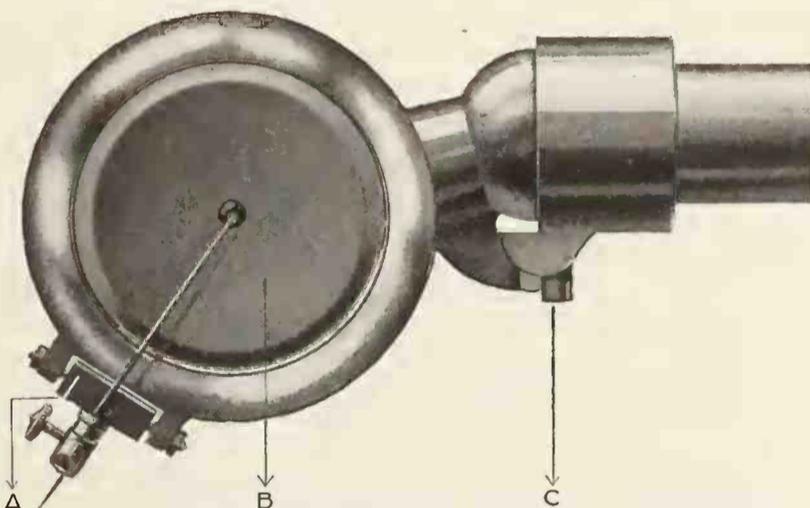
Jewel Reproducers and Tone Arms are a quality product designed to give the manufacturer a dependable and highest grade equipment that it is possible to make and the dealer a powerful and invaluable sales argument.

Is the throw-back type. Plays all records and the original equipment designed to play Edison and Pathe records with a fibre needle in actual Edison position with Reproducer facing the record.

## JEWEL COMBINATION RADIO AND PHONOGRAPH TONE ARM

Send for a sample equipped with or without phonograph loud speaker unit. Tone arm and Reproducer have the same natural reproducing qualities and great volume that all Jewel products have. Its only difference being equipped to take a loud speaker unit. Your phonograph tone arm and chamber makes the logical and best loud speaker.

## JEWEL NEEDLE EQUIPMENT FOR THE NEW EDISON



[A] Our patented slotted Stylus bar takes the place of all imitation spring adjustments, making it permanently and positively non-rattle and non-vibrating.

[B] Our patented indestructible NOM-Y-KA diaphragm has proven through years of use to have given the truest tone and greatest volume of any diaphragm yet produced—which, like an old violin, improves with age.

[C] Our patented positive automatic adjustment always holds reproducer in proper position, thus doing away with all unnecessary screws that can be tampered with and easily gotten out of order.

The Jewel Needle Equipment for the New Edison Phonograph has been used so many years as their standard by Edison Dealers, that it requires no description, except for those who have recently started to handle the Edison Phonograph.

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

It plays all records, and we originated the idea of playing Edison records with a fibre needle with the reproducer facing the record in the only proper Edison position.

It is simple, inexpensive, automatic and fool-proof. Compare it with all others and you will see the difference, and use it as your standard and the best selling aid you can get.—Fully and unqualifiedly guaranteed in every way.—Don't take a chance on any attachment that has not passed the test of long usage and time.

# JEWEL PHONOPARTS CO.

150—160 Whiting St., Chicago, Ill., U. S. A.



New SONORA 24-sheet poster now being distributed

## Selling Helps for the SONORA Dealer

SONORA Dealer Service for increasing 1924 Summer Business is unusually effective. Two new Selling Aids are described here. Let us tell you about this service in detail.

### Sonora Poster

Summer prompts most people to seek the out-of-doors and, whether motoring or walking, this colorful poster will attract and sell them SONORA for the home or SONORA Portable for the camp.

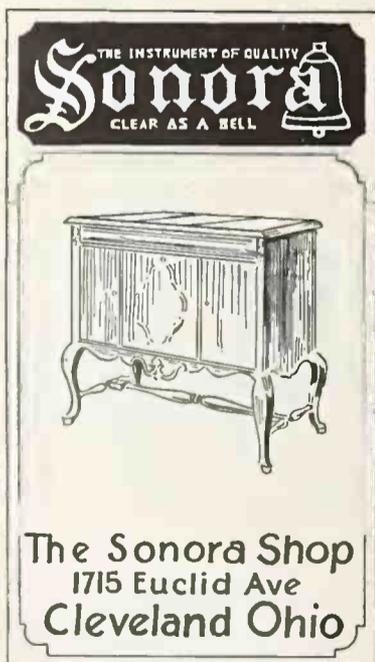
### Sonora Road Sign

The convenient size of this attractive sign multiplies its uses. Splendid for sides of auto trucks, sidewalks in front of stores, walls of buildings, barns and fences in the country. We cooperate with dealers in placing this sign.

Write for information about the complete SONORA service.

**Sonora Phonograph Co., Inc**  
New York

Canadian and Export Distributor:  
C. A. Richards, Inc., 279 Broadway, N. Y.



New SONORA outdoor sign of heavy metal, enameled in four colors. Size 28x48 inches.

## Practical Methods of Digging Up Live Prospects and Keeping List Up to Date

Development of the Talking Machine Dealer's Business Depends Largely on His Prospects and His Success in Selling Them—Sources of Prospects—Things to Avoid in Compiling List

The question as to the best means of building up the mailing list of the talking machine dealer is always a live one, for the reason that much of the present and a far larger percentage of future business depends upon such a list—it is the key to the development of a list of actual prospects.

### Things to Avoid

Dealers have had at various times costly experiences in this direction. It has been found that to send out canvassers "cold," as it were, with a view to digging for prospects alone is a long, expensive process; to wait for customers to bring in names of a sufficient number of friends to make up a working list is slow and unsatisfactory, although the aid of the customer is not to be despised. The average city directory is practically useless, for there is no guide as to the standing of the individual, and, although the telephone directory can be made to yield some good names for the prospect list, the separating of the sheep from the goats among telephone subscribers also is an extremely costly proposition.

### Sources of Live Prospects

The main thought is to put on the mailing list the names of those who are most likely to be in a position to buy talking machines or records or who for one reason or another should be in a buying mood. Perhaps one of the best sources for digging up a live list is found in checking up the marriage licenses. In many cases the granting of licenses, together with the names of the contracting parties, are published in the newspapers daily. The great proportion of licenses mean that new homes are to be established and that there should be a place in those new homes for the talking machine and its accompanying records.

### J. D. R. Freed Serenaded by Radio on Honeymoon

Joseph D. R. Freed, president and chief engineer of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., sailed recently on the S. S. "Majestic" for a honeymoon in Europe. As a mark of special attention "Roxy" Rothafel, famous broadcaster and managing director of the Capitol Theatre, New York, serenaded the couple from Station WEA F. Mr. Freed carried with him a five-tube Freed-Eisemann receiver, specially designed so that no exterior wires were necessary to pick up the programs through which he was serenaded.

The programs were easily received on the S. S. "Majestic" when it was about 800 miles out at sea, and it is said that this was the first time in history that a honeymoon couple on a transatlantic liner was serenaded from a radio broadcasting station. It is an interesting fact that the serenading itself might have been heard by nearly half the civilized world.

In addition to this unique plan the engineering department of the Freed-Eisemann Radio Corp. arranged a special microphone and public address loud speaker which was installed on a launch which conveyed the steamer down the bay. With Mr. and Mrs. Freed standing on deck, they clearly heard the amplified greetings of friends in the launching party.

### Ad Drive on "Steel Deluxe"

The Edgar T. Ward's Sons Co., pioneer importer and distributor of "steel deluxe," is arousing considerable interest in the talking machine and electrical trades with a newly inaugurated promotional campaign for its products. Advertisements placed in a number of leading national magazines lay special emphasis

The real estate records form another treasury from which many valuable names may be taken. Like the marriage records, they are open to public inspection, and one has only to copy the names and addresses wanted. The records of purchasers of new houses are especially valuable to dealers, as here again the purchaser is very likely to be in the market for additions to his home accessories. Most people who are building a new house postpone the buying of a new sofa, a new table or a new talking machine until they are ready to occupy the house—so you will find these people in a convenient frame of mind for your approach. It has been pointed out that many dealers have found it pays them to make arrangements with real estate men in the vicinity to compile for them lists of new tenants and lessees moving into the neighborhood. Still others, through the good will of apartment hotel managers, are supplied with a list of new tenants at regular intervals.

### Prospects for Art Models

The dealer who devotes special attention to pushing the elaborate and expensive art models and machines built to special order will do well to get in touch with leading architects and interior decorators in his territory, show them what he has to offer in the matter of special period models that will fit into particular decorative schemes and then enlist their support in his work of placing the instrument in the homes.

Next to compiling the list, the important matter is to keep it alive, to have the addresses correct and to cut off the names of those who have moved to other sections or who otherwise become unavailable as prospects, thus avoiding waste sales effort.

upon high carbon Swedish steels imported by the company and produced by the Munkfors Works Uddleholm Co., Ltd. This steel, because of its constituent qualities and the care with which it is produced, has a large market among the manufacturers of delicate apparatus, including the talking machine, electrical and jewelry lines.

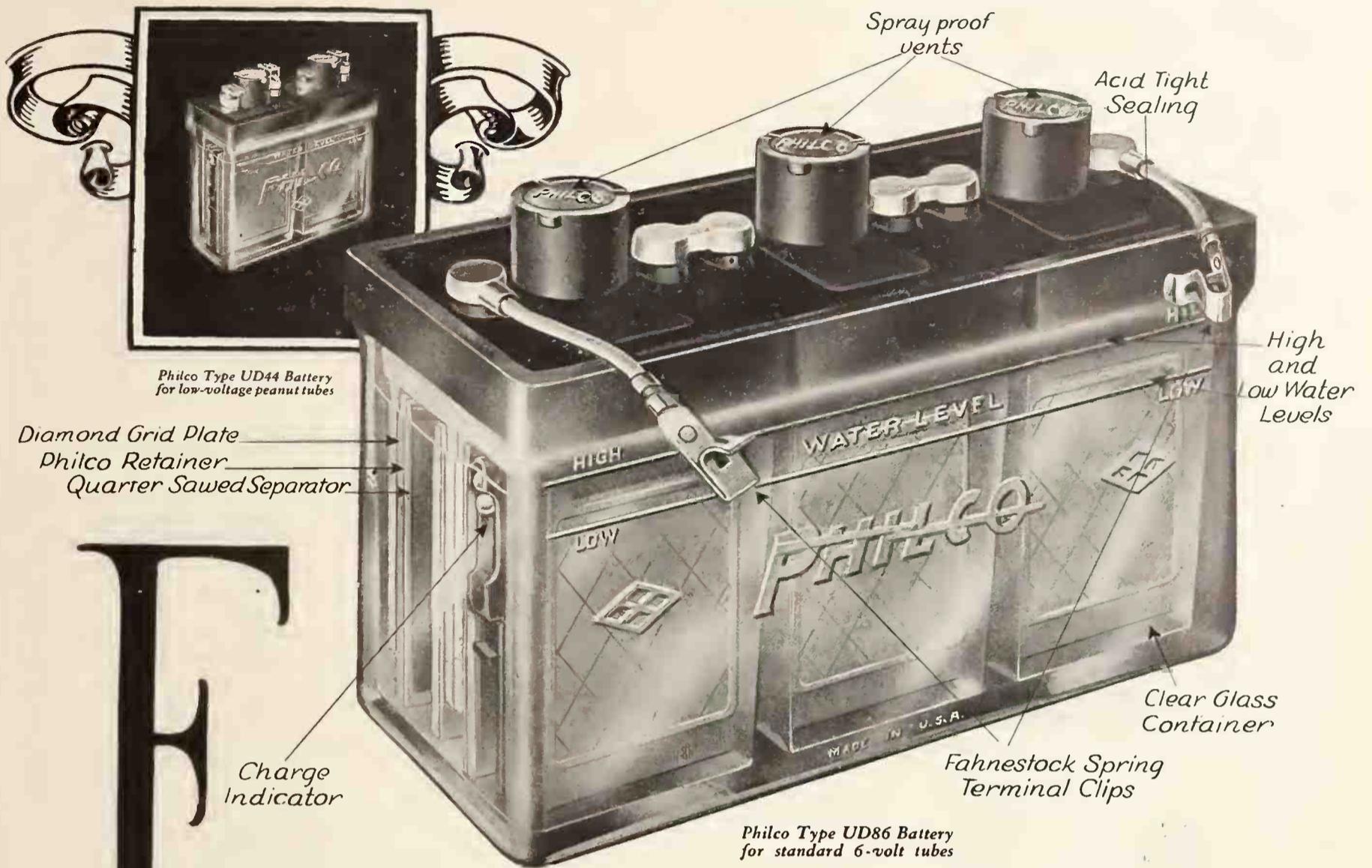
The Edgar T. Ward's Sons Co. has been identified with this type of product for nearly half a century and has six large warehouses located at Boston, Newark, N. J., Philadelphia, Cleveland, Detroit and Chicago. It also stocks and distributes a great variety of other steel specialties that are required for high-class manufacturing, such as strip steel, spring steel, music wire, spring wire, fine drill rod, cold drawn seamless steel tubing, and cold finished steel bars. The company also conceived and created the line of cold rolled and cold drawn strips and bars made of Armco ingot iron which is especially adapted to electrical work. The general offices of the company are located at the new warehouse plant at 400 Frelinghuysen avenue, Newark, N. J.



AND



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



# Forget all you ever knew about radio batteries

No more need for big, cumbersome batteries in the cellar. The new Philco Rechargeable Radio Batteries—in small, compact, acid-tight GLASS cases—are the only batteries safe for use inside the finest cabinet.

Equally important—you carry them on your shelves and sell them as easily as victrola records. They are shipped charged but absolutely DRY. Their life starts when the electrolyte is poured in. No charging equipment is needed.

The new Philco Radio Batteries have other big advantages. They have a visible Charge Indicator — an exclusive Philco feature — that eliminates guess-work charging or fussing with the old-fashioned, sloppy hydrometer.

With the new Philco Chargers, recharging is done at a throw of a switch — so simple and safe a child can do it. No odor — no noise — no danger of overcharging.

Philco Sales Engineers will gladly cooperate with you in designing storage battery equipment for any type of cabinet, or for any radio purpose. Order at once through your wholesaler, or fill out the coupon below and mail to us.

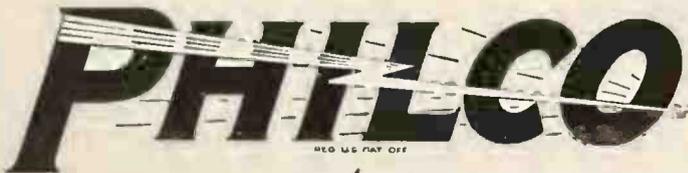
The Philadelphia Storage Battery Company  
Philadelphia

**CONSUMER PRICES**

Philco Type UD86 Battery for standard 6-volt tubes. Guaranteed 2 years... **\$16.00\***

Philco Type UD44 Battery for low-voltage peanut tubes. Guaranteed 2 years... **\$8.00\***

\*East of the Mississippi River



**DRYDYNAMIC RADIO BATTERIES**

Philadelphia Storage Battery Co.  
Ontario & C Sts., Philadelphia

SIRS:—I am interested in learning more about the new Philco Rechargeable Storage Batteries for radio.

Name .....

Business .....

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

# Annual Sales Conference of C. Brandes, Inc., Marked by Optimism Over Outlook

Representatives of the Company From Leading Points in United States, Toronto, Canada, and London, England. Gather in New York—Visit New Plant in Newark, N. J.—Entertained.

The annual sales conference of the Brandes companies was held at the Advertising Club, New York, recently and was marked by a feeling of optimism over the coming year's business. Representatives were present from C. Brandes, Inc.; Canadian Brandes, Ltd., Toronto, and Brandes, Ltd., London, England, and district men from the Brandes offices in San Francisco, Chicago, New York, Washington and Boston, including David S. Spector, manager at San Francisco; Harold F. Tideman, Chicago; William A. Eaton, Washington; Frank R. Van Sant, New York. The meetings were in charge of M. C. Rypinski, vice-president and sales manager.



Representatives of C. Brandes, Inc., Present at Sales Conference

It was reported by those present that the prospects for business this Fall and Winter are excellent, and in general the consensus of opinion was that there would be an increase in business of at least 50 per cent over the year just passed. Manager Byers, of Canadian Brandes, Ltd., and Wallace A. Bartlett, managing director of the Brandes interests in England, announced that the Brandes outlook in the Dominion and in Europe is most encouraging.

radio campaign carried on by the Brandes Co. had greatly increased the company's prestige with the trade generally and had aided materially in depleting the stocks being carried by the dealers and jobbers to the point where it is anticipated that the Fall season will start a month earlier than last year. A gold watch was presented to Manager Eaton, of the Washington office, for having made the best sales showing of all the offices.

The representatives on the first day of the conference made a tour of inspection of the new Brandes plant in Newark, N. J., and on the following evening attended the performance of the Brandes Minstrels and the "Matched Tone" Orchestra, which featured the reception given by President Dietrich to celebrate the completion of the new factory.

# Window Displays Boost Sales in Hagerstown, Md.

The Talking Machine Shop Finds Unusual Displays and Advertising Tie-up Most Effective Manner of Stimulating Record Sales

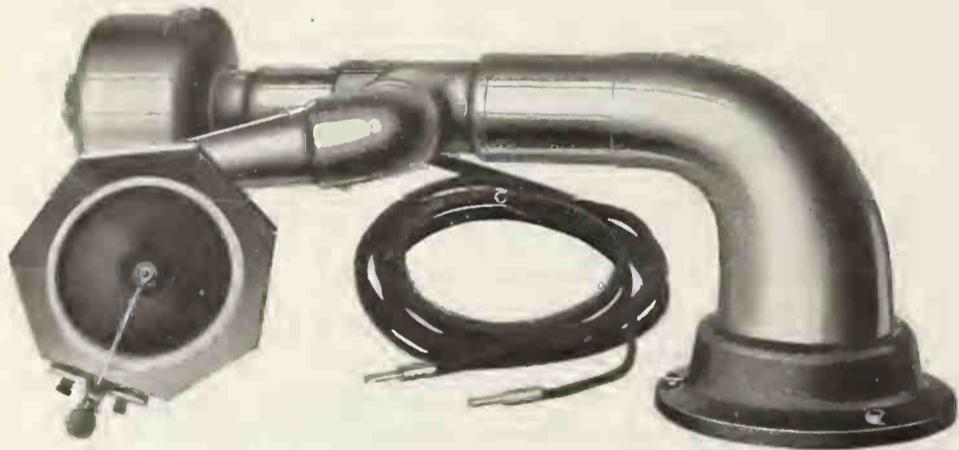
HAGERSTOWN, MD., August 8.—Unusual window displays and advertising tie-ups are proving effective sales stimulators for the Talking Machine Shop, of this city, which is under the able management of Norman B. Kurzenknabe. The window displays by this live talking machine man in which the Victor line is featured have attracted widespread attention, and the public here and in the surrounding communities is always on the lookout to see what the next display is like.

A recent display featured a Paul Whiteman record on one side of which was the number "Discovered" and on the other "Last Night on the Back Porch" and during the brief period this display occupied the window more than 600 of these records were sold. Of course, it is impossible to trace many of the sales direct to the window display, but the fact that the demand jumped so tremendously as soon as the window had been arranged is significant. Another window display by this firm made the record "Sleep" the central theme and sales of this number reached about the same figure.

These windows are tied up with newspaper advertising and that doubles their effectiveness, according to Mr. Kurzenknabe. While "Last Night on the Back Porch" was being featured the Talking Machine Shop inserted cleverly worded little readers in the local papers and on each Victor record delivery envelope stickers advertising this record were placed.

The Hill Piano Co., of Huntington, W. Va., recently moved to its new quarters at 921-923 Furth avenue. An increased line of pianos and phonographs is made possible by the change.

## NEW EMPIRE COMBINATION

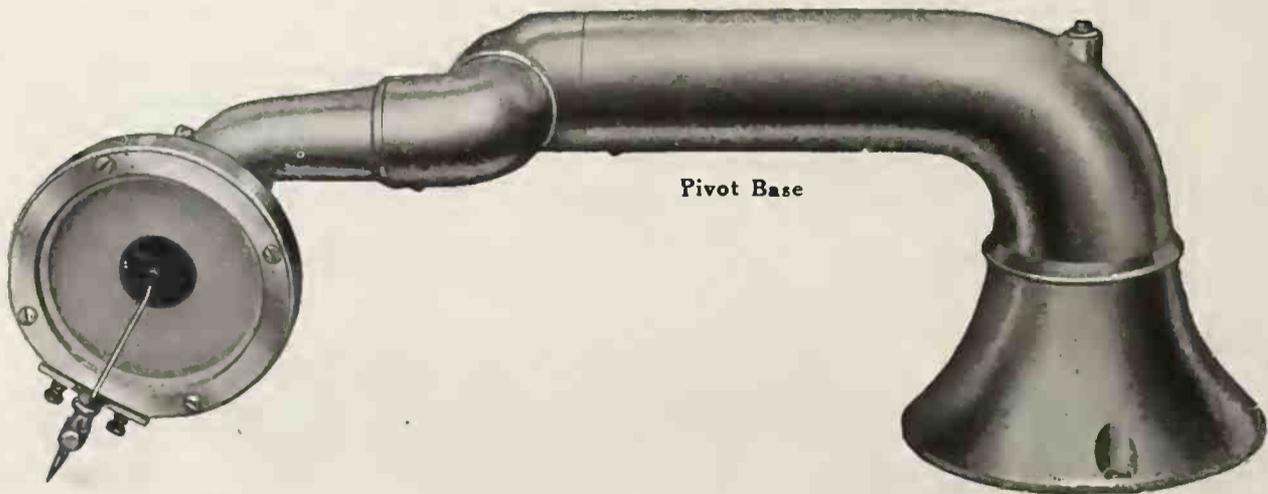


Combination Radio and Phonograph Tone Arm

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

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

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



Pivot Base

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

### EMPIRE PHONO PARTS COMPANY

Established in 1914

2261 East 14th St.

Cleveland, O.

W. J. McNAMARA, President



# Columbia has the



Ted Lewis and His Band

Paul Specht and His Hotel Alamac Orchestra  
Photo by Apeda, N. Y.



- Ted Lewis and His Band*
- Paul Specht and His Hotel Alamac Orchestra*
- California Ramblers*
- Leo F. Reisman and His Orchestra*
- Art Kahn and His Orchestra*

HERE is a remarkable quintet of dance orchestras combining in their individual style of playing, all types of dance music. And every one of them plays exclusively for Columbia.

*Columbia has Ted Lewis and His Band.* These masters of syncopated music have thrilled thousands throughout the country with their irresistible style of playing.

*Columbia has Paul Specht and His Hotel Alamac Orchestra,* who combine the symphonic with the popular music in a way to win the favor of the patrons of this fashionable Broadway hotel.

*Columbia has the California Ramblers,* whose lively and melodious dance music has made their inn the mecca of New York motorists.

*Columbia has Leo F. Reisman and His Orchestra,* Boston's biggest contribution to the dance. Reisman's style is a sweet, lilting one, sure to entrance the most sophisticated dancer.

*Columbia has Art Kahn and His Orchestra*—noted in Chicago for their novelty effects, wonderfully blended with harmony.

A representative group, to be sure! And with these orchestras playing exclusively for Columbia, it means that Columbia Dealers everywhere can have dance records to offer that are always in demand.

You will also get a big call for Columbia Records by The Georgians, a little jazz organization assembled from Paul Specht and His Orchestra. Then, as a new feature, the "Little Ramblers," from the California Ramblers, offer sparkling records this month for the first time.

Stock the records of all of this brilliant Columbia family. Feature them and you'll sell them fast enough. The dealer who takes on the Columbia line is aware of a whole-hearted and aggressive support constantly.

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



Model 550  
\$200

The New Columbia Phonograph is a worthy product of the organization which made it. It is a new and better medium for the music of the world. It is better musically. It is better mechanically. It is better artistically. To the true lover of music the New Columbia is a delight to hear. To the progressive dealer the New Columbia is a pleasure to sell. A complete range of phonographs is offered at prices from \$50 to \$600.



# Dance Orchestras!



California Ramblers  
Photo by Apeda, N. Y.



Leo F. Reisman and His Orchestra



Art Kahn and His Orchestra  
Photo by Bloom Chicago

## New records by these brilliant orchestras

### Ted Lewis and His Band.

June Night.  
I Wonder What's Become of Sally. 157 D  
San.  
She Is Everybody's Sweetheart. 122 D

### Paul Specht and His Hotel Alamac Orchestra.

I Can't Get the One I Want.  
Mandalay. 160 D  
From One till Two.  
Forget-Me-Not. 135 D

### California Ramblers.

Where the Dreamy Wabash Flows.  
You Know Me, Alabam'. 153 D  
It Had to Be You.  
Shine. 127 D

### Leo F. Reisman and His Orchestra.

Before You Go.  
Tell Me, Radio. 152 D  
Driftwood.  
Spain. 134 D

### Art Kahn and His Orchestra.

Glad.  
There's Nobody Else but You. 111 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 St.  
Dallas, Texas, 2000 North Lamar Street  
Kansas City, Mo., 2006 Wyandotte Street  
Los Angeles, Cal., 809 S. Los Angeles St.  
New York City, 121 West Twentieth St.  
Philadelphia, Pa., 40 North Sixth Street  
Pittsburgh, Pa., 632 Duquesne Way  
San Francisco, Cal., 345 Bryant Street  
Toronto, Ont., Canada, 1244 Dufferin St.

Buffalo, N. Y., 700 Main Street  
Detroit, Mich., 439 East Fort Street  
Minneapolis, Minn., 18 North Third Street  
Montreal, Canada, 246 Craig Street, West  
Seattle, Wash., 911 Western Avenue

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

COLUMBIA STORES CO.  
221 South West Temple, Salt Lake City,  
Utah  
TAMPA HARDWARE CO.  
Tampa, Fla.  
W. W. KIMBALL CO.  
Wabash Avenue and East Jackson Boul-  
vard, Chicago, Ill.  
COLUMBIA DISTRIBUTORS, Inc.  
1327 Pine Street, St. Louis, Mo.  
224 West Fourth Street, Cincinnati, Ohio  
517 Canal Street, New Orleans, La.

# Columbia

New Process RECORDS

"Columbia has all the  
hits and usually first"





## New Music Master Radio Reproducer in Cabinet

Production Started on Radio Reproducer—  
Walter L. Eckhardt, President of Company,  
Describes New Product

The Music Master Corp., Philadelphia, Pa., which is well known throughout radio and talking machine circles as the manufacturer of the Music Master horn, has added a new product to its line consisting of the Music Master reproducer in a cabinet design rather than the familiar horn type.

Walter L. Eckhardt, president of the company, as is well known, is a talking machine man of many years' experience. In introducing the Music Master reproducer in an attractive cabinet form Mr. Eckhardt has had the talking machine dealer well in mind, as it is an article which will undoubtedly be a big seller in talking machine warerooms.

In commenting on the new Music Master model Mr. Eckhardt stated: "We have not said much about what has been going on in our laboratories, but for many months we have been busy developing and perfecting an instrument that we are now ready to claim and prove is a wonderful radio reproducer. Those to whom we have shown the new Music Master were very enthusiastic over it. We believe the trade will eagerly receive this new model and will find it an excellent sales proposition. The new Music Master reproduces the most delicate inflections of the human voice. Every modulation, however slight, every shade of tone, whether human or instrumental, is registered with a purity that is really amazing. The Music Master in cabinet form had to come. The trade has asked us for it repeatedly. We have given particular attention to its construction. Instead of fixing the horn rigidly to the cabinet we avoided distortion by suspending the horn, making it full floating, and as finely balanced as an apothecary's scales. The improvement is decidedly marked. We consider this a feature of the greatest importance. We have retained all the essential elements of the horn type Music Master. The tone chamber is still made of cast aluminum, for no other material is so free from distorting influences, nor so capable of developing and purifying the signal. The horn is of violin wood. All models of the Music Master have been perfected by a man who has devoted over a quarter of a century to the art of sound reproduction and who was responsible for the concealed-horn phonograph.

"In addition to its tonal qualities no effort has been spared to make the Music Master cabinet a handsome piece of furniture. It is made of solid mahogany and is a masterpiece of craftsmanship. Like its well-known namesake and companion, the new Music Master cabinet reproducer is attached to the receiving set like headphones. No batteries are required and no adjustments are necessary.

"We are in production now. The factory was ready before we made the announcement. We expect the new horn will use up our entire facilities, in spite of the large amount of space we have turned over to the production of this new product."

## Victor Foreign Records

Victor foreign record releases for August include records in the following languages, Hebrew and Yiddish, Arabian, Bohemian, Croatian, Finnish, German, Lithuanian, Mexican, including Spanish selections recorded for Mexico, Norwegian, Polish, Slovenian, Swedish and Italian.

Sincerity is the backbone of clean business. The man who believes in himself will believe in what he is doing. That belief will be contagious. Other people will believe in him too. And because they believe in him he will get their custom and make his way.

## Three Prominent Orchestras to Record for the Victor

Orchestras Under the Direction of Vincent Rose, Art Hickman and George Olsen Now Making Records for the Victor Co.

Several dance orchestras of the Pacific Coast will now have an opportunity to exhibit their artistic talents before the talking machine owners of the country at large owing to the fact that they have been placed under contract to record for the Victor Co. The first of these is the Montmartre Orchestra at Brandstatter's famous café at Hollywood, Cal., which is under the direction of Vincent Rose, a musician of recognized ability. The first recording of this organization is "String Beans," on record No. 19379.

The second orchestra is the famous Art Hickman's Orchestra of the Biltmore Hotel, Los Angeles, an organization that has had considerable experience in recording and is well known

throughout the country due to the fact that it furnished the music at the Panama-Pacific Exposition and has made tours through the East. The first number by the Hickman Orchestra, under the direction of Earl Burtnett, is "Mandala," a composition by Mr. Burtnett himself.

The third Pacific Coast orchestra recording for the Victor is that under the direction of George Olsen, a native of Portland, Ore., who formed an orchestra while a student at the University of Michigan and has since built up a most competent organization which has played at many of the best hotels on the Pacific Coast. At the present time Olsen and His Orchestra are a feature of the new "Follies" in New York City. The first release by the orchestra is a record of "A New Kind of Man" and "The Hottest Man in Town."

## Hundreds Visit New Store

Several hundred visitors inspected the new music store of L. B. Smith, 68 Fayette street Conshohocken, Pa., at the formal opening.

# The AUDAK SYSTEM

The Modern Method of  
*Demonstrating and Selling Records*  
*Without the Use of Booths*



RECORD SERVICE WITH AUDAK  
XT UNIT

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

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

IT WILL DO THE SAME FOR YOU

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

*"There Is an Audak Installation Near You"*

Write for detailed information. Representatives in Principal Cities.

## AUDAK COMPANY

565 Fifth Avenue

New York, N. Y.

In Canada, Manufactured and Distributed by  
McLAGAN PHONOGRAPH CORP., Ltd., STRATFORD, ONT

— — but they'll believe



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

*The* **NEW**  
P H O N O

# their own ears!

 O wonderful are the achievements of the New Edison; so faithfully does it Re-Create music and speech—that people sometimes think it “too good to be true.”

... but they'll believe their own ears! And that makes it easy to sell the New Edison.

Let them hear a favorite selection: reproduced by any ordinary phonograph—then Re-Created by the New Edison. Side-by-side comparison is the best “sales talk” you can use.

It's just as well to send the New Edison to the customer's house for this test—for it's practically certain to stay there.

THOMAS A. EDISON, Inc.  
Orange, New Jersey



# EDISON

G R A P H

# Intelligent Selling Is Key to Distribution

Braid White Analyzes Principles of Scientific Salesmanship—The Fallacy of Price Competition—Necessity of Educational Effort

Salesmanship ought never to be either a fight or a fraud; it ought to be a transaction paying a profit to both parties and its practice ought to be equivalent to the practice of an honorable profession.

Much more does this seem true when we remember how to-day the whole world has been so mechanized that each man is quite hopelessly dependent upon the labor of thousands of others whom he never meets and of whose existence in fact he tends to be entirely oblivious. The constant production and distribution of goods of every imaginable kind are essential to the continuance of our civilization, and if business were to stop civilization, barring the immediate application of an at least equally efficient system, would stop too, and at once.

It is for this reason mainly that those who look forward to an ever-more scientific organization of world affairs are so anxious to see the business world recognizing that its motive power, salesmanship, is by nature a scientific occupation, which ought to have nothing to do with the doubtful arts of chicane or with that distressing "smartness" which characterizes the conduct and methods of some who call themselves "high-pressure salesmen." The fact is that, although the mere possession of a good article is not enough to secure its distribution, that is to say, not enough to assure that those who ought to have it will come in and buy it, still all the processes of selling, including advertising propaganda and actual salesmanship on the floor by personal contact, do in the long run take on the aspect of orderly scientific processes, which can only slightly be either hurried or retarded by any special personal methods.

## The First Principle of Selling

In a word, if the thing we have to sell is a good thing, a thing actually useful to the world, then our job is to tell the world our story, broadcast our message concerning the thing and be prepared to demonstrate our statements about it when the buyers come to us; for come they certainly will.

It is not and never was true to say, as was once said by a famous ethical writer, that if a

man can invent even a better mouse-trap than any other man the world will beat a path to his door, though he live in the depths of a forest. The process is not quite so simple. Yet, if only a little encouragement is given, the world will certainly come. The needed encouragement may be given by advertising; that is to say, by telling the world what we have and what good it is. If the thing is a good thing and able to do what we say it will do, we need but to say this often enough and the world will come to us.

## Salesmanship Is Honesty

That is the better part of salesmanship, to persuade by judicious advertising the attention of the world in the direction of the thing one has to sell. We may be reasonably certain that if the statements made are exaggerated and misleading sooner or later they will be exposed and operations will lead to a disastrous end.

Truth in advertising and in personal salesmanship offers by far the very best avenue to commercial success; and the history of every house which has earned the respect of the world of business proves the truth of this assertion. What, however, constitutes truth in advertising and in selling talk?

When we come to consider our own, the talking machine, business we see that the principles here laid down are singularly applicable. We have to deal with what is, in fact, one of the most useful and beneficial inventions and developments that the world has ever known. Not only has it the qualities of utility and of beneficence, but it has them to an extent far greater than any of its competitors. It not only reproduces music of some kind, but of all kinds. It not only gives us interpretations of music by great players on some one instrument, but of great players on all instruments, of great solo singers, of choruses, of orchestras and of every imaginable combination of performers; not transiently or as the by-product of a set performance going on elsewhere, but whenever wanted. It preserves forever in its records these fugitive interpretations, and is ready to repro-

duce them at any moment of the day or night. It is therefore in its own inimitable way the greatest of domestic music means, bringing before its owners all music, and giving them a library of great performances always instantly available. No such wealth is at all otherwise obtainable. This is truth in talking machine salesmanship.

## Why Price?

Is it not, then, most strange to find some members of the talking machine trade thinking that the only important question is of how cheaply a machine may be produced and at how low a price it can be sold? It must be plain that the only foundation for such an opinion is laid in the grotesque supposition that the people know all about the talking machine, have appraised it truly and have decided that it is not worth much and that the cheapest specimen is acoustically, musically, mechanically and in appearance as fine or at least as desirable as the most expensive. If this be not the case, then what is the reason for the price-salesmanship which we hear so much of lately, which turns all selling into a sort of dog-fight and which by its practice wholly negatives the fine phrases about the talking machine's value and capacity which we write into our printed advertising?

## What Education Will Do

Both our advertising and our salesmanship, in fact, are at fault when we deliberately allow ourselves to fall into the price-competition class and fight for business on the principle of who can cut the price the most? For it is not true that the people as a mass understand and have exhausted the talking machine; much more is it true to say that there was never more ignorance of its powers and possibilities than there is to-day. Much more is it true to say that there never was a time when public response to high-class truth-telling advertising and selling would be greater. Never was there a time when the people as a whole were spending so much money on music in all its forms, a state of affairs which can be discovered by any one who cares to look for the evidence. The salesmanship that wins to-day, then, is the salesmanship that recognizes these facts and goes out after the people who are showing this activity.

Salesmanship in the talking machine business for the next five years might well and profitably concern itself mainly with educational work, that is to say, with telling the world the story of the talking machine and of what it will do. If manufacturers will devote some of their efforts to acquainting the community, by specific and not by general advertising, just what the talking machine will do there will be adequate public response, as sure as the rising of to-morrow's sun. But it will not be from that section of the public which wanted the talking machine only for dance music and which now is equally ready to run after a still more novel and in some ways more exciting means for getting its music.

We need less talk about competition from outside and more about hard work inside. Let us have educated advertising and educated sales talk, appealing to those who need the talking machine for what it so incomparably does.

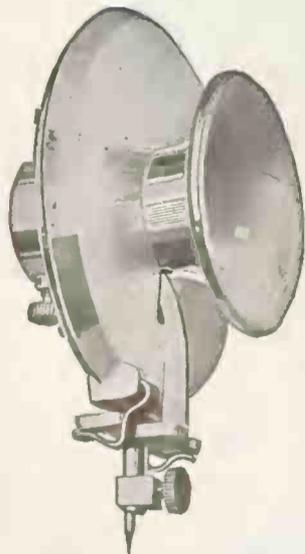
## New Store in Lompoc, Cal.

LOMPOC, CAL., August 8.—Miss Margaret Garrett has just opened a new music store in the Black Building here and will operate the business under the name of the Lompoc Music Shop. Phonographs, small goods and other musical accessories will be carried. The store is equipped with all facilities.

## THE PHONOGRAPH IS NO BETTER THAN ITS SOUND BOX

THE **ADD-A-TONE** is the last word in sound boxes. It amplifies yet there is no distortion.

The **ADD-A-TONE JUNIOR** is especially adaptable for the portable machine.



The **ADD-A-TONE JUNIOR** is used exclusively on the **CARRYOLA MASTER**, America's finest Portable, manufactured by **CARRYOLA CO. OF AMERICA**, Milwaukee, Wis.

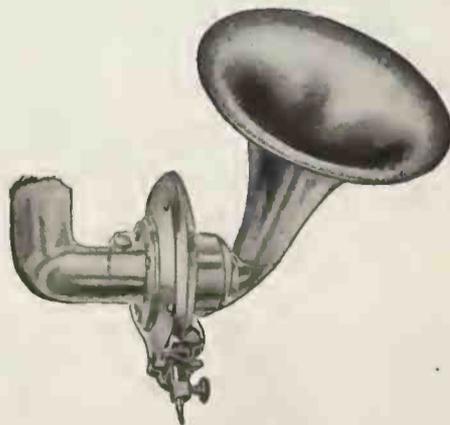
Both Sound Boxes are built on scientific lines, perfectly adjusted and easily attached.

Produce pure natural tones free from all blast or vibration.

### INCOMPARABLE FOR DANCING

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

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

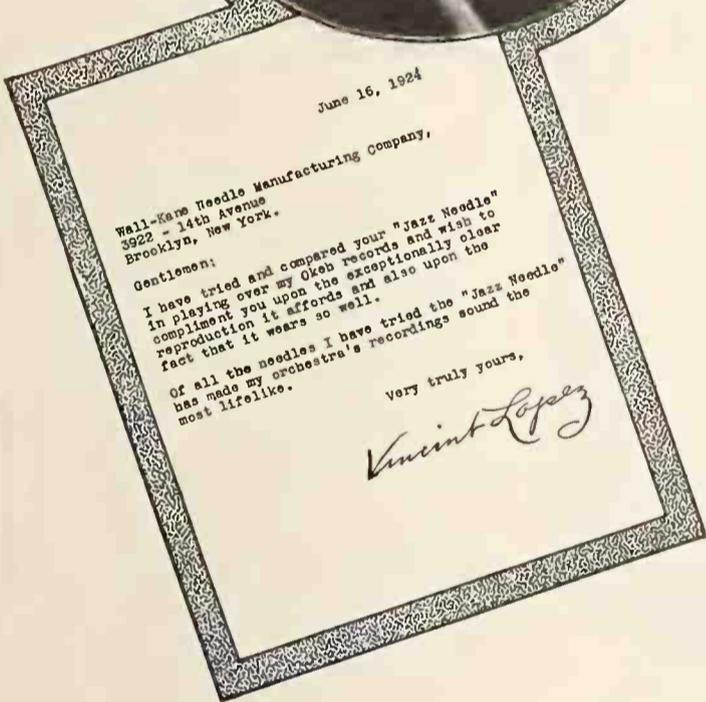
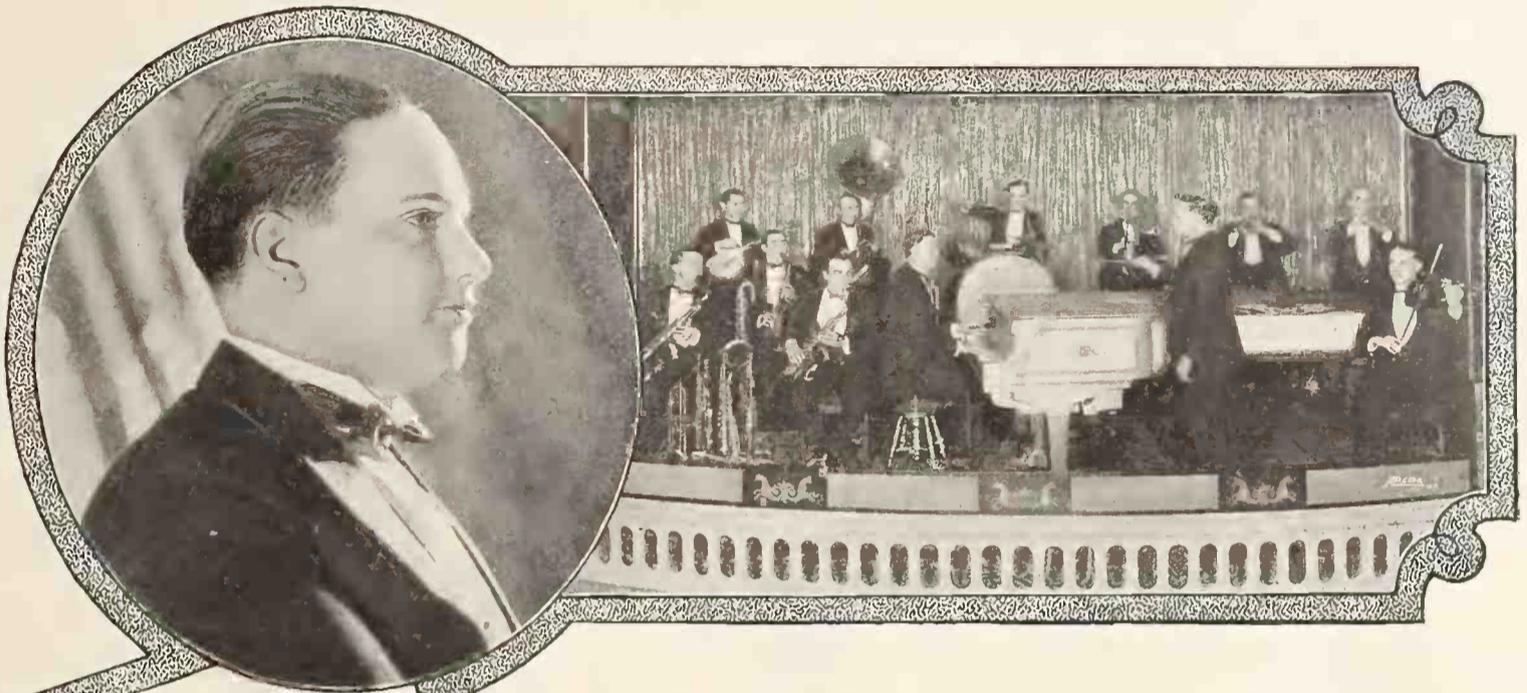


**UNIQUE REPRODUCTION CO., Inc. 32 Union Square NEW YORK**

Cable Address: Addatone, N. Y.

# VINCENT LOPEZ

*Exclusive Okeh Artist*



*Recommends*  
**Wall-Kane  
 Jazz Needles**

Here is a miniature reproduction of a letter received by the Wall-Kane Needle Mfg. Co., Inc., from Mr. Vincent Lopez. He says "Of all the needles I have tried, the 'Jazz' Needle has made my orchestra's recordings sound the most lifelike."

Nothing more need be added to such a recommendation from America's Dance Wizard.

**FACTORY REPRESENTATIVES**  
*for*

- General Phonograph Corp., N. Y. C.
- Consolidated Talking Machine Co., Inc.,  
 Chicago, Ill.
- Everybody's Talking Machine Co., Inc.,  
 Philadelphia, Pa.

## WALL-KANE NEEDLES

**Wall-Kane Needle Mfg. Co., Inc.**

*Originators of the TEN TIME NEEDLE*

3922 14th Ave., Brooklyn, N. Y.

## Motion Picture Tie-up to Stimulate Record Sales

Victor Co. Lists Records Which Are Played  
With Feature Motion Pictures—Featuring  
These Records Will Increase Sales

With music taking a more and more important part in the presentation of every feature motion picture and with special orchestral scores being prepared so that the musical accompaniment will synchronize with the action of the picture a new method of stimulating record sales is available to talking machine dealers. This is, briefly, tie-ups by window displays and advertising, with the local showing of feature pictures through stressing the record or records of the music which is played with the motion pictures. The Victor Talking Machine Co., alive to the opportunities offered its dealers through work of this kind, is listing on the back cover of "The Voice of the Victor" those records which are especially linked with

several recent feature motion pictures. As an instance, the July issue carried the following listings: "Dorothy Vernon of Haddon Hall," record No. 19309B, "Love Has a Way," by Paul Whiteman and His Orchestra; "Miami," record No. 18632A, "On Miami Shore," by Smith's Orchestra, and record No. 707, "On Miami Shore," by Fritz Kreisler; "The Shooting of Dan McGrew," record No. 55218B, "The Shooting of Dan McGrew," by Taylor Holmes; "Boy of Mine," record No. 45161B, "Dear Little Boy of Mine," by Elsie Baker, and "Maytime," record No. 18432A, "Maytime" waltz, "Will You Remember?" by the Waldorf-Astoria Dance Orchestra.

There have been given in *The World* several instances where dealers effected successful tie-ups of this nature. One quite recently told how Gibbons & Owens, Victor dealers, of Brooklyn, N. Y., sold four hundred and fifty records of "Covered Wagon Days" mainly through the medium of an attractive window display while the picture "The Covered Wagon" was being shown at a local theatre. It should be unneces-

sary to dwell on the benefits of such tie-ups, as practically every dealer has benefited from stimulated sales resulting from the visits of recording artists and the same principle can be applied in making the motion pictures sell records.

## Vocalion Record National Campaign in Newspapers

To Begin August 1 and Include Insertions in  
Practically Every Large City in Country—  
Tie-up With Dealers—Planning Sales Drive

A most extensive national advertising campaign for Vocalion Red records will be launched August 1 by the Vocalion Red record department of the Aeolian Co., New York, according to an announcement made this week by O. W. Ray, general manager of the division. The campaign will be extended over a period of months and will include newspaper insertions in practically all of the larger cities in the United States.

Vocalion dealers in all parts of the country will be furnished with copy and electros of a character similar to the national insertions for use as tie-ups in their local papers. The campaign involves one of the largest advertising appropriations on record on the part of the Aeolian Co. and will be waged independently of the advertisements appearing in the national magazines.

In order to map out a Fall sales program to keep pace with the campaign, Mr. Ray is leaving this week for Boston, where he will consult with A. C. Erisman, head of the A. C. Erisman Co., jobber of Vocalion records in New England.

## Many New Radialamp Distributors Appointed

The Radialamp, the combination library lamp and loud speaker recently placed on the market by the Radiolamp Co., New York City, has proved very attractive to talking machine dealers and distributors. The number of reorders received proves beyond a doubt the large market that exists for a loud speaker of this type.

The Radiolamp Co. has planned energetically for the Fall season, which is generally expected to be an exceptionally big one in radio. In order to perfect distribution channels the company has given attention to the appointment of high-class distributors located in strategic points throughout the country. Among recent jobbing appointments made are Cohen & Hughes, Inc., Baltimore, Md.; A. C. Erisman Co., Boston, Mass.; Iroquois Sales Co., Buffalo, N. Y.; Roth & Zillig, Inc., Buffalo, N. Y.; Consolidated Talking Machine Co., Chicago, Ill.; Vocalion Co. of Chicago, Chicago, Ill.; Republic Elec. Co., Cleveland, O.; Consolidated Talking Machine Co., Detroit, Mich.; Munson-Rayner Corp., Los Angeles, Cal.; Consolidated Talking Machine Co., Minneapolis, Minn.; the Aeolian Co., New York, N. Y.; Musical Products Distributing Co., New York, N. Y.; the A. Mecky Co., Philadelphia, Pa.; Iron City Electric Co., Pittsburgh, Pa.; Munson-Rayner Corp., San Francisco, Cal.; the Benwood Co., Inc., St. Louis, Mo.; Cohen & Hughes, Inc., Washington, D. C.

## J. C. Duncan Honored

MASSILLON, O., August 6.—J. C. Duncan, well-known local jeweler and Victor dealer here, was re-elected president of the Ohio Retail Jewelers' Association at the annual convention held recently at Cedar Point, O.

Mr. Duncan, one of the oldest Victor dealers in eastern Ohio, has one of the most attractive talking machine shops in this section, it being a second floor shop, over his spacious retail jewelry store. He recently moved into his own new building built especially for a jewelry, gift and talking machine store.

## SERVICE AND SATISFACTION

Radiola Super-Heterodyne, with  
Radiola Loudspeaker and 6  
Radiotrons UV-199; entirely  
complete except batteries - \$286

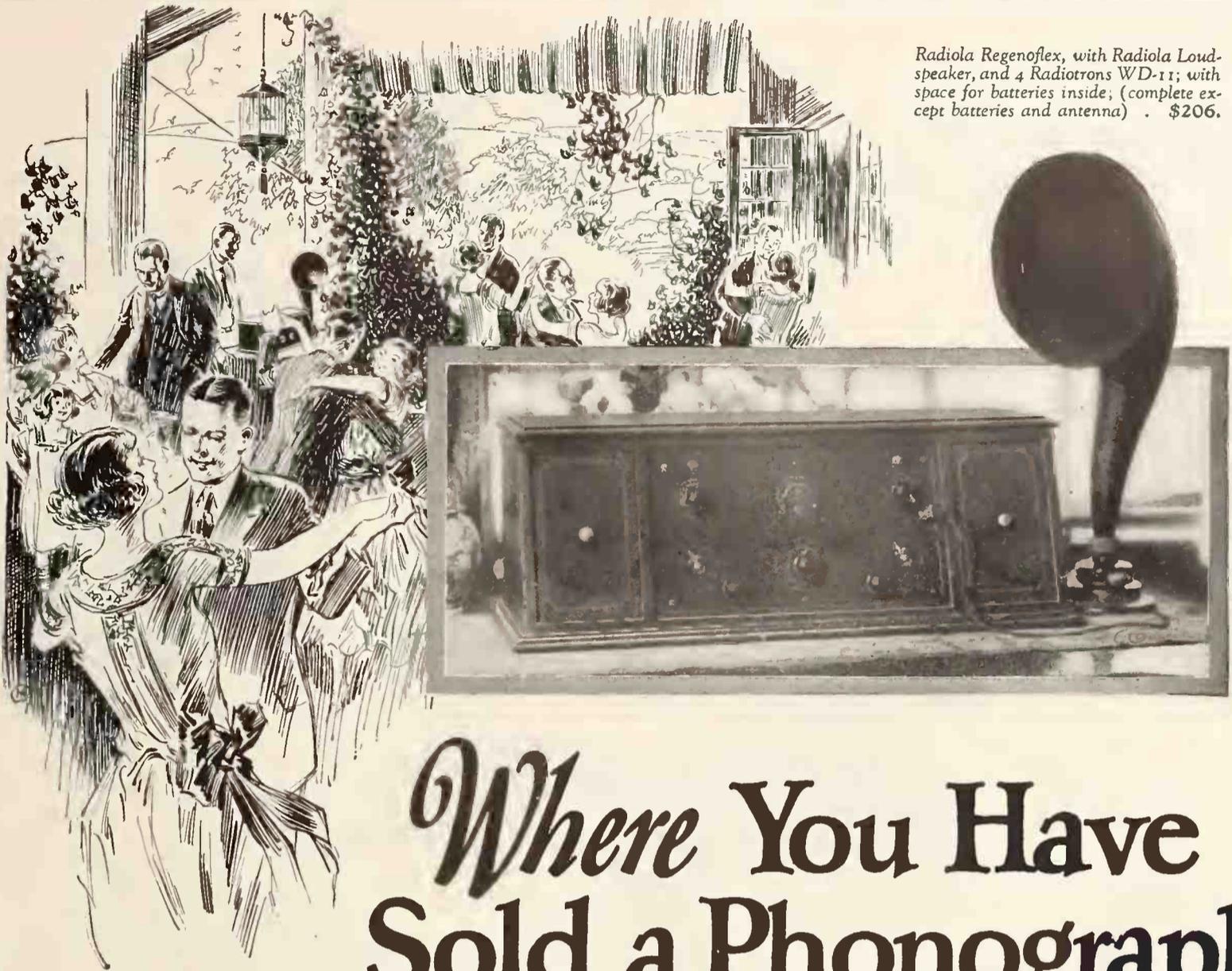


Without SERVICE there is very rarely complete SATISFACTION. The type of SERVICE that is extended to the talking machine dealer by E. B. Latham & Co. is such that SATISFACTION is bound to follow. Our special phonograph dealers' department is equipped to serve the trade because of its knowledge of the requirements of the dealer and its ability to interpret these requirements in terms of Radio equipment.

If you have not already enjoyed Latham Service write at once for information concerning our stock and what we have to offer the talking machine dealer.

RCA

**E. B. LATHAM & CO.**  
Wholesale Distributors  
New York City  
550 Pearl Street



Radiola Regenoflex, with Radiola Loudspeaker, and 4 Radiotrons WD-11; with space for batteries inside; (complete except batteries and antenna) . \$206.

# Where You Have Sold a Phonograph

—go back this summer, and sell a Radiola. Bring your list of “closed sales” to light again as a live prospect list for sales of Radiolas. Broadcasting, this summer, offers items of strong appeal for every type of person, and the Radiola line offers sets for every type of home—for every outdoor use—for every purse’s means. Everything from a light, easy-to-carry \$35 set to the stately cabinet of the Radiola Super-VIII.

Of the new line, the Radiola Regenoflex here pictured is a splendid summer feature. The improvements in its mechanism offer greater sensitivity and greater selectivity—clearer tone—and complete simplicity. Where quality of reception counts as much as distance, the Regenoflex is the receiver for this summer’s fun!



This symbol of quality is your protection

*“There’s a Radiola for every purse”*

Send for the free booklet that describes every Radiola.

Radio Corporation of America

Sales Offices:

233 Broadway, New York

10 So. La Salle St., Chicago, Ill.

433 California St., San Francisco, Cal.

RADIO CORPORATION OF AMERICA  
 Dept. 464 (Address office nearest you.)  
 Please send me your free Radio Booklet, and the name of the nearest RCA distributor.

Name \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City \_\_\_\_\_ R.F.D. \_\_\_\_\_  
 State \_\_\_\_\_

# Radiola

REG. U. S. PAT. OFF.

## A. Thallmayer Reviews Musical Conditions in Various European Countries

Manager of the Foreign Record Department of the General Phonograph Corp., Who Has Just Returned From Extensive European Tour, Gives Interesting Analysis of Business Situation

A. Thallmayer, manager of the foreign record department of the General Phonograph Corp., New York, who returned recently on the S. S. "Berengaria," after spending several months abroad, gave the following interesting review of conditions in Europe:

"Considering the fact that I went to Europe for musical purposes, my choice to sail on the S. S. 'Deutschland' was a good omen, as we had on board a galaxy of artists of the first order. Fritz Kreisler, Carl Friedberg, Carl Flesch, Elly Ney and Elsa Alsen, the dramatic soprano of the German Opera Co., gave a charity concert on board, which was broadcast to the S. S. 'Columbus,' about two hundred miles away. The concert was under the able management of Mrs. Kreisler and was, of course, an

artistic as well as social and financial success.

"Arriving in Germany I was prepared to be uncomfortable and find all sorts of things out of order. I was pleasantly disappointed, however, in my expectations. Food is plenty, the hotel accommodations are as good as in the States, the railroad trains run on time, the cars are clean and comfortable, the service on the trains is good, polite and efficient, and the surface and subway cars in Berlin are a whole lot cleaner than in New York. The people look neat and are as a whole well fed. Great poverty exists, of course, in the tenement sections of the city, but I was told that the relief associations and the excellent work of the Quakers have helped a great deal and are highly appreciated. The cost of living in Berlin is, how-

ever, as high as in New York and in some instances higher.

"Business in Germany is very depressed; there is a shortage of money and the people think that only the final settlement of the reparation problem will relieve the tension in business. In order to restrict the people from spending their money outside of Germany the government imposed a tax of 500 gold marks on those who



A. Thallmayer

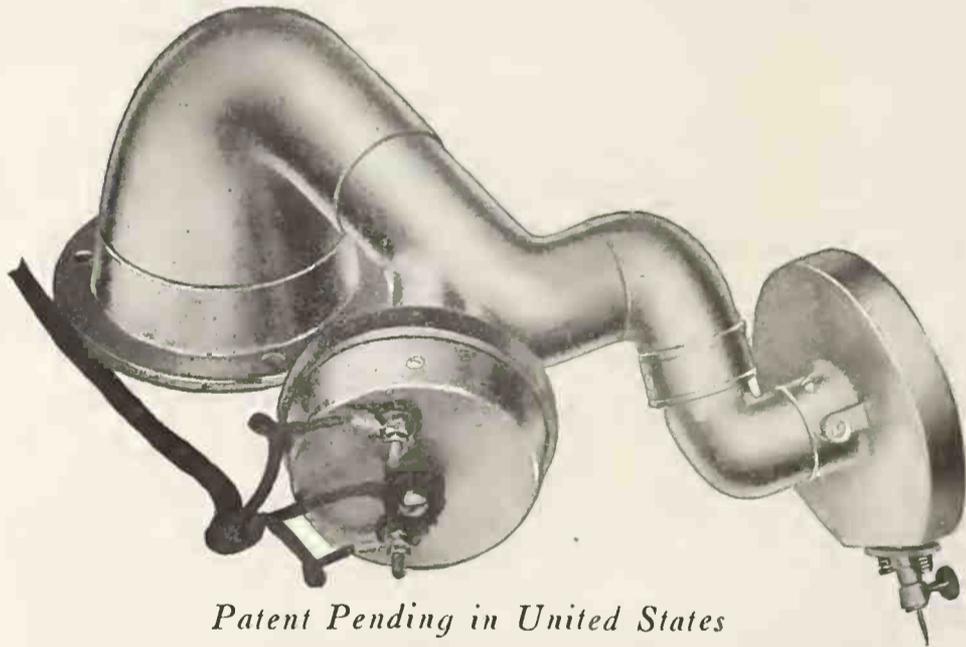
desire to travel outside of Germany. This tax prevented many Germans from spending their vacations outside of Germany, but before I left Berlin, the end of June, I heard that this tax has been abolished and a great many of German vacationists are spending their vacations in the Austrian and Swiss mountains. The musical life of Berlin is very intensive. Four opera houses are giving daily performances, and so far as I have seen they have always good audiences. In addition to the opera there are plenty of symphony concerts. The ninth symphony of Beethoven was given within ten days by four different organizations.

"Vienna is still the city of light opera, 'light wines,' fascinating waltzes and easy living. The stabilized currency is a thing one must get accustomed to as they still figure the dollar with 70,000 kronen. It is somewhat amusing to see a suit of imported cloth priced at three and one-half million kronen, which is, however, only fifty dollars, a price unheard of for the same quality of goods in New York. The cost of living in Austria is very much less than in Germany. While business in general is very slow, it doesn't seem to bother the Viennese very much. They are a well-dressed, well-fed, happy-go-lucky lot, enjoy life, and trust to their Chancellor, Monsignore Seipel, to make things come out all right. A very much more serious feature in Vienna is the great number of banks. On nearly every prominent street corner is established a branch of some bank. The late drop of the franc has been of disastrous consequence to many of them. All these mushroom banks and some of the older establishments were speculating heavily and lost millions of kronen. The bankruptcy announcements of banks and business concerns, as well as notices of suicides, took for a time as much space in the Vienna daily papers as the bandit stories take in the Hearst papers in the States.

"The phonograph business in the Central European States may be classified as fair in Germany and Czecho-Slovakia, dull in Austria, and absolutely at a standstill in Hungary. The record business in Jugoslavia shows a little sign of life and the Lindström Co. has recently made a number of Serbian records in Belgrade. I have directed a great many recordings in such foreign languages as are of importance to our American business. We have also made some wonderful new recordings of symphonic music, and some very interesting orchestra selections of a special nature during my stay in Berlin. Messrs. Straus and Walleiser, of the Lindström Co., have given me all possible co-operation and enabled me to accomplish all I wanted to do in Europe.

"I stayed in London a few days and had oc-

## ORIGINAL and BEST Phillips



Patent Pending in United States

Canadian Patent No. 241,205 Basic Patent

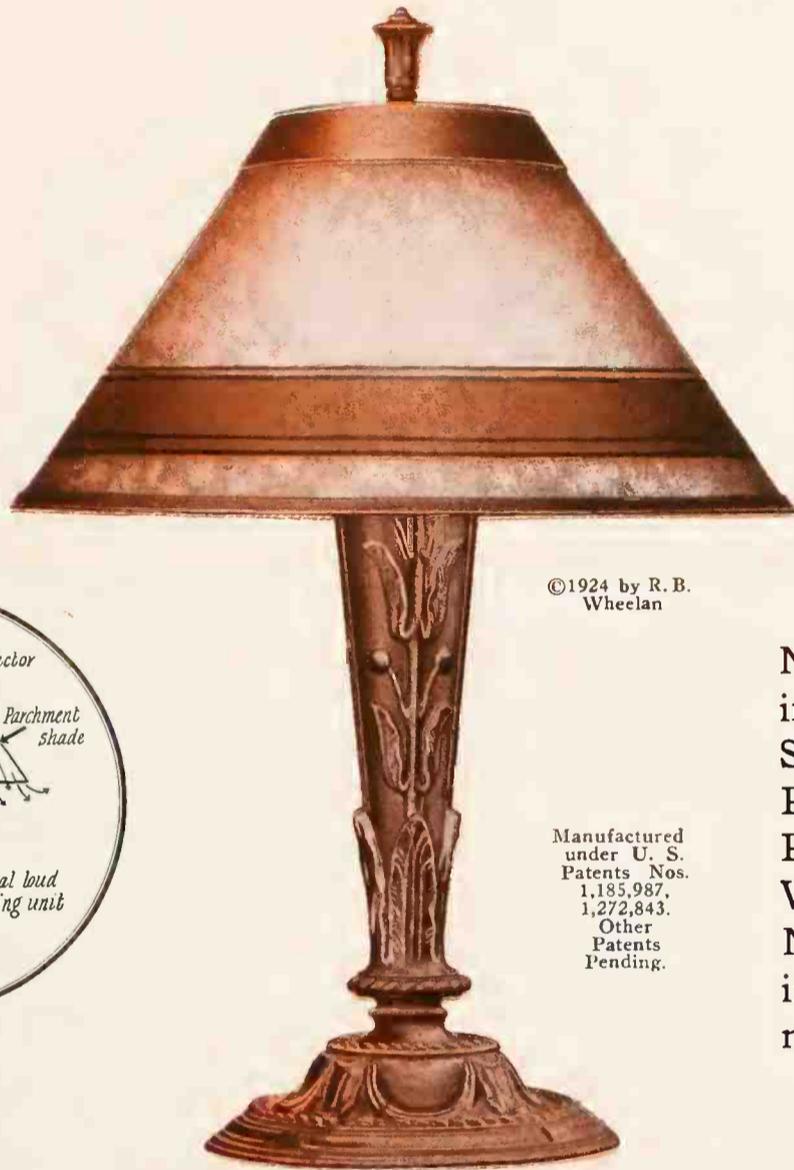
*Manufacturers of*  
**Supreme Reproducers**  
**High Grade Tone Arms**  
*and*  
**Low Priced Portable Arms**

*We hereby announce that we claim exclusive rights in a tone arm with a dual inlet for a talking machine sound box and the radio receiver, and that we are prepared to protect our customers with an adequate patent guarantee on all such tone arms purchased from us.*

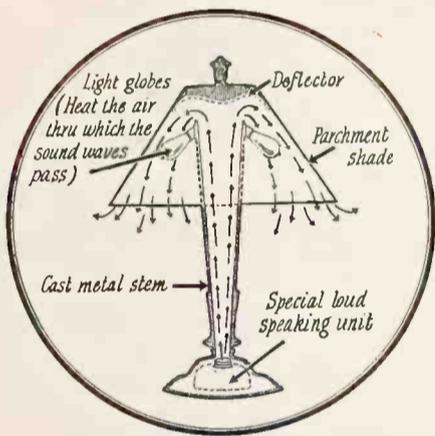
**WM. PHILLIPS PHONO PARTS CORP.**  
145 West 45<sup>th</sup> Street CABLE ADDRESS: PHONOPARTS New York City

# A New, Fast Seller

## In This Marvelous Combination Loud Speaker and Lamp



©1924 by R. B. Wheelan



National Advertising and Effective Selling Helps Are Piling Up Quick Profits for Dealers Who Handle This Newest Sensation in Radio Development

Manufactured under U. S. Patents Nos. 1,185,987, 1,272,843. Other Patents Pending.

ONE of the fastest sellers ever put on the Radio market is this beautiful table lamp and loud speaker combined. Dealers everywhere who are displaying this amazing item are enjoying ready sales and cashing in big.

Radio lovers have long been looking for some contrivance that would combine the very best in loud speaker development with beauty, grace and practical home utility.

The Radialamp meets this demand completely. Not only is the Radialamp a thing of beauty, dignity and practical usefulness, but all the objectionable features of the ugly old-type horn are done away with entirely. The sound produced through the ultra-sensitive microphone in the base of the lamp, and projected through the cast-metal megaphone stem, is reflected from the "sound mirror" at the top and conducted right out into the taut vibrant parchment shade.

Parchment is the best sound-producing medium yet discovered. The tones are marvelously sweet and clear—unlike that produced through metal, or even wood.

### A Combined Speaker and Lamp for the Price of One

The Radialamp makes an instant appeal, not only for its beauty but for its economy. An artistic table lamp is an attractive item in itself, and combined with a perfect loud speaker, for the price of one, it makes a hit at once. Backed by national advertising and effective selling helps, dealers are finding the Radialamp one of the most profitable items they ever handled.

#### Attach to Any Socket

To use as a lamp simply place ordinary electric bulbs in the sockets and attach to your electric connection with electric cord, which is included. It throws out a soft, mellow light. To use as a loud speaker, simply attach the wire, which is included, to your receiving set.

#### Attach to Any Radio Set

Mail the coupon now for descriptive literature and special proposition to dealers, and see for yourself what a gold mine of profits the Radialamp has opened up for you. Address:

**RADIOLAMP CO.** Dept. W-8 334 Fifth Ave., New York City

# RADIOLAMP

TRADE MARK  
**LOUD SPEAKER**

Radiolamp Co., Dept. W-8  
334 Fifth Avenue, New York City.

Please send me illustrated descriptive literature on the Radialamp and your special proposition to dealers.

Name .....

Address .....

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



casation to note that the Lindström Co., which recently re-entered the British market, has made seemingly good progress with its Parlophone records, as I have seen its records, posters and literature in many of the leading phonograph stores in London. The company operates under the name of Parlophone Co., Ltd., under Mr. Offenbacher's management. The record business in England is somewhat differently organized than the record business in this country. There you will find phonograph jobbers who will not concentrate their efforts to one line of records, but all English jobbers are carrying all makes of standard records, which are manufactured in England. The price maintenance is legally permitted and enforced, which puts the record business on a very conservative basis. The unemployment situation is still a problem in England, and the restrictions on immigrant workers of all classes are strictly observed.

### The Music Master Corp. Warns of Substitution

Manufacturers of Music Master Horn Warns Dealers and Public Against Imitation Horn Which Has Made Its Appearance

Although imitation is described as the sincerest form of flattery, it becomes dangerous when it reaches the stage where the buying public is misled. The Music Master horn, the qualities of which are known throughout radio circles from one end of the country to the other, is one of the latest products to be imitated. There has appeared on the market a horn practically duplicating the Music Master in general appearance, regarding which some unscrupulous dealers are misleading the buying public. Accordingly, Walter L. Eckhardt, president of the Music Master Corp., Philadelphia, Pa., manufacturer of the Music Master horn, has found it necessary to take energetic steps to wipe out this evil. Therefore, those familiar with the proposition were not surprised to see a large "warning" ad appear in the daily papers over the signature of the Music Master Corp. An official of the company states that this advertising was inspired by the too prevalent practice of dishonest substitution as employed by those irresponsible dealers whom the phenomenal growth of the radio industry has attracted in such large numbers. This official continued:

"Unlike the legitimate dealer, who is earnest in his efforts to build up a substantial and permanent business, these uncertain camp followers, we might call them, are here to-day for what they can extract from an uninformed public, and gone to-morrow. Business that should normally go to the honest dealer is drawn away by selling schemes usually baited with sensational offers that are seldom made good."

This Music Master publicity warns the buying public of the four major ways in which a certain class of dealers play for business. First, plain substitution of an inferior article; second, the removal of some important part which is replaced by one costing much less; third, by advertising some well-known item at greatly reduced prices without stock on hand, and, fourth, by fake demonstrations to show up a poor product at the expense of a better one.

"If we cannot wholly rid ourselves of dealers of this character there are ways in which their methods may be curtailed. Fearless publicity, we believe, seems to offer the surest and most effective means."

The Music Master Corp., in taking this important step, will, undoubtedly, receive the commendation of every honest dealer and jobber in the country. It blazes the way for other manufacturers to follow and will tend to keep the radio industry on the high plane which it should occupy.

Fred Spencer has been added to the Wurlitzer organization in Oakland, Cal., where he will look after the radio business, for which he is fitted through years of experience.

### Revenue Collectors Still Trying to Gather Taxes

Complaints That Collectors in Certain Sections Persist in Efforts to Collect 5 Per Cent on Ornamented Musical Instruments

The Music Industries Chamber of Commerce has received reports from manufacturers and distributors of musical instruments that collectors of internal revenue in different parts of the country are still attempting to collect the 5 per cent tax on gold and silver mounted band instruments, in spite of the fact that the Chamber secured the express exemption of talking machines and musical instruments from this tax in the 1924 Revenue Act.

The trouble appears to arise from a misunderstanding of the law and the Chamber, therefore, desires to point out its precise sections under which this exemption is granted.

Section 604 (a) imposes a tax of 5 per cent on jewelry and "articles made of, or ornamented,

mounted or fitted with precious metals or imitations thereof, or ivory."

Section 604 (b) reads as follows:

"(b) The tax imposed by subdivision (a) shall not apply to (1) surgical instruments, musical instruments, eyeglasses, spectacles or silver-plated flat tableware, or articles used for religious purposes; (2) articles sold or leased for an amount not in excess of \$30 or (3) watches sold or leased for an amount not in excess of \$60." It should be clear from the language of the Act as quoted above that musical instruments are not subject to the tax, regardless of price. However, numerous instances have come to the attention of the Chamber where Revenue Collectors have construed Section 604 (b) to exempt musical instruments only when they sell for less than \$30, and have insisted upon collecting the tax on such instruments selling for more than that amount.

The formal opening of the Moore Music Co., of Roseburg, Ore., in its new location in the Barker Building was held recently.

THE Murdock Five-Tube Neutrodyne Receiver is manufactured under the Hazeltine Neutrodyne Patent, which is covered by U. S. Letters Patents 1,450,080, issued March 27, 1923, and 1,489,228, issued April 1, 1924. Licensed by the Independent Radio Manufacturers, Inc.



## The Murdock Neutrodyne represents radio at its best

THE Murdock Five-Tube Neutrodyne is the product of one of the oldest radio manufacturers. A pioneer who has been making radio equipment of the highest efficiency since 1904.

It embodies the highest engineering skill with the finest New England craftsmanship. Every detail of manufacture has been painstakingly carried out to make this receiver an enduring instrument for home use.

Here are the features that make the Murdock Neutrodyne sell

**DISTANT STATIONS** can be tuned in with remarkable clearness and volume.

**LOCAL STATIONS** can be tuned out readily, and distant

stations received without interference.

**EASY TO OPERATE.** Anyone can learn to tune the Murdock easily and accurately.

**SELECTIVITY.** One of the most selective sets made.

**DOES NOT RADIATE.**

**APPEARANCE.** The refinement of design and workmanship adapt it to the best home environment.

The high quality and moderate price of this receiver assure volume sales and big profit. It's backed by powerful advertising in radiomagazines and daily newspapers—and a strong sales policy. Get in touch with your jobber today. If he does not carry the Murdock Neutrodyne write us for information and dealer discounts.



WM. J. MURDOCK CO.

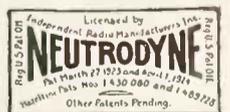
413 Washington Ave., Chelsea, Mass.

Branch Offices:

NEW YORK—53 Park Place

CHICAGO—140 S. Dearborn Street

SAN FRANCISCO—509 Mission Street



# MURDOCK NEUTRODYNE

# Big Co-operative Campaigns Create Sales

## Success of Co-operative Ad Tie-ups of Victor Retailers With Artists Points Way to Similar Campaigns This Fall and Winter

That talking machine dealers throughout the country realize the opportunities for sales that lie in the tying up through advertising in local newspapers with the appearances of recording artists and particularly recording orchestras in

other organizations of similar caliber. Sometimes this advertising has taken the form of a general ad bearing at the bottom the names and addresses of all the local dealers participating in the campaign and on other occasions

he is urged to co-operate with his fellow dealers, even though they are competitors, to the end that he is able to impress upon the public mind the fact that the organization whose music they enjoy so much has made records which are



**Make Up Your Own Program - Pick Your Own Artists - Hear Them as Often as You Like - On the Victrola**

Listen and dance to the wonderful dance music by Paul Whiteman of New York, Benson of Chicago and Ted Weems of Philadelphia. Enjoy the laugh provoking vaudeville stunts of those ever popular stars, Will Rogers, Walter Kelly and the Duncan Sisters. Have ever ready for your entertainment the marvellous orchestral music of the great Symphony Orchestras of the world—and hear the gems of Opera rendered by its greatest artists.

**Let Us Put a Victrola Into YOUR Home**

<b>CENTRAL</b>	<b>NORTH</b>	<b>WEST</b>
ESTER PIANO COMPANY 100 N. 10th St. C. J. REEF & SON 101 N. 10th St. C. H. HULLER CO. 100 N. 10th St. PENS FURNITURE CO. 100 N. 10th St. THE PRESSER CO. 100 N. 10th St. H. BEECHER CO. 100 N. 10th St. STEIN & CO. 100 N. 10th St. B. B. TOWN CO. 100 N. 10th St. H. A. WILSON & SON 100 N. 10th St.	J. S. WILSON CO. 100 N. 10th St. W. H. WILSON CO. 100 N. 10th St.	J. S. WILSON CO. 100 N. 10th St. W. H. WILSON CO. 100 N. 10th St.

**NEW VICTOR RECORDS EVERY FRIDAY**

### Victrola Stars With Irene Bordini at Biltmore



Take Vivacious IRENE BORDONI singing her wonderful "SO THIS IS LOVE" and "I'm Glad I'm Not Alone" on the Victrola.

At Barker Bros. Hamburger's

IRENE BORDONI Victor and Vocalion Records

The Victrola Miss Irene Bordini AT THE Biltmore Theatre

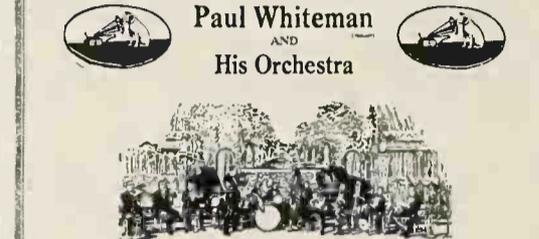
STEINWAY PIANO

Victrola Records

PLATT MUSIC CO.

PARNELEE-DORRMAN CO.

### Paul Whiteman AND His Orchestra



## The Most Famous Dance Orchestra in the World

Masters of Syncopation! You will enthuse about their Victor Records as did those who clamored for encores last night at Convention Hall. Records so strong in melody—so perfectly tuned—so magnificently played—that you will enjoy them again and again.

**Their New Dance Hits!**

Shanghai Lullaby, Fox Trot	No. 19245	Home in Pasadena, Fox Trot	No. 19278
Louise and Blues, Fox Trot	No. 19264	Make Me a Fool, Fox Trot	No. 19284
Why Did I Leave You, Fox Trot	No. 19267	There's Your Deal in Your Deal, Fox Trot	No. 19289
Don't Mind the Rain, Fox Trot	No. 19273	What'll I Do? Waltz	No. 19299

**Now on Sale at**

JOSEPH BELLANCA	GORDON & STONE	MUSIC LOVERS SHOPPE	TALKING MACHINE CO.
CYRIL G. BARNA	ROFFMAN MUSIC SHOP	PEOPLES OUTFITTING CO.	M. L. WELSH
E. W. EDWARDS & SON	LEVIN MUSIC STORE	ROCHESTER MUSIC STORE	YOUNG'S MUSIC HOUSE

**Just Received! Your VICTROLA Art Model**

**NEW VICTOR RECORDS EVERY FRIDAY**

### Philadelphia Dealer Co-operative Ad Drive

their home towns has been evidenced by the various co-operative campaigns that have been carried on in different sections of the country, particularly during the past few months.

It is claimed, and perhaps properly, that it was the Philadelphia jobbers and dealers who first saw the wisdom of combining their advertisements in one page or a double-page spread for the purpose of impressing on the public mind the fact that a visiting musical organization was making records for the Victor Co. or some other concern.

Several Types of Co-operative Drives

In the case of the Philadelphia trade it is the Victor Co. artists who were featured in connection with the appearance of Ted Weems and

where dealers felt it was unfair to their interests to contribute an equal amount arrangements have been made whereby the individual ads of the dealers have been grouped so as to make one complete page of advertising and sometimes more.

### Wide Extent of Drives

The average member of the trade is hardly able to conceive of the extent of this co-operative advertising, but at the headquarters of the Victor Talking Machine Co. in Camden there is kept a scrap book in which are to be found several scores of full-page and double-page advertisements inserted by dealers in various cities of the country to herald the coming or the presence of one or another of the prominent dance orchestras or individual artists. In one particular case on the Pacific Coast a full four-page section in rotogravure was taken by the dealers to feature appearances of artists.

### Wisdom of Artist Tie-ups

Time and again in The World the attention of dealers has been called to the wisdom of tying up with the appearance of artists through the medium of local advertising. In the case of the presence of Wendell Hall, well-known radio artist, in one of the Western cities where co-operative advertising was resorted to dealers reported as many as 1,500 sales of Hall records in a single day and the majority went over 1,000, which represents mighty good business.

There is approaching rapidly the Fall season, when various recording organizations and artists go on tours of the country, and the retailer who does not see to it that he is acquainted with the itinerary of these traveling record artists and has his advertising conducted on a timely basis is overlooking a genuine opportunity to increase record sales. Considering, of course, that he has in stock a sufficient quantity of the advertised record to make the effort worth while.

It is to be admitted that the individual dealer by himself can do little in a campaign that will attract general public attention and that is why

### Rochester Dealer Tie-up With Whiteman

available at his store or other stores in the city.

Where talking machine dealers handling one make of record combine to use a page or more of space the advertising is going to bring results to the individual dealer altogether out of

# RADIO DEALERS

**TALKING MACHINE DEALERS, PIANO DEALERS, Etc.** should send for this new **RADIO CATALOG No. 26-R**

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



**WRITE TODAY!**

"The House with a Policy. Exclusively wholesale!"

## OHIO RUBBER

228 W. 7th St., Cincinnati

### Radio's Most Popular Entertainer

# Wendell Hall

## Exclusive Victor Artist

Featuring His Compositions Over WSB This Week

Ain't Gonna Rain No More	Red Headed Blues	Victor Record No. 19471
Blue Island Blues	Victor Record No. 19226	
Underneath the Mellow Moon	Victor Record No. 19071 (Vocal)	No. 19019 (Waltz)

You can hear this artist over WSB all this week. Every night you can hear him on the VICTROLA with VICTOR RECORDS. Mr. Hall will appear personally during the times mentioned below for the purpose of meeting and entertaining his friends and autographing his records as purchased, at the following dealers:

<b>LeRoy Webb &amp; Co.</b> 16 Auburn Ave. (Thursday Afternoon)	<b>Cable Piano Co.</b> 84 N. Broad St. (Saturday Afternoon)
<b>Phillips &amp; Crew Piano Co.</b> 181 Peachtree St. (Friday Afternoon)	<b>Bame's, Inc.</b> 107 Peachtree St. Opposite Piedmont Hotel. (Saturday Morning)

### Co-operative Ad Tie-up in Atlanta

proportion to what he would achieve with a small ad on his own account.

Reproduced herewith are several advertisements published in various cities during the past season in connection with appearances of Victor artists. It would require a dozen pages of The World to reproduce all these ads even in miniature form, but the few shown give a general idea of the plan as adopted and proved successful. With precedent to work on, next season should see a far greater volume of co-operative advertising.

# GAROD

## ANNOUNCES THEIR NEW POWERFUL NEUTRODYNE MODELS THE GEORGIAN AND THE V



**The Garod Georgian**

Rich brown burlled walnut, with door-panel borders of inlaid ebony and holly—5 tube model—built-in loud speaker—battery compartments and accessory drawer. Will grace the finest drawing room—provide the best in radio reception. Size 35½" long—16½" deep—42½" high.

\$400<sup>00</sup>

**The Garod V**

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

\$195<sup>00</sup>



**The Garod RAF**

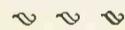
The receiver that made GAROD famous. Added mechanical improvements—4 tube model—with which you are familiar. Size 19½" long—7¾" deep—10" high.

\$135<sup>00</sup>



*The public wants*  
**Power**

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



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

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

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



SEE OUR EXHIBITS AT

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

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

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

## Notable Advance of Loud Speakers Now on Market

C. E. Brigham, Chief Research Engineer of C. Brandes, Inc., Accounts for Improved Radio Reception This Summer

C. E. Brigham, chief research engineer of C. Brandes, Inc., manufacturer of loud speakers and head phones, and a recognized authority on loud speaker design and construction, recently prepared an interesting article regarding the improvement in radio reception this Summer as compared with previous seasons. In this article, which was prepared for the Radio Section of the Associated Manufacturers of Electrical Supplies, Mr. Brigham said:

"After a year of painstaking research and experimentation in the laboratories of the members of this organization the majority of loud speakers now on the market represent a notable advance over the earlier models, both as to power and tone production. The consequences of these developments are especially important for Summertime radio, as atmospheric conditions during warm weather have in past years made loud speaker reception frequently unsatisfactory.

"The better tone production of loud speakers of the latest design may be noticed particularly when one listens to an organ recital, which, to my mind, is the hardest sort of music to reproduce successfully. Organ reception has been improved several hundred per cent over last year. In fact, if one tunes in on an organ recital during these hot Summer months, and then tries to recall doing such a thing last Summer, one cannot help realizing and appreciating that loud speaker reception has greatly improved. The main difficulty has rested with the lower notes, and when these are reproduced without affecting the tone of the extreme high notes, then indeed the perfect loud speaker has been designed.

"Loud speakers of to-day are a great deal more sensitive than those of a year ago. Once it was believed that a loud speaker could function only with a set of very strong amplifying power, but now it is frequently used with excellent results on two-tube sets, and operated under favorable conditions by single-tube receivers. However, improvements in the design of the sets must be given part of the credit for this increased range of the loud speaker.

"It has been found that distortion in the loud speaker may be traced to the diaphragm and the air chamber immediately above it, leading to the horn. The most difficult problems center about the material and design of the diaphragm.

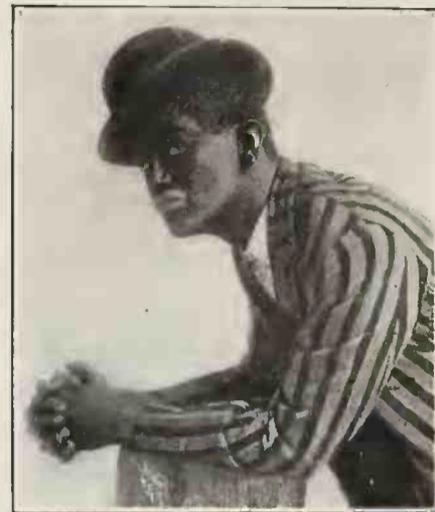
"Diaphragms have both magnetic and resilient qualities, and the importance attached to each varies with different types of loud speakers. It is in the development of the resilient factor that most of the work of the past year has been done. Some types have been developed with corrugated diaphragms, others with cup-shaped or cone-shaped diaphragms. Various kinds of material, such as aluminum, German silver and bakelite linen, have been tested and adopted or rejected. Finally, the mountings and clampings have been shifted and altered in many different ways."

## First Records of New Victor Artists Please

Three new Victor artists whose records are meeting with wide approval are Dusolina Giannini, soprano; Cecilia Hansen, violinist, and Kathryn Meisle, contralto. The first recordings of these famous artists were recently released and dealers from all over the country report an immediate and brisk demand for their records. This condition was expected, as each of the artists has a large following built up through her appearances on the concert stage and on the operatic stage.

## Jay C. Flippen to Record for the Columbia Co.

Jay C. Flippen, understudy to the late Bert Williams in "Broadway Brevities" and who played the star in that show on the road, has signed an exclusive Columbia contract. At present he is playing Keith's vaudeville, billed as "The Ham What Am," a one-man black-face act, singing the same kind of songs that Bert



Jay C. Flippen

Williams made famous. Although Mr. Flippen's experience in the theatrical world dates back only six years, he has won countrywide success, and it is interesting to note that in signing the Columbia contract he joins the organization for which Bert Williams made records exclusively up to the time of his death.

Jay C. Flippen's first Columbia release will be issued in September, and will feature the popular hits, "Often" and "Something Tells Me You Are Going Far Away From Here." Columbia recording executives are enthusiastic regarding these two selections, which they believe will receive a hearty welcome from the legion of music lovers who regarded the late Bert Williams as the greatest black-faced comedian of all time. Mr. Flippen, who is only twenty-five years old and a native of Little Rock, Ark., gives to his recordings the clean-cut, rollicking humor that characterized the Bert Williams Columbia recordings.

## New N. & K. Phonograph Unit Being Marketed

Th. Goldschmidt Corp., New York, exclusive representative of the manufacturers of N. & K. radio products, has just placed on the market the N. & K. phonograph unit that is similar in



New N. & K. Phonograph Unit

construction to the unit used in the N. & K. imported loud speaker. It is designed especially for use with Victrolas and is adaptable to any standard phonograph. The unit attaches securely to the reproducer arm without screws or any special device.

It is stated that the N. & K. unit produces the same distinctive tone that characterizes other N. & K. products, and gives a satisfactory volume without distortion. It operates efficiently on voltages from 45 to 150. The unit is packed in an attractive three-colored display carton, containing a dozen boxes, and each unit is individually packed in a handsome box with imitation black leather finish imprinted in gold.

# SPENCERIAN

A quality portable manufactured by a responsible corporation with several years experience in making portables.

### FACTORY AGENTS:

D. H. Spencer  
4218 Avondale Ave.  
Dallas, Texas.

E. J. Bourveau  
923 Am. State Bank Bldg  
Detroit, Mich.

J. L. Tandy  
712 Olive St.  
Kansas City, Mo.

Edray Sales Corp.  
528 Republic Bldg.  
Chicago, Ill.

P. Paul Graef  
105 W. 40th St.  
New York City.

P. C. Doerr Furn. Co.  
304 Camp St.  
New Orleans, La.

### JOBBER:

Iver Johnson Sporting Goods Co  
Boston, Mass.

Cole & Dunas Music Co.  
Chicago, Ill.

Record Sales Co.  
Cleveland, Ohio.

C. B. Haynes Co.  
Richmond, Va.

Munson-Rayner Corp.  
Los Angeles & San Francisco, Cal.

Cheney Sales Co.  
Omaha, Neb.

Wisconsin Record Service, Inc.  
Milwaukee, Wis.

P. I. Burks Co.  
Louisville, Ky.

Columbia Stores, Inc.  
Salt Lake City, Utah.

Arthur Brand & Co.  
Cincinnati, Ohio.

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

\$25.00

EAST OF ROCKIES



Westphono, Inc.  
46 W. Fourth St. · St. Paul, Minn.



# WARNING

Reports have continually reached us, and many specific cases have been brought to our attention, of the misuse and imitation of the "BRILLIANTONE" trademark and its association with Phonograph Needles of inferior make.

Needless to state, this unscrupulous competition and flagrant misrepresentation has not only proved detrimental to us, but has injured responsible jobbers and dealers who regularly purchase the genuine product.

Genuine "BRILLIANTONE" Phonograph Needles are made by W. H. Bagshaw Co.—pioneers in the industry—and sold **ONLY** by us and our authorized distributors. All other so-called "BRILLIANTONE" Needles are imitations..

The "BRILLIANTONE" trademark is fully protected by registration. We therefore wish to warn the trade that we expect to defend our trademark to the fullest extent permitted by law. Necessary steps will be taken to prosecute all infringements and to protect the jobber, the dealer and the public against further misrepresentation.

## BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

*Western Distributor:*  
The Cole & Dunas Music Co.  
430 So. Wabash Ave., Chicago

*Canadian Distributor:*  
The Musical Mdse. Sales Co.  
79 Wellington St., W., Toronto

*Pacific Coast Distributors:*  
Munson & Rayner Corp. Walter S. Gray Co.  
Los Angeles, Cal. 1054 Mission St.  
San Francisco, Cal. San Francisco, Cal.

# Making Radio Programs a Force for Sales

Steadman Sends Out Letters to Prospects Describing Programs and Extending Invitations to Radio Concerts, Promoting Sales

The time has been reached in the radio retail business, whether separate sets are handled or the combinations are featured, when the dealer, in order to bring his sales volume up to a respectable figure and to make sales in spite of the keen competition prevalent, must get out and hustle for radio business. As far as the competition of electric stores and dealers in other lines handling radio is concerned the talking machine dealer has little to fear because of the many advantages which he obviously has. He has the organization trained to sell an entertainment device of this character, he has the type of store in which radio can be best displayed, he understands the instalment business, he has a large mailing list, or should have.

Therefore, it only remains for him to go out after the business.

## Capitalizing on Radio Programs

The only means which the dealer has of giving a practical demonstration of the radio lines he handles is by tuning in on radio programs. The Steadman Music House, of Yonkers, N. Y., one of the largest and most successful music concerns in Westchester County, has adopted an unusual method of taking advantage of the radio programs in putting over a very successful sales promotion campaign. The mails, the radio programs and the mailing list all play an important part in bringing the message of radio home to the store's prospects. The following letter, which requires no further explanation to make the point clear, has been sent out by this live concern and the results have been excellent:

Dear Mr. Blank: The Studio Club gave a most delightful concert at the Capitol Theatre last evening. It was an exclusive program of numbers by the late Victor Herbert. I wonder if you heard it? One of the most interesting of the orchestral numbers was the dainty "Air de Ballet." We also enjoyed "Toyland" from the "Babes in Toyland," by the soprano with chorus, and we thought the soprano was good. Other selections rendered by the soprano and chorus were from "Princess Pat," "Mlle. Modiste" and "Naughty Marietta." It was altogether a very charming and entertaining program.

Have you tied up with the radio yet? There are now more than five million radio fans in the United States. Are you one of them? If you are, and especially if you are not, why not come in this Friday evening and hear our wonderful Radiola X.

7:30 P. M. The weekly French lesson from WJZ.

8:00 P. M. Anthony Pesci, tenor, classical numbers.

9:15 P. M. Mayor Hylan's People's Concert.

If you are among those who are under the impression that music sounds harsh and noisy over the radio, do not fail to show up on Friday evening. The tone quality of the Radiola X will be a pleasant surprise for you. Very truly yours,

Another letter sent out by this concern with a similar object, which brought a fair number of people into the store to look over the lines of radio handled, was as follows:

Dear Mr. Blank: Did you "listen in" to the Cardinal's speech at the Commodore, New York, on Tuesday night? And did you like the Kaltenborn String Quartet broadcast from Station WEAJ last night?

If you enjoy radio, as we all do, why not drop in some Friday or Saturday evening to hear our sets? We carry in stock the Radio Corp. of America sets from the Radiola III, at \$35, up to the Super-heterodyne VIII, at \$450. For those interested in Neutrodynes we have added to our line the Ware Neutrodyne receiver, Type V.

This is a five tube set and will operate in most locations on an inside aerial, although primarily designed for outside aerial. The price, without accessories is \$160. The enclosed booklet will give you a detailed description.

Our folks here are thoroughly familiar with all leading types of radio sets, and feel it a pleasure to be called upon for suggestions and advice.

May we expect you at an early date? Very truly yours,

## Building Up Installation Business

There are many people who own talking machines who can, by intelligent effort, be sold on the idea of installing a radio receiving set in the instrument, thus making of it a combination outfit, which has the advantage of being compact, and at the same time as efficient as separate instruments. There is a broad field for retail sales promotion of radio here which dealers should take advantage of. The Steadman Music House is also going after this business

in a determined manner. A letter has been sent to thousands of talking machine owners in Yonkers and surrounding towns and cities by this concern which not only has for its object the arousing of interest in making a combination radio and talking machine of the instrument already in the home, but it also brings home to the public the fact that for the really complete home both a talking machine and a radio are essential. The letter follows:

Dear Mr. Blank: We should like to take up the subject of combining the radio with your Victrola. Many prophesied that the radio would take the place of the Victrola. But this is manifestly impossible. Supposing you wanted to hear the "Menuetto" from Mozart's "Symphony in G Minor" by the Philadelphia Symphony Orchestra? And supposing you wanted to hear "Celeste Aida" by Caruso, or "Mother Machree" by McCormack? What then? How about the young folks who want to dance to Paul Whiteman's Orchestra, and also want to hear the latest popular songs sung by their favorite singers? For these you must turn to your Victrola.

The radio gives you a wealth of instruction and entertainment. Stock market, weather reports, speeches by eminent men, talks on many interesting subjects, orchestral programs from leading hotels. And for the politically inclined, the broadcasting of speeches in the coming Presidential campaign. Thus it follows that, for the real home, where music and entertainment are such important factors, the Victrola and radio should combine.

If you have no Victrola we should like you to see our immense stock, the largest in Westchester County. If you are interested in radio we wish you to see our fine line of Radiolas. We carry also the Ware Neutrodyne, Sleeper Monotrol, Federal and Reflex.

Come in and talk it over. We are experts in this field. We ought to be, for we have been in the field of music for more than twenty-five years. When you call we will be pleased to arrange a demonstration in your own home. Don't hesitate to ask for one. It places you under no obligation, and will be very interesting. Very truly yours,

## Live Oak Park Dealer Ties Up With Church Sermon

In the very interesting department conducted by Odds Bodkins in Advertising and Selling Fortnightly he tells of a very unique tie-up between a talking machine dealer and church, which shows a high degree of enterprise, particularly in these warm days when so many talking machine men are more inclined to the holiday than the business spirit. Mr. Bodkins says:

"Walter Painter, of Erwin-Wasey's Chicago office, sends me a clipping announcing a series of Sunday evening sermons based on well-known advertising slogans to be preached by the pastor of the First Methodist Church, of Oak Park, Ill. These are some of the texts:

"His Master's Voice."

"Say It With Flowers."

"It Never Rains but It Pours."

"This sermon idea isn't so very new, but the dealer tie-up planned by this pastor is. For local dealers have been asked to co-operate in giving point to the services. For example, on the Sunday evening 'His Master's Voice' is the text, the Cotton Music House, of Oak Park, will furnish a fifteen-minute musical introduction consisting of Victor records by artists of note. Why not?"

## Morrison



Loud Speaker

for  
**\$5.00**  
List

**Sensational  
Mid-Summer  
Announcement  
Was \$10—Now \$5**

In the so-called dull season nothing has stimulated the radio business like the tremendous Morrison price reduction. Dealers who said loud speakers wouldn't sell are piling up profits every day on the \$5.00 list famous Morrison unit.

It's logical. Radio fans know Morrison's sterling qualities. Those who hesitated at paying \$10.00 for a unit and those with other units are quick to recognize the wonderful value at this new price.

The unit is exactly the same unit previously sold for \$10.00. We have got down to a real production basis with its consequent efficiency in buying and manufacturing economies.

## Music Dealers

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

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



## THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

**SHELTON ELECTRIC CO., 16 East 42nd Street, New York**

# for Your "Out-of-Doors" Customers



-it's a  
**GLEED** ●

## Portable Radio Receiver

**T**HE most remarkable ever offered to the trade. A real achievement in radio reception—the successful result of years of experimenting by some of the world's most skilled radio engineers.

The GLED Portable is a highly sensitive, six-tube set, capable of bringing in clear broadcast reception up to ten or fifteen hundred miles. And the built-in loud speaker has the famous Music Master Unit.

Everything necessary to operate the set is self-contained or space has been provided. No outside fixtures or accessories are needed. The GLED can be used anywhere on land, water, moving vehicles or in the home. It appeals to women because it is convenient and easy to keep clean.

A single dial does all the tuning. Tone volume is controlled by one knob and the tubes by another.

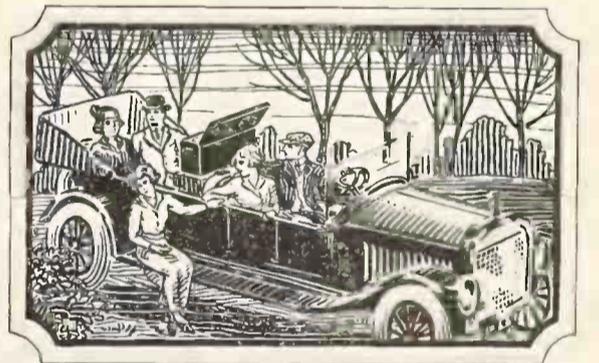
The entire set is compactly built into an attractive, black leatherette case, of a size and appearance much like a fine-looking overnight bag.

Altogether the GLED is just the kind of set thousands of people have been impatiently waiting for. Every lover of the great outdoors, every owner of a car, is an immediate prospect. The sales possibilities are almost without limit. And the opportunity for profits is unusual. Retail price, without tubes or batteries, \$150.

Your jobber can supply you. Write to us for descriptive folder.



Those of your customers who are headed for camp or cottage will appreciate your calling their attention to the fine qualities of the GLED.



Nearly all your car-owning customers spend their leisure hours along the road. Each one is a prospective buyer of a GLED.



Whether canoeing or yachting, the outing can be made more enjoyable by a GLED. You can sell many sets to that class of trade.

**GLEED RADIO COMPANY**  
PHILADELPHIA, PA.

## New Method Adopted for Attracting Street Crowds

Radio Dealer in the West Uses Ear Phones to Enable Passers-by to Hear Programs and Then Invites Them in via the Loud Speaker

New methods for attracting public attention to his radio department will always be welcomed by the dealer because the methods that have been in vogue up to date and which get fairly good results do not apply in all cases. There is the loud speaker that projects through the doorway and carries the programs to the street crowds. It has been found by actual experience that in many cases prospective customers are scared away because the power necessary to overcome street noises and other interference make clear reproduction impossible.

One Western dealer has solved the problem in a rather novel manner, and one which can be used to good advantage these days. Near

the door he had the superintendent of the building erect a shielded rack and placed thereon three or four single phones connected with the receiver inside. A small sign directly over this announced that they were for the convenience of passers-by desiring to hear a radio concert. In series with the line which fed these phones this dealer placed an ordinary heavy duty loud-speaking unit, which was located inside the store. When two or three passers-by were interestingly listening in he would take the unit and gently speak into it in a manner something like the following: "Won't you ladies and gentlemen step inside and let us show you what an up-to-date radio department we have? It is for your convenience, and we have plenty of space." Nine times out of ten the voice interrupting the concert would startle the listeners so that out of curiosity alone they would step in, and their curiosity once aroused they were in a good frame of mind to listen to a good stiff sales talk.

Suffice to say that from an experiment sug-

**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

gested by one of the dealer's friends this idea has developed into a wonderful sales puller and the dealer is confident that this device alone is responsible for over half his present sales. It is novelties such as these that attract, and, strange to say, the dealer has not lost a single phone, although he does not watch them closely. There is generally such a crowd around that it is impossible for anyone to get away with them, so there is no chance for a loss on that score.

## New Loose-Leaf Album Announced by Peerless Co.

The Peerless Album Co., manufacturer of talking machine record albums, record carrying cases and other similar accessories, has announced to the trade it will release early in September a new Peerless loose-leaf record album available to consumers.

In an interview with Phil Ravis, president of the Peerless Co., it was learned that experimental work on this new loose-leaf product had been in progress for the past six months and that the factory designers had completed their labors, which had been mainly concentrated on the single, solid back feature of the book. It was said the past difficulty of leaves tearing loose from the binding post in loose-leaf albums had been completely overcome by special arrangements and that the finished product would represent the ultimate in stanch construction and durability.

The Peerless loose-leaf album provides for combination of both ten and twelve-inch records and is admirably suited for the new Victor Wagnerian masterpiece record sets and complete score of the "Cavalleria Rusticana" opera. In fact, it is planned to imprint "Wagnerian Masterpieces," or similar titles for combination record sets, as indicated by the dealer when ordering.

Coincident with the above announcement, it was learned that the Peerless Co. has planned another large run of its well-known trade-mark sign for dealers' show windows and sales floors. This is an artistic display sign of a permanent character which, where used, has proved a creator of record sales. In a recent survey by the Peerless Co. it is said that where the Peerless sign has been displayed album sales have shown a gain of as high as 50 per cent over corresponding periods of last year. The sign is furnished gratis.

According to the officials of the Peerless Co. and its road representatives, the importance of record album sales has been given thoughtful consideration by every progressive talking machine dealer. The basis for this decision rests on the need of renewing and continuing interest in record sets and record releases. The alert dealer realizes that the sale of one or more albums assures future sales of records. In these days when there are so many channels for home entertainment and when outdoor life never had more attractions it becomes necessary for the retailer to carry out a campaign that will arouse interest in record purchases. Aside from personal contact and the mailing of monthly record lists, there is no more effective means of insuring the constant use of the talking machine, thereby creating record sales, than through the placing of record albums in the homes of talking machine owners.

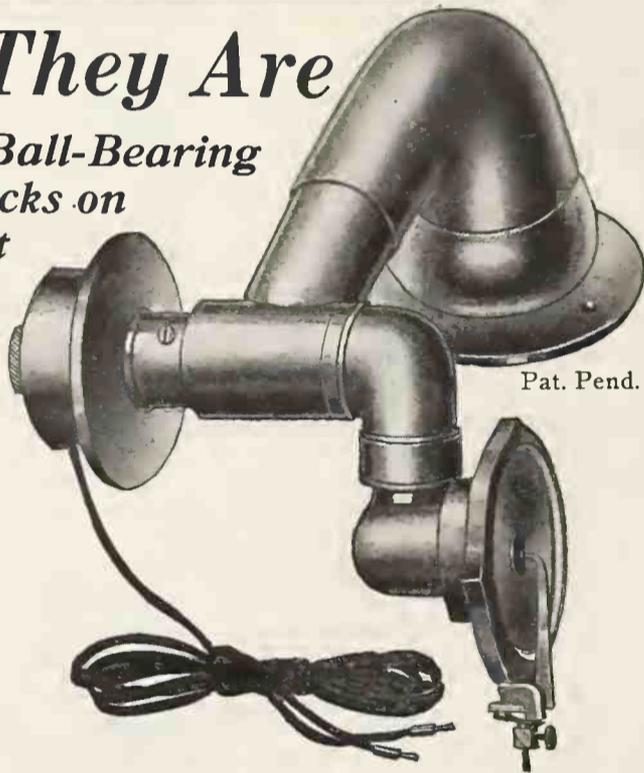


## Here They Are

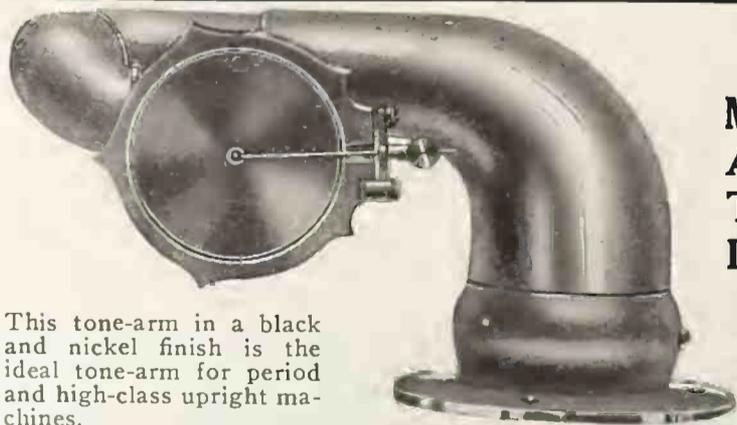
The Only Ball-Bearing Throw-Backs on the Market

No Adjustments  
No Soldered Connections

Mutual Tone-Arms possess a double appeal. They not only reproduce perfectly, but they add the final touch to the attractiveness of the machine. The new model on the right is the ultimate in perfection and simplicity.



By Throwing Back the Sound Box You have it in the Radio Position



This tone-arm in a black and nickel finish is the ideal tone-arm for period and high-class upright machines.

When  
**MUTUAL**  
Arrives  
Trouble  
Departs

No. 4 Tone-Arm, No. 4 Reproducer

TO INSURE PROMPT DELIVERY MAIL ORDERS EARLY  
SAMPLES ON REQUEST

# MUTUAL PHONO PARTS MFG. CORP.

149-151 Lafayette Street, New York City

DISTRIBUTORS { The Russell Gear & Machine Co., Ltd. 1209 King St., West, Toronto, Can.  
Industrias Unidas, S. A. Balderas 110, Mexico City, Mexico  
Targ & Dinner 229 W. Randolph St., Chicago, Ill.





Brunswick Radiola  
No. 30

Rear view showing the convenient compartment in Brunswick Radiola No. 30, containing dry cell batteries

Revealing the section of the Brunswick Radiola No. 30 reserved for Radio operation

Radio panel in Brunswick Radiola No. 30, showing operating parts

## a manufactured product—not a combination

*Thus Radio reception is brought to its highest point of perfection through the Brunswick Method of Reproduction. A selling point among many others that is exclusively Brunswick*

THE announcement of the Brunswick Radiola, soon to be made to the public, marks a distinct advance in music for the home. Millions will read this announcement. Leading magazines and newspapers everywhere will carry it.

The Brunswick Radiolas are divided into two groups, each consisting of three models. There are Numbers 360, 260 and 160—Super-Heterodynes, and Numbers 100, 35 and 30—Regenoflex.

The Super-Heterodyne is particularly adapted

for use in cities—in apartments and in homes “within the shadow” of broadcasting stations. They require no antenna, and give a selectivity of program which is very decisive. These instruments may be moved from room to room—there are no outside attachments—each is complete to itself.

The Regenoflex sets operate with practically any length of antenna. They have a long range, and offer high selectivity. Both sets of the Radiola, when used with the Brunswick Method of Reproduction, give finer, clearer tones—more beautiful musical reception than has ever before been known.

# Brunswick Radiola



Brunswick Radiola  
No. 160



Sectional view of cabinet showing Radiola Super-Heterodyne installation in left-hand top convenient to operation. (Phonograph equipment available on right-hand top side of cabinet.) No outside wires required. Large directional loop has been installed in swinging left-hand END PANEL of cabinet.



Sectional view showing battery installation in rear of cabinet and open panel containing loop antenna.

# BRUNSWICK RADIOLA—

*This new line of instruments synchronized by engineers of the Brunswick and of the Radio Corporation . . . accounting for its supremacy in radio reception and musical reproduction*

**M**AKESHIFT installation of radio in phonograph cabinets is neither new nor satisfactory.

The Brunswick Radiola instrument, however, is a scientifically correct installation, perfected by Brunswick experts, and Radio Corporation engineers, co-operating.

This new-type instrument brings to radio the musical quality of the famous Brunswick Method of Reproduction. Offers a new conception of radio re-

ceiving. The Brunswick Radiola gives to the music-lover elasticity of selection undreamed of before. It offers music of the air—supreme . . . and it offers, at will, superlative recorded music.

Deliveries are now being made by Brunswick branches to dealers whose orders are in. Orders are filled in rotation as received. If you have not yet ordered, we urge you to do so now to avoid disappointment.

**THE BRUNSWICK-BALKE-COLLENDER CO.**

*Manufacturers—Established 1845*

**GENERAL OFFICES: CHICAGO**

**Branches in all Principal Cities**

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

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

# Brunswick Radiola



## New Artists Strengthen Gennett Record Catalog

Summer Demand Satisfactory—Big Fall and Winter Business Predicted—Unique Recording by "Golden" Bird Popular

W. G. Russell, in charge of Gennett record sales at the New York headquarters of the Starr Piano Co., states that he is well satisfied with the manner in which Gennett records are selling during the Summer months, and taking the present healthy outlook as an indication he believes that the Fall and Winter seasons will see record sales exceed even the banner year of 1919. The addition of several new artists has greatly strengthened the Gennett catalog. Among recent releases which are selling well are "Knock at the Door" and "Louise," played by The Vagabonds; "The Grass Is Always Greener" and "I Need Some Pettin'," sung by Vera Cole, soprano; "Maria, Mari," coupled with "Moana Chimes," both played by Ferera's Hawaiian Serenaders, and "Loch Lomond" and "Mary of Argyle," both sung by Henry Moeller.

A record which was received with immediate favor at the time of its release and which has steadily grown in popularity is "Senora," coupled with "La Paloma," both played by Ferera's Serenaders. Many dealers claim that it is the finest recording of Hawaiian music which they have ever carried on their shelves, and the sales volume which this recording has attained seems to bear out this contention.

Orders have been received in great quantity for the recent release of the coupling of "O Sole Mio" and "The Herd Girl's Dream," sung by the Golden Bird, accompanied by Lorraine Evan on the violin. The first recording by this marvelous bird, which coupled "The Spring Song" and "Souvenir," sold in large quantities at the beginning due to the unusual quality of the recording, but it has since taken its place on sheer merit as one of the best standard sellers. The new recording is even better than the former one, for the first recording unintentionally subordinated the warbling and trilling of the bird to the accompanying music. In "O Sole Mio" and "The Herd Girl's Dream" this fault has been corrected and the clear notes of The Golden Bird stand out predominant.

## Canada Grants Patent on Phillips Radio Tone Arm

Wm. Phillips, president of the Wm. Phillips Phono Parts Co., New York City, has been granted by the Canadian Government Patent No. 241205 on his phono-radio tone arm. This is a basic patent and covers the entire Dominion of Canada.

Production has been announced on the new portable arm on which this company has been working. This new arm is being produced on a quantity basis and at a low price. The Wm. Phillips Phono Parts Co. has also recently placed on the market a new mechanically treated mica diaphragm.

Wm. Phillips, president of the company, reports that several of the largest department stores in New York City are now featuring the Phillips' phono-radio tone arm as part of the equipment of machines which they handle.

## Sales Corp. Chartered

The Great American Sales Corp., New York, was recently incorporated at Albany, N. Y., to deal in talking machines. The capital stock was given as 250 shares of preferred stock at \$100 per share and common stock, 500 shares of no par value. The incorporators include A. A. Berg, S. J. Cronin and G. J. Friedman.

The Evanston Brunswick Shop, Evanston, Ill., has been running a series of extremely effective advertisements in the local papers featuring the Brunswick.

## Christman Dry Goods Co. Adds Brunswick Department

JOPLIN, Mo., August 8.—The Christman Dry Goods Co., of Joplin, Mo., recently opened a Brunswick department which is finished in matched walnut, beautifully figured, and this detail is developed throughout the entire store. All show cases are made of plate glass, and this system is well worked out in the booths of the phonograph department, the latter being installed at a cost of approximately \$2,000.

In announcing the opening of their Brunswick department, the Christman store sent out 5,000 invitations to its mailing list, in addition to a copy of its newspaper announcement, and a personal letter from one of the directors of the organization. Full-page advertisements appeared in the Joplin Globe and in the News Herald, and a number of smaller follow-up ads have been scheduled.

It is interesting to note that the Christman store was started thirty-four years ago with a

paid-in capital of \$1,600. To-day it is one of the finest stores in the country, as far as appearance, arrangement of stock and interior and policy are concerned.

## Brunswick Dealers to Get Advance Record Information

The Brunswick Co. has announced plans for the preparation of special lists containing advance information regarding records, these lists to be forwarded to the trade at regular periods. The reason for this move is contained in the statement of the Brunswick Co. to the effect that "there is a definite reason for the release of every record, and these comments will endeavor to point out the reasons for the release of each record, as well as an opinion of its selling possibilities." It is also expected that this information will be of great assistance to dealers at the time they are ordering records and will also give sales people valuable information.



*"Isn't it wonderful that Junior can tune in so nicely.  
"Oh, no. There is nothing complicated in it. Anyone can do it.  
The one control makes it so easy."*

## Bristol Single Control Radio Receiver

Complicated combinations are eliminated when tuning in with Bristol Single Control Radio Receiver—every station is on the one dial. It gives the joys of radio with technicalities left out.

The well-known Grimes Inverse Duplex System (non-reradiating) is utilized in this Receiving Set. Because of the reflex, only four tubes are required to give power equivalent to six. The price, without accessories \$190.00

## Audiophone Loud Speaker

You forget the radio equipment when listening thru the Audiophone Loud Speaker. The tone is full, clear and pleasing. It gives a true reproduction of the original. Made in three models—Senior \$30.00, Junior \$22.50, and Baby \$12.50.

Ask for Bulletins Nos. 3014 and 3015-BS.

Made and Sold by

**THE BRISTOL COMPANY**  
Waterbury, Conn.

## All Branches of Talking Machine Trade in Milwaukee Enjoying Increased Sales

Gain in Record Demand Especially Marked—D. M. Kasson in New Post—Excellent Portable Sales—Dealers Tie Up With Gennett "Golden Bird" Record—New Dealers—The News

MILWAUKEE, WIS., August 9.—All branches of the talking machine business are picking up in Milwaukee and throughout the State of Wisconsin. Records have been in particularly good demand during the past month.

### Dealers and Jobbers Report Gains

"Since the Fourth of July the improvement in the phonograph business has been very gratifying," stated Carl Lovejoy, Brunswick distributor. "I have just made my second trip to Two Rivers, Sheboygan, Manitowoc and through that territory, and both trips have been very satisfactory. I was very well pleased with conditions and I think that the year itself will work out better than last year."

Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, also reports business improvements.

The Keller sisters and James Lynch, who have been recording for Brunswick records about sixty days, appeared at a Milwaukee theatre for a week, stimulating sales of records.

### D. M. Kasson With Interstate Co.

The Interstate Sales Co., owned by the Badger Talking Machine Co., whose activities for some years past have included the production of the record fiber needle cutter and Recordlites, has increased its scope of operation to include radio. The firm entered the radio field August 1. David M. Kasson, for several years an executive of the McPhailben Radio Corp., of New York, is now associated with the Interstate Sales Co. as vice-president, and will have charge of sales for the company, which will operate in Illinois, Wisconsin and Michigan and will handle standard radio products.

### Employe Stockholders Get Dividends

Fifteen employes of the Kesselman-O'Driscoll Co., which features Brunswick and Victor phonographs and records, who were made stockholders in the company last Christmas, have received their first dividends. The checks were distributed by L. M. Kesselman, who suggested that they be used to start savings accounts.

Mr. Kesselman has returned to Milwaukee from a trip West, where he attended the convention of the Kiwanis Club and made the post convention tour through Yellowstone Park and other points of interest in that section of the country.

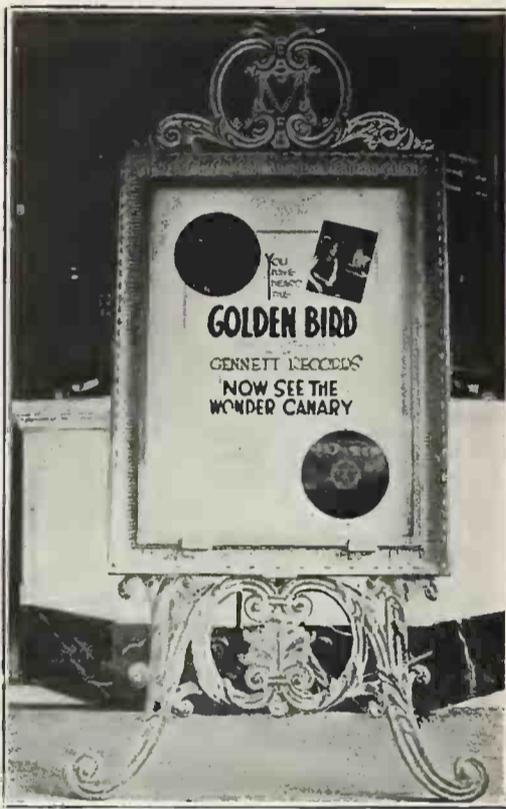
### Good Sonora Portable Demand

Yahr & Langé, wholesalers for Sonora in Wisconsin and Michigan, have noticed a slight

lull in business during the Summer, although the music department of this firm has shown an increase over last year. Radio, which has been added to the department this year, has been very active and has kept the 1924 business ahead of the record for the preceding year each month. Sonora portable phonographs have been in good demand. Yahr & Langé state that they have had remarkably fine response on the two new Sonoradios, Nos. 241 and 242. They have also added Malone-Lemmon sets.

### Tie Up With Gennett "Golden Bird"

Gennett records were brought before the Milwaukee public by a recent advertising stunt which was one of the finest publicity campaigns



### Feature Golden Bird Record in Theatre Lobby

these records have ever had in this city. Local dealers and the Wisconsin distributor tied up with the recent appearance of the Golden Bird, a canary presented and accompanied by Miss Lorraine Evon. The bird has recorded for Gennett records exclusively and the fact was played up in a variety of ways. Two Gennett records were on the announcement of this act placed on an easel before the theatre entrance. The

act was advertised as the headliner for the week. During afternoons and evenings of the week these Gennett recordings were played in the theatre entrance on a Starr phonograph.

Ten dealers in Milwaukee tied up with the bird's appearance by means of window displays. The popularity of the bird and recordings of its numbers resulted in an excellent sale of the records and every dealer in the city was forced to restock on Friday of the week.

### New Starr and Gennett Dealers

"The record business has been very good during the past month—beyond expectations," declared Alfred F. Kiefer, distributor for Wisconsin of Starr phonographs and Gennett records. During July and the first part of August Mr. Kiefer has added a number of new local accounts to his books. The East Side Music Co. has included Starr pianos, phonographs and Gennett records to its stock. The Symphony Music Shop is now a dealer in Gennett records. Schunk's department store is another recent Gennett dealer. Outside of Milwaukee, Hook Bros., prominent music dealers of Madison, Wis., have added Gennett German records to their record department. Gennett records have also been added by the West Allis Saxophone Shop, West Allis, Wis.

### Bradford Force on Picnic

The entire force of the J. B. Bradford Piano Co., dealer in Victor, Brunswick and Vocalion phonographs and records, was entertained at the Summer home of Hugh W. Randall, president of the company, at an annual picnic. The store was closed on the afternoon of the picnic and the whole force was taken to Pine Lake, where the Summer home of Mr. Randall is located. Games, swimming, boating, etc., were enjoyed.

### Miss Helen Gunnis in Concert

Miss Helen Gunnis, manager of the Victrola department at Fischer's furniture store, has appeared as vocal soloist in several Milwaukee entertainments during the past month.

### Talking Movies Attract Public

Milwaukee theatregoers were very much interested in the appearance of the "talking movie," which appeared here for the first time. This combination of sight and sound gave such an appearance of reality that many people applauded at the close of the picture, as the voice ceased speaking and picture faded from the screen. The "talking movies," which were invented by Dr. Lee DeForest, were a great success in Milwaukee and the theatre has announced that they will be a regular attraction.

Leslie C. Parker, president and manager of the Carberry-Parker Co., The Badger Music Shop, which handles Victrolas and Victor records, is one of the active workers for the project of civic operas in Milwaukee's parks in 1925.



## "Needle Points"

### Point No. 19

"ALL is not gold that glitters," and that still holds true about phonograph needles.

Don't be guided too much by a highly polished needle. That nice, bright coating may cover up a multitude of sins. Remember, it's the wearing quality that counts. Okeh and Truetone Needles are well polished but their main feature and the one that concerns us the most is, "How well do they wear?" There are thousands of dealers who are still selling them after years of experience, and they can give you the answer.

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th St.

New York

# VOCALION

## RED RECORDS



“Uncle Am”  
**STUART**  
*Champion Fiddler of*  
**Tennessee**

### Exclusive Vocalion Record Artist

“‘Uncle Am’s’ playing made me feel reckless the rest of the evening,” wrote a well-known radio reviewer after hearing “Uncle Am” fiddle.

The Vocalion Records of this champion fiddler from the Sunny South are going to be brilliant business builders for Red Record dealers. North or South. “Uncle Am’s” fiddling makes ‘em all pat their foot.

#### “Am” Stuart Records

All 10" 75c

- |  |  |
|--|--|
| 14839 Cumberland Gap (Hoe-down),<br>Accomp. by Banjo Picker    | 14841 Sally Gooden (Breakdown),<br>Accomp. by Piano—Vocal Chorus                     |
| Grey Eagle (Hoe-down),<br>Accomp. by Banjo Picker              | Leather Breeches (Breakdown),<br>Accomp. by Banjo Picker                             |
| 14840 Sourwood Mountain (Hoe-down),<br>Accomp. by Banjo Picker | 14843 Billie in the Low Ground (Puncheon-<br>Floor Dance) ..Accomp. by Banjo Picker  |
| Waggener (Hoe-down),<br>Accomp. by Banjo Picker                | Rye Straw (or Unfortunate Pup)<br>(Puncheon-Floor Dance),<br>Accomp. by Banjo Picker |

*Playable on All Phonographs*

## The AEOLIAN COMPANY

AEOLIAN HALL

NEW YORK

### Distributors of Vocalion Red Records

- MUSICAL PRODUCTS DISTR. CO.,  
37 E. 18th St., New York City
- WOODSIDE VOCALION CO.,  
154 High St., Portland, Me.
- A. C. ERISMAN CO.,  
174 Tremont St., Boston, Mass.
- GIBSON-SNOW CO.,  
306 W. Willow St., Syracuse, N. Y.
- LINCOLN BUSINESS BUREAU,  
1011 Race St., Philadelphia, Pa.
- PITTSBURGH PHONO. DISTR. CO.  
217 Stanwix St., Pittsburgh, Pa.
- VOCALION RECORD CO. OF MD.  
305 N. Howard St., Baltimore, Md.
- O. J. DEMOLL & CO.,  
12th and G Sts., N.W., Washington,  
D. C.
- S. E. LIND, INC.,  
2765 W. Fort St., Detroit, Mich.
- VOCALION CO. OF CHICAGO,  
Distributors of Vocalions and  
Vocalion Records,  
529 S. Wabash Ave., Chicago, Ill.
- OHIO MUSICAL SALES CO.,  
1747 Chester Ave., Cleveland, O.
- LOUISVILLE MUSIC CO.,  
570 S. 4th St., Louisville, Ky.
- STERCHI BROS., Knoxville, Tenn.
- STERCHI FURN. & CARPET CO.,  
Atlanta, Ga.
- D. H. HOLMES CO., New Orleans, La.
- REINHARDT'S, INC., Memphis, Tenn.
- RADIO EQUIPMENT CO.,  
1319 Young St., Dallas, Tex.
- STONE PIANO CO., Fargo, N. D.
- STONE PIANO CO.,  
Distributor of Vocalions and Vocalion  
Red Records,  
826 Nicollet Ave., Minneapolis, Minn.
- MOORE-BIRD CO.,  
1720 Wazee St., Denver, Colo.
- MUNSON-RAYNER CORP.,  
643 S. Olive St., Los Angeles, Cal.
- MUNSON-RAYNER CORP.,  
86 Third St., San Francisco, Cal.

## Satisfactory Volume of Business Marks Talking Machine Trade in Brooklyn

Sales Up to Expectations Considering the Effect of Summer on Business—Batterman and Loeser Arrange Unusual Windows—Hermelin Shop Destroyed by Fire—News of Month

The talking machine and radio trade in the Brooklyn and Long Island territory for the past month has been entirely up to expectations; in other words, it was characterized by the usual quietness which exists during the Summer months. It is not to be assumed from this that there is no business being done in talking machines and radio sets, quite the contrary; several dealers have reported that sales for the latter part of July and the early part of this month were gratifyingly good and the great majority of the dealers express themselves as being satisfied with the volume of sales when the general condition of the business world is taken into consideration and the fact is realized that the dog days of Summer, the dull days of the talking machine trade, are here in earnest. Record sales have kept to the standard of the same period of previous years and, in the case of many dealers, the sales totals at the end of July were in excess of those for July of 1923.

### Victor Business Holds Up

The American Talking Machine Co., Victor wholesaler for the Brooklyn and Long Island territory, reports that business for the past month, both as regards machines and records, is on a par with last year. The outside men find dealers are most optimistic over prospects for a brisk Fall business and, influenced by this, many dealers are stocking up in anticipation of a big demand. One of the reasons why those in the music trade feel that the coming Fall and Winter seasons are going to be unusually good for the talking machine business is that music has undoubtedly become stronger and more and more of a factor in the average person's life. Orchestra managers are stating that the demand for orchestras this Summer is as great as it is during the Winter months. This feeling is bound to exert a good influence on the talking machine trade.

### An Unusual Window Display

The H. Batterman Co., large department store, has devoted a window to a display of Victor records in the manner suggested by The Voice of the Victor, and found the results in sales were extremely satisfactory. A large map

of the United States was suspended on the rear wall and records were distributed about the windows with accompanying signs indicating the orchestra which made the recording and the city from which they came. A ribbon was attached from the signs to the location of the city on the map. Sixteen orchestras were featured in the display. A large sign to the side of the display read: "What City Do You Want to Hear To-night With the Victrola and Victor Records?" The display was attractive and attention-arresting and F. L. Ennis, manager of the talking machine department, stated that immediately after the display was placed in the window an increase in the sale of Victor records was noted.

### Fire Guts Hermelin Shop

A fire, caused by defective wiring, entirely destroyed the stock of talking machines, records, music rolls and musical merchandise at Hermelin's Phonograph Shop, at 1441 Broadway, early on Sunday morning, July 20. Columbia, Brunswick, Vocalion and Sonora products were carried and the entire stock, as well as the furniture and fixtures, were rendered valueless by the fire. The damage was estimated by Mr. Hermelin to be \$18,000. The furniture and fixtures and a large percentage of the stock were covered by insurance. The store has been at this location for the past thirty-five years. Mr. Hermelin stated to The World that his present plans call for immediate remodeling of the store and opening for business as soon as possible.

### Changes in Abraham & Straus Department

Henry I. Silverton, who recently took over the management of the talking machine and radio departments of Abraham & Straus, Inc., inaugurated his connection with this store by shifting the location of the talking machine department and merging all the musically related departments into one unit. The talking machine department is now adjacent to the radio department on the fifth floor of the store and the record, sheet music and musical merchandise departments are all located in the immediate vicinity. The new arrangement allows of the instruments being shown to the best possible

advantage and Mr. Silverton states that its material benefits have become manifest in increased sales.

### Huge Display in Five Loeser Windows

Five large display windows of the Livingston street warerooms of Frederick Loeser & Co. have been devoted during the past month to an elaborate display of the talking machines and radio sets carried by the Loeser establishment. Every conceivable model of both types of instruments was shown to the best possible advantage in harmonious surroundings.

### Sterling Department Moved

The talking machine department of the Sterling Piano Co. has been moved to the second floor of the company's building at Court and Livingston streets, which it now occupies, together with the radio and small goods departments. The main floor, part of which the talking machine department formerly occupied, is now utilized mainly for display purposes.

### Excelsior Phonograph Co. Bankrupt

The Excelsior Phonograph Co., 337 Knickerbocker avenue, Brooklyn, N. Y., recently filed a voluntary petition in bankruptcy, listing liabilities at \$5,746 and assets at \$2,863.

## The Okeh House Organ Celebrates First Birthday

The Okeh Record, the bright and newsy house organ issued regularly by the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, celebrates this month its first year of existence, and the editors have been congratulated by Okeh jobbers and dealers upon the success of this up-to-date publication. Volume 2, No. 1, bearing the date of August, 1924, features a photograph of Vincent Lopez and His Orchestra, exclusive Okeh artists, in connection with the opening of the new Euclid Gardens at Cleveland, O., one of the finest ballrooms in America. News items in this issue announce that James Barton is now an exclusive Okeh artist, and that the Loew radio station in New York, WHN, is broadcasting regularly Ace Brigode and His Fourteen Virginians, exclusive Okeh artists. Sara Martin, Okeh artist, is continuing her very successful concert tour, and Piron's New Orleans Jazz Orchestra, another Okeh organization, is furnishing music for the dance devotees at the "Roseland," well-known Broadway ballroom.

## Louis H. Junod in Europe

Louis H. Junod, president of L. H. Junod & Co., 104 Fifth avenue, New York, sole representative in the United States for Herman Thorens, manufacturer of motors, tone arms and sound boxes for phonographs, sailed for Europe on the S.S. "George Washington" on August 2. Mr. Junod will spend the next two months abroad, traveling to Switzerland by way of Paris. He will visit the factory of Herman Thorens at St. Croix, where he will confer with the officials of the company on future plans for production and deliveries of their various products. Mr. Junod, as Swiss Consul, has numerous business interests both in this country and Switzerland, and during his two months' absence he will attend to his affairs abroad.

## Music Shop Holds Opening

GRASS VALLEY, CAL., August 4.—The Music Shop, 156 Mill street, carrying a complete line of musical instruments, held its formal opening the latter part of last month. The store is under the management of Lynne Stanley. The Brunswick line of phonographs and records and the Buescher wind instruments are featured. In addition to the retailing of instruments a Modern School of Music will be conducted.

The A. Gressett Music House, of Meridian, Ala., recently increased its capital stock from \$50,000 to \$150,000.

# BE SAFE

RATHER THAN SORRY

GET YOUR MACHINE ORDERS  
PLACED FOR FALL DELIVERY.

GET YOUR RECORD STOCK IN  
SHAPE.

EVERY VICTOR DEALER SHOULD  
ATTEND TO THIS DURING THE  
MONTH OF AUGUST

## AMERICAN

### TALKING MACHINE CO.

BROOKLYN, N.Y.

VICTOR WHOLESALERS





## Crosley Jobbers Gather in Cincinnati for Their Second Annual Convention

More Than 100 Representatives of Crosley Radio Corp. From All Parts of Country Present at Constructive Conclave at Company's Plant—Discuss Problems—Study Manufacturing Methods

CINCINNATI, O., August 4.—The Crosley Radio Corp., of this city, manufacturer of Crosley radio products, was the host to Crosley jobbers throughout the country at the second annual convention of the jobbers held in this city recently. More than 100 representatives of well-known radio distributing concerns were in at-

effect that the Crosley Radio Corp. adopt some method to assist its jobbers in moving surplus stock. Powel Crosley, Jr., president of the company, immediately presented a method of relieving such a condition and this plan is already in force. The meetings were held in the new Crosley factory and the jobbers were delighted



Second Annual Outing of Crosley Jobbers at Company's Plant in Cincinnati

tendance and at the close of the convention they all expressed the opinion that the coming Fall would witness the greatest Crosley sales campaign that has ever been sponsored.

Many interesting problems were presented for the attention of the jobbers during the convention and constructive suggestions were offered to solve these problems. One of the most interesting suggestions was made by Claude Johnson, of the Johnson Electric Co., to the

with the splendid facilities now at the disposal of the Crosley manufacturing division. Mr. Crosley, in opening the convention, heartily welcomed the delegates, pointing out that the organization had grown rapidly and that its success was dependent entirely upon its jobbers. Mr. Crosley stated that everyone present would have an opportunity to make suggestions during the convention, and that all these suggestions would receive careful consideration.



Three Prominent Radio Men

Samuel Ruben, George Lewis, Powel Crosley, Jr.

He then discussed the Crosley radio line, pointing out the distinctive features of the product from a merchandising angle. Mr. Crosley declared that arrangements were being made to increase the output from 1,700 sets a day, which was the peak last Winter, to more than 5,000 a day, and he expressed a doubt as to whether or not this tremendous production would meet the demand this Fall. He also explained the various steps that had been taken to increase production, how the new factory had been purchased and how the former factory had been retained for the manufacture of parts, the new plant to be used for assembling sets.

During the course of the convention the jobbers studied the methods by means of which Crosley radio receivers are manufactured and they also visited the WLW broadcasting studio maintained by the Crosley Radio Corp. One of the interesting features of the program was a splendid address by A. M. Joralemon, general sales manager of the company, and the advertising plans of the Crosley Radio Corp. were fully explained by Douglass M. Allen, of the Prather-Allen Co., Cincinnati, which places Crosley advertising. Mr. Allen told of the intensive advertising campaign that had been approved by Mr. Crosley, and of the enormous field being created as the result of this publicity campaign. At the close of the convention a vote of thanks was given to Mr. Crosley for inviting his jobbers to Cincinnati and for being so frank in his discussions of the Crosley plans for the future.

### Kramer's Music House Chartered on Anniversary

ALLENTOWN, PA., August 5.—The forty-fourth anniversary of the founding of the Kramer Music House, which was celebrated recently, was featured by the incorporation of the establishment under the name of Kramer's Music House. Fred F. Kramer, founder of the business; John T. Kramer, Fred F. Kramer, Jr., and Ray J. G. Ritter were the incorporators. This store is the musical center of the community and is one of the leading music houses in eastern Pennsylvania. The Victor line is featured.

### Greetings from A. A. Russell

The World is in receipt of cards from Amos E. Russell, manager of the talking machine department of Cluett & Sons, Troy, N. Y., who went abroad with the Associated Advertising Clubs of the World to attend the convention in London, and who following that journeyed to Paris. In both countries the members of the club received a wonderful welcome. Mr. Russell says he is having a great time, and during his stay abroad plans to make a study of the musical merchandising conditions in Europe.

### The Tube With the UNCONDITIONAL GUARANTEE

Every VOLTRON Tube is sold with the following VOLTRON guarantee:

"VOLTRON tubes are guaranteed against manufacturing defects. Return for free replacement if defective, within thirty days after date of purchase; after thirty days return for an adjustment based on actual usage. In every case an allowance will be made regardless of condition of tube. Return direct to Voltron Manufacturing Company."

**VOLTRON** Guaranteed Tubes  
Made in all standard types.

Manufacturers and Distributors:  
Write for our proposition.

VOLTRON SALES COMPANY  
227 Fulton Street New York City, N. Y.

**VOLTRON MANUFACTURING COMPANY, Newark, N. J.**



*"Experience is the Vital Factor in Excellence"*

The first "talking machine" became a finished reproducer of speech and music only by years of experience devoted to gradual development.

# THOMPSON SPEAKER

Fourteen years devoted to making radio products furnished the background from which the Thompson organization has perfected the Thompson Speaker. Each part of the Thompson is the result of the best known engineering experience and these parts are assembled in a manner that is possible only to experienced radio engineers.

The 7 superior and distinctively Thompson features are seven reasons why you should not "just get along" with an ordinary speaker when you can get a Thompson. \$28.

Few users ever need all the range and power that the Thompson Neutrodyne Radio Receiver will deliver. Made by the same organization. Now \$125 without tubes or batteries.

**R. E. THOMPSON MANUFACTURING CO.**  
 Manufacturers of Radio Apparatus for the U. S.  
 Army and Navy and numerous foreign governments  
 30 CHURCH STREET NEW YORK, N. Y.  
 FACTORY: JERSEY CITY, N. J.

Licensed under Hazeltine Patent  
 Nos. 1,450,080, 1,469,226 and  
 other patents pending

**NATIONALLY  
 ADVERTISED  
 CONSTANTLY**

in leading radio  
 magazines and  
 newspapers

*The*

# THOMPSON SPEAKER

and the Thompson 5-tube factory-built Neutrodyne Radio are quality products that require a minimum of servicing

**R. E. THOMPSON MANUFACTURING Co.**  
*Manufacturers of Wireless Apparatus for the U. S.  
 Army and Navy and numerous foreign governments*  
 30 CHURCH STREET - - - NEW YORK, N. Y.  
 FACTORY: JERSEY CITY, N. J.

## Hunt's Leading Music House Has Mount Kisco Branch

WHITE PLAINS, N. Y., August 7.—Hunt's Leading Music House, of this city, recently took possession of the Melody Shop, 15 Kisco avenue, Mt. Kisco, N. Y., and is conducting the establishment under the name of Hunt's Melody Shop, with a complete line of musical instruments, including Victor talking machines and records, Okeh records, Gulbransen pianos, Buescher saxophones and a most complete assortment of sheet music. The store is admirably located as the only music house in a village of over 4,000 population and under the management of Miss Hilda Fixsen, who was transferred from the White Plains store, has done a brisk business in all lines since it was taken over by the Hunt organization.

John Philip Sousa and his band gave a concert in White Plains recently and the Hunt store, following its policy of taking an active interest in all musical events in the community, had charge of the ticket sale. The concert was a great success and was also instrumental in stimulating to a great degree the sale of Sousa records.

## Landay Fifth Ave. Store Undergoing Alterations

The music store of Landay Bros., at 427 Fifth avenue, New York, closed on Saturday, July 26, and will in all probability not reopen for business until the end of this month. The reason for the closing is that the store is undergoing extensive alterations, both the interior and the exterior, and plans call for a close replica of the Landay Bros. shop in the Marbridge Building at Sixth avenue and Thirty-fourth street.

The display windows are being extended back for about ten feet, which will give a fourteen-foot depth for display purposes. The interior of the store will be remodeled to provide special rooms for the demonstration and display of radio products, and also to provide space where period models of Victrolas and Sonoras may be displayed to the best possible advantage. Audak equipment for the demonstration of records will be installed. During the period of alterations the staff of the Fifth avenue store has been enjoying vacations and relieving the selling forces of the other Landay stores.

## Work Creates a Sale a Day

AUSTIN, TEX., August 6.—The sale of thirty-one phonographs during one month, in spite of warm weather, is the record of S. B. Parsons, of the J. R. Reed Music Co., Brunswick dealer of this city. There is a moral in this brief record of sales achievement which Mr. Parsons points out tersely, and that is sales can be made by continuous hard work, which, by the way, is the reason why so many other retailers are finding that there is good business to be had even during the Summer.

## Entertains Press Men

The General American Radio Corp., New York, was the host at a theatre party and get-together gathering recently at which the guests were members of the newspaper and radio trade press. The party visited "Keep Kool" at the Globe Theatre and subsequently were the guests of Louis J. Selznick, president of the company, at his home, 270 Park avenue. The gathering was informal and Mr. Selznick was an ideal host, giving the members and the press a most enjoyable evening, free from any mention of business activities.

The Huse Pub. Co., Norfolk, Neb., Victor dealer, has been featuring portables in its newspaper advertisements with satisfactory results.

## W. A. Bartlett and L. W. Staunton Sail for England

W. A. Bartlett, managing director of Brandes, Ltd., England, who came to this country to attend the annual conference of the executives of the Brandes companies, has left for home, accompanied by L. W. Staunton, advertising manager of C. Brandes, Inc., who plans to consult with the advertising agency of the English company with a view to co-ordinating the Brandes international advertising.

Mr. Bartlett first went to England in September, 1922, to found a branch of Canadian Brandes, Ltd., which last January became Brandes, Ltd., and which is now operating a new plant for the manufacture of "Matched Tone" headsets and "Table Talkers" at Slough, Buckinghamshire, England, with executive offices at 296 Regent street, London.

Before going abroad for the Brandes company, Mr. Bartlett was attached to the New York office of the Westinghouse Elec. & Mfg. Co., on the radio sales force. He is optimistic over the radio situation in Europe and says that broadcasting has improved greatly. At the present time upwards of one million receiving set licenses have been issued, and very successful tests have been made in London in re-broadcasting KDKA and WGY on short wave lengths.

## Magnavox House Organ Contains Much of Interest

The "Magnavox No. 5" is the name of a very interesting house organ that is being issued by the Magnavox Co. for its dealers. This house organ contains many valuable sales suggestions, together with a résumé of important details regarding Magnavox products, that can be used to advantage by the trade. The popular Magnavox No. 4 reproducer is briefly described in the current issue of the house organ as well as the new models of the Magnavox R-3 and R-2.

H. E. Metcalfe, of the Magnavox Co., is the author of a most interesting and informative article entitled "Steps in the Manufacture of Magnavox Radio Products." The illustrations for this article show some of the busy corners in the immense Magnavox factory at Oakland, Cal.; the photographs include a view of the punch press department, enameling department, finished parts storeroom, etc. There is also presented a brief summary of the extensive Magnavox advertising plans for 1924 which include the use of advertising space in the Saturday Evening Post, Literary Digest, American Magazine and many well-known farm papers, radio consumer papers and trade papers. The Magnavox Co. has been congratulated upon the practical value of its new house organ, and the mailing list is already well up in the thousands.

## Agency Changes Hands

PUEBLO, COLO., August 6.—The agency for the distribution of Edison phonographs and records here has been sold by the Pueblo Phonograph Co. to the Crew-Beggs Dry Goods Co., which opened on August 1 a modern up-to-date department on the third floor of its building. O. P. Jones, manager of the Pueblo Phonograph Co., is expected to make connections with the Denver Dry Goods Co., from which he received an offer to take charge of its phonograph department. Mr. Jones is an experienced phonograph merchandiser and he is therefore well qualified for his new duties.

## Files Bankruptcy Petition

The New York Music Store, 1966 Amsterdam avenue, New York, recently filed a petition in bankruptcy, listing liabilities at \$9,269 and assets at \$6,500, the main items of which are fixtures and stock. The members of the firm are Paul and Philip Weissman.

Okeh  
and  
Odeon  
Records

# A Complete List of Okeh and Odeon Distributors

- OKEH-SMITH COMPANY  
828 So. Broadway, Los Angeles, Calif.
- WALTER S. GRAY  
926 Midway Place, San Francisco, Calif.
- L. D. HEATER  
357 Ankeny St., Portland, Ore.
- TEXAS RADIO SALES COMPANY  
2005 Main St., Dallas, Texas
- JUNIUS HART PIANO HOUSE, LTD.  
123 Carondelet St., New Orleans, La.
- CONSOLIDATED TALKING MACHINE COMPANY  
1121 Nicollet Ave., Minneapolis, Minn.
- YAHR & LANGE DRUG COMPANY  
207 E. Water St., Milwaukee, Wis.
- JAMES K. POLK, INC.  
294 Decatur St., Atlanta, Ga.
- THE ARTOPHONE CORPORATION  
1103 Olive St., St. Louis, Mo.
- THE ARTOPHONE CORPORATION  
804 Grand Ave., Kansas City, Mo.
- CONSOLIDATED TALKING MACHINE COMPANY  
227 W. Washington St., Chicago, Ill.
- CONSOLIDATED TALKING MACHINE COMPANY  
2957 Gratiot Ave., Detroit, Mich.
- THE RECORD SALES COMPANY  
1965 E. 66th St., Cleveland, Ohio
- STERLING ROLL AND RECORD COMPANY  
137 W. 4th St., Cincinnati, Ohio
- PHONOLA CO., LTD., OF CANADA  
Elmira, Ont., Canada
- IROQUOIS SALES CORPORATION  
210 Franklin St., Buffalo, N. Y.
- MUSIC MASTER CORPORATION  
1005 Liberty Ave., Pittsburgh, Pa.
- GENERAL PHONOGRAPH CORPORATION OF NEW ENGLAND  
126 Summer St., Boston, Mass.
- MUSIC MASTER CORPORATION  
128 No. 10th St., Philadelphia, Pa.
- GENERAL PHONOGRAPH CORP.,  
(New York Distributing Division)  
15 W. 18th St., New York City
- JAMES COWAN COMPANY  
18 West Broad St., Richmond, Va.

Okeh  
and  
Odeon  
Records



## James Barton

The famous "Black-face" comedian has become an exclusive

### *Okeh Artist*

ONE of America's foremost vaudeville comedians, James Barton, the "black-face" side-splitter, has joined the ranks of the ever-lengthening list of Okeh stars.

There is hardly a vaudeville "fan" in the country who has not enjoyed many a hearty laugh, and a mighty good time, too, listening to Jim Barton send his comedy stuff across the foot-lights. His name in lights over the canopy means packed houses every time.

And those packed houses, eager for further exercise of the muscles that instantly change a grin to a guffaw, will turn now to the next best medium to Barton himself—his exclusive

# Okeh Records

*The Records of Quality*

*Manufactured by*

GENERAL PHONOGRAPH CORPORATION, NEW YORK

OTTO HEINEMAN, President



### Artistic New Bakersfield Store of Don C. Preston

Branch Opened by Successful West Coast Music Dealer the Last Word in Attractiveness of Layout and Conservation of Space

BAKERSFIELD, CAL., August 6.—The accompanying illustration shows the artistic new store of



Don C. Preston's New Store

Don. C. Preston, one of the most successful music dealers on the Coast, who also operates a store in Taft. As may be seen the interior arrangement takes account of every bit of space

in the most efficient and attractive manner. On the left are the wall racks for musical merchandise, while on the right to the fore is the sheet music counter. Talking machines are displayed along the aisle of the store.

Mr. Preston, during a period of four years, starting with small capital has, through unusual foresight and energy, built up a large business in talking machines and other musical products and this new store was opened because many of his patrons were located in and about this city, thus giving them added service and making buying of musical products easier.

### Radio for L. Grunewald Co.

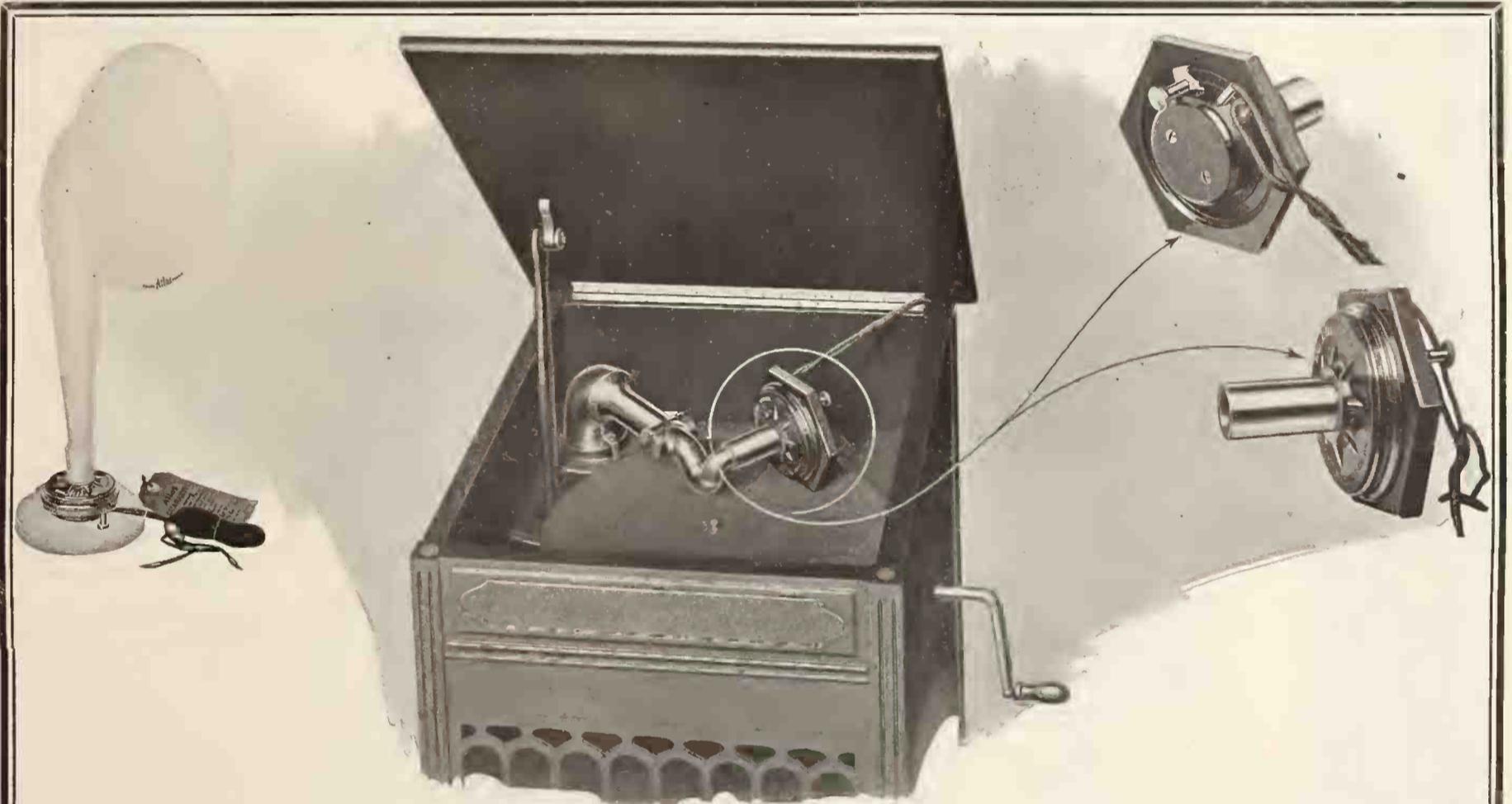
JACKSON, MISS., August 6.—The L. Grunewald Co. moved into its new quarters the latter part of July and is now completely established in the new home. The decorations, furniture and fixtures are of a high quality, creating fitting surroundings for art products of the caliber of the Victor talking machines and Steinway pianos, both of which are featured by the company. Arrangements have been made in the new store to install a radio department, and additions to the sales force have been made in anticipation of a brisk Fall business.

### Moore and Freed Signed as Vocalion Record Artists

An exclusive contract to record for Vocalion Red records has just been signed by Moore and Freed, who for a number of years have done a musical novelty act on the B. F. Keith vaudeville circuit. Appointments have already been set, through arrangement with O. W. Ray, manager of the Vocalion Red record department of the Aeolian Co., New York, for the first recordings of this clever team and several numbers will be put in record form exactly as they are played in the Keith act.

Moore and Freed have several combination novelty duets, employing a handsaw, banjo and harmonica, and it is to be expected that their numbers will have the same big appeal on Vocalion records that they have before the footlights. After recording their regular repertoire Moore and Freed plan developing some new novelty combinations for Vocalion Red records.

Sydney Hochman, furniture merchant of Easton, Pa., recently purchased the stock, fixtures and good will of the Wright Music Store located in this city.



*Atlas—the profit-link between phonograph and radio*

**Atlas**  
TRADE MARK  
**RADIO REPRODUCTION**

**A**FTER you have installed a good radio panel in a console phonograph—one thing more is vital to success: You must select a radio reproducer whose tone and quality fully equal the phonograph itself.

The Atlas unit is the heart of the Atlas speaker—and the public has come to know that Atlas Radio Reproduction floods the room with the best that's in the set.

Couplings are provided so that Atlas units may be quickly

and easily attached to any standard type of phonograph. The unit complete sells for \$13.50. Your profit is liberal—but what's more important—Atlas Radio Reproduction helps sell the whole outfit. It makes a good radio panel *sound right*—and that's what your customers want.

Write to-day for "Sound Reproduction"—an interesting folder that tells briefly, but thoroughly, just what you want to know about radio reproduction.

MULTIPLE ELECTRIC PRODUCTS CO., Inc.  
36 Spring Street, Newark, New Jersey. Dept. 0.

New York, Boston, Philadelphia, Baltimore, Pittsburgh, Detroit, Chicago, St. Louis, Denver, 550 Howard Street, San Francisco

Marconi Wireless Telegraph Co. of Canada, Ltd.  
Sole Canadian Distributors.

THE INSTRUMENT OF QUALITY

# Sonora

CLEAR AS A BELL



HERE are three Sonora products which will bring you immediate business. Profitable sales are just around the corner, awaiting your decision to take on Sonora now!



*Radio Speaker*  
\$30

**Sonora Radio Speaker**—Priced at \$30, this Speaker has already found a large market awaiting it. Dealers everywhere are stocking it in quantity. Many are disposing of their old loud speakers and preparing to concentrate on Sonora alone. One large New York department store placed its first order for 5000.



*Portables*  
\$50-\$65

**Sonora Portables**—At \$50 and \$65, Sonora Portables fill the large demand for real musical instruments that are truly portable. Embodying Sonora's many quality construction features and having ample record capacity, light weight and handsome appearance, they make a pronounced appeal.

**The Saginaw**—This model is the first Sonora Period ever offered at the low price of \$100. You can find many sales for this instrument right now, for people's reaction to a good value knows no season.



*Saginaw*  
\$100

These and other quality products, coupled with Sonora's effective sales promotion service, insures immediate and lasting success. Write today to the distributor for your territory, listed opposite, for complete details of the Sonora franchise.

## SONORA PHONOGRAPH CO., Inc.

279 BROADWAY

NEW YORK CITY

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

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

## The New and Greater Sonora Line

Sonoradio, Sonora's most wonderful achievement, is the perfect bridge between the *old* and the *new* in retail Phonograph business.

This instrument, together with the Sonora Radio Speaker and the comprehensive line of Sonora Phonographs, offers the enterprising dealer an exceptional opportunity for ever increasing business.

*The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you*

### NEW ENGLAND STATES:

THE NEW ENGLAND PHONOGRAPH DISTRIBUTING CO.  
221 Columbus Avenue, Boston, Mass.

NEW YORK CITY (with the exception of Brooklyn and Long Island), also Counties of Westchester, Putnam and Dutchess: all Hudson River towns and cities on the west bank of the River south of Highland—all territory south of Poughkeepsie; Northern New Jersey.  
GREATER CITY PHONOGRAPH CO., INC.  
234 West 39th Street, New York

NEW YORK STATE, with the exception of towns on the Hudson River below Poughkeepsie and excepting Greater New York.  
GIBSON-SNOW CO., INC., Syracuse, N. Y.

### BROOKLYN AND LONG ISLAND:

LONG ISLAND PHONOGRAPH CO.  
17 Hanover Place, Brooklyn, N. Y.

EASTERN PENNSYLVANIA, Delaware, Southern New Jersey.

THE WIL-MER CORPORATION  
Spring Garden Building  
Broad and Spring Garden Streets  
Philadelphia, Pa.

### MARYLAND, VIRGINIA AND DISTRICT OF COLUMBIA:

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

### WESTERN PENNSYLVANIA & W. VIRGINIA:

PITTSBURGH PHONOGRAPH DISTRIBUTING CO.  
Empire Building, Pittsburgh, Pa.

ALABAMA (except five Northwestern Counties), Georgia, Florida, North and South Carolina and Eastern Tennessee.

JAMES K. POLK, INC.  
294 Decatur Street, Atlanta, Georgia.

### OHIO AND KENTUCKY:

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

### INDIANA:

KIEFFER-STEWART COMPANY, Indianapolis, Ind.

### WISCONSIN AND MICHIGAN:

YAHR AND LANGE, Milwaukee, Wis.

### ILLINOIS, AND RIVER TOWNS IN IOWA:

ILLINOIS PHONOGRAPH CORPORATION  
616 S. Michigan Avenue, Chicago, Ill.

### N. DAKOTA, S. DAKOTA, MINN. & IOWA:

with the exception of the River towns:  
DOERR-ANDREWS AND DOERR, Minneapolis

### MISSOURI, KANSAS

and five counties in northeast Oklahoma:  
C. D. SMITH Co., St. Joseph, Mo.

### LOUISIANA, MISSISSIPPI, ARKANSAS

Part of Tennessee and part of Alabama  
REINHARDT'S, INC.  
104 South Main Street, Memphis, Tenn.

### SOUTHEASTERN PART OF TEXAS AND PART OF OKLAHOMA

SOUTHERN DRUG COMPANY  
Houston, Texas

### MONTANA, COLORADO, NEW MEXICO, NEBRASKA, UTAH, WYOMING,

Southern Idaho and Eastern Nevada:  
MOORE-BIRD AND Co.  
1720 Wazee Street, Denver, Colo.

### CALIFORNIA, OREGON, WASHINGTON, ARIZONA,

Northern Idaho, Western Nevada, and Hawaiian Islands.

THE COMMERCIAL ASSOCIATES,  
724 So. Broadway, Los Angeles, Calif.

## Excellent Crops and Good Prices Bring Bright Prospects to Kansas City Trade

Outlook Better Than in Years—Outdoor Publicity Attracts Attention—Portables Prove Good Sales Bet—Look Forward to Radio-phonograph Combination—Activities of the Trade

KANSAS CITY, Mo., August 8.—Business prospects in the Middle West are better at the present time than they have been for the past four years. This is largely due to excellent crops and good prices being received for them. The whole effect upon business is salutary, causing a healthy condition in all lines of trade. Some of the wholesalers have already received nice orders from dealers who have let their stocks get low and who wish to be prepared for business as it opens.

### Effective Outdoor Advertising

One of the first music firms to use the triangular billboard advertising is the J. W. Jenkins Sons Music Co., which has an immense sign at Twenty-third and Grand avenue. The sign is in three brilliant colors featuring three things: one, musical instruments; another a famous composer and the third the firm. The sign is situated near Union Station and is in one of the most prominent places in the city.

### F. P. Whitmore a Visitor

F. P. Whitmore, secretary of the Kimball Co., with headquarters in Chicago, spent two days at the Kansas City store recently. Mr. Whitmore, who was formerly manager of the local store, is making a tour of the Middle West, calling at the various Kimball houses.

### Columbia Portables Popular

The bulk of business being done by the Columbia Co. is in the portable phonograph and in the \$100 console which has been featured this season. Three new styles which have just been received are to be pushed this Fall.

Manager Sparrow, of the Kansas City branch of the Columbia Co., returned recently from a special trip through Nebraska and Iowa. He found trade conditions there generally better with expectations of a fine Fall business.

The Standke Grafonola Shop on Grand avenue is using the third floor of the building it occupies pending completion of renovations. Look Forward to Brunswick Radio-Phonograph

The Brunswick Shop is expecting early delivery of the new radio combination, the Brunswick in combination with the Radiola. This combination will be on the market in the early Fall and Mr. Anderson, advertising manager of the Brunswick Shop, is anticipating that it will be in big demand.

### Wunderlich Co.'s Store Improved

The Wunderlich Piano Co. has taken advantage of the Summer lull in business to have

the store redecorated. The company is planning to add a radio department.

Mrs. Helen McArthur, of the record department of this company, states that dance records, together with portable machines, have been in unusual demand due to the large number of campers who have taken them with them on their trips.

Mrs. McArthur left August 7 for a two weeks' trip to Boston and the White Mountains of New Hampshire. Miss Stella Miller, also of the record department, returned August 1 from her vacation.

### Busy Times With Knabe Studios

G. B. Frederick, of the Knabe Studios, reports that they had a very fine business in June, but are having just now the usual Summer lull. Due to the fact that the Knabe Studios opened under the present management at such a recent date no employes will take a Summer vacation. On the contrary they are at present busy upon merchandising plans for this Fall, in which they intend to hook up the music business with the artists who will be in town.

### Places Big Machine Order

The Jones Store Co. has just received a new consignment of about 100 Nightingale talking machines which are equipped with Blood tone-arm and reproducers which will make the phonograph a loud speaker with the radio. Mr. Lee, head of the department, expects that these machines will be popular due to this feature. The firm is also holding removal sales while the plans for enlarging the department are going on. Business was very good during July and showed an increase over 1923, particularly in the Edison and the Victor.

Miss Naomi Porter, of the record department of the Jones Store Co., left the last week in July for a month's vacation in Colorado. Miss Marie McKee, after a two months' leave of absence, is again associated with the Jones Store Co. in the record department.

The Edison wholesale house at 1215 McGee reports that already the Kansas wave of prosperity is making itself felt. Orders have come in for machines from dealers who have been holding back on orders for several months. This would indicate that the Kansas dealers have faith in themselves, the crops and in Fall business.

### Interesting but Brief

Miss Frances Enoch, who was formerly in

the record department of the Music Box, is now with the Brunswick Shop in the record department.

Frank Roeder, who has had a great deal of experience in the music business, is now associated with the Paul Record Shop.

Mrs. Edward Zola, who has been the proprietor of the Music Box, has closed out her stock and decided to go out of the record business.

Harry Wunderlich, of the Wunderlich Piano Co., returned July 29, together with his family, from Lake Outing, Minn., where he had been for several weeks on a vacation.

## M. I. S. Baseball Team Challenges the Trade

Strong Nine of the Musical Instrument Sales Co. Ready to Meet All Comers

The Musical Instrument Sales Co., New York, Victor wholesaler, boasts one of the most successful baseball teams in the local talking machine trade. Jim Davin, sales manager of the



The M. I. S. Sluggers

company, organized the team, which is in charge of Ben McNulty, manager, and Ed Reilly, as captain. In a recent battle on the diamond the M. I. S. team gave a severe trouncing to the team representing the Mazola Oil Co. in Long Island. Mr. Davin, in behalf of his nine, has issued a challenge to the talking machine trade as a whole with particular reference to George Kelly, of the New York Talking Machine Co.; the Blackman Talking Machine Co.'s organization; Elmer Howell, of the Silas E. Pearsall Co.; W. J. Haussler, of C. Bruno & Son, Inc., and Charles Offerman, of the American Talking Machine Co.

The M. I. S. team is shown in the accompanying illustration and the members of the team are as follows: Messrs. Beegle, B. Lynch, McNamara, Stanley, J. Lynch, Standfast, George Reilly, Lennon, Bluett, Rinner and Haas. The uniforms are by James Donnelly, popular Victor dealer of South Norwalk, Conn.

## "Needle Points"

Point No. 20

YOU can make a laboratory test of your own. All you need is a pair of pliers and a magnifying glass. Take a phonograph needle, hold it tightly in the jaws of the pliers, press the point down hard on a piece of metal and break the needle. Look at the cross-section through the magnifying glass. If it shows an uneven break and a close-knit grain, well and good; if not, order Okeh or Truetone Needles now, and don't take any more chances with your record customers!

General Phonograph Corporation  
OTTO HEINEMAN, Pres.

25 West 45th St.

New York



**OUTING SENIOR**  
Finished in  
Red Mahogany  
Brown Mahogany  
Oak

Eastern retail price



*'Master of Movable Music'*

Senior  
\$37.50

We expect  
1924  
to be a  
banner year  
for the  
industry

*'One handle handles it'*  
**Outing**  
TRADE MARK  
*'Master of Movable Music'*



**OUTING JUNIOR**  
Finished in  
Brown Mahogany  
Brown Leatherette  
Oak

Eastern retail price



*'Master of Movable Music'*

Junior  
\$25.00

Pick out  
your jobber  
and write  
him today

**JOB B E R S**

- A. C. ERISMAN CO.....174 Tremont St., Boston, Mass.
- BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
- NYRAD DISTRIBUTING CO., INC.....250 West 108th St., New York, N. Y.
- GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
- E. B. SHIDDELL CO.....1011 Chestnut St., Philadelphia, Pa.
- BENNETT PIANO CO.....52 W. Market St., Wilkes-Barre, Pa.
- JAMES COWAN CO.....18 West Broad St., Richmond, Va.
- STARR PHONOGRAPH CO.....634 Grant St., Pittsburgh, Pa.
- BELKNAP HARDWARE CO.....Louisville, Ky.
- J. K. POLK, INC.....294 Decatur St., Atlanta, Ga.
- INDEPENDENT JOBBING CO.,  
112 East Center St. North, Goldsboro, N. C.
- IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
- OHIO MUSICAL SALES CO.....1747 Chester Ave., Cleveland, O.
- STERLING ROLL & RECORD CO... 137 West 4th St., Cincinnati, O.
- C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
- CONSOLIDATED TALKING MACHINE CO.,  
227 Washington St., Chicago, Ill.
- CONSOLIDATED TALKING MACHINE CO.,  
1121 Nicollet Ave., Minneapolis, Minn.
- MAJESTIC MUSIC SHOP.....16 South 7th St., Minneapolis, Minn.
- STUART SALES CO.....502 Occidental Bldg., Indianapolis, Ind.
- THE DUNNING CO.....303 Second St., Des Moines, Iowa
- RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
- JUNIUS HART PIANO HOUSE.....123 Carondelet St., New Orleans, La.
- TEXAS RADIO SALES CO., INC.....2005 Main St., Dallas, Texas
- CARL FLORINE ..... 131 East 4th Ave., Denver, Colo.
- WALTER S. GRAY & CO.,  
1054 Mission St., San Francisco Cal.; Los Angeles, Portland, Seattle

Export Department  
2 Rector Street, New York, N. Y.  
Cable Address: Jamescall, New York

**OUTING TALKING MACHINE CO., Inc., Mount Kisco, N. Y.**

## Machine and Record Sales Continue Good in Indianapolis in Spite of the Heat

Record Sales Beat Mark Set Last Year—Popular-priced and Used Instruments Lead the Demand—Indications Point to Marked Late Summer and Fall Sales Revival—News of the Trade

INDIANAPOLIS, IND., August 7.—The general opinion of dealers is that the talking machine business is holding up well when conditions are taken into account. Sweltering as the weather has been, record sales have run a little ahead of last year. Machines that are moving best are popular-priced and second-hand instruments. Dealers are not using any elaborate window displays other than the weekly record lists and cheaper-priced instruments. It has been noted that newspaper advertising has been rather a loss and that the modest window display of used instruments has proved a better bid.

It is not always satisfactory to draw sales comparisons as a mark of good or bad business conditions; however local dealers feel that their July sales will compare favorably with the sales

period of last year, which indicates that the trade is not in such a bad way after all. The tone thus far indicates a strong late Summer and Fall business.

The record business of the Brunswick Shop, according to Manager W. J. Baker, is fairly brisk and showing a greater sales volume than last year. Brunswick phonographs are moving well also. A great deal of this increased business at this time is attributed by Mr. Baker to the outside work being done. At present this store has three men who work exclusively on the trade.

The Baldwin Piano Co., which handles the Brunswick line, reports a stronger tone both in machines and records.

Widner's, dealer in Victor, Columbia and

Sonora instruments, reports a fair movement in portables. The Victor line of consoles seems to be going best. The light and "jazzy" records that this store features have moved reasonably well, which is a fair indication of what a hot-weather record should be.

E. E. Campbell, sales manager of the Robertson Music House, reports a fair sale of the Strand and Royal machines.

F. X. Donovan, manager of the phonograph department of the Pierson Piano Co., dealer in Cheney, Victor and Vocalion machines, is doing well, all things considered. However, sales of records at this store compare favorably with the same period of last year. The more popular-priced machines have shown the best movement. The out-of-town stores of this company are showing an improvement over last month, particularly the stores in Muncie and Ft. Wayne. Mr. Donovan announces that he has taken on the Tourist line of portables. Professor Forrest Cheney, of the Cheney Talking Machine Co., with B. K. Van Kim, Cheney distributor for Indiana, was a visitor to this store last week.

The Indianapolis Music House, according to Hal. P. Shearer, manager, is doing a good record business.

Visitors included A. H. Bates, vice-president of the Ohio Talking Machine Co., and C. Gerlick, of the Zenith Radio Corp., of Chicago.

### Abe Lyman's Orchestra Playing at Atlantic City

Popular Brunswick Artists to Be Featured at  
Ambassador Hotel for Balance of Season

Abe Lyman and His California Brunswick Orchestra, who recently proved such a hit at the Palace Theatre and B. F. Keith's Hippodrome, and who have just terminated a most successful engagement of six weeks at the Hotel Astor Roof, New York, have been engaged as the feature attraction by the Ambassador Hotel at Atlantic City for the balance of the season.

Lyman's Orchestra, which is an exclusive Brunswick recording combination, came East direct from the Coconut Grove of the Ambassador Hotel, Los Angeles. The orchestra also proved popular in New York and it is predicted that the thousands of pleasure seekers visiting Atlantic City will be quick to fall in line and keep step with the syncopated rhythms as dispensed by Lyman and His Orchestra.



Abe Lyman

### Perutz Records in New Gennett Issues

Releases "Spanish Serenade" and "To a Wild Rose," the Latter Fourth Record in Cincinnati Conservatory Series

RICHMOND, IND., August 5.—The Gennett Record Gazette, published by the Starr Piano Co., Richmond, Ind., has just been issued and with the announcement that Robert Perutz, Polish violinist and Gennett artist, has made several new numbers, including "Spanish Serenade" and "To a Wild Rose," which is the fourth record of the Cincinnati Conservatory Artists' Series. A very interesting biography of Mr. Perutz is given explaining how it came about that he gave up his practice of law and turned to the violin for a professional career.

William F. Schmitz recently opened a music store at 24 McDermott Block, Fond du Lac, Wis.

Latest Song and Dance Hits!

**Domino**  
**35 Records**

## They sell!

The reason is not far to seek. It's the 35c price.

Domino offers a cracker-jack ten-inch record—carrying only the really big hits on both sides and recorded by well-known artists and orchestras. Big hits are given prompt release. For the value given, the price is exceptionally low.

The glossy red color of the record adds distinctive appearance to a quality record.

We shall be glad to send you sample records and details of our proposition.

**DOMINO RECORD CO., 22 W. 20th St., N. Y.**

# Lend Us Your Ears

What if your one ear could be right in the same room with Paul Whiteman's band; in the same church with any great choir or organist; in the White House with President Coolidge speaking? And suppose at that very instant your other ear could hear these same features over radio with a Thorola Loud Speaker.

It would be just like having both ears listening to the one original production! Such incredible faithfulness of radio reception has now actually been achieved in a loud speaker.

You can convince your customers of this, just as we have proved it to astonished experts. This unbelievable perfection of Thorola Loud Speaker is the natural outcome of those same laboratory facilities, that same scientific excellence which has made Thorophone the classic loud speaker in severest musical tests.

Now Thorola, like Thorophone, is acclaimed the greatest advance of its time in the loud speaker art. Thorola, like Thorophone, has the exclusive horn of famous Thorite composition, the synthetic material with perfect acoustic properties impossible in wood or metal. But no matter how the experts have praised Thorola and all its betterments you will still want the final convincing test—your own ears.

So we make it possible for you to test Thorola quickly yourself, without risk. We are sure of your judgment. We know you cannot be blind to the vast new sales possibilities of an instrument so good, so low in price, and needing no battery.

The market has been waiting. Thorola already sweeps all channels of distribution. But if your jobber is still unsupplied you need not lose.

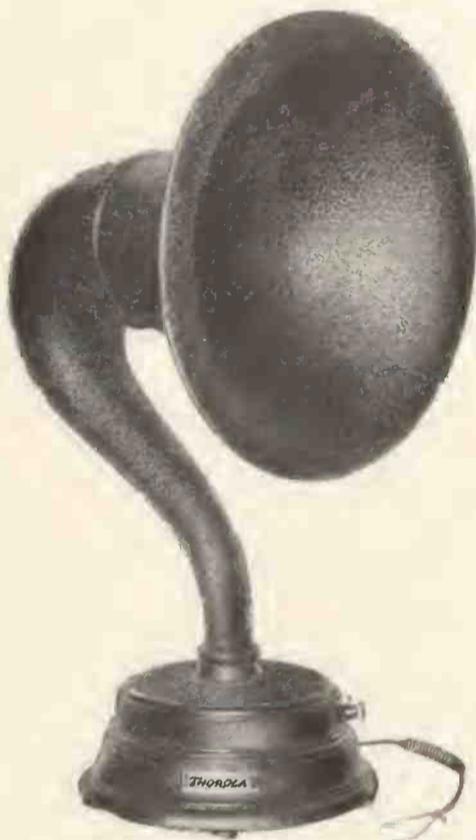
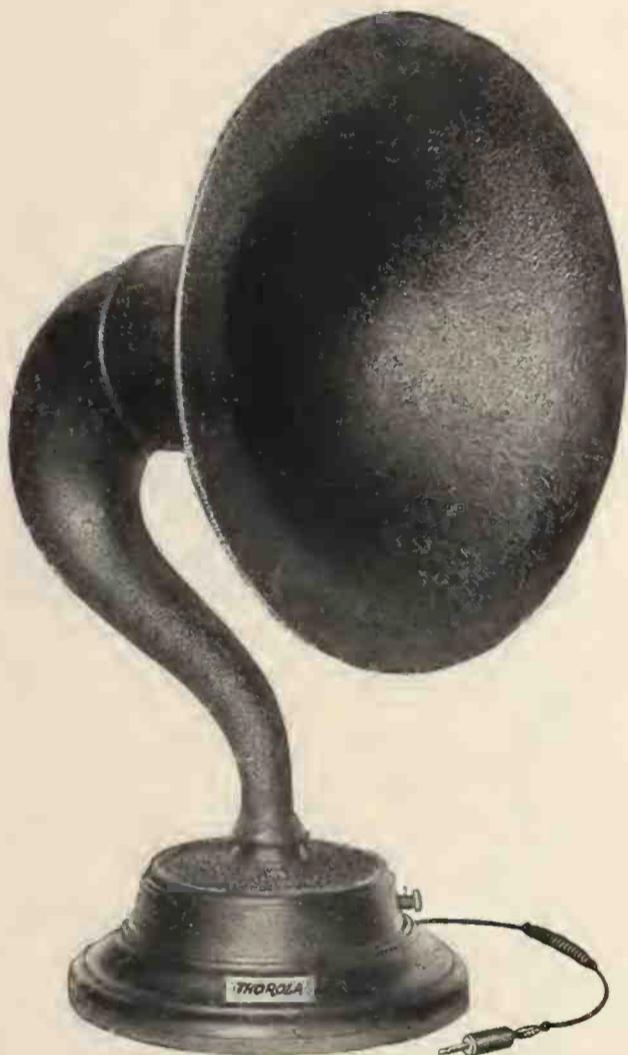
As an established dealer you may promptly send us the coupon below and one Thorola will be shipped you prepaid. Thus we protect your Thorola market during this emergency when demand outpaces distribution. (Otherwise Thorola is distributed only through jobbers.)

Send for Thorola now if your jobber cannot supply you. Listen for new clarity, volume, range, absence of blare and rattle. Listen to summer signals clearer than under very good conditions heretofore.

Examine the size, beauty, richness of Thorola. Remember it is a manufactured instrument—not assembled. Note that the reproducer is a full-fledged loud speaker unit.

Demonstrate Thorola! And learn, as hundreds are learning, that the coupon below is like a deposit slip at your bank. Fill out and mail.

REICHMANN COMPANY  
1729-35 West 74th Street, Chicago, Ill.



THOROLA 4 <sup>RETAIL PRICE</sup> \$ **25**  
14 1/2" Bell Horn.  
Beautiful Black  
Florentine Finish.  
Complete with cord and plug. Base felt-mounted

THOROLA 3 <sup>RETAIL PRICE</sup> \$ **20**  
12" Bell Horn and  
cord. Horn Finest  
Black Florentine Finish.

# THOROLA

**GUARANTEE**  
Thorola is guaranteed to provide approximately twice the volume of any loud speaker (except Thorophone itself) in your own opinion, or your money will be fully refunded at any time within 30 days from purchase date.  
Thorola volume will be from two to three times the volume of most well-known makes of loud speakers.  
Thorola improvement in tone quality is even more remarkable.

**INTRODUCTORY TRIAL COUPON (Good This Month Only)**  
Reichmann Company, 1729-35 W. 74th St., Chicago  
I am unable to obtain Thorola from my jobber. Therefore please supply me promptly, shipment prepaid. You may bill me at standard terms and discount with the absolute understanding that I may return the instrument to the factory AT YOUR EXPENSE, for full credit, within 30 days from date if I am not entirely satisfied.  
Date .....

Name .....

Street Address .....

Town and State .....

JOBBER'S NAME MUST APPEAR HERE .....

## Vacationists Prove Good Purchasers of Portables and Records in Cincinnati

More Expensive Instruments in Good Demand for Use in Permanent Camps in Nearby Resorts—  
L. H. Ahaus Resigns From Wurlitzer Store to Enter Business—Brunswick Entertains Dealers

CINCINNATI, O., August 8.—A good demand for the smaller instruments of the portable type, for the use of persons who are going to spend their vacations on automobile tours and camp by the wayside, is the outstanding feature of business here. There have also been purchased a great many of the larger instruments for use in cottages and permanent camps, of which there are a multitude near here, located on the Ohio, Big Miami, Little Miami and Licking Rivers. There has been also a good volume of sales of records to vacationists.

### Discounts on Radio Selling

Asked whether it will be necessary for the talking machine dealer who sells radio outfits to master the technical details of that apparatus, a successful salesman in both lines replied: "The future seller of radio outfits will not have to bother himself to any extent about technical details in his sales talk, but a knowledge of this phase of radio is important. All he will have to know is how to install and operate the apparatus, which is not at all complicated. The product is becoming standardized, each type is becoming well known, and it is being asked for by its trade name, just as one asks for a certain make of talking machine which it is desired to consider in making a choice.

"The fad stage has largely passed and in a while there will be practically no freak articles coming on the market. I do not advise any talking machine dealer to take up the sale of radio parts, such as amateurs buy for making their own outfits. As a rule, home-made radio outfits are not very satisfactory, and sooner or later the amateurs will tire of this and buy complete sets. Radio parts will then be dead stock and the dealer will have to charge to profit and loss any that he may have on hand.

"The demand is going to be for first-class factory-made radio instruments, simple to operate and free from freak ideas. The style of

the cabinets will improve, too, just as has been the case with talking machines."

### L. H. Ahaus Opens Own Business

L. H. Ahaus, formerly with the Rudolph Wurlitzer Co., has opened up an establishment under the name of the Brunswick Phonograph & Radio Shop, at 523 Walnut street. The store is arranged in a highly artistic manner and a very complete line of instruments of both kinds is carried in stock and attractively displayed. A little later, when people are back from vacations, Mr. Ahaus will give a formal opening to the public and this will be given a large amount of advance publicity.

### Explains Brunswick Radiola to Trade

During the second and third week of July the Brunswick Co. entertained the out-of-town sellers of their instruments in this territory. The dealers came in groups and each day a group was entertained at supper at one of the principal hotels. One object of entertaining the dealers was to give them information in regard to the company's Brunswick Radiola, its latest product. They were addressed by an experienced radio man, who gave them all necessary information. H. C. Kruse, of the Brunswick's sales department, reports that the company's sales continue to show an increase, in spite of the general business depression that prevails and notwithstanding the mid-Summer season. "Business is steadily getting better with us," he said, "especially in the sale of records."

## Pal Portable Sales Show Unprecedented Gain

The sales department of the Plaza Music Co., 18 West Twentieth street, New York City, the manufacturer of the "Pal" portable talking machine, states that Pal sales have shown a tremendous increase over previous seasons. It credits this demand to the widespread recognition given portable phonographs which, originally introduced as a novelty, now, for some purposes, are looked upon as a necessity.

The Plaza Co., through the substantial increase in sales of Pal portables, has been enabled to improve the quality, reduce the price and greatly extend its advertising program. The increased production also made possible the simplification of manufacturing operations and adding to the efficiency of the entire plant.

The advertising department of the Plaza Music Co. is furnishing its dealers with window display cut-outs, attractive hangers, one of which is the reproduction of an oil painting and several series of newspaper mats for local hook-ups, the copy of which has proved a sales creator before being included in the advertising.

### Wurlitzer Adds Audaks

LOS ANGELES, CAL., August 4.—The new Wurlitzer Building recently opened and carrying everything in music has an initial installation of eleven Audak record demonstrators. The Wurlitzer Co. has been watching the progress of the Audak as a sales creator for the past two years and its decision to install a battery of these products at once, to be followed by more later, speaks well for the merit of the instruments as sales factors.

### Sachs Music Shop Chartered

Sachs Music Shop, 160 East 154th street, Harvey, Ill., was recently incorporated to manufacture and deal in pianos, organs, talking machines and other musical instruments. The capital stock is \$15,000. The incorporators include H. W. Meland, Simon Sachs and B. E. Meland.

## 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

## Edison August Window Display Features Records

The window display for August prepared by Thos. A. Edison, Inc., is designed to stimulate the sale of records. The accompanying illustration shows how the clever use of the placards supplied dealers by the Edison company can be arranged effectively in the window. This is the



Edison Window Display for August season for the sale of records of the popular and standard types and this window takes advantage of this fact by featuring these numbers.

The window displays have been instrumental in increasing the sales of machines and records, according to dealers who are using them. The trade is enthusiastic over the displays which can be utilized in any window regardless of size.

## H. A. Guden Co. Busy

H. A. Guden, of the H. A. Guden Co., New York, manufacturer of cabinet hardware, reports an increasing volume of business during the last month. "All indications point to an excellent Fall business, both in the phonograph and radio industry. There is a growing tendency among radio manufacturers to give more thought and attention to the design and construction of the cabinets in which the sets are contained. Orders received from foreign countries indicate increased activity in the manufacture of phonographs outside of the United States where the phonograph is enjoying growing popularity. Among recent orders received by the company have been those from Japan, Australia, New Zealand and India," said Mr. Guden in a recent chat with The World.

The **OHIO**  
TALKING MACHINE Co.  
427-429 WEST FOURTH ST.  
CINCINNATI, O.  
VICTOR DISTRIBUTORS

**SERVICE  
IS OUR  
WATCHWORD**



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

"TRY US FOR SERVICE"

WE SERVE

OHIO·INDIANA·KENTUCKY  
WEST VIRGINIA

WITH

**HONEST  
QUAKER**

MAIN

**SPRINGS**

AND

**REPAIR PARTS**

DISTRIBUTORS

**ARTHUR BRAND & CO.**

1618 VINE STREET

CINCINNATI, O.

"TRY US FOR SERVICE"



# The Speaker That Satisfies!

**M**UST we go back to something we discarded long ago?" asks many a radio enthusiast on looking at loud speakers which seem only revivals of the awkward ancient phonograph horn, which finds no harmonious place amid the home furnishings.

The handsome form and the handsome finishes of the new imported N & K Type W Loudspeaker satisfy the speaker prospect at first sight. Its artistic circular shape harmonizes with the other objects in a room. It can be readily placed anywhere—one doesn't have to rearrange all the furniture. The choice of finishes harmonizes with any decorative scheme.

But that isn't all. This new loudspeaker *satisfies in tone quality* as almost no other speaker heretofore has been able to do.

Its reproduction is absolutely clear and distinct and, owing to its original design, the full sound goes to all parts of the room, not just directly in front of the speaker openings. Its tone is mellow and rich, and just as clear on high soft tones as on very deep ones. You hear *all of the music*—exactly as the singer or musician sends it out to you.

Furthermore, there is no rattle or rasp, because N & K Imported Loudspeaker is made of a new

scientific material *burtex*, which, unlike wood or metal, eliminates all counter vibration.

## SATISFIES THE DEALER ESPECIALLY

Like N & K Imported Phones, the N & K Imported Loudspeaker yields a highly satisfactory profit and always guarantees a satisfied customer.

But perhaps more important still is the fact that the N & K Products are backed by the strongest kind of publicity, bringing prospects to the stores and creating immediate recognition wherever called to the customer's attention.

## A BIG ADVERTISING CAMPAIGN

No other line of radio accessories will receive wider publicity than the N & K line during the coming season. The list of publications given below will carry copy on the N & K Imported Phones, N & K Imported Loudspeaker, N & K Imported Phono Unit. The first of these ads will begin to appear in September. During the holiday buying season many of the publications will carry full page copy.

If you have not yet begun to take advantage of the unusual selling points this revolutionary new product offers *don't delay doing so*. If your jobber doesn't carry the N & K line, write or wire for name of nearest N & K Authorized Distributor.

## TH. GOLDSCHMIDT CORPORATION

Dept. T 8, 15 William St., New York

41 Common St., Montreal, P. Q.



*Imported*

# LOUDSPEAKER

## TYPE W



**FAMOUS FOR CLEAR, MELLOW TONE**  
N & K Imported Phones, Model D, 4,000 ohms, have a big reputation among radio fans because of their remarkably clear, rich tone. Diaphragms larger than ordinary phones. Handsomely finished. Sanitary, leather-covered head bands. Extremely comfortable to wear. Six-foot cord. Retail list \$8.50. Packed in Display Carton of ten.

ADVERTISING			
Publication	Circulation	Publication	Circulation
Saturday Evening Post	2,410,900	Radio News	300,000
American Magazine	2,317,100	Radio in the Home	50,000
American Boy	266,000	Radio Stories	150,000
Boy's Life	130,000	Radio Engineering	15,000
Country Gentleman	892,400	Radio World	75,000
Successful Farming	860,900	Citizens' Radio Call	
Farm Journal	1,238,800	Book	150,000
Popular Mechanics	456,400	Radio Dealer	6,100
Popular Science	300,000	Radio Merchandising	23,000
Good Housekeeping	1,110,700	Electrical Retailing	31,400
Ladies' Home Journal	2,440,700	Electrical Merchandising	14,800
Pictorial Review	2,250,000	Talking Machine World	13,200
Woman's Home Companion	1,908,300	Phonograph & Talking Machine Weekly	12,400
Popular Radio	125,000		
Q. S. T.	36,000		
Wireless Age	65,000		
Radio Digest	160,000		
Radio	108,000		
		30 Publications, total-	18,117,100
		ing	
		Averaging, from conservative estimate of four per copy,	
		<b>72 MILLION READERS</b>	



## A READY SELLER TO PHONOGRAPH OWNERS

The N & K Imported Phono Unit is especially designed for use with the Victrola, but it is adaptable to any standard make phonograph. Attaches without screws. Generous length of cord. Retail list \$7.50. Packed in Display Carton of twelve.





## Formation of Trade Association Feature of Month's Activities in San Francisco

Kohler Investment Co., Sonora Jobbers—Plans for Radio Exhibit Completed—E. L. Gray and E. B. Folsom Pass Away—F. B. Long With Heine Co.—Other Trade News of the Month

SAN FRANCISCO, CAL., August 4.—The outstanding feature of the past month in the music trades was the long-expected and highly successful Western Music Trades Convention which took place the latter part of last month. A detailed report of the various meetings and of the formation of the Western Music Trades Association, which was an outgrowth of the convention, will be found in another section of this issue of *The World*. There is no doubt but that the convention was fruitful of good results and those present gleaned much useful knowledge from the constructive business meetings.

### Kohler Investment Co. Sonora Jobber

The Kohler Investment Co., of this city, which is understood to be a subsidiary of Kohler & Chase, has been appointed Sonora distributor for this territory, a move which has excited considerable interest among Sonora dealers on the Coast. The Kohler Investment Co. is well qualified to properly represent this popular line of phonographs and radio phonograph combinations, having the facilities of rendering the high type of service to which the dealers throughout this territory have become accustomed. The Magnavox Co., former Sonora jobber, has relinquished the wholesale Sonora business.

### Plans Complete for Radio Show

It was recently announced by A. S. Lindstrom, chairman of the executive committee of the Pacific Radio Association, that plans are completed for the radio exhibit to be held August 16-21 in the Civic Auditorium and that practically all the space has been sold. All the national manufacturers of receiving sets will have space, as will many individual dealers.

### F. B. Long With the Heine Co.

Frank B. Long, manufacturer of the Melodiola, a San Francisco product, has taken over the management of the talking machine department of the Heine Piano Co. The new location of this company in the heart of the city has proved a big factor in stimulating sales.

### Wiley B. Allen Co. Adds Audak

The Wiley B. Allen Co. is using the Audak record demonstrator for the purpose of extending its record sales and simplifying its service to record purchasers. Besides their popularity with the consumer the Audaks cut down the amount of floor space necessary for the operation of the record department and greatly increase efficiency.

### Death of Edward L. Gray

Edward L. Gray, a brother of Walter S. Gray, of the Walter S. Gray Co., phonograph accessories jobber and distributor of the Strand phonograph, passed away the latter part of last month. Mr. Gray had been connected with the

talking machine trade in this city for many years. At the time of his death he was connected with the W. S. Gray Co.

### Remodel Branch Store

The Kohler & Chase branch at 2460 Mission street has been remodeled and six new record demonstration rooms have been added. The need for more space has long been felt to meet the growing trade in this section.

### E. B. Folsom Passes Away

E. B. Folsom, secretary and treasurer of the Magnavox Co., Oakland, one of the original founders of the company, died the latter part of July. Heart trouble is believed to have been the cause of his death. He apparently was in good health until very recently.

### Lester Smith in Olympic Swim

Brunswick dealers in this territory followed the swimming contests at the Olympic games in Paris with interest, and local pride was aroused when Lester Smith, assistant to J. Coltart, manager of the Brunswick Co., won his second heat in the 400 meter, free style, swimming contest.

## National Guard Secures News in Camp Via Radio

During the recent encampment of the Twenty-second Regiment Engineers, N. Y. N. G., at Camp Smith, Peekskill, N. Y., the regiment was enabled to keep in close touch with the Democratic Convention and also to receive the broadcasting from a number of stations through the installation of a Lafayette neudrodyne set secured through the courtesy of the Kor-Rad Co., which, knowing that the regiment was to be at camp during the Democratic Convention, considered that the men would like the news as promptly as possible and therefore sent the radio set for their use. Quoting from the July, 1924, issue of the Castle Bulletin, the official publication of the regiment, the following appears: "It was found that this five-tube Lafayette neudrodyne set gave the fullest satisfaction both indoors and out. It also proved that the location at Camp Smith is most satisfactorily situated for getting the best results in radio receiving. This fact is important because in the past many regiments have left their large radio sets at home for fear that they could not be used."

Arthur Lyons, in charge of the New York recording laboratories for Gennett records, joined the rank of Benedicts last month and he and Mrs. Lyons spent an enjoyable honeymoon trip to the Thousand Islands and nearby points.

## QUALITY RECORD

### Pressing

## SANDERS, Inc.

SPRINGDALE, CONN. Near Stamford  
Telephone Stamford 3980

## "Stovepipe" Now Playing Blues for Gennett Records

SHELBYVILLE, KY., August 5.—The photograph is a likeness of "Stovepipe," a new addition to the list of Gennett artists, whose first recording, "Sun Down Blues" and "Stovepipe Blues," has just been released by the Gennett Laboratories of the Starr Piano Co., on record No. 5459. "Stovepipe" was discovered by Mrs. Lyons, of the Caldwell-Lyons Phonograph Co., which in addition to being a Starr distributor also oper-



"Stovepipe," New Gennett Artist

ates a retail business. "Stovepipe" came into the store one day carrying a guitar and asked for a harp, stating that he played both instruments together, and after a demonstration arrangements were made with the Gennett Laboratories to have him make a record. "Stovepipe," prior to his entrance into the recording field, played for a quack doctor to draw the crowds while the "doctor" sold his medicine. "Stovepipe" has a style of playing all his own, and his first record is in considerable demand through the South.

The delights of the Victor portable on a holiday trip form the basis of the extensive portable newspaper advertising of Merrifield & Son, of San Luis Obispo, Cal.

## A Ray-O-Vac for Every Radio Use

Not just "a battery"—but a scientifically designed battery for every specific radio use.

Ray-O-Vac Batteries improve reception on the sets you sell and make a satisfactory as well as clean-profit item in themselves. Let us send you an outline of our jobber and dealer policy and information on the Ray-O-Vac line.

French Battery & Carbon Company  
Madison, Wisconsin

ATLANTA DALLAS DENVER KANSAS CITY CHICAGO  
NEW YORK MINNEAPOLIS



## RAY-O-VAC

Radio's Best Batteries

# QUICK SALES

*The*  
*Pooley*

Unequipped  
RADIO-CABINET

With Pooley Built-in Loud Speaker

THE Pooley Radio-Cabinet is a fine example of the type of the William and Mary period. It is of American Walnut or English Brown Mahogany, two-toned, decorated with Rosewood and Walnut inlay.



It is divided into three compartments—a long one at the top for the radio panel; two below—one at the left for the batteries and home charger and that at the right serving as a super-efficient amplifying chamber, containing the built-in Pooley Loud-Speaker Amplifying Horn (patent applied for), an exclusive Pooley feature. Reproduction is unusually brilliant and faithful, surpassing in tone-quality anything yet developed in the science of Radio.



MODEL 600-R-1  
Length 36 inches, Depth 15½ inches,  
Height 42 inches

THE Nation's Radio Bill for 1924 will be between 350 and 400 millions of dollars, says an eminent authority. Are you sharing this tremendous income? The Pooley Radio-Cabinet Model 600-R-2 offers the means. It is beautiful, easily operated, extremely selective and will do you great credit with your customers.

*Desirable Territory Available to Jobbers in Musical Trade*

16th—17th  
Indiana Avenue  
PHILADELPHIA

*Pooley*

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

# BIG PROFITS

*The*  
*Pooley*  
RADIO-CABINET

Equipped With

ATWATER KENT

Five-Tube Radio Set of Great Selectivity



MODEL 600-R-2

Length 36 inches, Depth 15½ inches,  
Height 42 inches

THE ATWATER KENT Five-Tube Receiving Set constitutes the radio equipment of the *Pooley* Radio-Cabinet. It includes two stages of tuned Radio-frequency amplification, Detector and two stages of Audio-frequency amplification. Exceptional selectivity, volume on DX signals and delightful ease of operation are accomplished through the circuit arrangement used. Its range of operation includes all wave-lengths in the broadcast band. It is designed for tubes using ¼ ampere, with the exception that a 1 ampere Detector Tube may be used if desired. With this set it is very easy to return to the dial settings for any given station, once they are recorded. A *Pooley* Radio Log is provided with each instrument.

WHY not place a Walnut *Pooley* Radio-Cabinet, containing set, in your window and one in Mahogany on your floor and invite your customers in to see and hear it. It means easy sales. Get catalog, selling helps, prices, discounts and terms from your jobber or write direct to *Pooley* Radio-Sales Department C.

*Desirable Territory Available to Jobbers in Musical Trade*

*Company*  
Inc.

16th—17th  
Indiana Avenue  
PHILADELPHIA

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



# 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.



## Improvement in Sales Volume Creates Optimism Throughout Buffalo District

Retailers and Wholesalers Report Improvement, Especially in Rural Districts—Iroquois Corp. Jobbing Crosley Radio Line—C. N. Andrews Acquires E. J. Chapman Co., of Rochester

BUFFALO, N. Y., August 9.—The Buffalo talking machine trade is optimistic as to what the Fall season holds in store for it. Jobbers as well as dealers report a noticeable improvement in volume of sales in instruments and records since the middle of July.

### Victor Business Shows Improvement

The Buffalo Talking Machine Co., Victor jobber, is noticing an improvement, especially in the agricultural districts. "Smaller communities surrounding Buffalo are sending in larger orders than we had anticipated for the early Fall season," said M. O. Grinnell, of that company.

"The three new Victor art models are being very favorably received by Buffalo dealers," Mr. Grinnell said, "and the radio combination cabinet is expected to be one of the most popular models during the coming season. Record business is also good."

### C. N. Andrews Does Big Record Business

C. E. Seigesmund, sales manager for C. N. Andrews, Victor jobber, also reports stimulated sales of records. "Large Fall orders are being

received from dealers all through this section of the State," Mr. Seigesmund said, "which give indication of a very optimistic spirit in the trade."

### Columbia Instruments in Demand

C. O. E. Curtiss, manager of the Brunswick Shoppe, on Main street, said he experienced a very successful July, having closed sales for 175 instruments, most of which were Columbias. The Royal radio combination, with Federal panel, is also proving popular. Mr. Curtiss said he is working hard for his business, which is obtained mostly through canvassing.

### Iroquois Corp. Now Crosley Distributor

Okeh record business during July was about equal to that of the same period of last year, according to F. D. Clare, of the Iroquois Sales Corp. Mr. Clare, who is one of the conservative men of the talking machine trade, is looking forward to a very good Fall trade. The company took over the distributing rights of the Crosley Radio Co. in its territory and Mr. Clare is very enthusiastic over prospects of the coming season's radio business. Indications point

toward a good Strand business, Mr. Clare said, orders for the combination Strand radio cabinet and the special Strand single radio cabinet coming in large volumes.

### Helping Dealers in Okeh and Odeon Drive

Special Representative Schultz, of the General Phonograph Co., arrived in Buffalo August 5 to spend about a month with Okeh dealers throughout this territory, in a sales promotion campaign. George Habicht has closed his store on Bailey avenue and opened a large store in 677 Sycamore street, where he is doing a tremendous business in German Okeh and Odeon records.

### Purchases Chapman Co.

C. N. Andrews, Buffalo Victor jobber, recently purchased the interests of the E. J. Chapman Co., in Rochester, Victor jobber for that district. Mr. Chapman, who died late in May, left the business to his widow, who decided to close it out, and negotiations with Mr. Andrews consummated with his taking over the entire stock and incorporating it with the Buffalo warehouse. The Rochester jobbing house has been discontinued.

### Mrs. Mary Loud Dead

Mrs. Mary Loud, mother of Robert L. Loud, formerly head of the Robert L. Loud Music Co., one of Buffalo's leading music stores, died at the home of her son recently.

### Hamilton & Clark Enlarging Quarters

Hamilton & Clark, phonograph dealers of Kenmore, N. Y., have begun alterations in their store which will double the present floor space.

### Erion Piano Co. Remodels Store

The Erion Piano Co., Inc., has completed remodeling of its William street store, one of the features of which is the Victor repair department. Victrolas are conveniently and attractively displayed on the entire first floor of the store.

### Chat of the Trade

The Fagard Music Store, at 1921 Main street, Niagara Falls, N. Y., was damaged to the extent of \$600 when fire broke out in the basement recently.

Clifford A. Ford, formerly sales manager of the Robert L. Loud Co., has been made general manager to succeed Eugene Farny, who has become manager of the Rudolph Wurlitzer store in Chicago.

Cornelius T. Lynch, of Lynch Bros., talking machine and furniture dealers, of Geneva, N. Y., has been elected president of the Geneva Chamber of Commerce.

Following a series of thunder storms in Buffalo recently, the basement of Poppenberg Bros. was flooded, causing a large loss in their stock of talking machines. G. H. Poppenberg, head of the company, estimated the total loss at \$75,000.

James M. Teller, formerly in business with his father, the late Fred Teller, in Seneca Falls, has joined the music and furniture house of G. W. Richardson & Son, in Auburn.



"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.



The Olean branch of the Kurtzmann Piano Co., where the Cheney talking machine is featured, recently had a new store front installed.

Julius F. Pancok, of 868 Tonawanda street, proprietor of the Riverside Music Shop, filed a petition in bankruptcy recently.

The Neal, Clark & Neal Co. furnished the musical instruments used in the three model homes in the Homes Beautiful Exhibition held in this city.

### Starr Products Popular in Buffalo Territory

BUFFALO, N. Y., August 8.—The H. B. Marsh Co. of this city, distributor of Starr phonographs, pianos and Gennett records, made by



Truck of the H. B. Marsh Co.

the Starr Piano Co., Richmond, Ind., is meeting with gratifying success in building up distribution for these popular products throughout this territory. H. B. Marsh, head of the company, is one of the most aggressive Starr wholesalers, and under his direction the sale of Starr products and Gennett records has steadily increased. The company has a group of delivery wagons which are used to give dealers in this territory efficient service, and the accompanying photograph shows one of these wagons with Mr. Marsh at the right-hand side.

### Outing Co. Safeguarding Name of Its Portable

Mr. Kisco, N. Y., August 6.—A. J. Coté, president and general manager of the Outing Talking Machine Co., Inc., in a recent chat with The World gave details regarding a recent experience of his company in connection with the use of the word Outing by a concern that was not authorized to use the name. A well-known wholesale house in the Middle West carried advertising in Western newspapers listing "Outing" portables at a very low price. Mr. Coté's attention was called to the advertising, and upon investigation he found that the machines advertised were not bona-fide Outing portables and were not made by his company. He immediately conferred with his patent attorneys and the wholesale house in question was requested to discontinue the use of the word Outing in all of its future advertising. The request received immediate attention and Mr. Coté's patent attorneys received a letter stating that the name would not be used in the future.

The Outing Talking Machine Co., as a pioneer in the talking machine field, has established wholesale and retail connections throughout this country and in practically every civilized country of the world. Mr. Coté states that his company will prosecute vigorously anyone using the name Outing in connection with portable phonographs that are not manufactured by the Outing Talking Machine Co., of this city.

### Curran-Wooster Co. to Open

SHARON, PA., August 8.—Alterations on the premises on State street, which is to be the home of the Curran-Wooster Music Co., are rapidly nearing completion and R. A. Curran and Guy B. Wooster, who comprise the firm, announce that they expect to open for business in the course of a week or two with greatly increased merchandising facilities.

### Karin Branzell Signed as a Brunswick Artist

Young Metropolitan Opera Co. Artist Makes First Record for the Brunswick Co.

The Brunswick Co. has announced the addition to its list of artists of Karin Branzell, the Swedish mezzo-soprano of the Metropolitan Opera Co. This artist has already made her



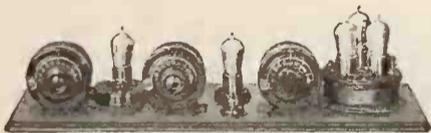
Karin Branzell

first recordings. The first selections to be announced are "The Chalet Girl" and "Synnove's Song."

Miss Branzell before her engagement with the Metropolitan Opera Co. appeared with the Berlin State Opera. Thereafter so marked was her triumph that Miss Branzell was invited to appear in the foremost opera houses of Central Europe.



Model L Speaker



Model 10C Set



Model 20 Set



Model 19 Set

# ATWATER KENT

## RADIO EQUIPMENT

### 1924-25 MODELS

This season Atwater Kent offers the phonograph dealer greater sales advantages than ever before. A complete new line consisting of cabinet and open model sets, also three different type loudspeakers, at a price that will suit every buyer's preference.

# E. A. WILDERMUTH

Wholesale Distributors

1061-3 ATLANTIC AVENUE

BROOKLYN, N. Y.

# ATWATER

# KENT

## R A D I O

BACK of ATWATER KENT Radio there is a tremendous factory with laboratory and manufacturing facilities that are not surpassed in the whole world—  
—there is the spirit and guiding impulse of master workmanship—

—there is a nation-wide reputation for precision—  
and a recognition of the name "ATWATER KENT" as a standard of excellence—

—there is the accumulated experience of more than a quarter of a century in the manufacture of precision electrical instruments—

It is these qualities and high standards that have produced leadership for ATWATER KENT Radio;—  
and have made it what many consider perfection in radio construction.

ATWATER KENT MANUFACTURING COMPANY  
4972 STENTON AVENUE, PHILADELPHIA, PA.

THINK OF WHAT IS BACK OF IT



# ATWATER KENT RADIO

ATWATER KENT offers radio merchants greater selling advantages than ever.

The ATWATER KENT line is complete:—there is a set to suit every buyer's preference, including new models of the cabinet type and improved models of the famous ATWATER KENT open type. There are also three loud speakers.

These new models embody improvements that many consider the ultimate in radio designing.

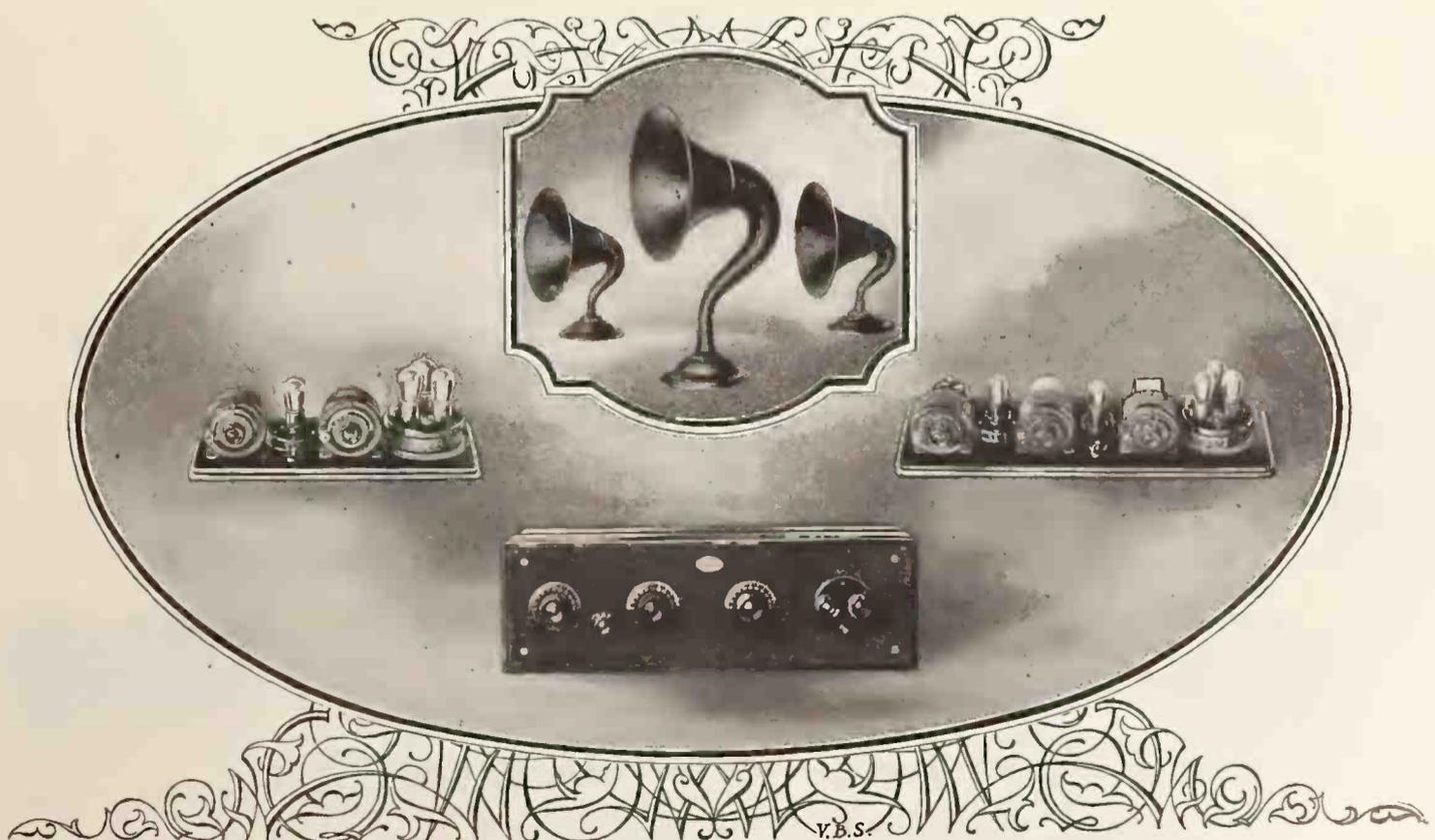
Intensive, forceful ATWATER KENT advertising in nineteen leading national magazines will reach every radio buyer in the country.

ATWATER KENT Radio will be the inevitable choice of those who know—not alone because it offers remarkable value for the dollar spent, but because of what is back of it.

Send for descriptive literature and dealer price list.

ATWATER KENT MANUFACTURING COMPANY  
4972 STENTON AVENUE, PHILADELPHIA, PA.

THINK OF WHAT IS BACK OF IT



## Three New Art Models Announced by Victor Co.

Artistic New Instruments Scheduled for Early Delivery—Improvements on Model No. 100

Announcement was made recently by the Victor Talking Machine Co. of three new Victrola Art Models in vertical design which will be ready for delivery the latter part of this month. The announcement was welcomed by the trade, as the new instruments will be available to the customer who desires the charm, grace and artistry which have characterized the horizontal models of Victrolas, but who through limited floor space prefer to buy an upright instrument. The demand for an instrument of this type has long been existent.

The three new models will comprise numbers 350, 360 and 370. Model No. 350, finished in mahogany, is 44¼ inches high, 21½ inches wide and 23¾ inches in depth. Model No. 360 is finished in walnut and is 44¼ inches high, 21½ inches wide and 23 inches deep. Model No. 370 is finished in mahogany. It is 44¼ inches high, 23 inches wide and 24¾ inches in depth. All of these models are available with electric attachment and all possess the latest Victor improvements and are fully equipped with Victor record albums. Folders containing full descriptions and illustrations of these models have been sent to the trade.

Another announcement was made by F. K. Dolbeer, regarding improvements made on Model No. 100. This instrument, which is of the vertical type, is 44¼ inches high, 21¼ inches wide and 23¾ inches deep. The improved model is equipped with an air-lid support and record albums. An attractive descriptive leaflet with an illustration of the model has been sent to the trade. The announcement states that shipments of the instrument finished in composite mahogany will begin about Au-

gust 15. American walnut, golden oak polished and early Italian finishes will be ready some time during the month of September.

## Broadcast Talking Machine Record Music in the Home

"It is more or less common property in the wireless world that persons can converse with each other in different rooms by just connecting a couple of pairs of headphones together, but I wonder how many persons have tried giving a 'transmission' of music from their collection of gramophone records," remarks J. Parkinson in the course of a communication to our esteemed London contemporary, The Talking Machine News. "Some time ago," said Mr. Parkinson, "I ran permanent long leads of bell wire from the receiving apparatus into various rooms and into the garden, where small terminal boards are attached to the end of the leads, the tabs of the headphones being inserted in a similar manner as on a receiving set. Listening-in can therefore be enjoyed in various places if sufficient headphones are available.

"The 'broadcasting' of one's own records is a very simple matter indeed. My instrument is a Columbia Grafonola cabinet, which is situated in a front sitting room. On many occasions I have deceived my friends by giving them in the rear garden a program of music, complete with the necessary announcements. During the 'transmission' all doors in the house are closed, so that it is only possible to hear through the headphones. Using fibre needles the reception is equal to that received through a crystal set. By placing a low-frequency amplifier between the wires from the two places the reception is uncomfortably loud.

"All that is necessary is to place a pair of headphones between the louvres of the instrument to act as a microphone, attaching the tabs of the headphones to a couple of terminals close

by the gramophone. Afterwards joining the wires from the sitting-room and the garden at a point close by the receiving set, but not to it. Headphones are then attached to terminals in the garden and all is ready to commence the program. If one prefers the use of an amplifier all that is required is to join the leads from one place to the 'input' terminals, and the other leads to the 'phone' or output terminals. The signals are increased pro rata to that of an amplifier on a crystal receiver. With steel needles the reception is sufficient to operate a loud speaker at practically any distance. The length of wire used between the two places is approximately sixty yards."

## Secures American Rights to European Products

Benjamin Abrams, President of the Emerson Phonograph Co., Home from Extensive Tour of European Trade Centers

Benjamin Abrams, president of the Emerson Phonograph Co., Inc., and the Emerson Radio Corp., 207 Sixth avenue, New York City, recently returned from a six weeks' tour of the larger trade centers of Europe. While away Mr. Abrams closed arrangements whereby his companies will have exclusive American rights for several European products.

Mr. Abrams was particularly impressed with the opportunity for the exploitation of American musical products in English markets. He stated that American talking machines are of a much higher quality than the average European products and that this superiority applies not only to the metal parts but also to the cabinet work. He said there is a large demand for popular-priced goods in England, and with the present favorable tariff situation American manufacturers of talking machine and radio products would not find competition stiff.

# LATHAM

ATWATER  
KENT

IT has indeed been a great pleasure to us to act in the capacity of wholesale distributors of the splendid Atwater-Kent line of radio receiving sets and accessories during the past three years. We are now about to enter the fourth radio season which promises to be without a parallel in the history of the industry. At this opportune time the Atwater-Kent Mfg. Company announces in the preceding two pages a new line of cabinet type radio receivers and two new models of loud speakers in addition to their standard line of open receivers. Manufacturing costs have been reduced so as to make it possible to materially reduce prices on the open type of receivers which will meet with tremendous response from the buying public. All cabinet models are popularly priced and afford the purchaser exceptional value.

A one-half million-dollar publicity campaign through the leading trade papers will blaze the way.

A splendid merchandising policy backed by a popular manufacturer and LATHAM'S SERVICE is a combination hard to beat and is earnestly recommended for your consideration.



E. B. LATHAM & CO.

550 PEARL STREET Metropolitan Distributors NEW YORK CITY

# NEW YORK

# A new member of Columbia's brilliant dance orchestra family!



## The Little Ramblers

HERE'S a new dance organization assembled from the famous California Ramblers, who play exclusively for Columbia. Of course, the Little Ramblers have a style of their own, but when you hear them you'll only say, "They're a chip off the old block!"

The first offering of the Little Ramblers are two blues which throb with originality and urge. Just ask for

Rambling Blues } 175 D  
Arkansas Blues }

You'll find it will be easy to sell this record. All it needs is a little push and your trade will be calling regularly for the Little Ramblers' music.

*Columbia has the dance orchestras—that's all there is to it!* The dealer who takes on the Columbia line always has something that people want. What's more, he is aware that he is backed by an organization which gives him whole-hearted and aggressive support constantly.

**Send to-day for Record 175 D by the Little Ramblers. Your trade will be asking for it.**

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

Write to the Columbia branch or distributor nearest you

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

Toronto, Ont., Canada, 1244 Dufferin St.  
Buffalo, N. Y., 700 Main Street  
Detroit, Mich., 439 East Fort Street  
Minneapolis, Minn., 18 North Third Street  
Montreal, Canada, 246 Craig Street, West  
Seattle, Wash., 911 Western Avenue

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

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

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

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

# Columbia

## New Process RECORDS

"Columbia has all the hits and usually first"



## Improvement in Industrial and Building Situation in Toledo Presages Busy Days

Many Concrete Indications That Better Business May Be Expected From Now Onward—Using the Mails to Secure Business—Toledo Radio Trades Association Formed—The News

TOLEDO, O., August 8.—Talking machine, record and radio sentiment is better than it was a month ago. While buying is not brisk, nevertheless dealers report plainer signs of actual business in sight. Factories are putting more men to work. Building construction, road and street building and railroad expansion under way here amount to more than twenty-five millions of dollars and are taking a large force of workers and creating prosperity.

Moreover, savings deposits are growing, which is usually the case at the time of a slump. It indicates men are saving, not spending. They are frightened into retrenching. The job for the talking machine dealer, therefore, is one of reassurance as much as it is one of selling.

### Lion Store Direct Mail Drive

The Lion Store Music Rooms in their Summer promotion plans are devoting a page of the August catalog to exploiting two Strand models, the Hepplewhite and the Italian Renaissance. The book is going to a list of several thousand customers and prospects. The appeal, like that of selling furs at this season, is to the desire for music in the home this Fall and Winter. Victor, Brunswick and Cheney machines are featured in a peppy window display along with multi-colored posters and hangers which announce the newest popular records, as well as many titles by both Victor and Brunswick artists of note. Miss Loniva Terry, in charge of records, stated July demand had far out-distanced June.

### J. W. Greene Activities Get Publicity

Sales activities and promotion work of the J. W. Greene Co. was the subject featured in the Cheney Resonator for July. Photographs of the house sales staff and one of the fine window decorations used during Cheney week added interest to the story. The store is especially successful at this time in its simplified or unit window displays, according to E. A. Kopf, manager. Such trims hold the attention and permit concentration, which is particularly valuable in creating action. A Cheney Buckingham console, with handsome velvet background, was the direct means of securing several pros-

pects. A spurt in radio activity has resulted in several radio outfits being ordered for Fall delivery. The coming political campaign will assist radio sales materially, it is believed, inasmuch as candidates have stated many speeches will be delivered via radio. Henry Unger has joined forces with the house. H. Russell Hughes is spending his vacation at Camp Perry with the National Guard.

### Radio Association Formed

The Toledo Radio Trades Association is planning an active promotion campaign to start in September. Three music houses are members of the organization.

### Enters Talker Field

The Union Music Co., musical merchandise dealer, has entered the small machine and record field. The Newport and Carryola portables and Vocalion records are dealt in. Geo. Terry, manager, stated that many musicians use records to assist them in mastering certain selections or rhythm.

### Excellent Victor Outlook

The Toledo Talking Machine Co., Victor wholesaler, according to Chas. H. Womeldorff, manager, is experiencing a seasonal machine demand. Record buying, however, is more steady. The announcement by the Victor Co. of the signing of three new record orchestras, the Montmartre, Art Hickman and Olsen, also three new Red and Blue seal artists, is sure to add interest to record offerings. Then the information by the factory of three new Victrola Art models, the 350, 360 and 370, and also the new improved type 100 in composite mahogany finish, is important. It is believed that these new instruments may prove the opening wedge for getting dealers into line for Fall buying. Therefore, the house is co-operating with the factory by mailing a series of letters to all Victor retailers in this territory, urging them to take advantage of the new models campaign by being first in their community to display and push them.

Several customers of the house sustained loss from the recent tornado which swept the Ohio shore of Lake Erie. Probably the most serious

damage came to the Wickens Co., Lorain, O., where the roof was blown from the building. It will take the concern some time to get into shape to carry on business as usual.

### Features Portables in Many Windows

The United Music Store on St. Clair street, foreign record specialist, employed a unique plan for extending the sale of portables. A small machine was placed in the window of sporting goods dealers and stores which feature tents and Summertime merchandise. In most instances the space was given for the asking and a neat sign stated: "Courtesy of the United Music Store." The tie-up was a valuable aid to selling Victor, Pal, Swanson, Model E General phonograph and Carryolas.

### Why Those of Foreign Birth Buy

Harry L. Wasserman stated that Italian, Mexican, Polish and Jewish record buyers do not follow the American policy and jam every penny they earn into the bank, but consistently buy records. The foreigner does not become downhearted to the same extent that the native does when industry slows, but regards the change as a breathing spell to be enjoyed. In Europe most peoples have occasional leisure which they devote to improving their station in life. The store has built a gratifying mail order record business with vacationists at lake and country resorts, it is said.

At the Goosman Piano Co., Columbia, Vocalion and Starr dealer, there is an improvement in demand over the past two months. Miss Dorothy Myers is now in charge of the record and music roll departments, succeeding Miss D. Kirschner.

### Here and There in the Trade

The Frazelle Piano Co., Sonora, Vocalion and Columbia dealer, reports the sale of quality machines is much brisker than that of the low-price instruments.

The LaSalle & Koch Co., F. C. Henderson Co. Record Shop, according to Francis R. Follis, manager, has increased its business each month since moving the stock to the first floor. Miss Clara Hoag is a new member of the staff.

Miss Grace Greenman, formerly with the Whitney-Blaine-Wilderemuth Co., is now associated with the Mauss Piano Co., Lima, O.

The Talking Machine Shop, Columbia retailer, according to Fred Frame, manager, is enjoying a portable business which is assisting in a big way to bridge the Summer sales gap. Pal, Yale and Travelphone are small machines favored.

The Cable Piano Co., Brunswick and Victrola dealer, is preparing for an early Fall drive to take advantage of the greater buying power which the farmer and consequently the residents of the small towns adjacent to Toledo are sure to enjoy on account of the great improvement in the price of farm products.

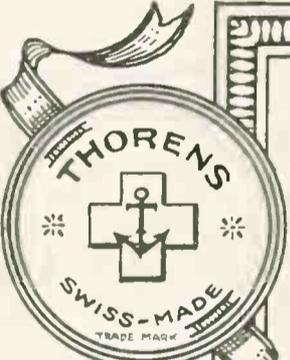
## Brunswick Conferences Attract Wide Attention

The recent announcement of a retail sales conference for Brunswick dealers and their salesmen to be held in Chicago, September 22 and 23, and in New York, September 29 and 30, has attracted the attention of music merchants.

Many dealers have already tendered notifications to the Brunswick Co. to make reservations for their representatives. Others have launched sales contests for their salesmen, and have addressed a tentative list of reservations to the company, pending results of their present sales program.

The sales manuals forwarded to Brunswick dealers in conjunction with the announcement to the retail conferences are being used to excellent advantage. These texts were based upon an extensive investigation covering some four hundred sales in twenty-two cities and towns, ranging in size from several million down to five thousand and less.

The conferences for retail salesmen are expected to produce a stimulus for a volume of business this Fall and Winter, and the outlook is exceedingly bright.



**SWISS-MOTORS**  
FOR  
**TALKING MACHINES**

**THORENS MOTORS, TONE ARMS, and  
SOUND BOXES**

Celebrated Throughout the World

**A GOOD PHONOGRAPH MUST HAVE  
A GOOD MOTOR**

First Quality Only

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

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

# A Royal Franchise —is a sure winner

**T**HE new Royal Line of Phonographs, Combination Phonograph and Radio and Neutrodyne Radio Models will be the sensation of the year in the music field.

Women are sure to be your principal customers and we have designed these models to appeal to their taste.

Beautiful Console Cabinets with the finish of a grand piano. The simplified Adler Royal Neutrodyne Radio that anyone can operate. The new Royal Phonograph combining the best features of all the rest.

## ROYAL line can prove in a dealer's store

1. INCREASED TURNOVER. Royal instruments are bought on sight because they are better and different.
2. LESS INVESTMENT per dollar sales in Royal; therefore greater profit.
3. ROYAL INSTRUMENTS on a dealer's floor mean growing business. One sale makes another.

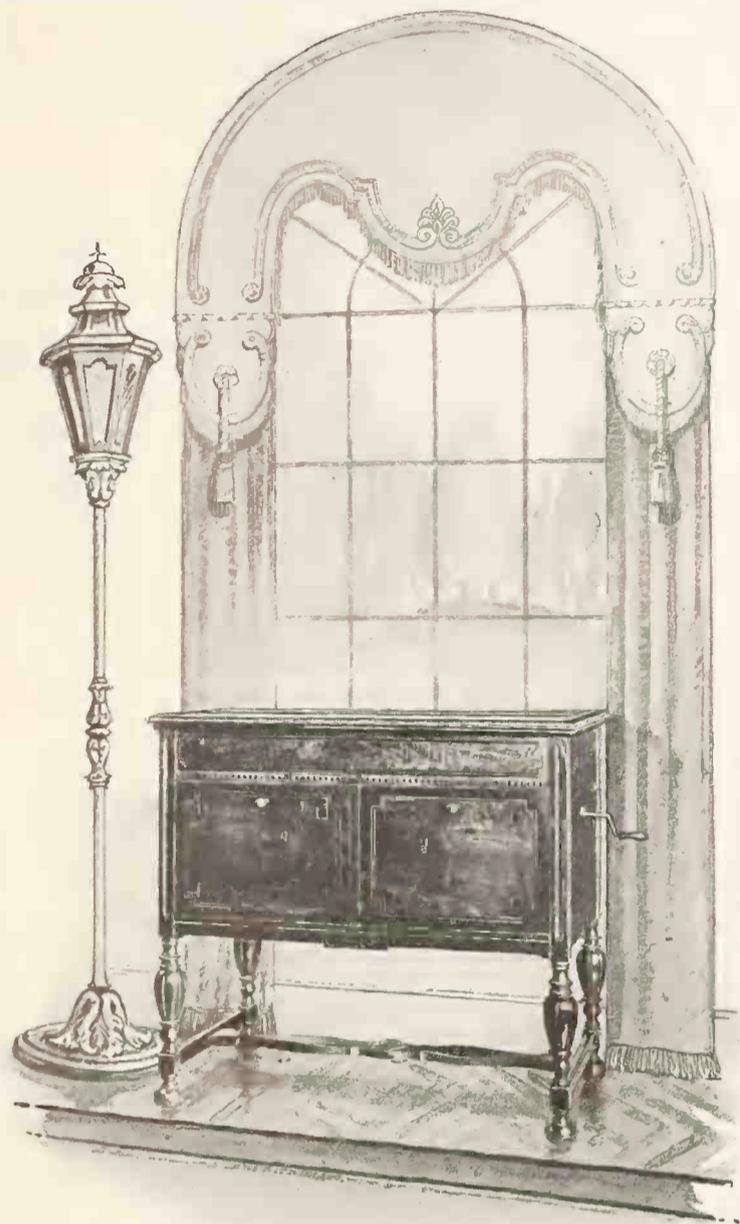
See our exhibit at the  
**FIRST RADIO WORLD'S FAIR**  
Madison Square Garden

September 22-28, 1924

Write, telephone or wire for the Royal plan. Our representative will gladly explain.

**ADLER MANUFACTURING CO.**  
Louisville, Ky.

Address all communications to  
**LAMBERT FRIEDL**  
Vice President and General Sales Manager  
881 Broadway New York City



### District Representatives

WILLIAM A. CARROLL  
802 Bramson Building, Buffalo, N. Y.

EDRAY SALES CORP.  
532 Republic Building, Chicago, Ill.

H. N. BUCKLEY  
Cincinnati, Ohio

RADIO EQUIPMENT CO. OF TEXAS  
1319 Young Street, Dallas, Texas

BERGER SALES CO.  
817 Liberty Avenue, Pittsburgh, Pa.

BLACKMAN SALES CO.  
2002 Grand Avenue, Kansas City, Mo.

BRUNNER & LUKAS  
881 Broadway, New York City

S. E. LIND, INC.  
Cleveland, Ohio

H. N. BUCKLEY  
615 Peoples Bank Building, Indianapolis, Ind.

ROBERT HARRIS  
1015 Chestnut Street, Philadelphia, Pa.

S. E. LIND, INC.  
2765 West Fort Street, Detroit, Mich.

MARKS PHONOGRAPH & RADIO CORP.  
2215 Pine Street, St. Louis, Mo.

ROYALLINE SALES CORP.  
218 Tremont Avenue, Room 204, Boston, Mass.

**ROYAL**  
The Perfect Phonograph



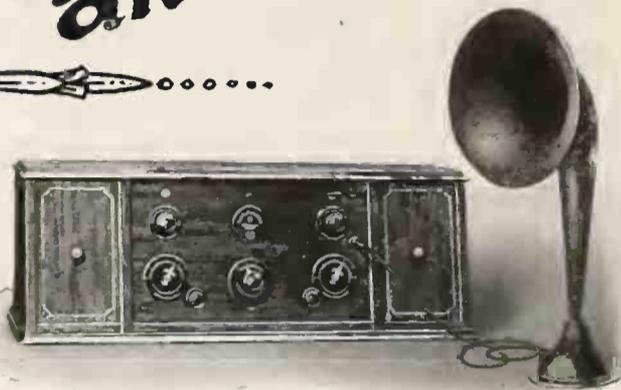
**ADLER-ROYAL NEUTRODYNE\***  
The Perfect Radio

\*Made exclusively for Adler Manufacturing Co. by King-Hinners Radio Co.



# The Radiola X and the

## Radiola Regenoflex



### Two Radiola Models of Particular Interest to the New England Talking Machine Dealer

The Radiola line, with its slogan "There's a Radiola for every purse," offers the talking machine retailer the best there is in radio. It is our intention, however, to feature from time to time various individual models of the Radiola line and their strong merchandising appeal for the talking machine dealer.

With the Radiola X you can feature a new and beautifully cabined instrument, with reception that is particularly clear and true. The selectivity is so sharp that no near station can interfere with distant programs—so simple that a beginner can operate it. A built-in loud speaker is one of its outstanding achievements.

The Radiola Regenoflex is a modified Radiola X in mahogany cabinet with external loud speaker and retails at a popular price. Both models have their individual appeal and offer the talking machine retailer numbers that are bound to make his radio department profitable.

As distributors of Radiola products it is our aim to confer with our dealers in the most efficient presentation of the line. Our service department is ready at all times to be of assistance to the dealer. We are able to serve our dealers with the best in the radio field.

*If you are a talking machine dealer situated in New England it will pay you to write us today. Pittsco service is designed to increase your turnover and profits.*

## F. D. PITTS COMPANY

INCORPORATED

219 COLUMBUS AVENUE

BOSTON, MASS.

RADIO MERCHANDISE EXCLUSIVELY — EXCLUSIVELY WHOLESALE

*The Trade in* **BOSTON** *and* **NEW ENGLAND**  
 JOHN H. WILSON, Manager  
 324 WASHINGTON ST., BOSTON, MASS.

**General Improvement Creates Optimism in the Boston and New England Territory**

Last Month of the Vacation Period Ushering in Trade Revival—Dealers and Wholesalers Report Gains—Fred E. Mann, Former Columbia Manager, in New Post—Other News of the Trade

BOSTON, MASS., August 9.—It's good news that a general improvement has been noted all around in the trade; this is quite as true of New England as of Boston. This is the last month of Summer vacations and when August comes to an end there is a sort of automatic rejuvenation in business circles to which everyone almost unconsciously responds, for no one doubts for a moment that there is a business psychology that has a bearing on the general situation. July with many local houses exceeded expectations. Several leading men in the trade have been paying more attention to the New England territory and their trips among the dealers have had a most stimulating effect. Those dealers and jobbers will tell you there are many such who have been buying on a hand-to-mouth basis, and who are now in line for heavier purchasing, and it may strike some as a risky statement to say that there still may be a shortage of goods toward the holiday season; but that is just what some jobbers are predicting.

**Victor Engineers Address Dealers**

Park W. Willis and Mr. Murray, both of the engineering department of the Victor factory, were in town the middle of July and at Steinert Hall addressed Victor dealers and repair men on the care and operation of electric motors. Those present carried away a valuable fund of information which will be utilized the coming months.

**Kenneth E. Reed Back From Maine**

Kenneth E. Reed, wholesale Victor manager of M. Steinert & Sons, is home from an extended Maine trip which he took by auto, accompanied by Guy L. Foote, who has that territory for the house. Mr. Reed was away from the Arch street office two weeks and covered a distance of more than 1,500 miles, sometimes going 150 miles in a single day over roads far from the best. Forty-eight different cities and towns were visited and calls made upon Victor dealers, most of whom were looking forward to a good

Fall business. Mr. Reed stated upon his return that for a Summer period business on the whole was found to be good and at the Summer resorts the demand for records was particularly brisk. In Aroostook County, where the potato crop promises to be unusually large, everyone is looking forward to rapidly improving business.

**Unusual Window Display**

In one of the Bedford street windows of the R. H. White Co. there is a catchy display advertising Brunswick and Victor records that compels much attention from passers-by. "What do you want to hear to-night with your phonograph and records?" asks a big placard. Then it goes on to state that selections from famous orchestras and artists from all over the country are always available on Victor and Brunswick records. In the foreground are numerous discs with the name of the orchestra or artist and the name of the city in the country from which they hail. From each of these discs runs a streamer attached to the corresponding city on a large map at the rear of the window.

**Brunswick Business Gains**

Business at the Brunswick headquarters, controlled by Kraft, Bates & Spencer, has shown some improvement the last two weeks of July and there is a strong feeling that this improvement will continue. Samples of the new Brunswick instrument combining the talking machine and radio have been received and Brunswick dealers have begun to order these models rather generously. A new dealer who has just been signed up to handle the Brunswick is H. C. Ingalls, who has a well-equipped store in Portland street, St. Johnsbury, Vt. Harry Spencer, of the Boston house, reports that the Al Jolson records continue to go big.

**A Big Sonora Order**

Joe Burke, head of the New England Phonograph Distributing Co., has just sold seventy-five Sonora machines to a large local furniture house, which is a most encouraging sign. Joe says that July really was a very good month,

much better than June, which, he states, was not satisfactory. Toward the latter part of the month he spent a week visiting the Connecticut territory and he came home much impressed with the general trend of things, having found dealers extremely optimistic, a good start already having been made toward an active late Summer and Fall business. Joe says, further, that the combination of phonograph and radio, the Sonoradio, as it is called, promises to go big this Fall and the new loud speaker lately put on the market by the Sonora Co. is finding a wide distribution.

**To Attend Sonora Distributors' Meeting**

Joe Burke and his brother, Tom Burke, of the travelling staff of the New England Co., are going over to New York in a day or two for the purpose of attending the meeting of the Eastern distributors of the Sonora, which will bring together perhaps a dozen men.

**Interested in World Air Flight**

Probably there are few persons in the talking machine industry who are more keenly interested in the round-the-world flight of the three aviators, now en route to Iceland from England, than Edw. Kilgore, of the Eastern Co., for he knows just what these brave men are experiencing, as he has been through a good deal himself airwise. During the late war Mr. Kilgore was in the aviation service and he can show his friends a whole budget of photos in which he is a conspicuous figure. Ever since the airdrome has been open in East Boston he has been a frequent visitor and nearly every Saturday afternoon he soars into the air, accompanied by an army officer. Mr. Kilgore is planning to be on hand when the three world aviators, whom he knows, reach Boston, which will probably be about the middle of August. By-the-bye, Kilgore is one of the few who has enjoyed a trans-continental flight.

**Maguire a Real Hero**

They've got a real hero at the Oliver street headquarters of the Pardee-Ellenberger Co., Edison distributor. His name is John Maguire, employed in the shipping room of this concern, for which he has worked for nearly two years. Maguire, who is eighteen years of age, was on his vacation and on July 23 he rescued four young persons from a swimming pool in the

(Continued on page 80)



**When Winter Comes—What Then!**

Summer is the season for portables—for the present, and preparation for the future. Now is the time to make plans for the Fall and Winter trade—to lay out sales campaigns and put machines and records into shape to meet every demand.

In this work Ditson Service can help you.  
 Backed by 89 years of music selling experience.

**OLIVER DITSON CO.**  
 BOSTON, MASS.

*Victor*  
 Exclusively

**CHAS. H. DITSON & CO.**  
 NEW YORK

## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 79)

## HORTON-GALLO-CREAMER CO. NEW HAVEN



### VICTOR WHOLESALEERS

who serve a small clientele of preferred dealers especially well.

town of Belmont, where he lives. His gallant work has been brought to the attention of the Massachusetts Humane Society, which is now collecting all the facts.

#### Good Edison Outlook

Manager Frederick H. Silliman, of the Pardee-Ellenberger Co., has been finding a good demand for the Edison product and he reports that July was quite the best month of the year since February. He has just returned from a week's business trip through New Hampshire and Vermont and he says that almost everywhere dealers were highly encouraged over the prospects for the Fall and he believed that from now on they will be ordering in larger lots.

#### Improving Columbia Facilities

Since the advent of William S. Parks as head of the Boston offices of the Columbia Co. there has been considerable of a rearrangement of the headquarters which will be the means of greatly facilitating business and this will be greatly appreciated by Columbia dealers. There will now be sufficient space to store a substantial quantity of the eighteen different types of Columbia

machines in the Boston branch so that delivery can be made at very short notice. It has just been learned that the Columbia Co. is about to announce three new and beautiful high-type consoles in models to be known as numbers 560, 570 and 580.

Manager Parks, of the Columbia Co., has been spending much of his time since coming to Boston in visiting among the dealers and he has been able to bring again into the Columbia fold several old accounts.

William R. Fleming, assistant manager of the Boston branch of the Columbia Co., has returned from his vacation, which was spent with Mrs. Fleming and their two children at Eastham. While on the Cape they motored to numerous resorts, including Chatham, Hyannis and Provincetown.

#### Italian Hospitality

Herbert Shoemaker and Edward Kilgore, of the Eastern Co., motored down to Providence a few weeks ago where they were the guests of Joseph Morgera, Victor dealer, who treated them to a real Italian dinner at his home. The guests sat down at one o'clock and for several hours thereafter one course after another appeared on the table—quite a real feast, say these Eastern officials, who are still talking about it.

#### Plugging Gets Results for Cheney

New England Manager G. Dunbar Shewell, Jr., of the Cheney line, apparently is not one of those talking machine men who are finding fault with business conditions, for he says that June and July for him were simply great, with the June business in particular quite in excess of the same month in 1923. Mr. Shewell is one of the sort that keeps plugging along and is almost constantly out in his territory. Just at this writing he is on a trip to Maine on which he started the last day of July. He plans to get as far East as Old Town, beyond Bangor.

#### Sonora Line With Hall Co. in Burlington

Speaking of the Sonora, it is of interest that while Raymond L. Burke and W. A. Burke were up in Vermont the middle of June they closed a new account for the handling of the Sonora line, the new connection being the Hall Furniture Co., of Burlington, Vt., which received its first shipment of goods on August 1.

#### How Radio Developed "Talker" Inquiries

Manager Shewell relates an interesting story about the WFAB broadcasting station at Fall River, which is the Fall River Herald enterprise.

## 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' 8" marine ends.....	No. 2141	.32
1"x.020x15' marine ends.....	No. 3335	.35
1"x.020x15' bent arbor.....	No. 5394	.38
1"x.020x15', bent at each end.....	No. 6546	.43

### COLUMBIA

1"x.028x16' crimp arbor, new style.....	No. 20009	.67
1"x.028x10' Universal.....	No. 2951	.34
1"x.028x11' Universal.....	No. 2951	.36
1"x.030x11' hook ends.....		.45
1"x11' for motor No. 1.....	No. 1219	.35

### HEINEMAN

1"x.025x12' motors, Nos. 33 & 77.....		.35
1 3/16"x.026x19', also Pathé.....		.75
1 3/16"x.026x17'.....	No. 4	.59

### MEISSELBACH

3/4"x10' motors, Nos. 9 & 10.....		.29
1"x9' motors, Nos. 11 & 12.....		.31
1"x16' motors, Nos. 16, 17 & 19.....		.49
2"x.022x16', rectangular hole, 18k10.....		1.20

### SAAL-SILVERTONE

1"x.027x10', rectangular hole.....	No. 144	.42
1"x.027x13', rectangular hole.....	No. 145	.48
1"x.027x16', rectangular hole.....	No. 146	.58

### BRUNSWICK

1"x.025x12', rect'gular hole, regular.....	No. 201	.43
1"x.025x18', rect'gular hole, regular.....	No. 401	.58

### KRASBERG

1"x12' motor 2A.....		.45
1"x16' motor 3 & 4.....		.55
1"x18' new style.....		.60

### EDISON

1 1/2"x.028x25' regular size disc motors.....		1.25
1"x.032x11', Standard.....		.55
1 5/16", Home.....		.70
1 5/16"x18' type A 150, old style disc.....		1.28
1" Amberola 30-50-75.....		.56
1 1/16", B 80.....		1.15

### SUNDRIES

1"x.025x9', pear-shaped Stewart.....		.34
1"x.025x16', Sonora, Style 30.....		.52
2 5/32"x.026x10', P.S. Swiss Motors & Pathé.....		.36
1 1/4"x.025x17' round hole, Mandel.....		.75
3/4"x.022x9', pear-shaped small motors.....		.26
1"x.025x16', pear-shaped hole or rect.....		.50
3/4"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	.95
Victor Gov. balls, n/style, No. 3302.....	each	.07
Victor-Columbia Gov. sp., screw washers, 100.....		.72
Columbia Gov. springs, No. 3510.....	per 100	.95
Columbia Gov. ball, lead, flat and spring.....		.08
Columbia Gov. ball, new style & spring.....		.08
Turntable felts, wool, green, 10", 15c; 12".....		.18

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

This station uses a Cheney 110 for broadcasting and a while ago someone who listened in was so delighted at a certain vocal solo that he asked that it be repeated and upon being informed that it was a record used on a Cheney machine was more than surprised at the splendid results. Then naturally followed further inquiries at the local Cheney headquarters for additional data about these machines. Good advertising, that!

#### Describes Cheney Construction in Window

There's a most attractive display of Cheney machines and parts in the window of the Henry F. Miller Piano Co. in Boylston street. This includes the two panels telling the story of Cheney construction by units, described in this department several months ago at the time Manager Shewell received them. Since then they have been shown in the windows of several Cheney dealers.

#### Eastern Co. Gets Federal Radio Distribution

The Eastern Talking Machine Co. has just arranged for the exclusive distribution throughout New England of Federal radio panels to fit all Victrolas and dealers are manifesting a deep interest in them. With the oncoming Fall the Eastern Co. is likely to find a ready sale for these. Herbert Shoemaker, manager, is spending a fortnight in northern New Hampshire, whither he motored with Mrs. Shoemaker.

#### Many Present at United Co. Opening

The United Music Co., Plymouth, recently moved into its new quarters at 54 Main street. The new store is in charge of Maurice Feldman, brother of Charles Feldman, of Feldman & Popkin, who conduct the United chain of music stores. Appropriate ceremonies featured the formal opening of the new establishment and it is estimated that 7,000 people visited the store during the first day of business. Souvenirs were distributed to all visitors and a musical entertainment was given. A number of prominent figures in the talking machine world were present at the opening ceremonies. The store carries a complete line of musical instruments, including

# Okeh and Odeon Records

OKEH records, with early releases of the popular song and dance hits recorded by prominent artists, and imported Odeon recordings, revealing the true beauty of Old World music, are bringing new customers to the dealers' stores with regularity.

Helping New England dealers to get their full share of this business by fast, efficient service and hearty co-operation, is

## General Phonograph Corporation of New England

126 Summer Street

Boston, Mass.

Buy Okeh Needles—They Keep Record Sales Alive!

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 80)

# Ready for Radio



Send for Catalog

## The Eastern Talking Machine Co.

85 ESSEX STREET  
BOSTON MASS.

talking machines, pianos, musical merchandise and sheet music. There were also a number of out-of-town guests, who came specially to view the new store. Among them were F. Warren, of Kraft, Bates & Spencer, Boston; Horace O. Jones, manager of the Boston Q R S Music

## Fred E. Mann in New Post With Charles W. Hoyt Co.

Former Manager of Columbia Branch in Boston  
Now Connected With Bay City Branch of  
Prominent Advertising Agency

BOSTON, MASS., August 4.—Fred E. Mann, formerly manager of the Columbia Phonograph Co.'s branch in this city and popular throughout Boston commercial circles, has become associated with the Charles W. Hoyt Co., Inc., well-known advertising agency with offices in New York, Boston and Springfield. Mr. Mann will make his headquarters at the Boston office of the company in the Little Building, being associated with Thomas I. Crowell, Jr., and Gilbert S. Pattillo. Geo. W. Hopkins, formerly vice-president and general sales manager of the Columbia Phonograph Co., is vice-president of the Charles W. Hoyt Co., Inc., with headquarters in New York, and Mr. Mann is one of Mr. Hopkins' close personal friends. Mr. Hopkins is achieving splendid success with the Charles W. Hoyt organization, and at the present time this agency is handling several important talking machine and radio accounts.

Co., and Mrs. Jones; Irving Levin, of Oliver Ditson Co., Boston; Herbert Shoemaker, of Eastern Talking Machine Co., Boston, and Mrs. Shoemaker. Mr. and Mrs. Charles Popkin and Mr. and Mrs. Charles Feldman from the Brockton, Mass., store of the company, attended the opening. Mr. and Mrs. Roy T. Davis were also there. Mr. Davis is general manager of the United Music chain of stores. The new store handles a full line of talking machines, etc.

### O. W. Ray a Visitor

Oscar W. Ray, of the Vocalion Co., was a welcome visitor in Boston the latter part of July.

### W. G. Adams Plans Maine Rest

William G. Adams, credit manager of the Pardee-Ellenberger Co., is looking forward to a repetition of his pleasant vacation of last year, when he spent a fortnight in the Moosehead Lake region of Maine in the company of the fire ranger of that territory, a friend of his.

# Best In New England

Exclusively



Wholesale

## The Eastern Talking Machine Co.

85 ESSEX STREET  
BOSTON MASS.

### Wide Interest in Royal Line

P. A. Ware, now in Boston as the general manager of the Royal Line Sales Corp., with offices and showrooms at 218 Tremont street, is back home from a canvass of the Connecticut territory, where he found a live interest in his Royal talking machines and radio products.

### Visit Victor Plant

Manager Herbert Shoemaker and his able co-worker, Edward Kilgore, both of the Eastern Co., spent two days at the Victor factory toward the middle of July.

### "Dick" Keyes to Wed

There's going to be a wedding in the Burke family shortly, for "Dick" Keyes, brother-in-law of Joe Burke, head of the New England Phonograph Distributing Co., is to marry Miss Margaret White, of West Newton. The wedding will come off in September. "Dick" Keyes represents the Sonora in the Connecticut territory.

### Many on Vacation

Late in July A. M. Hume, of the A. M. Hume Music Co., enjoyed a few days' motoring trip through the White Mountains. He was accompanied by Mrs. Hume, and together they visited several of the New Hampshire resorts.

E. P. Johnson, road man for the Eastern Talking Machine Co., has his family at Marblehead, where they are spending their vacation.

Joseph J. Moran, manager of the talking machine department of the Shepard Stores, has returned from his vacation. He and his family motored South, going as far as West Virginia. While he was away the business was cared for by W. J. Walmer, one of the dependable young men in the business.

Francis T. White, manager of the talking machine department of the C. C. Harvey Co., spent his vacation at Falmouth Heights, down on the Cape, where he and his family have been for several seasons.

Mason P. Currier, Jr., also of the C. C. Harvey Co., is back from Kearsarge, N. H., where he took his family by auto.

(Continued on page 82)

# KRAFT-BATES AND SPENCER INC.

New England Distributors  
of  
*Brunswick*  
PHONOGRAPHS AND RECORDS

## All The World Is Turning to Brunswick

Maximum Discounts and Community Leadership Bring  
Brunswick Dealers Bigger, More Profitable Business

A Brunswick franchise will mean more money and a bigger prestige in your community. Compare the advantages with those you now get.

- 1—Maximum discount. More profit per sale, per month, per year. More profit on your present volume of business.
- 2—Direct contact with us. Controlling our own distribution, all dealer transactions are direct.
- 3—Ample protection of your franchise because distribution is controlled directly by us. Hence the unusual value of a Brunswick protected franchise.
- 4—A wide variety of instruments in all types. Prices ranging from \$45 to \$775.
- 5—LEADERSHIP IN MERCHANDISING enabling you to be the leader in your community.

KRAFT-BATES and SPENCER, Inc.  
80 Kingston Street Boston, Mass.



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 81)

## A Message of Vital Importance to New England's Victor Retailers

New England has long been called The Summer Playground of America. The Summer season offers tremendous possibilities to the progressive Victor Retailer for the sale of portable Victrolas which are particularly adapted for camping, canoeing and all outdoor uses.



VICTROLA VI

**Plan Your  
Summer Campaign Now**



VICTROLA NO. 50

Our stocks are complete, but we anticipate a shortage on portable models owing to the unusually large demand.

Anticipate your summer requirements and Order Now. Delivery guaranteed.

### M. STEINERT & SONS CO.

35—39 Arch Street

BOSTON

New England Victor Distributors

**"STEINERT SERVICE SERVES"**

"Proven by Deed—Not Word"

Lewis K. Scott, in charge of the talking machine store, Henderson's, in Park Square, spent his vacation in a camp in Maine. He and his family returned only a few days ago.

Jerome Murphy, of M. Steinert & Sons, spent his vacation with his family at Old Orchard, Me. He was away a fortnight.

John W. Mahoney, of the Arch street headquarters of M. Steinert & Sons, handling the Victor, wholesale, has returned from his vacation, which was taken in an automobile tour of the White Mountains with his family.

Arthur W. Chamberlain, of the traveling staff of M. Steinert & Sons, is back home, having spent his vacation in the New Hampshire hills.

Louis H. Ripley, of the traveling staff of the Pardee-Ellenberger Co., Edison distributor, is spending the week-ends at his farm at Winchester, N. H.

W. E. Birdsall, of Vocalion Hall, is back home from his vacation, which included an automobile trip to Canada.

Arthur Forbes, in charge of the advertising department of the Hallet & Davis Co., spent his vacation at Hyannisport, down on the Cape, where he indulged in his favorite sport on the golf links.

W. S. S. Stackhouse, of the sales staff of the A. M. Hume Music Co., has gone to Cumberland, Md., for his annual vacation.

## Sales of Portable Machines and Records Feature of Trade in Salt Lake City

Unprecedented Portable Demand Continues Unabated—Combination Radio-Phonographs Arouse Widespread Interest—Bright Outlook Creates Optimism—Trade Activities of the Month

SALT LAKE CITY, UTAH, August 6.—Although machine business is rather quiet here now, there is a fair demand for records. More portable models have been sold this year than in previous years and their popularity is steadily growing.

One thing that is going to keep the wholesalers and retailers of phonographs busy hereafter, if nothing else does, is the combination radio and phonograph, a supply of which has reached this city from the Brunswick people. R. F. Perry, of the local staff of the Brunswick Co., said there is a great deal of interest in this new machine. Orders, he declared, are coming in fast. The local officials of the branch held a radio concert at the office one night last week which dealers from three or four cities attended for the purpose of studying the machine. Considerable enthusiasm was manifested during the evening.

As far as the industrial situation is concerned things are satisfactory. Mining, manufacturing and the tourist business are all in good shape. The same might be said of livestock. Business men in every line are optimistic. They feel that the industrial outlook is such that business is going to be good for many months to come.

An interesting news item this month is that the Glen Bros.-Roberts Piano Co. has become an agent for the Brunswick phonograph. This well-known retail house will now have at its

Salt Lake store the complete lines of Victors, Edisons and Brunswicks.

The big staff of the Daynes-Beebe Music Co. spent an enjoyable evening last week in Emigration Canyon, near this city. The trip was made by automobiles. There were songs, dancing, music, bonfires, hot dog roasts, games.

Charles Pike, prominent in phonograph circles here for some years past and up to Christmas, 1922, an important member of the staff of the Consolidated Music Co. and of late associated with John Elliot Clark Co., Victor agent, as manager of its retail store, has resigned from the music business and will hereafter devote most of his time to his ranch. W. G. Saddler, who has been on the road for the Clark firm, will succeed Mr. Pike. He was married the other day to Miss Beulah Huish, a former mem-

ber of the Clark retail store staff and prominent among the city's younger vocalists.

M. V. Perry, of the music department of the Z. C. M. I. department store and formerly of the phonograph department of the Keith-O'Brien Co., has been offered and has accepted the position of manager of the wholesale branch of the John Elliot Clark Co., at Butte, Mont. Mr. Perry is the father of R. F. Perry, of the local branch of the Brunswick Co. He succeeds George McClelland, who will return to the company's wholesale department here.

Fred Robinson, Consolidated Music Co., is now in the music business at Long Beach, Cal.

Local visitors include P. S. Heilbut, manager of the music department of the Bates Stores Co., Provo; G. L. Heindselman, of Provo; William Boyden, Coaville, and Ezra B. Jones, Ogden.

A. J. Kendrick, general sales manager of the Brunswick Co., was a local visitor last week.

Local wholesale firms are rejoicing in the recent decision of the I. C. C. to refuse the application of the railroads seeking to reduce their freight rates on commodities moving from Eastern points to the Pacific Coast without observing provisions of the long and short haul section of the Interstate Commerce Act. Had the roads been granted their request it would have meant that Salt Lake City's wholesale territory would have been made smaller as a result of unfair competition.

## WorkRite Mfg. Co. Opening Many New Dealer Accounts

CLEVELAND, O., August 5.—The WorkRite Mfg. Co., of this city, which is manufacturing a complete line of handsome neotrodyne radio sets,



Radio-King Model

is opening important dealer accounts in the leading trade centers throughout the country. The company is specializing on the production of sets enclosed in distinctive cabinets, harmonizing with the finest furniture and musical instruments. The receiving apparatus, which is identical in all the sets, is manufactured under Hazeltine neotrodyne patents, employing two radio frequency, one detector and two audio amplifier tubes. The panels and dials of the receiving units are identical in color and grain with the rich brown mahogany of the cabinets. Engraving is gold-leaf inlaid and the switch and jack are gold-plated.

One of the leaders in the WorkRite line is the Radio-King model shown herewith, which has a built-in loud speaker concealed behind a mahogany grill. Two other popular models are the Air-Master and the Aristocrat, the latter being a handsome console model with a loud speaker in a compartment at the left of the panel and a similar compartment at the right for A and B batteries

**UNIFORM QUALITY = UNIFORM RESULTS**

You can safely rely upon the quality of our

**COTTON FLOCKS for PHONOGRAPH RECORDS**

Write for samples and quotations

**CLAREMONT WASTE MFG. CO.**

**Claremont, N. H.**

# Ware NEUTRODYNE Receivers

The dominating idea of the Ware Radio Corporation is to build the best receivers that can be made, and to sell them only through dealers who are equipped to display and demonstrate them in the most modern way and to render adequate service after they are sold.

The Ware Radio Corporation is a strong organization from a financial standpoint, and at the head of its develop-

ment work is Mr. Paul Ware, President, who designed radio equipment now in use by the United States Army Signal Corps.

It is the purpose of this company to keep in the forefront of radio development and by close cooperation with its carefully selected dealers to build up a merchandising organization second to none.

## Ware Type T Neutrodyne Receiver

Height, 10 $\frac{3}{4}$  inches  
Width, 14 inches  
Depth, 13 $\frac{1}{2}$  inches



**Price \$65.00**

without accessories

The latest product of the Ware Radio Corporation is the Type T Neutrodyne Receiver—the first three-tube Neutrodyne ever made and the first Neutrodyne to be operated on dry cell tubes.

It is designed to reproduce broadcast programs with perfect clearness and naturalness, and with the marvelous tone quality for which the Ware Neutrodyne Receivers are famous. Though it is very moderately priced, it will do practically everything that the larger Ware Receivers will do, except that its range is not quite as great. It has, however, all the volume that is desired in the home, and will operate a loud speaker clearly and distinctly, bringing in distant stations under favorable conditions.

The cabinet is of attractive design in dull mahogany. The panel is built on a slant, affording comfortable resting place for the hands. Cabinet holds "A" and "B" dry cell batteries.

The circuit is a Neutrodyne reflex, using three dry cell tubes. By reflexing one of the tubes, it has one stage of tuned radio frequency amplification, vacuum tube, detector and two stages of audio frequency amplification, making it equivalent to a four-tube circuit. Two tuning dials; tuning extremely simple. One rheostat controls the filament current for all tubes. Two jacks: one for the first and one for the second stage of audio frequency amplification. Extremely low battery consumption.

Write to any of our distributors for full information, or direct to

### Distributors

Progressive Musical Instrument Corp.,  
New York, N. Y.  
Dalrymple-Whitney Radio Corp.,  
New York, N. Y.  
Cohen & Hughes, Inc.,  
Baltimore, Md.  
Estey Company,  
Philadelphia, Pa.  
A. R. Rodway,  
Chicago, Ill.  
Yahr & Lange,  
Milwaukee, Wis.

### Distributors

Kiefer-Stewart Co.,  
Indianapolis, Ind.  
The Ohio Musical Sales Co.,  
Cleveland, Ohio  
Lueker Sales Company,  
Minneapolis, Minn.  
Commercial Associates, Inc.,  
Los Angeles, Calif.  
C. A. Richards, Inc.  
(Foreign Distributor)  
New York, N. Y.

**Ware**  
**RADIO CORPORATION**  
529-549 WEST 42<sup>nd</sup> STREET  
NEW YORK



Type TU, 3 tubes  
Same as Type T, except cabinet  
Retail price \$150, without accessories



Type X, 4 tubes, 1 reflexed,  
operating on dry cells  
Retail price \$150, without accessories  
Type W, 5 tubes  
Retail price \$175, without accessories



Type XU, 4 tubes, one reflexed, operating on  
dry cells. Same as Type X, except cabinet.  
Retail price \$275, without accessories  
Type WU, 5 tubes  
Same as Type W, except cabinet  
Retail price \$300, without accessories



## Twin Cities Talking Machine Business Rounds Turn for Usual Fall Prosperity

Optimistic Feeling Permeates Wholesale and Retail Trade as Each Week Brings Increased Business and More Concrete Indications of a Busy Fall—Dealers Planning Sales Drives

MINNEAPOLIS and ST. PAUL, MINN., August 8.—Business is coming back in the Northwest. Each week seems to bring some increase in talking machine business and dealers are imbued with a more distinctly optimistic feeling than has been prevalent for a long time. Twin City jobbers, encouraged by the awakening interest in outlying districts, are laying their plans accordingly for Fall business.

### Trade Interested in Radio Station Closing

Those interested in the music industry here are watching with a good deal of interest the final disposition of WLAG, the principal Twin City radio station, which has been operated by the Cutting & Washington Radio Corp. up until July 31. Whether the station will be taken over by the city of Minneapolis or be sponsored for another year by a group of business men or be closed immediately is not yet settled. Radio equipment is handled quite generally by the trade and to these merchants the WLAG affair is of particular interest.

### Wide Interest in Brunswick Radiola

"Business is improving very much, both in machines and records," said "Doc" O'Neill, presiding genius of the Brunswick Co. "The indications of an excellent crop have given country dealers a more encouraged viewpoint. For the most part, their stocks are low and they are just starting to anticipate the crop and to start buying."

The Brunswick Radiolas, which have been decorating the local distributor's showrooms for a fortnight, are the object of the most complimentary attention, even greatly stirring the enthusiasm of "Doc" O'Neill, who admits he does not become very readily enthusiastic. Dealers from the Twin Cities and out of town are expressing the highest praise over the display. The Brunswick Co. here will start filling orders on the Radiola early this month.

### E. Fearn a Visitor

Elmer Fearn, of Chicago, head of the Consolidated Talking Machine Co., with branches in Detroit and Minneapolis, is in the city visiting the local office.

### Victor Dealers Plan Record Drive

Victor dealers in the State are planning to join with the Victor distributors, the George C. Beckwith Co., in making an unprecedented feature of Paul Whiteman's record, "By the Waters of Minnetonka," which was composed by a Minnesotan to celebrate famed Lake Minnetonka, the largest lake near the Twin Cities. This record will be released in September. The plans for making known the record include full-page newspaper advertisements, special window displays, store exhibits and special sales booths in department stores, as well as a tie-up with the State Theatre orchestra.

### Plan Artists' Tie-up

The Eight Popular Victor Artists are scheduled to appear at the St. Paul Auditorium October 4 or 5; in Northfield, October 3, and in St. Cloud October 2. Dealers are planning to tie up with their appearances and big results in record sales are anticipated.

### "Musicless" Day Outing a Great Success

The celebration of "Musicless" Day here on July 15, which was marked by the closing of all music stores and the participation of music dealers and their business organizations, families and friends, was a huge success. More than 1,000 persons were present at the picnic, which was held at Excelsior, Lake Minnetonka. A baseball game and other sports were a feature of the celebration and to cap the climax there was dancing to the music of Joe Peyer's St. Paul Athletic Club Orchestra in the afternoon and evening. This is the second annual picnic of the Twin Cities music industries and it was an event which will long be remembered by

those who were fortunate to be present. Chas. K. Bennett, of Geo. C. Beckwith Co., was chairman of the arrangements committee.

### W. L. Sprague Gives Reasons for Optimism

W. L. Sprague, head of the Columbia Phonograph Co., jobber, says: "Orders are coming in stronger. There is a feeling all over the territory that times are on the mend. In fact, the best indication to me that the phonograph business is in better shape is the number of inquiries from small town dealers who want to get agencies, a situation which we have not had for some time." Mr. Sprague feels that with \$1.50 wheat and corn up and hogs up this part of the country is in good condition. Mr. Sprague has taken trips to northern Minnesota

and North Dakota and left August 4 for South Dakota. According to reports from South Dakota, he feels that business in that State is coming back in good shape.

### A Son Arrives at E. G. Hoch Home

Edward G. Hoch, of the Edward G. Hoch Co., Cheney distributor, returned August 2 from a few days' trip into southern Minnesota. Mr. and Mrs. Hoch are the parents of a baby son, who arrived at the Hoch home recently.

### Now Exclusively an Edison Wholesale House

"Business has picked up the last couple of weeks," said J. Unger, of the Lawrence H. Lucker Co., Edison jobber. "Things look better and we expect good Fall business." Mr. Lucker is doing an exclusively wholesale business now. July 31 marked the last day in the life of the retail store, the Minnesota Phonograph Co. at Nicollet avenue and Sixth street. Milton Lowie, manager, and M. J. Golden, of the retail store, have joined the force at the wholesale office.

Edison phonographs and the radio equipment which Lucker's handles will be on display at the Minnesota State Fair, August 30 to September 6.

# K-E Loud Speaker

—with the 4 inch diaphragm

We know quite well that all the superlatives in the dictionary will not convince you of the superiority of this loud speaker. Our name and reputation in the talking machine industry should help but only actual PROOF will do the trick!

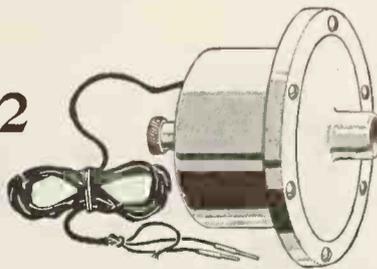
Order a trial speaker now at only \$17.50

We have made these special trial prices to show those dealers who want to be shown—and to let their own customers hear an honest-to-goodness real loud speaker.

\$25  
Retail

Today is a good day to order your trial K-E.

\$12



Order a trial Phonograph unit now at only \$8.40.



**KIRKMAN ENGINEERING CORPORATION**  
484 Broome Street New York City  
Makers of the K-E Automatic Stop

## Pittsburgh Appearances of Artists Have Stimulating Influence on Retail Sales

Dealers Tie Up in an Effective Manner With Visiting Musical Aggregations and Profit Through Increased Sales—Co-operate in Publicity—Dealers Add New Lines—The News

PITTSBURGH, PA., August 9.—Two of the outstanding events of the present mid-Summer season in Pittsburgh were the appearances here of Ted Weems and His Orchestra of Victor artists and Vincent Lopez and His Hotel Pennsylvania Orchestra, Okeh record artists. The various distributors and retail record dealers co-operated in the joint movement and as a result a large number of Ted Weems and Vincent Lopez records were sold. The Victor record distributors, C. C. Mellor Co., Standard Talking Machine Co. and W. F. Frederick Piano Co. co-operated in a general publicity move in advance of the coming of Ted Weems and his players. On the Sunday previous a three-quarter page co-operative advertisement was run in one of the newspapers in which the various Ted Weems records were featured, and a list of the Victor dealers in these cities and adjacent towns who were handling the records was given as follows: W. F. Frederick Piano Co., C. C. Mellor Co., Spear & Co., Menzer Music Shop, J. H. Phillips, Schaefer's Drug Store, South Hills Music Shop, Schell & McCloskey, Beechview Pharmacy, all of Pittsburgh; James Pharmacy, Aspinwall; C. L. Sipe, Bellevue; W. W. Espey Drug Co., Ben Avon; Home Furniture Co., and W. A. Kulp, Braddock; W. R. Reynolds & Co., Canonsburg; W. F. McLay, Carnegie; Crowther's Pharmacy, Carrick; Joseph S. Amsler, Clairton; Coraopolis Pharmacy, Coraopolis; Linc-Hi-Wa Furniture Co., East of Pittsburgh; Half Brothers and Mark Fischel, Homestead; F. C. Wampler & Son, Inc., McKees Rocks Furniture Co., McKees Rocks; D. Krasik, Monessen; Wm. Sahner & Co., Mt. Oliver; Cooper Bros., New Kensington; W. J. Mullan, Sewickley; S. D. Myers, Sharpsburg and F. J. Hanna, Woodlawn.

### Co-operative on Lopez Records

Vincent Lopez and His Hotel Pennsylvania Orchestra were featured at The Willows, a popular pleasure resort at Oakmont, the week of August 3. The orchestra was responsible for a large crowd of interested music lovers the entire week. The Music Master Corp., of Pittsburgh, wholesale distributor of the Okeh and Odeon records, was quite active in promoting the coming of Lopez and his players and secur-

ing the co-operation of the Okeh retail dealers in the sale of the Vincent Lopez records. A successful co-operative advertising campaign was participated in by dealers.

### Red Seal Sales Derby Under Way

In order to stimulate sales of Victor Red Seal records, Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., launched a Red Seal Derby in which all of the Mellor Co. Victor clients are participating. The Derby, which was started on June 19, will end on August 15. At that time the sales person having the highest volume of Red Seal record sales will be awarded a prize of \$15. The sales person having the next highest volume of Red Seal record sales will be awarded the second prize of \$10. Red Seal record sales have been rather brisk since the Derby was started and there has been much friendly rivalry between the sales forces of the several Victor record shops here.

### Featuring Brunswick in Four Stores

The S. Hamilton Co. has announced that a full line of Brunswick phonographs and records are now on sale at the four stores of the firm, viz., main store, 815-817 Liberty avenue; East Liberty, Wilkinsburg, and Ambridge. Wm. C. Hamilton, president of the company, is spending his vacation in New England.

Edward Hoffmann, of the J. M. Hoffmann Co., Brunswick dealer, is spending the month of August on a tour of the Great Lakes and a stay at Mackinac Island.

### Brisk Starr Business

H. C. Niles, secretary of the Starr Phonograph Co., of Pennsylvania, reports a very satisfactory volume of business in Starr phonographs and Gennett records.

### Optimistic Over Victor Outlook

J. C. Roush, president of the Standard Talking Machine Co., Victor distributor, is quite optimistic concerning the outlook for Fall business, basing it on the steady revival of industrial and general activities in the Pittsburgh and adjoining districts.

C. E. Willis, of the record department of the Standard Talking Machine Co., has returned from a trip to the Pacific Coast.

Wallace Russell, general manager of the

Standard Talking Machine Co., is commuting week-ends to his cottage at Lake Chautauqua.

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., is back at his desk after an enjoyable vacation trip to Atlantic City. Mr. Rewbridge is firm in his conviction that sales of the Victor lines this Fall will be very brisk.

### The Esenbe Co. Rendering Service

Talking machine dealers in this territory are receiving splendid service from the Esenbe Co., 37 Water street, a new wholesale organization that has just been formed for the purpose of interesting the talking machine trade in the sales possibilities of standard radio products. The Esenbe Co. comprises H. M. Swartz and Albert A. Buehn, both of whom are well known in the Pittsburgh wholesale trade and who number among their friends dealers throughout the territory. The company has engaged the services of a competent traveling staff and dealer accounts are being established in many of the most important cities in this section. Among the radio products that are being distributed by the Esenbe Co. are the following: Colin B. Kennedy radio sets, Pooley-Atwater Kent receivers, French Ray-O-Vac batteries, Gold Seal Homchargers, Music Master loud speakers, Kodol portable receivers, Pennsylvania Radiophones and others. The Esenbe Co. is also a distributor of Jewel and Oro-Tone portable phonographs which are proving very popular in Pittsburgh territory and which are being merchandised by representative dealers.

### Business Changes

The Victor talking department in the store of Hall, Kauk & Hyde at St. Marys, Pa., has been transferred to the Jacob Zelt Music Co. of the same place.

B. L. Burchard is the new owner of the Chapman Pharmacy at Crafton, Pa., Victor dealer.

### Many New Music Master Dealers

According to Frank Dorian, local manager of the Pittsburgh branch of the Music Master Corp., business has been unusually good. July sales were not only better than May and June but nearly 100 per cent greater than those of July, 1923. The number of music dealers who are extending their activities to radio is steadily increasing. Among the new dealers are: Lewis Averbach, Herminie, Pa.; North-Side Piano Exchange, Pittsburgh; Wagoner's Furniture Store, Piedmont, West Va.; Windsor Music Co., Tarantum, Pa.; J. M. Burns & Son, Waynesburg, Pa.; D. A. Waite, Altoona, Pa.; W. I. Straitiff Piano Co., Uniontown, Pa.; Jacob Meyers, Huron, O., and Strassner & Custer, Canton, O.

The Music Master Corp. has aroused great interest in this city by the display of its giant Music Master radio horn, which has been exhibited in a number of the large department stores. It is eleven and one-half feet high and has a bell six feet in diameter.

### Local Visitors

Wm. C. Boyer, assistant treasurer of the Music Master Corp., was a recent visitor to the local offices.

R. L. Raugh, of Stone & Thomas, Victor dealers, Wheeling, West Va., was a recent visitor to Pittsburgh.

### H. Milton Miller Resigns

H. Milton Miller, since 1917 with the Sonora Phonograph Co., and since 1919 manager of the Pittsburgh distributing offices, has resigned, effective September 1, next, and will locate in Lancaster, Pa., where he first engaged in the phonograph business as a Sonora representative. Mr. Miller has purchased a large garage there. He will be succeeded here by J. L. Du Breil, who is well known to the talking machine fraternity, having been connected with the Columbia and Brunswick sales departments.

### Campbell's Annual Outing

The annual outing of Campbell's Department Store was held August 2 at Elwyn Park, with more than 500 persons in attendance. The store handles the Columbia and Brunswick lines.

Jacob Schoenberger, president of the Lechuer & Schoenberger Co., Edison, Victor and Columbia dealer, is spending his vacation at Wildwood, N. J.

## Exclusive Wholesale Service in the PITTSBURGH DISTRICT

Colin B. Kennedy Equipment  
Pooley-Atwater Kent Receivers  
French Ray-O-Vac Batteries  
Exide Storage Batteries  
Gold Seal Homchargers  
Roller-Smith Radio Voltmeters  
Music Master Loud Speakers  
Weston Radio Plugs  
Pennsylvania Radiophones  
Kodol Portable Receivers

Jewel and Oro-Tone Portable Phonographs

# ESENBE CO.

SWARTZ & BUEHN

37 Water Street

Pittsburgh, Pa.

# Phonograph Dealers: Ask Your Association About Federal

*Ask about* the full, rich beauty of Federal Tone.

*Ask about* Federal simple three-dial control—and its capacity for procuring every shade of tone refinement.

*Ask about* Federal Selectivity and Distance Range.

*Ask about* the exceptional service Federal gives its dealers—as a backing to its iron-clad performance guarantee.

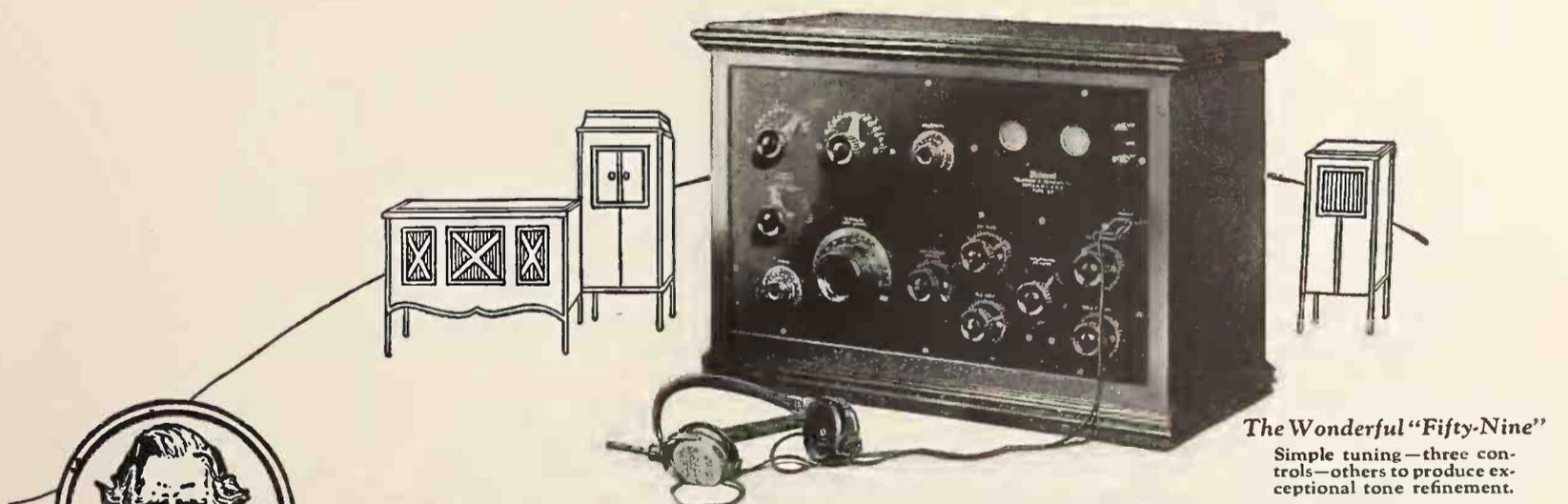
*Then* — write us for our interesting proposition to Phonograph Dealers—or ask your jobber to do it for you.



Federal, for twenty-five years, has been engaged in the manufacture of radio and similar electrical communication apparatus. It was first to develop a commercial radio set for radio-phonograph combination. This set was designed especially for installation in the No. 210 Victrola.

FEDERAL TELEPHONE AND TELEGRAPH COMPANY  
BUFFALO, N. Y.

Boston      New York      Philadelphia      Pittsburgh      Chicago  
San Francisco      Bridgeburg, Canada



The Wonderful "Fifty-Nine"  
Simple tuning—three controls—others to produce exceptional tone refinement.



# Federal

Standard **RADIO** Products

# HAPPENINGS IN THE DOMINION OF CANADA

## Sales of Records and Portable Machines Feature Summer Business in Montreal

Business Fair and the Outlook Is Bright—Employees of the Victor Co. of Canada Enjoy Outing and Sail—Warn Owners of Unlicensed Radio Sets—Other News and Activities of the Month

MONTREAL, CANADA, August 7.—The demand for portable machines has been fairly active here, while the call for dance records for Summer camps has been exceptionally good.

The employees of the Victor Talking Machine Co. of Canada, Ltd., with their families and friends, to the number of about eight hundred, journeyed down the river on the palatial steamer "Three Rivers" in July to Lanoraie, where they enjoyed themselves until about six o'clock, when the return trip was made, arriving in the city about 9:30, after what was pronounced to be the most successful of the annual outings given by the company to its employes, this being the twelfth.

Among the most interested and active participants in the sports of the day were the directors of the company, consisting of Walter J. Staats, E. E. Shumaker, E. R. F. Johnson, all of Camden, N. J., where they are also directors of the big Victor plant in that city; Edgar M. Berliner, president; B. Gardner, treasurer; J. S. Shield, general sales manager of the company, who with Mrs. Berliner and Mrs. Shield and a number of guests made up a jolly party. The day ended with dancing.

Through the generosity of the late C. G. Campbell military band concerts are being held three times a week in the various parks of the city, all of which are increasing the demand for band and other class of phonograph records.

A warning to the owners of unlicensed radio sets has been issued by the radio branch of the Department of Marine and Fisheries, declaring that steps will be taken to seize all unlicensed radio apparatus on and after a given date.

The Compo Co., Ltd., Lachine, Que., manufacturer of Apex records, had its annual close-down this year from July 12 to 28, in which all employes participate in a fortnight's holiday with pay.

A recent caller on S. H. Brown, of Brown's Talking Machine Shop, exclusive His Master's Voice dealer, was John H. Wilson, Boston representative of The Talking Machine World, who stopped off at Montreal en route to the Laurentian Mountains on a hiking and camping trip.

Montreal radio enthusiasts will have a splendid opportunity of learning something about the latest devices and most modern accessories by reason of a radio exhibition, the first of its kind to be held here, which has been planned for the Autumn.

The display will be under the management of the Canadian Exhibition Co. and will be staged in Windsor Hall, the dates set being October 20 to 25.

The "Mystery" Brunswick phonograph is

drawing crowds to the International Music Store (Frank Ramsperger).

Through the courtesy of C. W. Lindsay, Ltd., radio fans are treated nightly to concerts of the latest New Process Columbia releases broadcast by Marconi Co.

J. D. Stewart, Montreal manager of the Musi-

## Phonograph Men in Toronto Meeting to Broadcast National Exhibition Programs

Exhibition of Radio Sets in Sound-proof Rooms Under Ideal Conditions for Demonstrating to Feature Event—Columbia Phonograph Co., Ltd., in New Home—News of the Month

TORONTO, ONT., August 7.—At the recent meeting of the Canadian Phonograph Manufacturers' Association the question of making plans for exhibits at the forthcoming Canadian National Exhibition was the chief topic under consideration. The exhibiting of radio sets this year in turn suggested the discussion of broadcasting plans. It was decided to communicate with the Canadian Radio Trades' Association, having in mind the phonograph and radio men combining to broadcast regular programs during the Fair. Also it was decided to have the demonstrations of radio sets in the phonograph building carried on in sound-proof rooms.

George S. Braden, sales manager of the Russell Gear & Machine Co., Ltd., this city, has returned from an extended and satisfactory business trip to Australia and New Zealand.

The Columbia Phonograph Co., Ltd., has now moved to its new premises in the fine new Cassidy Building, Front street, West. As recorded in a recent issue of The World, the Columbia Phonograph Co., Ltd., is now owned and controlled by Canadian capital.

James Harrison, of W. H. Thorne & Co., Ltd., St. John, N. B.; Messrs. Kent and Bell, of the Kent Piano Co., Vancouver, B. C., and H. G. Stanton, vice-president and general manager of R. S. Williams & Sons Co., Ltd., Toronto, were among the Edison jobbers who recently visited Edison headquarters at Orange, N. J.

May Peterson, Vocalion soprano, who in private life is now Mrs. Ernest Thomson, of Texas, was in attendance at the Rotary Convention, Toronto, recently. Mr. and Mrs. Thomson are on a honeymoon until October 1, after which date Mrs. Thomson will continue her career as a singer. While in Toronto the Thomsons were entertained by E. C. Scythes, head of the Scythes Vocalion Co., Ltd., Canadian Vocalion distributor.

C. A. Richards, distributor for Canada of Sonora phonographs, paid a short visit to On-

cal Merchandise Sales Co., in conversation with The World, stated that Brunswick record business has increased in his territory three times as compared with the same period a year ago. The effect is being felt in Montreal of Abe Lyman's Orchestra, which has just concluded an engagement in New York, visitors from Montreal on their return home asking for these recordings; also records by Isham Jones and other Brunswick dance orchestras. Machine business also is good, according to Mr. Stewart.

C. W. Lindsay, Ltd., reports a steady demand for Vocalion records and claims many new converts for this make of record.

tario and Quebec dealers in the interests of his company recently.

The Columbia Phonograph Co., Ltd., has just recently sold a number of the new Columbia school models to the Canadian Pacific Railway.

The Karn Piano Co., Ltd., Woodstock, Ont., has assigned. This firm also manufactured phonographs. The first meeting of creditors will be called shortly.

The Quadrodyne receiver is being manufactured under basic patent claims which have been applied for in one of the Gold Medal Radio-Phonograph Corp.'s plants by a company specially organized for the purpose.

Music Day at the Canadian National Exhibition this year will be held on August 28.

The De Forest Radio Corp., Ltd., is now settled in its new quarters at 52 Jarvis street.

The new Otto Higel radio department will be under the personal direction of Ralph Higel. Associated with him as sales manager is F. V. Griffin, formerly of the Marconi Co.

Claude A. McMurtry has been allowed by Ottawa, Ont., a patent on a new sound amplifier for phonographs under patent number 240,399.

## Winnipeg Dealers Move to Put End to Smuggling

WINNIPEG, MAN., August 7.—Farquhar & Shaw, local representatives of the Brunswick phonograph and records, have purchased the entire stock of the Belknap-Murphy business.

Failing to get action by the Dominion Government, the Winnipeg members of the Retail Merchants' Association have appealed to the Provincial Government to move in the matter of putting a stop to the smuggling of merchandise at the American boundary which, it is estimated, is depriving business men of a turnover of at least \$1,000,000. The Canadian Credit Men's Trust Association is co-operating with the Retail Merchants' Association in the representations, which are being considered by the Provincial Government. Commodities which are being smuggled into the Province of Manitoba include, among other things, musical instruments, radio accessories, etc.

## Importance of Sincerity

In salesmanship sincerity is an absolute essential. The man who is not convinced that what he is offering is what the customer ought to buy cannot be convincing for long. The same is true of advertising. The sincere advertisement is the one that sells goods. Its genuineness is apparent.

## Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY

NONE LOWER IN PRICE

**THE RENÉ MANUFACTURING CO.**  
MONTVALE, NEW JERSEY

# Amazingly Different!

Music lovers from coast to coast have learned to divide all Radio Reproduction into two broad classes.

One class is the reproduction supplied by The Superspeaker.

The other is the wide variety that comes from all the rest of the so-called loud-speaking devices.

Between these two classes yawns a veritable Grand Canyon of Acoustics—the difference between real music and mere noise. Such is the verdict Jewett owners everywhere proclaim.

We can easily understand this verdict, for we know the reasons which cause this amazing difference.

These reasons have their beginnings in such fundamentals as dimensions, materials, workmanship and the application of acoustical engineering, available only to experienced musical-instrument men.

Not in even one of these fundamentals does the market include a duplication of The Superspeaker. Until the advent of some other instrument which can duplicate our product not in one but in every fundamental, the present chasm cannot be bridged.

From a long experience in the musical instrument field we unhesitatingly recommend The Superspeaker as a business building article for any merchant, and an essential part of any Radio stock.

No extra batteries—nothing to get out of order—Each Superspeaker shipped in individual carton—

Vemco Reproducing Unit also furnished separately for Phonograph Adaptation.

*Get our dealer proposition in time to cash in with Fall Demand.*



*The*  
Superspeaker,



*The*

THE JEWETT RADIO & PHONOGRAPH CO.  
5680 Twelfth Street - - - Detroit, Michigan

Superspeaker

## Two Magnavox Radio Models to Be Introduced to Trade

Indications Point to Busy Days for Magnavox Co., Says W. R. Davis, Sales Manager

An announcement which is certain to be received with interest by Magnavox dealers is that the Magnavox Co. will place on the market in the very near future two models of radio receiving sets, one of which will possess no loud speaker and will list at \$125 and the other with enclosed loud speaker to list at \$150. These sets will be of five tube, radio frequency with one dial control. They are designed for efficiency as far as distance and reception quality are concerned, combined with substantial wearing qualities and artistry in appearance. They will have a mahogany finish and be wood carved.

W. R. Davis, sales manager of the company, with headquarters at 350 West Thirty-first street, New York, stated that from present indications the coming Fall and Winter seasons will be the busiest that have ever been experienced and in view of this the company has made elaborate preparations to give the utmost in co-operation to Magnavox dealers throughout the country. One of the first steps in this connection is the opening of a Chicago office which will function chiefly as a service department for the benefit of dealers in the Middle Western territory. This office, which will be under the supervision of the New York office, is located in the new Bucker Building at 162 North State street, Chicago, and is under the management of Thomas A. White, formerly of the New York office, whose new position carries with it the title of district manager of the Middle West.

Mr. Davis stated that a number of new field men have been taken on, whose chief duties will be to assist dealers in an educational way, assisting them by planning sales campaigns and imparting merchandising ideas. He also stated that the new distributing policy of the company has met with great favor, as has also the registered dealer plan.

Another instance of the company's policy of dealer service is reflected in the elaborate display rooms which are maintained at the New York headquarters. These rooms are furnished artistically and the full line of Magnavox products is displayed in surroundings which will enable visiting dealers to visualize the merchandise in a home setting. Mr. Davis also plans to use these rooms to hold informal gatherings of New York dealers, ten or twelve at a time, when the latest policies of the company can be discussed, the selling features explained in detail and merchandising ideas exchanged.

## Edison Tone Tests at Atlantic City Draw Crowds

Thousands of Visitors to Famous Resort Hear Edison Artists in Comparison With Phonograph in Series of Tone Test Recitals

ATLANTIC CITY, N. J., August 9.—The display of the New Edison being made in this city in conjunction with the National Art and Industry Exposition is proving highly successful. The exposition proper is staged on the famous Million Dollar Pier, and the records show that over 2,000 people per day attend the Edison Tone Test, which constitutes the main feature of the New Edison display.

The Edison artists, who are almost continuously rendering tone tests for the delectation of Atlantic City's great host of visitors, are Helen Davis, Victor Young and Harold Lyman, all of whom are proving as popular with the crowds of the famous watering resort as they have with the people of those many cities stretching across the country in which they have appeared in concerts.

In addition to the standard type of exhibit, with its concert facilities, all of which has been worked out in co-operation with the Ampico exhibits of the American Piano Co., Thos. A. Edison, Inc., is represented in the "Home Electric." This is a model home selected in competition from the plans of 5,000 architects and is chosen as the most beautiful home that can be built for the sum of \$15,000.

## Ferris Music Shop, Geneva, N. Y., in New Quarters

Popular Music House Held Formal Opening of New Establishment in That City Recently, Providing Special Program

GENEVA, N. Y., August 9.—The Ferris Music Shop, which features Gulbransen and other instruments, has moved from 106 Seneca street to 473 Exchange street and held a formal opening recently which attracted wide attention.

The store is much larger and the purchase of the fixtures from the Celco Studios, of Rochester, has given the Ferris Shop up-to-date and attractive store fixtures.

An orchestra was engaged for the opening and there were a number of novel features to hold the interest of local people who visited the Ferris Shop to see their new establishment.

Now is the time to start thinking of the Fall sales promotion campaign.

## Ohio Brunswick Dealers Feature Wiedoeft Orchestra

Much Interest Displayed in the Present Eastern Tour of the Prominent Pacific Coast Organization—Helping Record Sales

CANTON, O., August 6.—The start of a six weeks' tour of the Herb Wiedoeft Cinderella Roof Orchestra of Los Angeles, Cal., widely known Brunswick record makers, was heralded by Brunswick dealers in Eastern Ohio as an event of considerable importance. The band opened a tour to last six weeks at Moonlight Gardens, Meyers Lake Park's new \$75,000 open air dance arena, playing to more than 4,000 dancers and people who wanted to hear the band in person. The D. W. Lerch Co., local Brunswick dealer, together with the George C. Wille Co., another Brunswick agency, tied up with the band appearance, using considerable space in the newspapers. The Lerch Store gave over its main Market street display window to special Wiedoeft band exploitation, featuring the newest records made by the orchestra and recently released, "Oh, Peter," "Shine" and "Cinderella Blues". District Manager Scott from the Brunswick office at Cleveland came to Canton prior to the appearance of the band and placed advertising from the general factory linking with the appearance of the orchestra here. It was the first Brunswick recording band to appear in Canton in recent years. A week in Cleveland and a week in Akron are included in the itinerary of the band during its invasion of the East.

## The Federman Co. Expands

AKRON, O., August 2.—The L. G. Federman Co., large department store here, has leased for twenty years the old Masonic Temple Building at Mill and Howard streets and will merge it with the present store. The two buildings are to be connected by an overhead bridge. Under present plans the talking machine and record department along with several others will be doubled in size and a number of new departments added. The remodeling begins at once.

## Edison Visitors From West

Among the recent visitors to the laboratories of Thos. A. Edison, Inc., at Orange, were A. C. Ireton, head of the Edison Phonographs, Ltd., Edison jobber of Los Angeles, San Francisco and Portland, and P. H. Oelman, head of the Phonograph Co., Edison jobber, located at Cincinnati.

# VAN VEEN & COMPANY, Inc.

## Woodworkers Since 1907

Costly experiment has taught the Phonograph Trade the importance of high-grade sound-proof hearing rooms and store fittings.

Radio dealers can avail themselves of Van Veen equipment in the first instance and avoid the experimental losses of the Phonograph trade. Van Veen booths are indispensable in selling and demonstrating radio.

Counters, racks and wall display cases carried in stock or made to special design. Write for estimate and catalogue.

Offices and Warerooms:  
413-417 East 109th Street

'Phone Lehigh 5324

NEW YORK CITY



# Make It

## Standard Equipment on Every Radio Receiver You Sell

**T**HAT is a sure way of getting the best results from the set. It is certain to keep the customer happy and working for you among his friends.

Signals that come in faint or muffled over most 'phones become strong and clear the instant a Music Master Headset is plugged in. "It is equal to another stage of radio frequency," one user said.

The Music Master Headset is to other headphones what the Music Master Reproducer is to other loud speakers, because it is a precision instrument of the highest order. For instance:

Cores are of specially selected steel,

chemically treated to rust-proof them. Pole faces are ground to an accuracy of .0001 of an inch of each other; and the specially treated steel diaphragm is gauged to .002 of an inch. All parts are accurately measured by the most delicate recording instruments known to science. Each finished pair must vibrate fully, freely, evenly and without rattle over the entire scale of audible frequency.

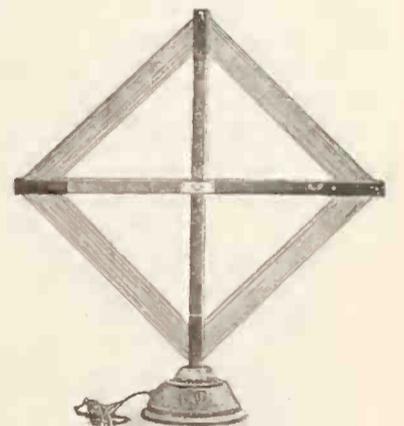
Convince yourself of the superiority of the Music Master Headset by ordering a sample and putting it through every test you know.

Easier to sell than cheaper headsets—also more profitable. Price \$12.

Music Master Reproducer is the "Musical Instrument of Radio." Volume without distortion. Connect as you would headphones. No batteries required. No adjustments.

14-inch Model for the Home . . . . . \$30

21-inch Model for Concerts and Dancing . . . \$35



Music Master Loop Aerial is equipped with calibrated dial; covers the entire band of broadcasting wave lengths. Price \$10.

### MUSIC MASTER CORPORATION

Makers and Distributors of High-Grade Radio Apparatus

WALTER L. ECKHARDT, President

Tenth and Cherry Streets, Philadelphia

1005 Liberty Avenue, Pittsburgh

Distributors for Radio Corporation of America

# Music Master

## HEADSET

# Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the forty-first 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.]

## Education as Sales Factor

It took a long time to convince the general body of music merchants that the best way to sell talking machines is to create music lovers; but the truth has begun to sink in. During the last few years it has been more and more obvious that the best elements in the business are realizing how little attention they have been giving to developing the musical possibilities of the talking machine; and there are evident everywhere signs that this neglect is not to be allowed to continue forever.

It is not necessary to tell a person who is musically instructed that music is desirable; it is only necessary to say that it is available, that it can be had. A vast amount of the energy and expenditure which are now put forth in telling the truth, that to listen to music is the most delightful of recreations, will be saved when most of the people in any community have learned something tangible about music itself. So that the faster the music industries, with the musicians, are able to work in educating the public in the love of good music, the easier it will be to sell musical instruments, including talking machines.

### Ignorance Checks Sales

The real obstacle standing between the average man or woman and appreciation of fine talking machines and their records is simply ignorance of musical fundamentals, of the A. B. C. of music. By that I do not mean the technical structure of music, for this is no more essential to music appreciation in the amateur sense than is a knowledge of anatomy to the appreciation of a fine picture. What is needed in order to appreciate music is simply the realization that music is the most powerful of all forms of expression and that men have been trying to make it well ever since there has been human intelligence. It is in fact necessary to know only that music is more than a pattern of sounds, that it is a mystic combination of that rhythm which is manifested throughout the whole physical universe, with the art of melody, which is like a sort of flowing architecture, and which the songs of the birds show to spring from the most ancient and the deepest of animate capacities. To know music and to love it for what it does for us, and not for its technical make-up, is to be a true music lover; and it is

the true music lover who most desires to have and to cherish such perfect means for the reproduction of the best music, as the talking machine and its records amply furnish.

Of course, that appreciation of music which thus dwells entirely upon the plane of pure emotion is less complete and satisfying than it will become when it has been built up into understanding by the addition of some knowledge of structure and composition. The problem before those who would create intelligent music lovers and, therefore, intelligent music buyers is the problem of imparting to the inquirer, this knowledge in sufficiently complete shape, without at the same time demanding that technical study which ought only to be required of the music student proper. It is a question of popularizing music, not by avoiding all the difficulties but by going around them. All music appreciation work has to solve the problem in this manner.

The music trade is interested in whatever creates more abundant sales and so is interested in any and all means for spreading music propaganda amongst the people. It is, therefore, certainly interested in some recent attempts to bring music and music-hungry but uninstructed people together.

Two recent embodiments of methods to this end are before me as I write. One is the first volume of a two volume series called "The Listener's History of Music," by Percy Scholes, of London. The other is the first of a series of monthly booklets to be issued under the title of "Popular Reading Series About Music with the Phonograph or with the Player Piano," by Henry W. Hart, of Brooklyn, N. Y.

### Hart Series Described

Each of these attempts to tell in its own way to the lay reader, who is assumed to have no previous musical knowledge, the story of music. Mr. Hart, in his first booklet, undertakes to tell a very large and elaborate story. He begins with the music of nature and from the very start quotes phonograph records of music which illustrate each point he makes. He gives the number and manufacturer's name of each record, with its title. For instance, at the very first page he mentions Victor, Columbia, Edison, Vocalion and Brunswick records of bird songs and calls. He tells of the beginning of a man's attempts to make use of his dawning sense of rhythm, and from that he goes on to the music of the American Indians and gives us twelve records and two music rolls of Indian music, chosen from the Victor, Columbia, Edison, Brunswick, Vocalion and Q S R catalogs.

He talks knowingly and well about rhythm,

linking it up with the sciences and especially with astronomy, whose greatest observer, Herschel the elder, was a musician. He goes on to tell of rhythm in the world of the ultra-small, the world of the atom, too, and shows how the basis of all activity is this rhythmic motion which in one of its forms we call music.

### "Related to Life"

Anybody should enjoy reading a set of booklets as fascinating as this one, especially when every musical point is related by the author to something in ordinary life and then illustrated by reference to one or more talking machine records or rolls. The first booklet deals mainly with the subject of rhythm, and the author takes care to furnish many examples to be heard by means of records or rolls. Thus, he has skillfully linked up his work with the interests of the talking machine trade.

Work of this sort is immensely valuable, perhaps more so than most people imagine at first hearing; for it is calculated to bring before the uneducated ordinary citizen a vast amount of information about music, couched in the most attractive form, and rendered doubly interesting by constant reference to available talking machine records and music rolls. It appears that the author intends to circulate his series in monthly reading booklets, like the one I have described, to subscribers at a small fee per year. I have seen hardly anything of the kind more attractive in its conception and make-up than this, and certainly nothing that is calculated to stimulate more surely and powerfully the purchase of talking machines and records. Somehow the talking machine trade ought to tie up with work like this.

### The Scholes Books

The Scholes work is more in the nature of a short history of music written from a more formal standpoint, but very popular and interesting. It has biographies of all the composers from the very earliest time, with photographs and lists of their works, and contains references to all available talking machine records and music rolls containing specimens of the different types and schools of music and the work of each individual composer. The book was written and published for English readers and so of course the references are to Gramophone (English Victor), Columbia (London), Vocalion (London), records, and Aeolian (London) music rolls. This makes it less practical for American use, but it is a fine piece of work nevertheless.

Those who are working farsightedly for the creation of larger markets in our trade will not fail to take note of the facts here set forth.

## DEALERS

You are doubtlessly already giving thought to the line you will merchandise this Fall. It will pay you to investigate the "Yale" line. The "Yale" Blue Bird talking machine gives you an instrument well within the range of any purse and an instrument that will not compete in any manner with the lines you now carry. It means increased profit without increased overhead.

The "Yale" is not a toy—it is a complete talking machine, attractive in design and with an exceptional tone.

Send to-day for full information so that you may add to your profits this Fall through selling the "Yale."

A \$15 value that can be sold  
at \$10 with a good profit

### DAVIS MFG. & SALES COMPANY

763 State Street

NEW HAVEN, CONN.

MID-WEST DISTRIBUTORS—Targ & Dinner Music Co., 229 W. Randolph St., Chicago, Ill.  
PACIFIC COAST DISTRIBUTORS—Christophe's, 2365 Mission St., San Francisco, Calif.





"THE DIFFERENCE IS IN THE TONE"

# The Starr Piano Company

STARR PIANOS for over half a century have represented highest ideals of craftsmanship. Each Starr Made Grand, Playerpiano and Upright represents a value known the world over.

STARR PHONOGRAPHS from the smallest table style to the elaborate console model possess musical worth which is the result of a careful coordination of each part into a perfect symmetry.

GENNETT RECORDS represent the highest attainment in the art of sound recording. Their variety, perfect reproduction and real musicianship of the artists have made them musical gems of rarest charm. Released every week.

## THE STARR PIANO COMPANY

*Established 1872*

*Factories: Richmond, Indiana*

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, KANSAS CITY, BIRMINGHAM, NASHVILLE, DETROIT, CINCINNATI, BOSTON, CLEVELAND, INDIANAPOLIS.

## General Prosperity in Richmond Field Reflected in the Demand for Instruments

Radio Having Favorable Effect on Sales of Records, Say Dealers—Portables Popular—Newton Lee Succeeds A. L. Fordham at James Cowan Co.—Bankruptcy Sale of Sprinkle Stock

RICHMOND, VA., August 8.—Practically all phonograph dealers in this section are looking ahead to a good Fall business and are reported to be stocking up well in anticipation of it. There is practically no unemployment here and the people are apparently well supplied with money. Collections continue good and there have been relatively few failures.

### Radio Helping Record Sales

Inquiry among dealers discloses that the combination radio-talking machine and the demand for radio do not seem to be making any inroads on sales of phonographs. One dealer here voices the opinion that the radio tends to stimulate demand for phonograph records in instances in which selections are first heard over radio.

### Brisk Portable Sales

Business in portables is reported to have been brisk throughout the Summer and there are indications that these machines are being bought for home use as well as for vacation purposes.

A local dealer says that he is a bit shy on selling portables on the part-payment plan as a result of having lost the remainder of payments as well as the machines by purchasers going away, presumably on vacation, and never coming back. He has had several experiences of this sort, and consequently prefers to collect all cash in advance unless the customer has good credit standing in the community.

### Pathé Exhibit at Furniture Show

LeRoy Goldberg, of Goldberg Bros., Pathé distributors, has returned from High Point, N. C., where he had a booth at the semi-annual Southern Furniture Exposition. He reports placing a number of orders for Pathé machines with merchants who attended the Exposition. Console models of the better grade went best, he says. Mr. Goldberg was accompanied on the trip by C. G. Newman, one of his road salesmen, who helped to look after the Pathé booth at the Exposition.

### To Testify in Machine Theft Trial

Frederick W. Schwoebel, formerly wholesale manager of The Corley Co., Victor dealer, this city, now connected with the sales staff of a furniture manufacturing company in High Point,

N. C., returned to Richmond recently to testify in the case of a Richmond dealer who was charged with buying Victor machines from two Negroes with the knowledge that they had been stolen. The Negroes were employed in the Corley warehouse and are alleged to have been engaged in the systematic theft of machines from the warehouse.

Frank W. Corley, vice-president of The Corley Co., has returned from a short business trip to New York.

Lee Ferguson, local Victor dealer, recently spent a week or two in the mountains of Virginia, business being combined with pleasure on the trip.

### A. L. Fordham Resigns

A. L. Fordham, who has been traveling Virginia and North Carolina for the James Cowan

## Sonora Brings Out New Radio-Phonograph Unit

Latest Sonoradio Model 242 Equipped With Three-tube Neutrodyne Radio Set

The Sonora Phonograph Co. has brought out another radio-phonograph unit, the Sonoradio model 242. This instrument consists of a three-tube neutrodyne radio set together with a standard Sonora phonograph of high quality. The radio set has one stage of reflex, thereby equaling four-tube capacity. The radio set is built especially for use with dry cell tubes—UV199 or C299. A special tray is provided for batteries and this tray is placed in an enclosed compartment in the cabinet. There is also ample space for records—two albums being provided. The wave length of model 242 covers the entire broadcasting range of 220 to 550 meters. Good results may be obtained with an indoor antenna for local stations, but for long-distance reception an outdoor antenna is generally found to be more desirable.

The Sonora phonograph equipment is on one side of the cabinet and the receiving set on the other. Sounds from both phonograph and radio pass through the same tone arm and amplifier, or horn, the only change being made at the

Co., Strand distributor, for the past six months, has resigned and returned to New York, his home town. He is succeeded by Newton Lee, of this city, well known to the trade in this territory.

### Bankruptcy Sale of Sprinkle Stock

Stock of the Sprinkle Piano Co., Brunswick dealer, is being disposed of here at a bankruptcy sale. Similar sales are being conducted at stores of the company in Norfolk, Va.; Greensboro, N. C., and Winston-Salem, N. C. The company went into bankruptcy in Norfolk, Va., where the parent store was located.

### Wood Bros. Open Local Branch

The Wood Bros. Piano Co., of Parkersburg, W. Va., which recently opened a branch here at 610 East Grace street, handling a line of Cheney and Sonora talking machines, does not contemplate doing any business in records, owing to limited space in the store which it has occupied, according to W. B. Wood, manager of the local branch.

H. Wallace Carner, Starr distributor, has returned from a business trip through northern Virginia.

small end of the tone arm, where the sound box is slipped on for the radio. The change is simple and can be made in a few seconds. A



Sonoradio Model 242

special compartment with cover is provided for storing the phonograph reproducer or radio reproducer when either one is not in use.

## Broadcasting of Records Helps Radio Sales

DENVER, COLO., August 6.—Radio dealers here suffered an obstacle in the demonstration of sets to prospective customers because of the fact that the broadcasting of programs was done practically only in the evening. In order to overcome this difficulty Daniels & Fisher, who recently added a radio department, arranged with the Winner station to broadcast each hour of the day talks concerning some article which is carried by the store, or music through the medium of Victor records. It is entirely possible to hold customers now until the time of broadcasting and the programs are received in good shape. A. W. Mason states that since the arrangement has been made radio sales have been numerous. In addition, the broadcasting of the records helped record sales enormously.

### Behlen Co. Chartered

GREENVILLE, S. C., August 7.—The Behlen Automatic Phonograph Co. was recently granted a charter by the Secretary of State. The capital stock of the company was listed at \$40,000. The incorporators include Frank M. DeSaurure, Jr., and Arthur Smith.

The W. W. McCall Music Co., Butler, Mo., recently moved into larger quarters.

## A LITTLE MACHINE WITH A BIG RECORD



The Genola has a real sales record. Write us for information that will mean profit for you.

### And It Plays Big Records, Too

Although only 7½ inches high and weighing but 3½ lbs. the "Genola" plays 10-inch records with pleasing clearness and volume. Spring worm gear motor. Speed Regulator. Voluma Sound Box.

Every youngster loves to hear the music—nursery rhymes or songs. The Genola, which retails at \$5.00, and is finished in bright apple green, immediately appeals to both children and parents. It is a complete serviceable talking machine.

**The General Phonograph Mfg. Company**  
ELYRIA, OHIO.

*"All You Have To Do Is Listen"*



## A radio set for people who are better listeners than electricians

*A*MBLER-HOLMAN Five Tube Radio Sets are expressly designed to bring the magic in the air into fine homes. Their construction and principle of operation have been so carefully studied in our laboratories that all you have to do is listen.

Nothing but the finest materials and expert workmanship go into AMBLER-HOLMAN sets. The cabinet itself is especially designed for us by a leading manufacturer of fine period furniture to harmonize perfectly with good interiors.

In addition to splendid tonal qualities and volume, these sets possess a range of pick-up that permits national enjoyment of worth-while programs and news.

Each AMBLER-HOLMAN set is thoroughly tested before shipment. It has been our object to produce a practical set, as free from fads as a precision instrument should be.



### *Ease of operation*

Once you have "logged" a station it will always come in at the same point on the dials. You operate your AMBLER-HOLMAN just as easily as you do your phonograph.

AMBLER-HOLMAN Receiving Sets are constructed on the tuned radio frequency principle. The transformers used were developed in our own laboratory and radiation has been eliminated. "B" Batteries are self-contained. The price is \$125. The selection of tubes, batteries and loud speaker is left to your discretion.



Desirable territories are available for a few leading wholesale distributors

# Amblor-Holman

NEW YORK

ELEVEN SEVENTY EIGHT BROADWAY

Distributed by

WHOLESALE  
RADIO



25 West 18th St.  
New York City

## Dallas Retailers Placing Orders—Big Fall Business

Sound Economic Condition of State Reflected in General Prosperity—Combination Radio-Talking Machines Popular—All Lines in Demand and the Outlook Is Bright

DALLAS, TEX., August 6.—Business conditions in the talking machine and record lines in Dallas and throughout contiguous trade territory are unusually good, considering the usual Summer dullness, dealers in Dallas report, and all are looking forward to a record-breaking business during the Fall season. The fact that Texas is reported by commercial agencies as one of the best financially and economically situated districts in the entire United States is reflected in business conditions in the talking machine trade throughout this territory.

Jobbers of the various standard lines of talking machines in Dallas have their traveling men in the field and reports from these field men are said to be very encouraging, particularly from west Texas and from the Rio Grande Valley section. Many new dealers are being placed in Texas and southern Oklahoma and orders for Fall delivery are most encouraging.

### Combination Radio Receiving Sets Popular

A striking thing about the Texas and Oklahoma talking machine field is the growing demand for the combination radio receiving sets and talking machines. The new Brunswick Radiola—combination radio and phonograph—is taking the small towns by storm, Manager Humphreys, of the Dallas branch, reports. Heavy advance orders are being booked and deliveries will begin the latter part of August or early in September. Indications are that orders will far exceed the supply of instruments, especially from west Texas and the Rio Grande Valley section of Texas.

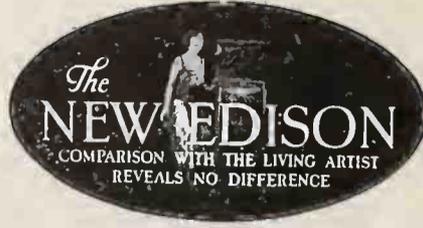
The outlook for Fall business was never brighter, Mr. Humphreys reports, and reports from traveling men now covering the Southwestern territory indicate an unusually heavy business in talking machines and also records; orders for records received now far exceed the supply, this firm reports.

### Texas-Oklahoma Phonograph Co. Active

The Texas-Oklahoma Phonograph Co., R. H. Curry, president, and F. C. Beattie, vice-president and general manager, distributor of Edison machines and records, reports bright business outlook. The field force of this company is now covering the territory, lining up new dealers, putting pep into old ones and taking orders for Fall delivery.

This company's record business is heavy, especially in the small towns and rural communities,

Opportunity for increased profits is offered through a New Edison dealership. Perhaps a dealership is open in your town.



TEXAS-OKLAHOMA PHONOGRAPH COMPANY  
2025 JACKSON STREET DALLAS, TEXAS

where radio has only recently become popular. The radio craze has acted as a marked stimulant to record sales in Texas and there has been a shortage of records ever since radio attained popularity.

### Lester Burchfield Reports Progress

Lester Burchfield, manager of the Victor department of Sanger Bros., one of the two wholesale departments retained by this store when it recently discontinued its wholesale business to concentrate on its retail trade, continues to distribute Victor machines over the Southwest territory and make this department one of the most profitable of the Sanger store. Mr. Burchfield, like managers of other Dallas houses distributing combination radio and talking machine features, reports the demand for the new Victor combination machines unusually heavy. Portable machines have also shown unusual popularity this season.

Fred R. Erisman, manager of the Columbia Phonograph Co., Inc., distributor of Columbia

machines in the Southwest, also expresses optimism regarding business conditions. The Columbia force of field men is now on the road. Numerous new dealers are being lined up. Mr. Erisman reports that he is unable to fill orders for records. The trend, he reports, is toward the old-time musical numbers, particularly those popular on the old plantations and the instruments in use then. The jazz music is passing, he believes.

### Records of Old-time Songs in Great Demand

It is interesting to note that the demand for records is away from the recently popular jazz music and the trend now seems to be toward old-time melodies and stringed instrument numbers, especially for the instruments popular in the rural districts some time ago—the guitar, zither, violin, mandolin, etc. Vocal selections of the old-time love songs are also popular. The chief difficulty, all Dallas record dealers report, is in getting records in sufficient quantities to fill orders just now.

## Edward M. Lang Reports Carryolas Selling Well

Edward M. Lang, Eastern representative of the Carryola Co. of America, with headquarters at 37 West Thirty-seventh street, New York, states that business is most satisfactory. He has just returned from a brief trip throughout New York State and is extremely gratified with the manner in which talking machine dealers have received the two models of Carryola portables. Sales have been splendid and practically every dealer visited was so won by the instrument that he immediately ordered a number of both models. A large force of field men is covering the Eastern territory and the Carryola products are going especially well in New York, New Jersey and Connecticut. A large export trade has been developed and arrangements have been made for representation in all foreign countries.

The company has opened a new warehouse at 335 Lafayette street, where a large stock of instruments will be carried so that immediate delivery from New York will be possible.

## Goldschmidt Corp. Aims to Reach 70,000,000 Readers

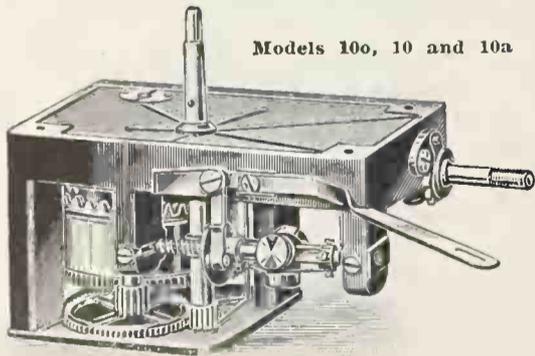
Fall and Winter Advertising Will Be Devoted to Phones, Loud Speakers and Phonograph Units—Leading Publications to Be Used

Many of the leading manufacturers of radio sets and radio accessories have been running extensive campaigns in general magazines and radio publications reaching the consumer, to create a demand for their products, and during the last twelve months these advertising schedules have been greatly increased. During the coming Fall it is expected that campaigns of greater scope than those appearing in the past will be launched, and among these campaigns will be the program sponsored by the Th. Goldschmidt Corp., New York, for N. & K. imported phones, N. & K. imported loud speakers and phonograph units. The Fall and Winter schedules for this campaign comprise a list of publications having a total circulation of 17,767,867, which, averaging four readers per copy, means an audience of 70,000,000 readers. The publications selected to reach the general market include the Saturday Evening Post and the American Magazine; the women's field is covered by Good Housekeeping, Ladies' Home Journal, Pictorial Review and Woman's Home Companion. The boys' market is approached through the American Boy and Boys' Life, and to reach the farm market the publications used will be Country Gentleman, Successful Farming and Farm Journal.

The general market of radio set owners will be reached by twelve of the leading general radio magazines, and in addition to this list of consumer publications, N. & K. advertising is appearing in the leading trade papers, covering the talking machine, radio and electrical trades. This kind of advertising is not only helpful to the jobbers and dealers who handle the particular products advertised, but is also constructive for the industry as a whole.

## Talking Machine Motors

Models 10o, 10 and 10a



“GRUBU”

THE MARK OF SUPERIOR QUALITY

12 SIZES

with central oiling, enabling the entire motor to be lubricated through turntable-shaft when fitted in cabinet.

Write for samples!

From a single spring motor playing one 10-inch record to a double spring motor playing six 10-inch records.

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

# The Trade in PHILADELPHIA and LOCALITY

## Restocking by Quaker City Retailers Shows More Favorable Business Trend

Wholesale Travelers Covering Territories for Fall Orders—Workmen Busy on Girard Co.'s New Home—Music Master Corp. Starts Drive to Halt Imitators—The Month's News

PHILADELPHIA, PA., August 9.—That there is a more favorable turn in the tide of business in the talking machine world was evidenced in the larger volume of orders coming into the distributing establishments of the large local dealers for the well-known and nationally advertised machines and records during the closing days of the mid-Summer month. Sales representatives who started on their rounds in mid-July for the opening of the drive for Fall orders have been sending in a greater volume of actual bookings in sales of machines than witnessed for many months. Although the totals of listed orders average somewhat lower than those for future deliveries placed at this time last year, nevertheless they are looked upon as presaging better times for the coming season in so far as the machine sales are concerned. Inquiries, too, indicate the awakened interest in the retail trade both in the city and in the outlying sections, where there has been very little activity for some time. In the coal regions of eastern Pennsylvania, a section of the State which has been the one dependable source of business during the intense dull months, there was noted a decided falling off in demands for both records and machines, due to the lessened pace of mining caused by the shutdown of many collieries over labor disputes between the mining interests and the workers. It is this section of the eastern portion of Pennsylvania that enjoys a most lucrative business in the talking machine retail division—because the miner with his high wages is also a good spender for amusements of this sort and with a large foreign patronage of music-loving type there is a profitable field. It is not expected that the labor difficulties will be of long duration, for with the advent of the Fall operations must perforce resume in preparation for Winter demands for fuel, if not for the more active resumption of general industrial life.

### Work Started on Girard Co.'s New Home

Preparation of the new quarters to be devoted to the home of the Girard Phonograph Co. in the Snellenberg Building, at Tenth and Berks streets, is now under way and when completed will give to the Girard Co. one of the most attractive display rooms devoted to the distribution of the Edison phonographs in this section

of the country. There is in course of construction on the newly acquired sixth floor headquarters an attractive display room decorated in a combination mahogany and old ivory finish, with commodious accommodations for those dealers who desire to hear the Edison with every advantage of surroundings provided for the audience in sound-proof rooms. When the remodeling of the structure is completed the room is to be provided with attractive furniture to harmonize with the decorative scheme. It is to be ready for the display of the complete Fall line of Edisons by the middle of August, when dealers may in its comfortable confines take in the demonstrations of the line. The old quarters on the fourth floor have been given over to other purposes.

### Edison Sales Promotion Drive Under Way

A very successful initial trial of the new plan of the Edison sales promotion campaign was worked out by the Starr & Moss store during July. The phonograph department, under the management of Harry Somers, put into effect the new sub-agent Edison plan by appointing six dealers in the suburbs to demonstrate and sell the Edison machines and records. The Starr & Moss Co. selected dealers in Glenside, Jenkintown, Willow Grove, Fox Chase and Bustleton. Each of these stores was provided with a sales representative from the Starr & Moss staff, who demonstrated the Edison for customers, gave sales talks and then followed prospects into the homes to land orders. Mr. Somers found the plan worked out fairly well in consideration of the dull mid-Summer season and in view of the general let-up in industry. It will be continued and Manager Somers believes that by Fall, when the times are better, there will be more profitable results from the present campaign to be expanded on a broader scale at that time. Each of these dealers has been stocked with an allotment of machines for display and demonstration purposes.

### Large Cheney Order for Schools

The Cheney phonographs have been selected by the Philadelphia Board of Education as a desirable talking machine for its educational and recreational curriculum and there have been placed by the board orders for a large number

of style No. 3 uprights of the Cheney for installation in the public and high schools of the city. These machines will be used when the September activities of the schools are started and a few of them already are in use in the Summer recreational schools. In selecting the Cheney the board recommended its excellent and clear tone and true recording advantages as especially adapted for instruction and educational purposes in large institutions. The Cheney headquarters in the Jefferson Building are now preparing for the Fall and holiday trade distribution. There have been opened numerous excellent accounts in various parts of the country, which will add considerably to the prestige of the Cheney distribution field. The new Wall model has made rapid strides in the popularity which greeted its introduction several months ago, and large numbers of these models have been sold since then. President G. Dunbar Shewell has returned from a brief vacation in the New York State Summer colony at Yama Farms. General Traveling Representative C. J. Wilkinson, who covers Pennsylvania, New Jersey, Delaware, Maryland and the District of Columbia, is back from Avalon, N. J., where he made a two weeks' vacation sojourn, and is now going over his territory.

### Portable Sales Head

Portable machines continue to top the sales for the Summertime trade, with all the popular records in fair demand. Local retail dealers have been in a rather listless market in so far as the Summer trading for machines is concerned.

### Busy Times With Music Master Corp.

If there is any bugaboo regarding the so-called Summer dullness it is certainly dissipated by a visit to the headquarters of the Music Master Corp. in this city, for the activities surrounding this firm would indicate that there are many things to be done and much to be accomplished even though the thermometer may be climbing to heights around the par mark.

In looking around the shipping department there is every indication that business is on in full swing and in talking with the officials of the company it is learned that they are not only running at full capacity on the present models, namely, the home and concert types of Music Master, but they are about to announce a new cabinet speaker. This cabinet type will be known as Music Master Model VIII. There is also a Chinese Chippendale Polychrome horn model, which will give this firm a splendid line of radio reproducers that should make a strong appeal.

(Continued on page 96)

## SPECIALIZED SERVICE

ONE of the reasons for the great popularity of the Talking Machine Co.'s Victor service among its retailers is its individualism.

We enjoy working individually with each and every one of our dealers toward the development of increased Victor business. Let us work with you.

# The Talking Machine Company

*Victor Wholesale Exclusively*

"LET PHIL FILL 'EM"

1025 Arch Street

Philadelphia, Pa.

## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

Henry E. Marschalk, assistant to the president, is now visiting the Coast with the view of appointing a few substantial jobbing accounts that will supply the Coast cities for the coming season.

A magnificent sales portfolio is now being distributed to the jobbers for use of their salesmen. This has been acknowledged by the trade as one of the finest pieces of sales propaganda that has ever been presented in any line of trade.

**Enjoy Day's Picnic**

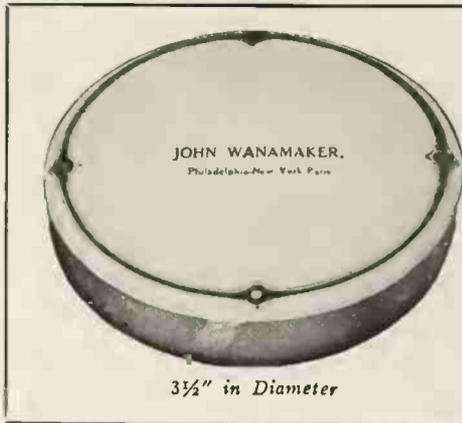
A day's outing filled with a variety of diversions brought together in a sociable time, with goodfellowship the keynote, between employer and employe was the hospitality extended by the firm of Jacobs, Inc., 1501 Germantown avenue, at the picnic grounds of Neshaminy Falls, just outside Philadelphia, on August 2. In the commodious trucks, used in the delivery service of the corporation, thirty-five employes journeyed to the Falls and there in a program beginning at 9 in the morning and extending into the late evening enjoyed one of the most entertaining schedules of sports, novelty stunts and aquatic pastimes, ever provided in these annual affairs. The big event of the day was the hotly contested baseball game between the furniture store employes and the talking machine force, with a prize award being made to the winning team. The firm features in conjunction with its uptown furniture business a large department given over to the sale of the Victor, Columbia and Sonora machines and records.

**Music Master Corp. Prosecuting Imitators**

It may be interesting to know that this firm has started a campaign of protecting its rights in so far as imitations or copies of the Music Master is concerned, and only recently a very important decision was announced in the New York Courts in which the Music Master was granted a preliminary injunction against a violator who was making an imitation or bootleg Music Master. Judge Knox having granted the Music Master Corp. its petition against the defendant from the bench, and the president of the company, Walter L. Eckhardt, states that this is only the beginning and that he intends to prosecute any and every firm which has in any way encroached upon the rights of his company.

**Featuring Brunswick Radiolas**

A complete display of all models of the newest addition to the Brunswick family, the Radiola is now being made at the Philadelphia headquar-



*The*  
**Velvaloid Record Cleaner De Luxe**

Gives the dealer an opportunity to advertise himself and his store, personally in the home and do it in such a manner that he is established there permanently as a friend.

Let us tell you how by dropping us a line. Then you will be anxious to order thru your jobber at once.

**PHILADELPHIA BADGE CO.**

Manufacturers and exporters of patented selective Advertising Novelties of Proven Merit.

Main Office and Plant

942 Market Street

Philadelphia, U. S. A.

New York Office—25 Broad St.

ters of the Brunswick Co., under the management of District Manager O. F. Jester. There are six models in the exhibition, with a range of price of from \$190 to \$650. Dealers are sending in generous orders for the new models and deliveries will be made within the month of August on the advance list. Ray Miller and His Brunswick Orchestra are playing at the Beaux Arts Café in Atlantic City, and Abe Lyman and His Brunswick California Orchestra are at the Ambassador. The simultaneous appearance of these two Brunswick musical organizations has been attracting dealers to the resort and provides a splendid opportunity for local representatives to hear them in person for the balance of the season. Many favorable comments have been coming to Manager Jester from those who already have heard the aggregations. Manager Jester is receiving trade congratulations upon the announcement of his engagement last month to Miss Carolyn Elizabeth Hayes, of Stonehurst, Pa., the wedding to take place next February.

**Fall Victor Sales Drive Under Way**

The Penn Phonograph Co. is now featuring the Fall sales drive with all the forces on the road urging the early placement of orders so that timely renewal of stocks may be facilitated when the season is under way and in order to prevent shortage of goods for the holidays. Advance orders have been very satisfactory and shipments are now being made from the large accumulation of Victrolas that have been coming into warehouses since last March. President T. W. Barnhill, of the Penn Co., left in the late July days for a trip to Los Angeles, Cal., to join Mrs. Barnhill and their daughter who have been on the Coast since early June. He will return on September 2. Harold Cregar,

manager of the record order department, leaves this week for a vacation trip to Lumberville in the Delaware Water Gap region, where his family have been occupying their Summer cottage during the warm days. Miss Anna M. Brown, of the record department, spent three weeks during July in Chicago and is again at her desk.

**Early Ordering by Victor Dealers**

Word was received by General Manager Frank Reineck, of the Louis Buehn Co., from Louis Buehn, head of the firm now touring Europe, informing him of his plans to return to Philadelphia on August 25. Mr. Buehn is now in Paris with his family, enjoying the sights of the French capital. Thomas Hower, who covers the coal regions, is in Atlantic City on vacation, while C. E. Sheppard, who makes the rounds of northeastern Pennsylvania, is on a brief recreational sojourn in Ocean City. The Buehn Co. has now in stock a large quantity of holiday and Fall Victrolas and dealers already have been taking advantage of the wide range for selection by early orders.

**Expected Home From Abroad**

George B. Davis and his son, Homer Davis, of the George B. Davis Co., who have been Summering in Europe, are expected back by the middle of this month. Both members of the firm were accompanied by their families and have been making the tour abroad a purely pleasure journey.

**Expanding Music Master Distribution**

Henry Marschalk, assistant to President Walter L. Eckhardt, of the Music Master Corp., is touring the West and Southern States, opening up new distribution centers for the Music Master radio and radio-talking machine combinations. The distribution centers to be opened on this trip will be given over solely to the jobbing of the Music Master. Manager H. A. Polk, of the phonograph department, is spending his vacation of two weeks on his farm in Manasquan, N. J.

**Plans Maine Vacation**

Charles W. Bahl, manager of the Victor distribution department of the firm of H. A. Weymann & Sons, Inc., will leave the middle of August for the Maine coast for a vacation trip with his family. The Weymann talking machine department is now completely stocked with the Fall demands and is featuring a display of all the Victrola models.

**Brisk Demand for Guarantee Products**

A decided brisking up of business was noted in the recent trip of Jacob Keen, of the Guarantee Talking Machine Co., who made a brief stop-over at headquarters from his Southern round of the trade before resuming the road en route by automobile to the Canadian Summer points for a pleasure jaunt of two weeks' duration. He made the rounds of Baltimore, Washington and other Southern centers and secured many orders for the Guarantee main springs and other accessories, the trade in that section having more business on hand.

**Gem Portable a National Product**

The Gem Phonograph Co., manufacturer of Gem portables, reports that the demand for this new portable is good and that the factory is busy filling orders. National distribution for this new portable is now attained and Gem portables are being shipped as far West as Portland, Ore. The portable has been improved

**M**AKING use of Weymann Victor Service is like having a good lawyer on a retaining fee. We are there at your command when and where you want us. Consultation is free as in increasing the sales of Victor products we both profit.

**H. A. WEYMAN & SON, INC.**

1108 Chestnut Street

Philadelphia, Pa.

**VICTOR WHOLESALERS**

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

with a stationary tone arm, thus doing away with the bother of removing the arm each time. This new improvement has already found much favor and has added materially to Gem sales.

Many Guarantee Mail Orders

The Guarantee Talking Machine Supply Co. reports that, although business in the immediate locality of Philadelphia is quiet at the moment, a satisfactory amount of orders is being received by mail. J. H. Keen, of this company, has just purchased a new automobile which he intends to make good use of on a vacation trip through Canada.

Many Orders for Gem Portables

Treasurer Milton M. Mark, of the Gem Phonograph Co., with plant and sales office in the same building occupied by the Guarantee Co., also returned from the South, where he booked some attractive sales for the Gem portable. He is now enroute to Havana, Cuba, for a holiday sojourn of two weeks' length and extending over the latter part of August.

Music Master Corp. Insures Employees

The Music Master Corp., Philadelphia, Pa., manufacturer of the Music Master horn, recently issued to all employees life insurance

"Our regular compensation is an ample return for services rendered. This unexpected gift, therefore, is one of those thoughtful acts that expresses your friendly attitude.

"We are very grateful and hope to prove our gratitude by working loyally for the good of the company."

National T. M. Co. to Open Branch

A branch store is to be opened this month by the National Talking Machine Co., dealer in repair parts, main springs and accessories for the trade, 123 North Tenth street. The new store is to be located at 103 North Ninth street, just a square away from the present location. The new quarters will be under the management of Leo Mark, of the firm, while his partner,

Samuel Berman, will give his attention to the conduct of the main store on North Tenth street, which does a large business.

Julius Abrahams Visiting Europe

Julius Abrahams, president of the Philadelphia Badge Co., well-known in the talking machine field as the manufacturer of the Velvaloid record cleaner De Luxe, accompanied by Mrs. Abrahams, was one of the party composed of members of the Advertising Specialty Association which sailed on the S. S. "Republic" during the early part of July to visit the British Exposition. They will tour England and France, returning about September 1, and Mr. Abrahams intends to get in active touch with the advertising novelty field in both these countries.

"Applause Cards" Prove Tremendously Successful

Invention of Percy W. Andrews, Manager of Radio Division of Dictograph Corp., Wins Wide Praise From Public and Dealers

The radio industry as a whole, as well as the general public has participated in the widespread interest attached to the use of "Applause Cards." Considerable comment has been occasioned as to the inventor of this unique method of publicity, and it is interesting to note that the man responsible for this radio invention is Percy W. Andrews, manager of the radio division of the Dictograph Products Corp., New York City. Mr. Andrews, in telling how he launched this big idea, said:

"It happened one morning not so many months ago while sitting in the smoking car on the 8:14 train that I started to muse over the philharmonic concert I had heard via radio the night before which was wonderful and which we had all thoroughly enjoyed. It occurred to me that I had been a slacker not to have written at least a postcard of appreciation, and mentioning the fact to my neighbor across the aisle, brought his sympathetic response. He too had been listening in, and like myself and probably thousands of other fans had neglected to go to the trouble of writing in his appreciation. We both expressed the wish that we had some sort of printed cards to just sign and drop in the box, and I ventured the idea, 'Some sort of applause cards,' and that was the start of the plan.

"Study of the proposition, followed by conversations with dealers, jobbers and other fans, assured me that the idea was sound and that applause cards would fill one of the greatest needs of present-day broadcasting. Well, everybody knows the rest. Applause cards are being given away free by thousands of radio dealers all over the country. The fans are taking them and using them as fast as we can print them. Broadcasting stations in every State are writing us and expressing their appreciation for giving this idea to the radio public. They say that entertainers of the better class are becoming

more and more willing to offer their services as they see their efforts appreciated by the applause cards sent in. One large station in Wisconsin tells us that their acknowledgments have been multiplied enormously and that 93 per cent of all their acknowledgments are Dictograph applause cards."

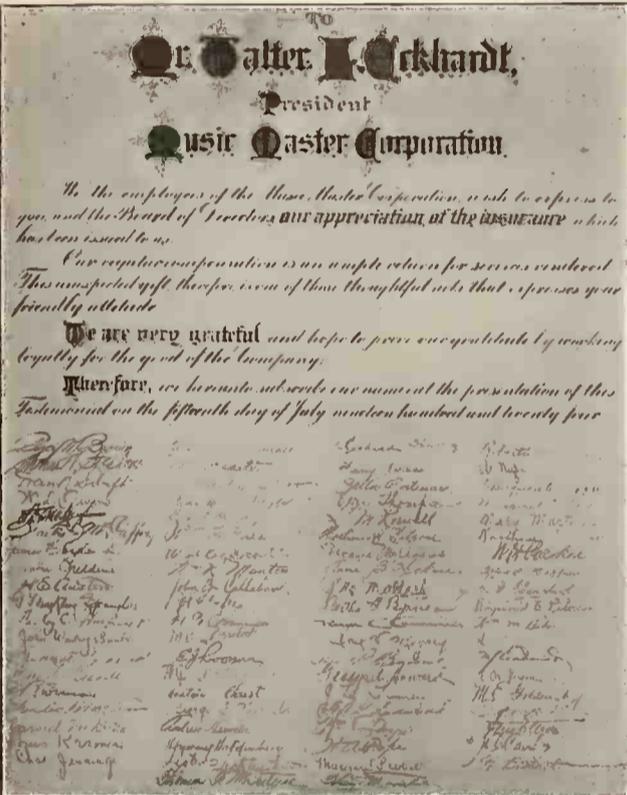
Mr. Andrews' modest version of the applause card idea hardly does justice to its tremendous success, and dealers who are distributing Dicto-



Percy W. Andrews

graph applause cards are keenly enthusiastic regarding their value to radio broadcasting and to the radio industry as a whole. The Dictograph Products Corp. has absorbed the entire expense of the idea and is furnishing dealers with unlimited quantities of the cards free of charge.

French Nestor, president of the French Nestor Co., Jacksonville, Fla., Victor distributor, has been the guest of Mr. and Mrs. J. Newcomb Blackman, of the Blackman Talking Machine Co., at their Summer home, Brightwaters, L. I.



Testimonial in Appreciation of Insurance policies. That this gift was appreciated is visualized in the accompanying illustration which shows a testimonial of appreciation addressed to Walter L. Eckhardt, president of the company, by those insured who, accordingly, subscribed their names at the bottom of the testimonial.

This testimonial states: "We, the employes of the Music Master Corp., wish to express to you, and the board of directors, our appreciation of the insurance which has been issued to us.

JOBBER'S

REPAIR PARTS

GRAPHITOLEO

ALBUMS

BRILLIANTONE

GILT EDGE

SAPPHIRES



"Any Part for any Phonograph"

Guarantee Main Springs are made of the best hardened, tempered, round-edged spring steel obtainable, and must pass a rigid inspection before they are packed in individual dust-proof containers; each box labeled with complete information for your convenience. We will refund money or replace any spring that does not give absolute satisfaction.

INSIST ON GUARANTEE MAIN SPRINGS

GUARANTEE TALKING MACHINE SUPPLY CO.

109 N. TENTH STREET, PHILADELPHIA

Write for our latest Main Spring Chart

JOBBER'S

MOTORS

TONE ARMS

SOUND BOXES

ADDATONES

3-IN-1 OIL

ATTACHMENTS

## Revival of Industries in Cleveland Felt by Retailers in Growing Sales Volumes

Music Merchants' Association of Northern Ohio Takes Steps to Help Lorain Tornado Victims—  
"Sells" Music Idea to Business Men—Sales Drives—Convention Plans Nearing Completion

CLEVELAND, O., August 8.—Plans of the Music Merchants' Association of northern Ohio to promote an event that will raise funds for the relief of sufferers in the recent Lorain, O., tornado disaster, which have been under way for several weeks, will come to a conclusion before the end of this month. The use of one of the larger theatres, instead of the public hall, may be acquired to put the project across.

### Plan to Help Lorain Tornado Visitors

The move calls for the donation of musical talent, largely local, and perhaps the services of artists who have made talking machine records, the publishing of a song, the singing of this song in picture houses in the vicinity of Cleveland, the use of local publicity in newspapers and the like, all of which is planned to be donated. A feature of the program would be the presence of the state and national champion Fostoria (O.) High School band, whose stay in Cleveland would be financed by T. R. Buel, secretary-treasurer, the Cheney Phonograph Sales Co. The first five thousand copies of the song, which is by Miss Marion Campbell, of the May Co.'s talking machine department, would be printed free by the publisher. These are only two of numerous items showing the spirit of those engaged in this helpful move.

The work of the music trade members here will supplement the various independent moves to raise funds to alleviate this loss and hardship.

Following are the members active in promoting this event: General chairman, Dan E. Baumbaugh, association president, and manager of the May Co. talking machine department; Ed. B. Lyons, Eclipse Musical Co.; T. R. Buel, Cheney Phonograph Sales Co.; W. G. Bowie, Dreher Piano Co.; Grant S. Smith, Ohio Musical

Sales Co.; Louis Meier, the L. Meier & Sons Co.; W. F. Sayle, Cleveland Talking Machine Co.; S. S. Larmon, Columbia Phonograph Co.; E. M. Scott, Brunswick Co.; L. M. Bloom, Phonograph Co.; J. R. Frew, Euclid Music Co.; W. H. Zelt, the Zelt-Cleveland Co.; C. H. Kennedy, the Claravox Co.; R. J. Jamieson, Manufacturers' Phonograph Co. According to present plans this event is expected to be held some time before the end of August.

### Puts Over Music With Business Men

What can be done to put over the idea of music with business men in an almost overnight move was illustrated at a special meeting of the Cleveland Rotary Club. Howard J. Shartle, Cleveland Talking Machine Co., and member of the club, sponsored an impromptu concert with Ted Weems and His U. of P. soloists as the official attraction. Weems' chief business at this time was to put on a series of dance concerts at Euclid Gardens. Likewise he gave recitals at the Euclid Music Co. and the Bueschers Co. His appearance at the Rotarian gathering made a big hit with all the members.

### Unique Health Record Publicity

During the so-called mid-Summer dullness talking machine dealers who don't recognize such a thing have been attracting attention to themselves and Victor machines and records by using the services of one "Bud" Committon, who is hiking across the continent from New York to San Francisco. Mr. Committon is a World War veteran. He was wounded, and sought the outdoors to recuperate his health. He took up Victor health records. He found they were good for him. Then he conceived the idea of seeing the country and regaining his health completely at the same time. He

confided his idea to V. W. Moody, of the Silas E. Pearsall Co., Victor jobber in New York City. Mr. Moody gave him letters of introduction to Victor jobbers in cities Mr. Committon intended to pass through. These in turn have put him in touch with dealers, where he demonstrates the health records. The whole combination appealed to several dealers, according to E. B. Lyons, Eclipse Musical Co., who cooperated with Mr. Committon during his stay.

### Improvement in Outlook

While many developments have come to the front in the last week or so indicative of the change for the better in the business and industrial situation in Cleveland, perhaps the most significant is the loosening of money for building purposes on the part of financial interests. Indirectly this reflects advantageously to the music merchant, as pointed out by A. L. Maresh, head of the Maresh Piano Co. Already some of these housing operations have advanced to the point of furnishing, with music among the first considerations. Numerous new talking machine sales have developed in consequence, according to Mr. Maresh. This condition is expected to spread to other districts in the city before the Fall drive actually gets under way.

### Artists' Appearance Creates Record Interest

Another "personal appearance," of which the most has been made, has been the arrival in this section of Herb Wiedoeft's Orchestra from Los Angeles. Under the careful guidance of the local Brunswick interests dealers have been getting the full benefit of this appearance. Primarily Herb and his aides have been in Cleveland to play dance music at Euclid Gardens. They also were heard in Youngstown for a week. At both locations either Brunswick dealers or the Brunswick headquarters supplied new Brunswick machines and late records for exhibition purposes. As a final achievement a broadcasting event was staged at Hotel Winton.

### New Edison Record Sales Plan

A new plan to stimulate record sales and eliminate waste motion is receiving the full support of Edison dealers, according to E. S. Hershberger, secretary, the Phonograph Co., Edison distributor. This idea in brief calls for the distribution of twenty-six sets of records, four records to a set, issued weekly. A set is sent to a dealer, he hears the records, makes his order, and passes the set on to another dealer, until seven dealers have received, heard and ordered the records. The plan speeds the presentation of records to the public, and at the same time prevents overstocking.

### Present at Sonora Convention

Cleveland Sonora interests were represented at the Sonora Phonograph Co.'s mid-year convention in Chicago by Grant S. Smith, head of the Ohio Musical Sales Co., Sonora jobber in Ohio and Kentucky, and J. L. DuBreuil, genial field representative of the home office of Sonora.

### New Cheney Popular

That new instruments will bring new business is being proved by the progress made by the Cheney Phonograph Sales Co. with the new moderate-priced Cheney model which recently made its advent here. According to C. B. Hammond, sales manager, this instrument is proving widely popular. Like improvement is being made in the New York State territory, recently added by the local Cheney Co.

### Completing Convention Program Plans

Plans for Cleveland's part in the convention of the Music Merchants' Association of Ohio, to be held here September 9-10, are being completed. The talking machine faction will have a prominent place in the program of both business and entertainment, the latter being under the supervision of Dan E. Baumbaugh, May Co. talking machine department manager, associated with George M. Ott, Ott Piano Co., and O. C. Muehlhauser, the Muehlhauser Bros. Piano Co., as heads of the general committee. On the business side six pertinent topics will come up for discussion. These include maximum selling terms, credit risks, radio and its relation to the music business, the number of records talking machine manufacturers should produce monthly,



## Get Ready for Fall Business

It isn't necessary to be a Roger Babson to know that business in the Talking Machine industry will be better than average this Fall. You and everyone else in the talking machine business know it.

The question simply is, "Are you going to be prepared to make quick deliveries on any Victor model?" If your stock is low, now is the time to replenish it—right now—so you will be ready to get your full quota of Fall business.



**Activities of Cleveland Trade**  
(Continued from page 98)

advertising for prestige and immediate results, and, most important of all, trade-ins.

Several features also have been provided for entertainment.

**Effective Publicity for Claravox**

A stroke of what closely resembles genius was exhibited lately by C. H. Kennedy, sales manager, the Claravox Co., when publicity was obtained for this new radio device in one of the local newspapers, handled by an expert on radio. Pictures of the loud speaker and the unit also were used, as was some technical material supplied by C. E. Semple, inventor and perfecter of the device. When it is considered that this space, if bought, would have cost hundreds of dollars, and that, as it was used, could not be bought at any price anyway, a big boost for his product, as well as for radio generally, may be credited to the gifted Mr. Kennedy. Additional publicity also was gained by the use of this equipment on a radio set taken by reporters for the same newspaper in their tour of Ohio, which was retold in the paper daily during the trip.

**Winners of Columbia Sales Contest**

The friendly contest of Columbia representatives ended in results that flabbergasted those who started it, when the returns were brought in at a conference of these representatives, headed by S. S. Larmon, branch manager for Columbia in this territory. H. C. Schultz, of Detroit, and H. R. Goldy, of Toledo, thought they could beat M. H. Batz, Buffalo; W. R. Compton, Columbus, and Dan Des Foldes, of Cleveland, in a friendly sales match through the period from May 19 to July 15. But the closing remarks proved that three heads were better than two this time. Schultz and Goldy are planning a return engagement, however.

**Association Outing Huge Success**

Close to 100 persons attended the July meeting-outing of the Music Merchants' Association of Northern Ohio held again at Alber's Villa, making it the largest gathering yet attained by the local music fraternity. This event took the form of a gypsy party, entertainment being provided by Miss Bernice Barbour, May Co.; Miss Elsie Baer, the M. O'Neil Co.; Miss Genevieve Metz, the Brunswick organization; Miss Esther Mathias, the Eclipse Musical Co.; Tom Brown, Toronto; Adolph Giron, late of Mexico City; Merle Kalin, Cleveland pianist; Miss Marion Campbell, May Co.; Albert Downing, Toronto; Tom Lane, Cleveland. Entertainers and audience alike dressed and acted like gypsies, or they thought they did until the real thing appeared in Brenkac's Gypsy Orchestra. In passing it might be noted that this was the second public appearance of Brenkac since he made Columbia records here in Cleveland, the other appearance being at the May Co. auditorium, where he played numerous foreign language records.

**Successful Foreign Record Department**

This latter event heralded the opening of a foreign record department at the May Co. This department has progressed in new business so fast in the few weeks it has been in operation that a series of hearing rooms and machines will be installed, making it a full-fledged department in every respect.

**Introducing Royal Line**

Introduction of a new radio phonograph combination in the Cleveland and Ohio territory has been started by Norman H. Cook, well-known in both wholesale and retail circles in this vicinity. Mr. Cook formerly was with the Eclipse Musical Co. and more recently manager of the Halle Bros. Co. phonograph department. He will handle the Royal line for the S. E. Lind Co., distributor in Michigan and Ohio. Headquarters, display-room and aerial have been established at 1531 West Twenty-fifth street. Eight console and one upright models constitute the new line as viewed by Cleveland and Ohio dealers, and all have acclaimed it an achievement in sound, appearance and price qualities, according to Mr. Cook.

**Ad Men Enjoy Brunswick-Radiola on Way to England**

The five hundred and twenty-five delegates who sailed on the S. S. "Republic" in July, bound for the International Convention of the Associated Advertising Clubs of the World at Albert Hall, London, England, were entertained by a Brunswick-Radiola Empire Model No. 360 installed on board the ship. This instrument,



Listening to Brunswick-Radiola

the first to be utilized in this capacity, is the new product of the Brunswick-Balke-Collender Co. and combines both phonograph and radio units in one cabinet.

The illustration shows P. L. Thompson, president of the Association of National Advertisers, and H. H. Charles, president of the New York Advertising Club, listening to the latest news of the convention, as the vessel left the pier.

A special program for the entertainment of those on board the S. S. "Republic" was broadcast each evening from 7:30 to 8:30 over Broadcasting Station WOO, operated by John Wanamaker, Philadelphia.

**Pays Tribute to Edison National Advertising**

An article paying high tribute to the character of advertising which Thos. A. Edison, Inc., is running in The Talking Machine World appeared in Printers' Ink of July 24. The article was written by W. Livingston Larned and was headed "When Ghosts Play a Part in the Advertising Illustration." It reads, in part, as follows:

"Some sentimental and imaginative people may have had this experience—a quiet evening at home, the lights in the living-room turned low, a phonograph playing, and the voice of some very famous singer pouring forth. It is almost as if she were in the room. Fancy, indeed, pictures a ghostly figure standing by the instrument, in evening gown of white satin and flowers at corsage. Perhaps it is Anna Case—a rarely beautiful woman with a truly wonderful voice! Who, having heard her, has not been enthralled by her personality, her golden soprano tones?"

"The New Edison, advertising its phonograph along new pictorial lines, has worked on the theory that a great many people have had such experiences as mentioned above, and uses pleasant ghosts to express an important selling story. A characteristic illustration in a notable series pictures just such a shadowy corner, the instrument and a spectral presentation of Anna Case, dressed as for the concert stage, singing.

"But in at least one-half of a double spread, she is no more than a beautiful phantom, through whose filmy figure the background detail can be indistinctly traced. And this is precisely the idea which the advertiser wishes to suggest. On the opposite page, by way of contrast, there is the very material Anna Case, as she is seen on the concert stage, her accompanist at the piano. And what a happy headline: 'Straight from the concert stage—to your living-room.'"

**UDELL Radio Cabinets**



Udell Radio Cabinet No. 723. Height 31 in.; top 18 x 30 in. Battery compartment 25 in. wide; 11 in. high; 10½ in. deep inside. Ample space for both "A" and "B" batteries. Finished in brown mahogany two-tone. Dealer's price \$15.00.

NOW you can cash in on the big Radio industry. Sell every radio "fan" in your community one of the new Udell Radio Cabinets. These are handsomely finished, attractively designed; a real addition to the furniture of any room. Radio outfit sets on top of cabinet, while the batteries go in the back. Here they have ample space, but are out of sight and the connections are properly protected. Roomy drawer for head sets and other equipment. Construction of cabinet permits plenty of knee room. Remember Udell is also headquarters for Sectional Record Cabinets and Flexi-File Record Cabinets.

Write for special folder 10-T on Udell Radio Cabinets.

**THE UDELL WORKS, Inc.**

28th Street at Barnes Avenue

INDIANAPOLIS

INDIANA



# Western Music Trades Association Formed

Convention in San Francisco Results in Formation of Permanent Association—E. A. Geissler President—Many Instructive Addresses

SAN FRANCISCO, CAL., July 26.—The formation of a permanent organization to be known as the Western Music Trades Association was the outcome of the first convention of the Western music trades at the Hotel St. Francis here Tuesday, Wednesday and Thursday, July 22, 23 and 24. More than 200 representatives of the music trades, representing every branch of the industry, were present at the opening session and the three days of the convention were crowded to the utmost with constructive addresses relating to important phases of the industry, as well as routine business incidental to the formation of the new Association.

## First Officers of New Association

The following members of the trade, named by the nominating committee, were unanimously elected as the first officers and directors of the new Association:

President, E. A. Geissler, vice-president, Geo. J. Birkel Co., Los Angeles, Cal.; first vice-president, Ed. Kelly, Hopper-Kelly Co., Seattle, Wash.; second vice-president, A. D. Lamotte, Thearle Music Co., San Diego, Cal.; secretary, A. G. Farquharson, secretary, Music Trades Association of Southern California, Los Angeles, Cal.; treasurer, E. P. Tucker, vice-president, Wiley B. Allen Co., Los Angeles, Cal.

Directors—Frank Anrys, vice-president and general manager, Wiley B. Allen Co., San Francisco, Cal.; John W. Boothe, Barker Bros., Los Angeles, Cal.; Geo. Q. Chase, president, Kohler & Chase, San Francisco, Cal.; Philip T. Clay, president, Sherman, Clay & Co., San Francisco, Cal.; J. J. Daynes, Daynes-Beebe Co., Salt Lake City, Utah; Geo. Fisher, Fisher Music Co., Tucson, Ariz.; Chas. Corbin, Bush & Lane, Portland, Ore., and Seattle, Wash.; Emil Simons, Simons Piano Co., Spokane, Wash., and Ed. H. Uhl, president, Southern California Music Co., Los Angeles, Cal.

## P. T. Clay Opens Sessions

The convention was opened by Philip T. Clay, of Sherman, Clay & Co., who delivered the address of welcome. He pointed out the results that had been obtained from the meetings of the National Association where the topics of discussion must necessarily be broad in scope and he proposed that the Western Music Trades Convention confine its discussions to subjects of specific interest to those present.

E. A. Geissler, vice-president of the Birkel Co., of Los Angeles, and the next speaker, spoke upon the work which is being accomplished by local associations and the need for a further development of these organizations. B. P. Sibley, the next speaker, instead of reading his prepared paper, gave to the convention some of the many favorable answers received to queries regarding the value of the Association work which the late George R. Hughes had sent out to leading trade associations of the country.

E. H. Uhl, head of the Southern California Music Co. and chairman of the luncheon on California Day, the official designation of the first day of the meeting, who sat upon the plat-

form with President Clay, asked all present, without local associations in their cities or towns, to rise. Approximately a dozen of those in attendance did, all pledging themselves to organize such bodies upon their return home.

## Permanent Organization

Mr. Clay then asked if the convention desired to effect a permanent organization and the session so signified by a unanimous vote.

## Alex McDonald Speaks at Luncheon

The leading speaker at the mid-day luncheon was Alex. McDonald, of Sohmer & Co., representing the National Association of Music Merchants, whose topic was "Associations, Both National and Sectional."

## Tuesday's Afternoon Session

The first speaker at the afternoon session was E. P. Eckstein, vice-president of the Platt Music Co., of Los Angeles, whose topic was "Overhead in the Retail Music Store." The question of credits, collections and terms was handled by C. E. Longfellow, credit manager of the Birkel Co., Los Angeles, and J. J. Grimsey, of the Walter S. Gray Co.

The subject of trade-ins was handled by C. E. Gorham, of the American Piano Co.; J. E. Robbins, of the Hockett-Cowan Co., and George Q. Chase, president of Kohler & Chase. The addresses of all three aroused keen interest. The last speaker of the session was J. P. Fitzgerald, of the Fitzgerald Music Co., Los Angeles, who discussed the business ethics of the retail trade.

## Wednesday Session Devoted to Radio

Great interest was manifested in the papers and discussions on radio at the Wednesday morning session. Arthur H. Halloran was the first speaker, his topic being "What Radio Means to the Music Business." He predicted that sales of complete and fully patented sets would offer increasing opportunities for business to the music dealers who had such departments, since radio, in bringing music to the masses, would lead them to buy other musical instruments as well. He pointed out the necessity of the music dealer having salesmen capable of selling radio intelligently and of restraining their sales talks within limits since over-selling radio has already brought great injury to the trade.

A. J. Kendrick, sales manager of the Brunswick-Balke-Collender Co., who was the next speaker, stated that so long as the dealer is in the music business he can not ignore radio. He urged that it be sold as a musical instrument for which no exaggerated long distance claims of reception should be made by the salesman.

J. W. Boothe, of Barker Bros., Los Angeles, described his early success in equipping talking machines with radio. He urged the dealers, however, to stick close to their standard methods of doing business and to be hard-boiled regarding replacements of tubes and batteries. He pointed out that the music dealer in order to merchandise radio properly needs at least a 40 per cent discount from list.

A. H. Mayer, of Mayberg & Co., whose topic

was "Radio Service," devoted most of his address to the necessity of educating customers on how to use the radio receiving set properly.

C. H. Mansfield, of the Fitzgerald Music Co., whose topic was "Radio Sales," deprecated the tendency to base them upon so-called long distance since the proper way to sell radio is as a musical instrument and not as a long-distance machine. He read his firm's contract in which it agrees to rectify defects in the receiver but neither to replace tubes or batteries. A great many questions from interested dealers prolonged the session and made them almost forget the mid-day luncheon, at which W. H. Graham, of Seattle, chairman of the Pacific Northwest Day, as the second day of the convention was officially designated, presided. The speaker at the luncheon was Richard M. Neustedt, managing director of the San Francisco Retail Merchants' Association, whose topic was "Turning Over Your Profits as Well as Your Goods." A fine musical program was also given.

## Wednesday Afternoon Session

The first speaker of the afternoon session on the second day of the convention was E. P. Kelly, of the Kelly-Hopper Co., who spoke on commissions. He advocated that commissions for salesmen be graduated and regretted that they are still paid to people outside the regular sales force, declaring that music houses pay commissions to teachers but are really ashamed of it.

H. T. Nolder, Pacific Coast manager of the Starr Piano Co., spoke on turnover, stating that the modern department store emphasizes this as one of its most important business factors and asking the music merchants to place as much emphasis upon it as do those business organizations. E. H. Uhl spoke upon the same topic with specific application to conditions in the Far West.

## Advertising Discussed

Shirley Walker, of Sherman, Clay & Co., in speaking upon advertising, declared that the day has gone by when a dealer questions the advisability of this selling method and that the only question which remains is how to make publicity the most effective in creating sales. George H. Barnes, of the Barnes Music Co., spoke upon the same topic.

## Interest on Sales

E. Palmer Tucker, of the Wiley B. Allen Co., went deeply into the question of interest on time sales, pointing out to the convention that the average music dealer had more money tied up in lease paper than he had in merchandise and suggested methods by which this might bring a profit. The same subject was discussed by F. L. Grannis, of the Southern California Music Co.

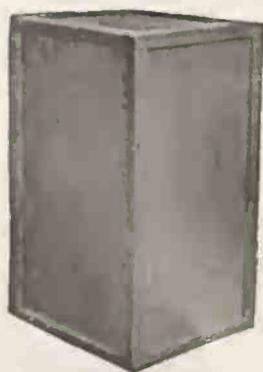
Talking machine record sales was the topic of Herman Black, of the Platt Music Co., and Irving Westphal, of the Southern California Music Co.

## Closing Session on Thursday

The third and last day of the Western Music Trades Convention bristled with so many high spots that it was difficult to find a paper or a happening not worth recording in full.

The most important event of the day was the formation of the permanent association and election of officers of the association.

(Continued on page 102)



## 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.

## COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

Pronounced "Ther-my-o-dine"

# Thermiodyne

TRADE MARK-LICENSE UNDER TUBE PATENTS PENDING

A "Shepco" Product

TF6

## More Easily Operated Than A Phonograph



*ALL radio endeavors in the past have been but strivings toward the Thermiodyne—the ultimate in radio reception.*

## SIX TUBES—SINGLE CONTROL

*Three Tuned Stages Before the Detector*

### 14 Points of THERMIODYNE Supremacy

- 1—Single Control
- 2—No Outdoor Antenna
- 3—No Directional Loop
- 4—Calibrations in Wavelengths and Kilocycles, instead of meaningless degrees and numbers
- 5—Cannot Squeal
- 6—Cannot Distort
- 7—Cannot Howl
- 8—Your Newspaper Gives the Dial Setting
- 9—Identical Setting Always
- 10—No Logging, No Memoranda
- 11—No Interference of Stations
- 12—Six Tubes; Three Stages of Thermionic Frequency, Detector and Two Stages of Audio Frequency
- 13—Distance, Volume, Clear as a Bell, without fuss or apologies
- 14—A 180 Degree Turn of the Single Control is like an Instantaneous Tour of Dozens of Cities

Talking machine dealers are a logical outlet for Thermiodyne. Phonographic reproduction and radio reception, by very nature, go side by side. The radio receiver both dealers and users have been wishing for is here—the Thermiodyne—easier to operate than a phonograph. Don't let technical complications hold you back from cashing in on the universal demand for radio. There can be none with Thermiodyne.

#### *Ease of Operation*

To glance at a newspaper, select a desirable radiocast program, turn a single control to the designated wavelength and then, just listen—listen to a glorious flood of sound with six tube volume and a clarity and purity of tone that holds one rapt—that is Thermiodyne performance.

#### *Nothing Has Ever Been Produced to Equal It*

The Thermiodyne uses entirely new principles, discovered by Carl E. Trube, co-worker in the development of the Neutrodyne. It makes possible for the first time THREE TUNED STAGES BEFORE THE DETECTOR. It takes the howls, squeals, interference and distortion out of radio.

#### *Common Sense Control*

The single control is calibrated in wavelengths and kilocycles. That is all the user need know. No confusing number combinations, no memoranda, no logging. The stations come in at the same point EVERY time.

#### *No Outside Aerial or Loop*

A short strand of wire strung in the room is the Thermiodyne's antenna. For nearby stations even this is not needed.

#### *Perfect Performance*

Thermiodyne reception is a marvel of purity. All thought of radio is forgotten when the Thermiodyne is operating. It is as if the actual performer were in the room. There is absolutely no extraneous noise in the receiver.

#### *Priced Right*

The Thermiodyne is sold at a price to bring it within the reach of all. The discount assures a handsome profit for both jobber and retailer.

In an exquisite "Shepco" built genuine mahogany cabinet, with ample space for all batteries for dry cell operation.

**LIST PRICE \$140**

Every statement made above is backed by the "Shepco" Absolute Money Back Guarantee. Let us substantiate our claims with a comparative test with your pet set.

Write now for the Thermiodyne brochure, descriptive in detail of this remarkable receiver, and for details of territorial allotment.

**SHEPARD-POTTER CO.**  
INCORPORATED  
PLATTSBURGH, N. Y.

Extensive National and Local advertising has already been placed.

## WESTERN MUSIC TRADES ASSOCIATION FORMED—(Continued from page 100)

As a result of the labors of the committee on organization to which Alex McDonald had been added, the Western Music Trades Association will have a director from each of the Western States, with two from California to represent North and South, in addition to the officers as part of its permanent organization. Dues will be \$12 a year for voting members and \$3 a year for non-voting members, branch stores, etc.

Los Angeles will be the convention city for 1925. This, like all the other resolutions, was carried unanimously.

After two of the speakers had alluded approvingly to the Kelly-Stephens bill, the convention formally endorsed this measure with the recommendation that those present write to their Congressmen on behalf of the passage of the Kelly-Stephens bill into law.

#### Price Maintenance

The foregoing were some of the happenings which took place during the third day of the convention. In the matter of papers and speeches the program was followed closely. The first paper of the morning was by A. G. Farquharson, secretary, Music Trades Association of Southern California, his subject being "Price Maintenance." Mr. Farquharson showed how a manufacturer turning out an article of real value might easily have injustice done to him by cheap imitations, especially when some dealers try to sell it to the public at a lower price than that for which the manufacturer of the sterling article could produce it.

He said in part: "You know, of course, that the Kelly-Stephens bill contains a proviso for the protection of the merchant in the event of his having been overstocked with goods which are protected by 'trade regulation,' or in the case of a merchant retiring from business or selling out. This proviso allows the merchant to notify the manufacturer of his overstock of intention to sell out and the manufacturer can then buy back the merchant's stock at the latter's cost. If the manufacturer refuses to do this, then the merchant can advertise the goods at reduced prices and sell them accordingly."

"Price Maintenance," by J. A. Stitt, Western representative of Hallet & Davis, was very lucidly defined as "that much-discussed principle

of business which gives to the manufacturer and the retailer the right to establish a fair and legitimate price on the merchandise he makes and sells."

#### Transportation

M. P. Thompson, Coast representative of the Baldwin Piano Co., chairman of the Transportation Committee of the Convention, spoke on the questionnaires his committee had sent out to Coast dealers. The chief complaint of those who answered was the apparent discrepancy between the cost of sending pianos and phonographs from the East to the West in carload lots and in less than carload lots. In his address Mr. Thompson, while deprecating any pretensions to be a traffic expert, said that the big difference did not seem to him to be reasonable. He suggested pool carloads of pianos and of phonographs, the idea being that dealers instead of waiting till they ordered a carload of pianos could pool their requirements if living in the same locality.

#### Discuss Sheet Music Merchandising

Sheet music was discussed in an interesting way by E. P. Little, of the publishing department of Sherman, Clay & Co., who pointed to the necessity of employing a high type of sales people in the sheet music department and the importance of publicity through window displays, tying up with visiting musical organizations, holidays, etc.

A paper by H. R. Skeath, of the G. Schirmer Music Stores, was read by Mr. Farquharson. This paper deplored price-cutting and other unethical forms of competition and suggested that dealers work out credit bureaus in their districts.

#### Inter-Mountain Day

The luncheon held on the last day of the convention celebrated Inter-Mountain Day. P. T. Clay presided. A most constructive address on music was made by Bernard C. Jakway, lecturer on Interior Decoration at the University of California. A fine musical program also was a feature of the luncheon.

#### Talks on Musical Merchandise

In the afternoon session Daniel Miller, of the Conn San Francisco Co., read a paper on "Small Goods," in which he showed the improvements

#### "WORKRITE RADIO SETS WORK RIGHT"

THE WORKRITE MFG. CO., Cleveland, Ohio

**WORKRITE**  
SUPER NEUTRODYNE RADIO SETS

made in business by eliminating discounts allowed to teachers, professionals, etc.

Others who delivered equally interesting and constructive addresses on the various problems relating to musical merchandise were H. V. Baxter, of the Baxter-Northrup Co., Los Angeles, and Chas. J. Lamp, of Kohler & Chase.

The convention closed with a banquet in the evening at the St. Francis Hotel, which was one of the many enjoyable events of the gathering.

#### Interesting Sidelights of Western Convention

Victor Co. Entertains Dealers at Dance and Dinner—Baldwin Gives Beach Party to Visiting Dealers—Many Interesting Exhibits

On the evening of July 22 P. T. Clay, president of Sherman, Clay & Co., Victor distributors, made a cordial address of welcome to the visiting Victor dealers who were entertained in the Colonial Room, St. Francis Hotel, by the Victor Talking Machine Co. Every arrangement had been made for the entertainment of the Victor Co.'s guests, including the appearance of H. Halstead's Orchestra, of the St. Francis; Max Dolan's Orchestra and Arthur Landry's Orchestra, all of whom have been making records at the new branch Victor factory in Oakland. These organizations played during the dinner and for the dance which followed it. On Friday, July 25, the Victor Co. entertained the dealers at its newly opened branch factory in Oakland, taking them through it and showing them every process in record making. Immediately afterwards the guests were entertained at luncheon by the Victor Co. at San Leandro, where "a good time was had by all."

#### Elaborate Exhibits

Throughout the convention the Brunswick-Balke-Collender Co. had on display an elaborate exhibition of its line at the St. Francis, the convention hotel. A. J. Kendrick, general sales manager, was present from the factory and J. Coltart, San Francisco manager of the company, was constantly in attendance. The company entertained its dealers at a dance on the evening of July 25 in the Colonial Room of the St. Francis, Isham Jones and His Orchestra making a special trip from Los Angeles to play for them.

Brunswick Radiolas were shown in action, many different makes of the console type of phonograph being in display.

W. E. Henry had an exhibit of the new portable Reflectophone and also a good showing of the Wolf Manufacturing Industries' and the Music Master Corp.'s products. Mr. Henry is in business for himself in Los Angeles.

The Cheney display of the Munson-Rayner Corp. was under the management of E. R. Darville, Coast director of sales for the Cheney.

The Sonora phonograph display was in charge of O. N. Rothlin, newly appointed to have charge of the sales. The Sonora is now being handled, for Coast distribution, by the Kohler Investment Co., with headquarters at 63 Mission street.

Talking machine and radio exhibits attracted considerable attention, especially the combination radio-phonographs.

Clarence Bell, for many years connected with the J. W. Delaney Co., Meriden, Conn., has joined the sales department of the Mathuslek Piano Co. Mr. Bell has had wide experience as a merchandiser.

**THE PORTABLE  
THAT SELLS  
AND STAYS SOLD**

Dealers  
Exclusively

THE THOMAS  
MANUFACTURING CO.

Established 1905

Dayton, Ohio, U. S. A.



# National Phonographs of Quality

at

## Right Prices

*Embodying every improvement and feature tending to the production of a perfect phonograph*

Sold by the leading DEPARTMENT STORES and GUARANTEED by them for as long a period as five years

### Discounts

On list prices quoted to established dealers allows them a fair margin of profit even when sold on deferred payment plan.

Discounts given upon request.



Model No. 500  
\$65.00



Model No. 107  
\$80.00



Model No. 102  
\$85.00



Model No. 15  
\$82.50



Model No. 112  
\$110.00

## National Phonograph Manufacturing Co.

New York Office:  
3 West 29th Street

Factory:  
Canton, Pennsylvania

Boston Office:  
128 Summer Street

ROYAL PHONOGRAPH-RADIO



SPANISH No. 30

WOLVERINE PHONOGRAPHS  
THE CAMP-FONE  
CAMP'S DAILY DOZEN  
REDUCING RECORDS

S. E. LIND, Inc.

Manufacturers and Wholesale  
Distributors

2765 West Fort Street  
DETROIT, MICH.

Tel. West 2161

VOCALION RED RECORDS



FIBRE, VOCALION  
BRILLIANTONE,  
PETMECKY and  
GILT EDGE NEEDLES

Talking Machine Business in Detroit  
Continues Good Through Summer Days

Sales of Radio and Radio-Phonograph Combinations Add Considerably to Summer Sales Volume  
—Brisk Sales of Portables—Stores Remodeled—Trade Optimistic Over Fall Outlook

DETROIT, MICH., August 7.—Talking machine business during the month of July more than held its own in Detroit. Business with most dealers was as good as a year ago and many report an increase, due to the amount of radio and radio phonographs sold this year as against last year. A year ago only a few of the dealers were handling radio—to-day most of them are in for all they can get out of it. The only big store in Detroit that has kept away from radio is Grinnell Bros. and their activities in this field are being watched with considerable interest. They are pursuing a policy of "watchful waiting" and those who are in close touch with the officials of this concern believe it is only a matter of weeks or months and that when they do go into radio it will be with a "bang."

Portable talking machines have been selling quite briskly. In fact, Saturday is the big day for portables and we know of some retail stores that sell as many as fifty and sixty on this day. The number of sales seems to fluctuate with the weather—if we get a hot Saturday sales double as compared to cool weather.

Manager Reddaway, of the People's Outfitting Co., is anxiously looking forward to the day when the new additions will be completed, as it will enable him to materially increase the size of all his departments. The new buildings will give the People's Outfitting Co. the largest retail department in the city, if not in the Middle West. The talking machine department is to be considerably enlarged and more booths added.

S. E. Lind, of S. E. Lind, Inc., wholesaler of

Royal and Vocalion lines, has been doing an excellent business all during the Summer and anticipates a big business this Fall, especially on radio-phonographs. He has taken some large orders both from the city and State and the fact that reorders are coming in constantly convinces him more than ever of the stability of the radio-phonograph business.

The Edison Shop on Woodward avenue, which has always been looked upon as the finest retail store of its kind in Detroit, has been remodeled so far as the front is concerned. Instead of the show window setting back a few feet, it is now flush with the sidewalk and the improvement is very noticeable. It gives a better display to the merchandise and makes the store look larger. The interior has been completely redecorated and the store is now more beautiful than ever.

Grinnell Bros. have been attracting big crowds to their Victrola Recital Hall in the basement with concerts by the Philip Spitalny Orchestra, which is playing at Granada Park this Summer. This orchestra makes records for the Victor Co. At the Park there is a booth for the sale of Victor records made by this orchestra and a great many are sold each evening.

Ed. Andrews, manager of the J. L. Hudson talking machine department, reports a good business for the first seven months.

The Mitchell Phonograph Co., Gratiot avenue, has doubled the size of its store during the past few months, and is doing a remarkable business in phonographs as well as radio-phonographs.

The company is using big space in the newspapers, making attractive terms and devoting a great deal of attention to arrangement of window displays.

W. W. Woodmansee is now located in his new retail store at 4515 Grand River avenue, which is just one block away from his old store. Mr. Woodmansee has for the past fifteen years been located in and around that particular part of the avenue and has the confidence of all the people in that section.

Columbia Sales in Gotham  
Territory Are Improving

Orders for machines and records have taken an appreciable upward trend for the past month, was the report of the Columbia wholesale department, 121 West Twentieth street, New York. This increase in business has become especially noticeable since the first of this month, the total amounts on orders which the outside men bring in being far larger than those of the past few months. Records are also selling well with dealers ordering larger initial quantities and repeat orders coming in frequently. Ted Lewis' rendition of "What Has Become of Sally" has proved an especially good seller, as has also the special release of record 174D, "Maytime" and "Jealous," both played by Paul Specht and His Orchestra. Mr. Specht has changed his style of playing in this recording and the result is such that the number has been a special favorite with dance lovers. A special newspaper advertising campaign is materially affecting sales of this recording.

A. C. Barg, sales manager for the Radiolamp Co., was in Boston for three days recently and renewed acquaintance with a number of his old friends.



The POOLEY Radio-Cabinet  
Model 600-R-2  
Length, 36 inches; Depth, 15 1/2  
inches; Height, 42 inches  
Price complete, without  
tubes and batteries, . . . \$225



EQUIPPED with the dependable Five-Tube Atwater Kent Model 10-B Receiving Set. It includes two stages of tuned radio frequency amplification, detector, and two stages of Audio-frequency amplification.

The POOLEY Loud-Speaker Amplifying Horn (patent applied for) is built into the type 600-R-2 Cabinet. It is a POOLEY invention found only with POOLEY Instruments. It gives maximum volume. PRODUCING A TONE QUALITY SURPASSING ANYTHING SO FAR DEVELOPED IN THE SCIENCE OF RADIO.

C. L. MARSHALL COMPANY, Wholesale Distributors  
514 Griswold Street  
Detroit, Michigan

# Columbia scores again with

*"The pennant-winning battery of Songland"*



## VAN and SCHENCK

*Joe Schenck puts it over . . .*



Joe Schenck, Apeda, N. Y.

### "I wonder what's become of Sally"

. . .

*and Gus Van catches everybody's ears*



Gus Van, Apeda, N. Y.

### . . . "Lena, you're leaning all over me"

### on Columbia Record 148 D

THE box offices of vaudeville houses everywhere are kept busy when Van and Schenck are on the bill. This hilarious "battery" are truly pennant winners—seat fillers too.

For the first time Van and Schenck do their stuff alone as indicated above. You'll agree when you hear this record that it's a sure-fire seller.

Your customers are going to call for this record as soon as it is announced. Don't disappoint them—send your orders in now for a good supply.

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

#### *The New Columbia Phonograph*

is a worthy product of the organization which made it. It is a new and better medium for the music of the world. It is better musically. It is better mechanically. It is better artistically. To the true lover of music, the New Columbia is a delight to hear. To the progressive dealer, the New Columbia is a pleasure to sell. A complete range of phonographs is offered at prices from \$50 to \$600.

*Write to the Columbia branch or distributor nearest you*

Atlanta, Ga., 561 Whitehall Street  
Boston, Mass., 1000 Washington Street  
Chicago, Ill., 430-440 South Wahash Avenue  
Cleveland, Ohio, 1812 East Thirtieth Street  
Dallas, Texas, 2000 North Lamar Street  
Kansas City, Mo., 2006 Wyandotte Street  
Los Angeles, Cal., 809 South 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

Toronto, Ont., Canada, 1244 Dufferin Street  
Buffalo, N. Y., 700 Main Street  
Detroit, Mich., 439 East Fort Street  
Minneapolis, Minn., 18 North Third Street  
Montreal, Canada, 246 Craig Street, West  
Seattle, Wash., 911 Western Avenue

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

COLUMBIA STORES CO.  
221 South West Temple, Salt Lake City, Utah

TAMPA HARDWARE CO.  
Tampa, Fla.

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

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

# Columbia

*New Process* **RECORDS**

*"Columbia has all the hits and usually first"*



## Baltimore Dealers Profit Through the Appearance of Record Artists in Tie-up

Unusual Demonstration Staged to Celebrate Appearance of Paul Whiteman—Record Sales Jump—Canvassing Nets Many Sales—Placing Fall Orders—The Month's News

BALTIMORE, Md., August 9.—The first appearance here of Paul Whiteman and His Orchestra in a concert at the Lyric on August 4 was made the occasion of the greatest demonstration ever given any record artist in Baltimore. The Victor Dealers' Association, headed by the three jobbers, Cohen & Hughes, E. F. Droop & Sons and Eisenbrandt's, turned out en masse at the concert, occupying practically all the boxes and a large part of the orchestra, the house having practically been sold out a week before the performance, and Whiteman and his men were the guests of the Association while in the city. The banquet and dance at the Belvedere after the concert was one of the largest and most enjoyable events in the history of the Association, and everyone was loud in his praise for the way it was handled by the three jobbers named who acted as the committee.

Of the performance not much need be said further than that it lived up to the reputation Paul Whiteman has established. Examples of the adaptation of standard musical works to dance rhythms featured the performance.

Whiteman's appearance here was also featured by the special release for Baltimore only of his latest record, "By the Waters of the Minnetonka" and the "Meditation from Thais," which has brought phenomenal sales ever since. This record was extensively advertised by the trade for some days previous to its release and featured in all window displays during the week.

### Artists' Appearance Boosts Record Sales

Waring's Pennsylvanians' records have also been going strong, following the third appearance here of these artists within six months. They played the last week in July at the Rivoli Theatre and showed how jazz can be made

something more than a weird conglomeration of questionable harmony.

### Canvassing Nets Many Sales

Dealers report business as better than last year, and in the majority of such cases it can be traced directly to consistent outside canvassing, especially in the rural districts, which, according to report, has been resulting in many sales. Dealers in this territory using trucks in the rural districts report good results in the country trade.

### Dealers Placing Fall Orders

W. C. Roberts, manager of E. F. Droop & Sons, Inc., Victor distributor, who has just left on an automobile trip through the New England States, said the month of July showed an increase of about 20 per cent over the same month last year and he looked for equally as good a showing this month, as dealers are beginning to place their orders for Fall.

### Good Columbia Business

W. H. Swartz, secretary-treasurer of the Columbia Wholesalers, Inc., distributor of the Columbia, said business generally, while only fair, is satisfactory for the season and the outlook for Fall and Winter is very encouraging. Sales on the \$100 console on which the Columbia allowed a special discount to the dealers during July were very good, and for some time they were sold out completely on this model and the month closed with over 100 machines oversold.

Mr. Swartz said many of his dealers, especially in North Carolina, report extraordinary results from outside canvassing among the rural trade. North Carolina just at present is in the midst of the biggest construction program the State has ever undertaken in the way of road

## Cohen & Hughes, Inc., Become Ware Distributors

Victor Distributors of Baltimore to Develop Business for Ware Radio Sets in Large Territory to Which This Company Caters

BALTIMORE, Md., August 12.—Cohen & Hughes, Inc., Victor distributors of this city, have just completed arrangements whereby they will become exclusive distributors of Ware neotrodyne radio sets in the following States: Maryland, Delaware, District of Columbia, North Carolina, Virginia, West Virginia and in the State of Pennsylvania east of the Alleghenies with one other distributor.

Norman P. Ware, of the Ware Radio Co., New York, spent several days in Baltimore and Washington going over the situation in detail with I. Son Cohen, president, and William Biel, secretary and treasurer of the Cohen & Hughes organization. The two companies concerned are mutually enthusiastic over the arrangement and it is generally believed the quality of Ware products, combined with the efficiency of the sales organization of Cohen & Hughes, Inc., will be a combination that will be entirely successful.

building and general construction work. This is due to the number of New England cotton mills that are transferring their operations to the South, which in turn calls for the construction of hydraulic electric plants for power.

Portable machines are reported as selling better than ever in this territory.

### Large Sales of Blues Numbers

The Bessie Smith Blues continue to be big sellers in this section, due to the fact that the colored population all have work during the Summer season. The Clara Smith records are also reported as making a hit with the colored trade. One dealer in the South reports having sold 2,000 of the Bessie Smith records in eight weeks.

### Plan Local Radio Station

Baltimore is going to have a \$50,000 radio broadcasting station before long. At a banquet the latter part of last month, given by the Radio Board of Trade and attended by "Roxy" Rothafel, of the Capitol Theatre, of New York, and representatives of the United States Army, the Western Electric & Mfg. Co., and representatives of Governor Ritchie and Mayor Jackson, members of the board, took the first step towards obtaining such a radio station for Baltimore. A step toward this object was made with the appointment of a committee by President H. J. Lapper to consult business men and civic officials on a plan for securing the station. The committee consists of J. M. Taylor, Jr., Gordon T. Parks and J. G. Nassauer. W. H. Swartz, of the Columbia Wholesalers, Inc., was elected financial secretary of the organization.

### New Service at Cohen & Hughes

Cohen & Hughes, Inc., the "House of Service," has installed a record demonstration table in the front of their display room with earphone attachment that is being patronized by their many dealer-visitors.

### Honeymooners See Olympic Games

L. L. Andrews, president of the Columbia Wholesalers, Inc., who is on his honeymoon trip to the Old Country, had the pleasure of witnessing America win the Olympic games while in France, according to a letter received from him last week.

### Capitol Radio Cabinet Co. Chartered

The Capitol Radio Cabinet Co., 901 South Fourth street, has filed articles of incorporation with the State Tax Commission, with a capital of \$100,000. The incorporators are Henry Rudo, William H. Reamer and Hymen Wolfenson.

A talking machine and general music department will be installed in the new store of Lowenstein's, one of the most progressive firms in Memphis, Tenn.

# Be an Early Bird!

He who hesitates loses

Victor Business

We are prepared for you

Are you prepared for the Fall?

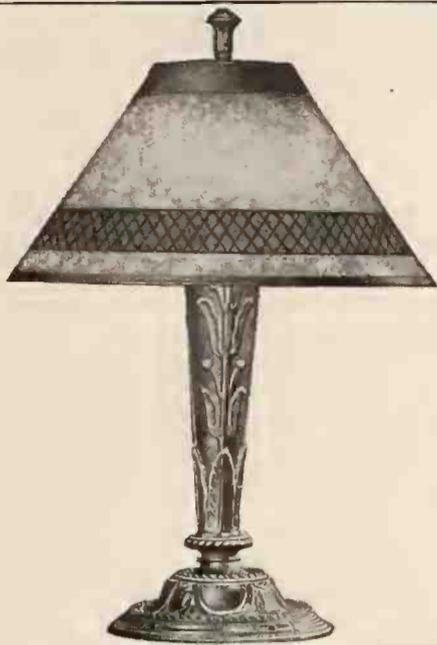
Now is the time!



BALTIMORE

WASHINGTON

"Noted for Service"



**See Insert Opposite Page 42**

We are sole distributors of

**The Radialamp**

The wonderful combination library lamp and loud speaker—in the following states:

North Carolina Maryland Delaware  
 South Carolina West Virginia and part of  
 Virginia District of Columbia Pennsylvania

We heartily endorse the Radialamp and are prepared to render the maximum of service.

**COHEN & HUGHES, Inc.** BALTIMORE, MD.  
 WASHINGTON, D. C.

**One of the Pioneers in Radio Development**

R. E. Thompson, President of R. E. Thompson Mfg. Co., a Contributor to Progress of Radio

R. E. Thompson, president of R. E. Thompson Mfg. Co., Jersey City, N. J., is one of the "old guard" in the radio industry. He and his companies have not only kept pace with developments in the art of radio but have contributed



R. E. Thompson

generously to its progress. This is due to the fact that Mr. Thompson is both a capable executive and a radio engineer—a rare combination. Coming out of the war period with a record of achievement in designing wireless apparatus for government use, Mr. Thompson set to work to apply the experience thus gained to the manufacturing of radio apparatus for use in times of peace. His Wireless Improvement Co., now merged with the R. E. Thompson Radio Corp., had been building radio apparatus since 1910, so that back of all the Thompson products are fourteen years of engineering experience devoted exclusively to radio.

When the neutrodyne came along the Thompson organization secured a license to manufacture this type of set. Having a license also to manufacture under the regenerative patents this company is in a unique position in the radio field. The Thompson 5-tube neutrodyne receiver is known throughout the radio world for its performance. The organization also developed the Thompson speaker, embodying seven special features designed to give real volume.

Recently Mr. Thompson brought into the company as chief engineer and vice-president Dr. Leonard F. Fuller, formerly with the General Electric Co.

**The Technique of Service Vital in Business Domain**

A new technique is coming in the business world—the technique of Service.

Many of us have for years been trying to give service to our customers and the public; but we have been rather clumsy at it.

Very few of us have done it whole-heartedly and well.

Very few of us have really studied what service means, in all its details.

We say that it means courtesy and the Golden Rule and giving people what they want in a pleasant way.

So it does; but it means far more than this. It means new ways of pleasing, obliging and attracting the public.

It means more and more of the personal touch and less of cold-blooded routine.

It means originality as well as courtesy; and inventiveness as well as good manners.

It means working out the spirit of friendship and applying it to all the details of buying and selling.

Service is as great a word as astronomy, and vastly more important to us, because people are of more consequence than stars.

In brief, as the Efficiency Magazine so aptly puts it: Service is the noblest thing in business as well as one of the most popular.

**Effective Edison Publicity**

A recent investigation by the advertising department of Thos. A. Edison, Inc., disclosed the fact that quite a number of rural residents were under the impression that Thomas A. Edison himself was not manufacturing the New Edison, although he had invented it. As a result a two-color circular was recently issued by the Edison company for distribution by Edison dealers. It is headed, "Thomas A. Edison Invented—Perfect—and Actually Makes the New Edison Phonograph." The rest of the circular is devoted to an outline of Mr. Edison's experience with the phonograph, a presentation of some famous Edison artists and an illustration of each standard model of the New Edison.

**Business Changes Hands**

DAVENPORT, IA., August 4.—The talking machine department of the Harned & Von Maur store, for some years conducted by the W. J. Murray Co., was recently sold to C. B. Beiderbecke, who intends to enlarge the department and take in band instruments. Mr. Murray will be connected with his brother, L. A. Murray, who conducts a talking machine business in this city.

Platt Spencer, traveling man for the Brunswick, is home from a vacation in Granville, N. Y.

**Are You Prepared**

Jobbers of  
 DE FOREST  
 FEDERAL  
 FADA  
 CROSLY

MAGNAVOX  
 BALDWIN  
 ATLAS  
 BURGESS  
 PHILCO  
 BRACH  
 WESTON  
 APCO  
 etc., etc.

for what promises to be the greatest Radio season ever known. Place your order NOW! We carry only the highest quality and best selling products. Expert service, sales and merchandising assistance at your command. Write today for price lists.

**COLUMBIA New Process RECORDS**  
**COLUMBIA New Model PHONOGRAPHS**

The phonograph outlook is also excellent. Sales on this new COLUMBIA product have kept up very well. Dealers are placing fall orders now. Have you?

**COLUMBIA WHOLESALEERS, Inc.**

205 W. Camden St.



Baltimore, Md.

Wholesale Exclusively

## Harvesting of Excellent Crops Creates Optimism Throughout Portland Territory

Retailers Working Hard to Overcome Summer Lethargy and Succeeding in Keeping Up Sales Volume—Entire Trade Enthusiastic Over Western Trades Convention—News of the Month

PORTLAND, ORE., August 4.—July business proved very good in spite of a slow start. Most report business harder to get than for some months past, but all say with a little more effort expended they were able to show the desired advance. Harvest is in progress throughout the State and in many instances the yield is better than anticipated and farmers who were facing a great loss are now going ahead with their harvest and will reap a normal crop.

Portlanders who attended the Western Music Trades Convention held in San Francisco, July 22, 23, 24 and 25, returned home with glowing accounts of the first Western convention. Those attending were Elmer Hunt, of Sherman, Clay & Co.; Chas. Soule, of the Starr Piano Co., and Mrs. Soule; M. Davis, of the Brunswick Co.;

Serge Hallman, of Sherman, Clay & Co.; Cliff Neilson, of the Wiley B. Allen Co., and Carl Jones, of the Cheney Phonograph Co.

Arthur Gabler, wholesale manager for the Pacific Northwest of the Edison Phonograph, Inc., returned the latter part of July from a month's visit to the Eastern States. He spent some time in his old home in Connecticut, where he attended a family reunion. While in the East Mr. Gabler took occasion to call upon Thomas A. Edison at the factory in Orange, N. J. Mr. Gabler found Mr. Edison conducting the complete policies of this company in every phase and devoting the greater portion of his time to the phonograph division which has always been his hobby. Upon his return Mr. Gabler set to work preparing a bulletin to be sent to all of his dealers, exploiting the phonograph business and its relation to radio.

E. A. Borgam, traveler for the Edison Phonograph, Inc., with headquarters at the Portland office, is receiving the congratulations of his many friends upon the arrival at his home of a baby girl.

A. J. Kendrick, of Chicago, general sales manager of the phonograph division of Brunswick Co., visited A. R. McKinley, manager of the Portland division, on his return from the Western Trades Convention. Mr. McKinley reports excellent July business with the advance in the records showing 50 per cent increase, both in June and July. The new Brunswick Radiolas are being received with great enthusiasm by dealers.

A. Heater, distributor of the Strand console, Thomas Portophone, Okeh and Odeon records for Oregon and Washington, has returned from a pleasure and business trip to Washington and British Columbia and reports business very satisfactory, especially in the Portophone business. Mr. Heater has added the new Music Master loud speaker to his line. Mr. Heater reports the new combination radio Strand model is popular.

Wendell Hall, Victor artist, who is making a tour of the country under the auspices of the National Carbon Co., and who gave two concerts over the Oregonian KGW, was the guest of the Portland Victor dealers, giving a complimentary concert for them, their friends and patrons in the recital hall of Sherman, Clay & Co., July 31.

"The Hottest Man in Town" and "A New Kind of Man," the first Victor release of Geo. Olsen and His Music was greeted with a blare of trumpets by Portland friends of this new Broadway star and Victor artist. The orchestra with their instruments were paraded on a large float, followed by the Victor dealers in automobiles which were decorated with huge banners announcing the arrival of Geo. Olsen and His Music. The route of the parade included all of the Victor stores where the parade came to a halt while the orchestra played the two numbers. Crowds followed and after the parade the local stores did a rushing business.

Sherman, Clay & Co. held their annual picnic, recently at Riverlot Park on the beautiful Clackamas River. More than one hundred employes and their families attended and a royal good time was enjoyed. The retail house won the baseball game, but the wholesale house came back strong in the tug-of-war. A Victrola furnished the music and a delicious supper was served.

### B. R. Forster Returns Soon

B. R. Forster, general manager of the Brilliantone Steel Needle Co. of America, is expected back in New York the latter part of August from his extended business tour of the Pacific Coast.

## Brandes Corp. Celebrates Completion of New Plant

President Frederick Dietrich Tenders Reception to Employes and Invited Guests

The completion of the new plant of the Brandes Products Corp., Newark, N. J., a subsidiary of C. Brandes, Inc., 237 Lafayette street, New York, manufacturer of "Matched Tone" radio headsets and the Brandes "Table-Talker," was celebrated by a reception tendered by President Frederick Dietrich to the employes of the two organizations and invited guests, who included most of the prominent executives of other radio companies.

The reception marked the first performance of the Brandes Minstrels and the initial appearance of the Brandes "Matched Tone" Orchestra. Both organizations are composed of employes of the Brandes companies, and their performances were well received by the 600 people present. President Dietrich was introduced by



New Plant of Brandes Corp.

G. P. Casper, director of purchases, who presented him with an American flag and a Brandes pennant, gifts of the employes, and a decorated tambourine presented by the members of the minstrel cast.

The new building is located next to the old Brandes Products Corp. building on Mount Pleasant avenue, Newark. It is of brick construction, two stories in height, and extends 85 feet along Mount Pleasant avenue and 200 feet along Gouverneur street. Between the two buildings is a court, and they are connected in the rear, making the new structure 112 feet at the rear end. A bridge has been erected to connect the two upper stories. The new building will be used for winding, manufacturing and plating and as soon as machinery can be installed production will commence.

The new plant rounds out the list of Brandes factories to five. In addition to the two in New Jersey there is the plant in New York City, that of Canadian Brandes, Ltd., in Toronto, and the factory of Brandes, Ltd., at Slough, Buckinghamshire, England, where headsets are manufactured for the European trade.

### Famous Edison Artist Abroad

Anna Case, the internationally famous singer, recently sailed for Europe on the S. S. "La France." Miss Case plans to remain abroad for some time and to combine a well-deserved vacation with a number of important concert engagements. Just prior to sailing, Miss Case visited the Edison Laboratories at Orange, where she was photographed in company with Thomas A. Edison. The picture of this internationally known couple has appeared in the rotogravure section of practically every newspaper throughout the country.

# CLARAVOX

CLEAR VOICE

## REPRODUCERS

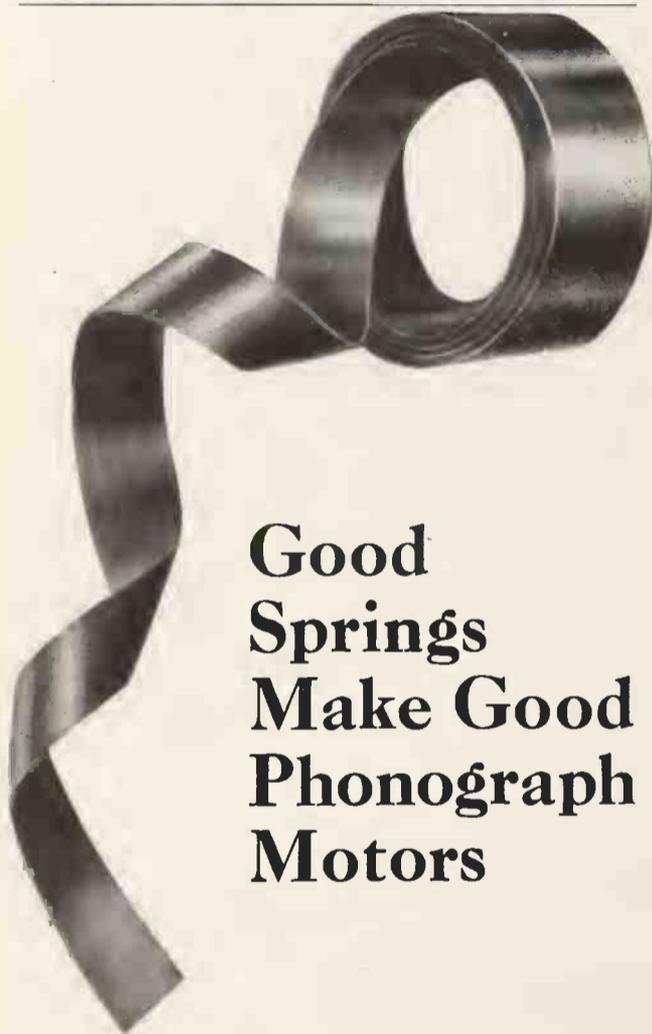
Reflect Credit on Edison Products

Standard Diamond Point  
Special Jewel Point  
No. 1 Edison Attachment

All Claravox Reproducers employ new Claravox diaphragm—a scientific achievement.

Write for prices and discounts

THE CLARAVOX COMPANY  
YOUNGSTOWN, OHIO



Good Springs Make Good Phonograph Motors

## Ultra Superior Swedish Steel

—safeguards the reputation of your product. This world famous spring steel is unexcelled for toughness and elasticity, uniformity and even tempering qualities.

We are exclusive distributors in the United States, and maintain complete stocks in our various warehouses.

Write or phone nearest office for stock lists and prices.

### EDGAR T. WARD'S SONS CO.

Boston Chicago Cleveland Detroit  
Newark Philadelphia

# More About "Mastercraft"

The safest thing in the world to buy—is reputation.

Making a purchase from a manufacturer without reputation is like loaning money without security.

The dealer always feels safe in recommending the product of a reliable, responsible and dependable manufacturer. Experience has taught him to be extremely cautious about anything for which price alone—is the selling argument.

Price cutters—come and go—but the manufacturer who earns and keeps a favorable reputation—places **QUALITY** and **SERVICE**—first.

It's no different with the dealer—who wants to make or maintain a reputation—he must exercise great care in buying—for he is known by the goods he sells.

That is why this company should always receive favorable consideration—on your phonograph requirements. Their Trade Mark is an iron-clad guarantee to every dealer and purchaser. It means absolutely A1 cabinetry, equipment and finish with an appeal which makes for quick sales, increased business, pleased customers and larger profits.

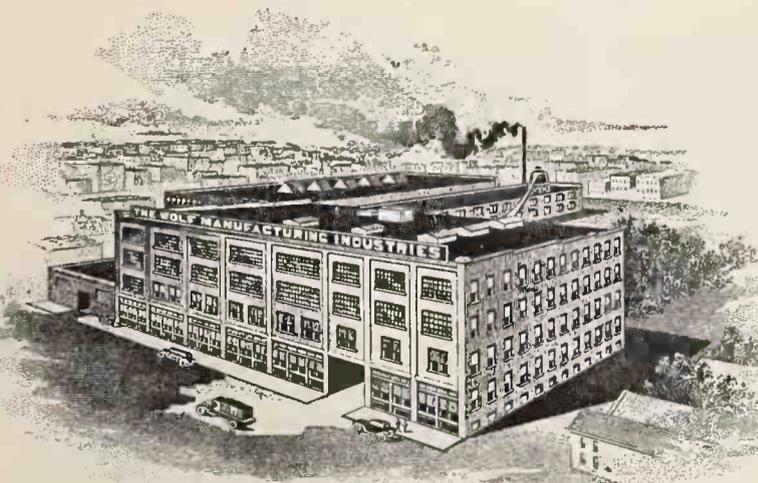
Take the first step toward better business—**TODAY—NOW**—before it escapes your attention.

Descriptive literature—and quotations—on request.

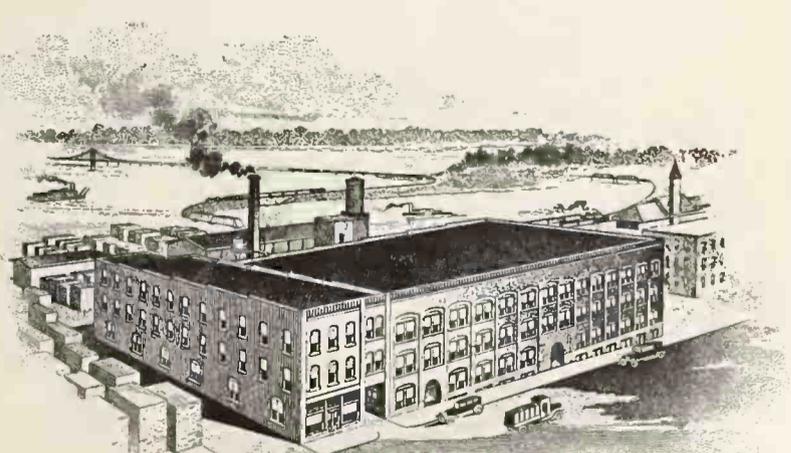
## THE WOLF MANUFACTURING INDUSTRIES

(Established 1890)

**BUILDERS OF "MASTERCRAFT" PHONOGRAPHS  
QUINCY, ILLINOIS**



PLANT N°1



PLANT N°2

# Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., AUGUST 8, 1924.

BUSINESS definitely has taken a turn for the better. Some two months ago the president of the largest Chicago banking institution stated that in his opinion the tide had already turned, but his statement was immediately criticized as being too optimistic. In fact a fellow director of the same bank openly stated as much. Now this last named critic, upon his return from a trip to the Eastern circles, admits that he was wrong, and says that the East is only now beginning to realize that the corner has been turned and that the bottom was reached during the latter days of June. From now onwards there will be steady improvement, and unless the business world insists upon being more than usually stupid it is certain that we may look forward confidently to an excellent Fall and Winter. This is not what is elegantly denominated "hokum," nor is it what is called "the bunk," for it represents the deliberate opinion of the men in our Middle West who are best equipped to pronounce on the subject. One must not indeed rashly conclude that henceforth nothing matters, and that a sort of 1919 sellers' market is about to burst upon our astonished view. There is much lost motion to be taken up, much to be done before the economic waste of the past half year has been replaced by a forward progress in all lines. Business has lost much ground which it can regain only by degrees. The reasons for the recession of the last six months are as easy, and as difficult, to understand as to set forth in few words; let others explain them. That the recession has ceased and a progression begun is now incontestable. That is the main thing to be remembered. From now onwards it will be up to the business man, to the merchant in the first place and behind him to the manufacturer who supplies the goods to be sold. Let us have done with nonsense about politics and address ourselves to business. There is much store-keeping to be done between now and Christmas. Let us start in at it now so that full advantage may be taken of business opportunities in the coming months.

No trade, no industry, no economic group has ever been advantaged for more than a very short time by adopting a policy of degrading its quality. The talking machine business can probably less well afford to experiment with such policy than can any other, for it deals in music; and music is something which will endure very little degradation. In a word, the moment one begins to go down the hill in manufacturing or merchandising policies, that moment one starts a force into action which can indeed continue to run downwards, but which will not stop until it has reached the very bottom. The talking machine business showed in some quarters during the late depression signs of a tendency unduly to lower the price-levels and therefore the quality of its product. Certain retail organizations, accustomed to bargain methods and principles, have taken advantage of the peculiar conditions of the present year to secure quantities of talking machines at very low figures; and in turn have offered these to the public at prices which can only be called destructive. One can understand the motives of big retail buyers not specially interested in building up any one industry; and one can not blame the uninterested public. The first named are thinking of sales and the latter of bargains. But talking machine men who allow themselves to be beguiled into deals of this nature are simply cutting away the ground beneath their own feet. They are sawing away the limb of the tree on which they are sitting, they are simply killing their own market. Of course, the first-class talking machine cannot be killed in this way, but the second-class machine will inevitably suffer, for the first-class machine is not mixed up in such schemes, by these tactics. Meanwhile however no one gains, not even the people who ultimately buy. The game of cutting off one's nose to spite one's face is generally held to be a foolish game. Strange that it should so often be played, especially by business men who should be aware in which direction their best merchandising interests lie.

THE trade is too prone in many instances to gauge business conditions as they affect this industry by the volume of machine sales for the very apparent reason that machine sales represent in most cases substantial units and loom up large on the balance sheet. However, the real meat of the industry is represented in the sale of records, the instrument itself, no matter how elaborate it may be, representing simply the medium for the reproduction of the records and being without value should the supply of records be suddenly swept away. It is not going too far to say that during the past few months record business has played a large part in keeping the industry going, for although there was a dropping off of machine sales in many localities record sales did not show a proportionate decrease and in fact kept surprisingly close to normal in the face of a general situation that was not at all satisfying.

For some years, and particularly since the war, the dance mania that has swept the country has resulted in the giving of much attention to the production of dance records by organizations of greater or less repute, and to the unthinking it would seem as though some of the larger companies had cast aside their original ideals and were drifting with the tide to the extent of centralizing effort on the production of popular numbers.

The appeal of the talking machine to the worthwhile element among music lovers of the country has been, and is, through the medium of records of the better sort, records of a type that originally proved so impressive that they broke down the prejudices against "mechanical" and "canned" music. Were these records to be neglected the industry would be in a bad way, but on the contrary we find in each weekly or monthly list many numbers that should find a welcome place in any permanent record library.

It is true that the announcements of new recording artists are not as frequent as they were a decade or two ago, but this is natural for the reason that at the outset there was presented practically the entire artistic field to draw from. As the great artists from time of Caruso, however, were convinced of the desirability of having their voices recorded in permanent form, they were quickly placed under contract and the problem of the recording director is now that of watching for and seizing upon the newer artists as they rise to fame.

The thing to be remembered is that it is the good record—the record that is standard and reflects the best in music—that represents the foundation of the trade.

THE fact that still another manufacturer of high class talking machines is announcing a national advertising campaign for Fall is more than merely interesting, for it throws a strong light upon the principles that necessarily govern high-grade merchandising in this industry. The moment that the question of price becomes secondary, that moment the question of quality becomes primary. That is to say, there are only two possible ways of distributing a product, by offering it at the lowest price or by making it of the highest quality. In the first case there is always the certainty that some one else sooner or later will find a way to make something still cheaper, whilst in the other case it is wholly a matter of educating the buying public to the desirability of preferring quality to cheapness. Now the fact that a thing is good, even that, perhaps, it is the best of its kind, is not itself decisive. One may have the best thing but still be unable to sell it; all for lack of means to bring it before the public eye. Advertising is one such means and the value of national advertising is that it helps to build up a sort of foundation of knowledge upon which the retail dealer may later build. When a name and a claim have thus been broadcast long enough, a kind of good-will has been built up on which every retail dealer can realize. Such advertising of course is of very little value when it is merely general, and the fact that national advertising in the talking machine field is almost entirely devoted to the exposition of definite claims shows how the great manufacturers have grasped the principle that it is what the machine will do that sells it.

Business  
on the  
Upturn

Keep Up  
Record  
Sales

Let's  
Build  
Up

Emphasizing  
Facts  
Only

From our **CHICAGO** HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EUGENE F. CAREY, Manager

**Many Orders Placed by Dealers in the Chicago Territory Indicate Low Stocks**

**Buoyant Note to Trade as Retailers and Wholesalers Make Preparations for a Busy Fall—Strong Portable Demand Still Noticeable—Record Business Also Good—Month's News of the Trade**

CHICAGO, ILL., August 8.—July was something of a surprise to many in the trade. July is generally the duller month of the year, when no one expects any special developments and when manufacturers and jobbers usually stand by and let the business take a good long breath. This July, however, has certainly been a marked exception to this rule. There was a certain toning up, a rather marked convergence of favorable factors, which have had the effect of putting a different song on the lips of many a man who was beginning a veritable jeremiad. Just what happened is difficult to discover, but something happened to jerk up jaded spirits and give a more buoyant tone to conversations in the trade generally.

Possibly the relief of the long strain of the Democratic national convention had something to do with it. Perhaps it was the reflection that both great parties had nominated men known to be conservative and opposed to any radical attack on the business structure of the country. The sharp up-turn in the prices of foreign products unquestionably has had its effect, but there are actual and tangible evidences of a substantial change. The supply people, makers of motors, tone arms and reproducers and equipment generally, report for the most part a distinct

up-turn in business since about the middle of last month. Manufacturers in this district are evidently getting ready for a good Fall business and find themselves justified in facing requirements in considerable volume. The chances are greatly in favor of their expectations being realized. Talks with sales managers and travelers for manufacturers and jobbers elicit the unanimous statement that the retail trade as a whole was never in cleaner condition than at present.

Buying during the first half of the year was light, evidently not because of a paralysis of retail business but because the trade believed that it was time to set one's house in order; time to clear up odds and ends of stock and to clean up bad accounts, repossess where persistent effort to collect had failed and dispose of "trade-ins" and repossessions.

Six dealers from widely separated localities in the Middle West who were visitors to one Chicago wholesale house on one day of last month were asked regarding the conditions of their stocks. While none of them said they were excessive, four of the six declared that they were the lowest in their history. That this condition is quite general is evident from the important aggregate of small orders coming to

hand. In fact, July is generally spoken of as having been better than June, an unusual condition, but one perfectly logical in view of the state of affairs which has prevailed.

**Portable Sales Hold Up**

Portable trade is still going fairly strong. While it reached its apex as usual just prior to the Fourth of July, the decline was by no means as sharp as in previous years, and portable business at least was very substantially ahead of last year.

Even if trade should mark time more or less during the rest of the Summer, there is certain to be a decided demand on the stocks of wholesalers and manufacturers during the first flurry of Fall business. That this demand will be of gratifying dimensions is the general belief.

Record business has kept up surprisingly well and itself furnishes evidence of the value of the talking machine as a purveyor of Summer entertainment. Radio business is making a very fair showing, considering the hot weather turn. Manufacturers report a greatly increased inquiry the last few weeks, and look forward to marked activity this Fall.

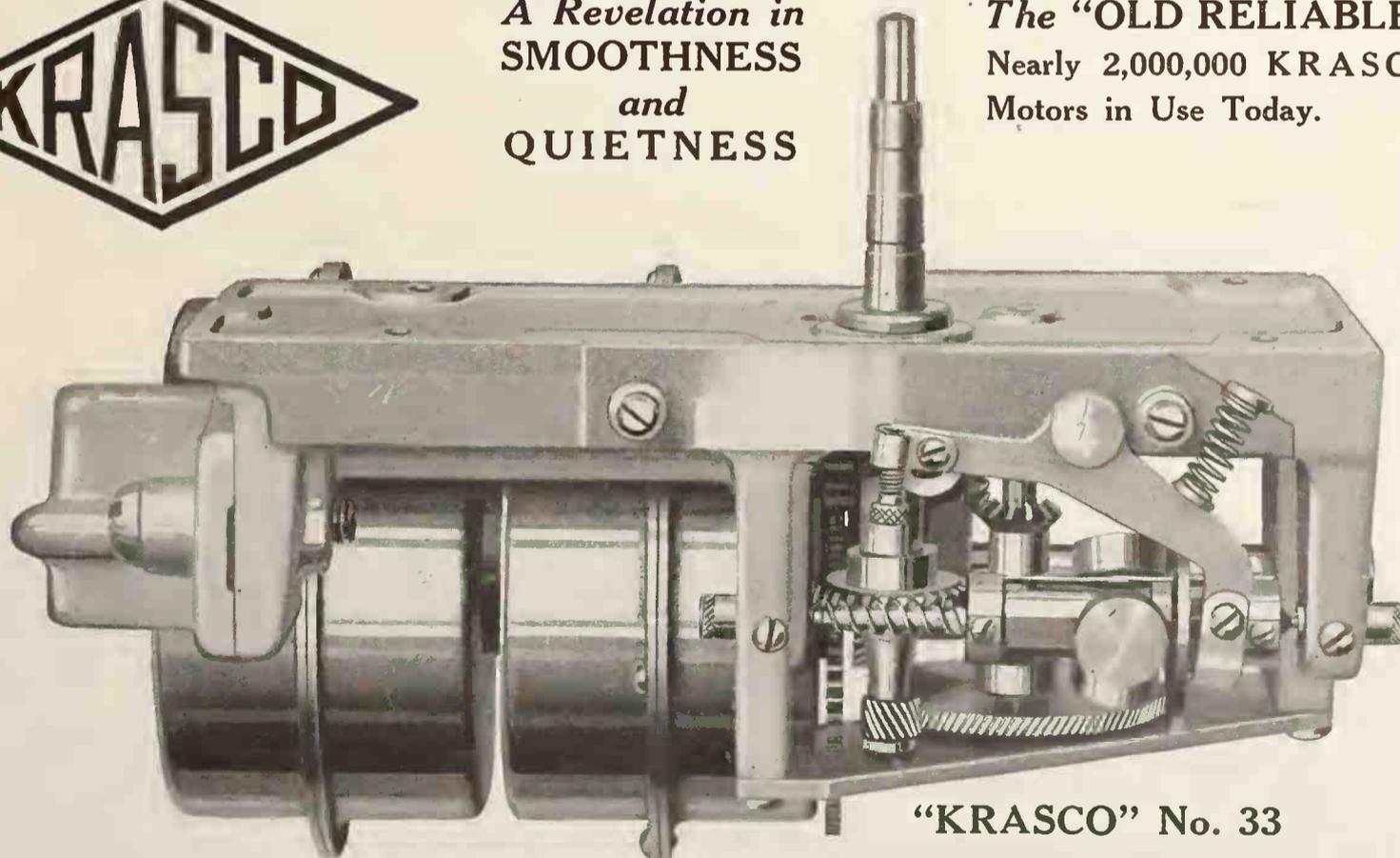
A feature of the Fall business, so far as the talking machine trade is concerned, is likely to be the introduction of lower-priced combination talking machine and radio models than have heretofore been presented. While the prices of some of the combination outfits have undoubtedly been undermined by some people it is generally hoped by those who have the interests of the trade at heart that this will not go too

*(Continued on page 112)*



**A Revelation in SMOOTHNESS and QUIETNESS**

**The "OLD RELIABLE"**  
 Nearly 2,000,000 KRASCO Motors in Use Today.



**"KRASCO" No. 33**

No matter what your motor requirements are KRASCO will fill the bill. If your trade wants reliable motors to play from four to ten ten-inch Records at one winding KRASCO will do it. Write for literature on KRASCO MOTORS. Types 2, 3, 4, 22, 33 and 41.

**KRASCO MANUFACTURING COMPANY**

451 East Ohio Street

CHICAGO, ILL.

Eastern Branch, 120 West 42nd Street, New York

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

far and that the desire for volume of sales will not lead to neglect of the quality of the product.

**Cheney National Publicity Drive**

Announcement is being sent to all Cheney dealers that beginning on September 20 the Cheney will be nationally advertised in the Saturday Evening Post. The move is one of far-reaching importance not alone to all merchants handling the Cheney but to the entire trade.

The inauguration of national advertising for the Cheney comes as the culmination of a period of trade development which has taken the instrument into every part of this country and abroad. Within the past two years many of the finest and largest department stores and music stores in America have taken on the Cheney—in many cases as the exclusive line.

In 1922 the Cheney Talking Machine Co. was able to announce a remarkable increase in volume of sales over the preceding year, and in 1923 that still greater strides had been taken. The policy of national advertising is, therefore, the natural outgrowth of spreading distribution and increasing prestige.

The patented acoustical features of the Cheney provide exclusive selling points that have been of especial interest to merchants. It is upon this that the national advertising will particularly dwell.

Cheney cabinets will also come in for their share of attention because of the reputation which they have earned, both for design and workmanship. Models from \$100 upwards will be illustrated. The Cheney is made complete in the factories of the company in Grand Rapids, Mich.

**To Make Records and Rolls**

An important addition to the Western talking machine industry has been made in the organization of the Capitol Roll & Record Co. which takes over the Columbia Music Roll Co., changing the name of the music roll made by that company to the Capitol music roll and will also engage in the manufacture of the Olympic talking machine records.

The company has the financial backing and the executive, manufacturing and marketing experience of President L. M. Severson and his associates in the Operators' Piano Co., one of the established and successful concerns in the Chicago music trade, and the production of the Olympic records is under the supervision of John Fletcher, formerly head of the Fletcher Record Co. of Long Island, N. Y. Olympic records are now being produced in the fine modern plant at Kedzie and Chicago avenues, and the first bulletin will be issued in September.

A complete recording laboratory has been installed on the fourth floor and the electroplating and pressing departments are on the first floor. The company already has the foundation of a good classic and standard catalog in the masters brought to Chicago by Mr. Fletcher, and a specialty will be made of the

latest popular song hits and instrumental numbers.

Mr. Fletcher was for years famous as a trumpeter with Sousa and later with Walter Damrosch, and his knowledge as a recording expert and of the entire process of the record manufacture is recognized in the trade. Nine presses are now installed, giving the company a capacity of over a million and a quarter records a year.

**Kimball Exhibit at Ohio Convention**

The W. W. Kimball Co. announces that it will have a full line of instruments on exhibit at the Ohio Music Merchants' Convention, which will be held September 8, 9 and 10 at Cleveland, Ohio. This display will consist of the Kimball talking machines, pianos and reproducing instruments, and J. V. Sill, manager of the wholesale department, will be in charge of the handsome display which will be made.

**Enlarge Sales Organization**

T. W. Hindley, sales manager of the Wasmuth-Goodrich Co., has arranged with W. A. Everly, formerly a member of the Vocalion forces of the Aeolian Co., to represent them in Iowa. He will make his headquarters in Cedar Rapids.

W. O. Webster has opened salesrooms in the Tower Room, Vancouver, B. C., and will represent the Emerson phonographs and Emerson Phonoradio in British Columbia.

Julian Kronengold has recently been made a representative for Indiana, Texas, Arizona and New Mexico, and has already opened some good accounts. He makes his headquarters at 2314 Carondelet street, New Orleans.

L. K. Markey, Pacific Coast representative with headquarters in San Francisco, recently had the misfortune to fracture several ribs in an automobile accident, but is now back on the job.

Wasmuth-Goodrich Co. is now offering its Lady Churchill and Blenheim Emerson console models equipped with the Music Master loud speaker unit and Duotone Controlla, battery compartment with corrugated rubber lining and all equipped for the installation of radio sets at the dealer's or owner's option.

**Fenton Stores Change Hands**

It is announced that Charles Houston and associates have purchased the controlling stock of the Fenton Music Co., which operates two of the finest Victrola and radio stores in Chicago. The general office is located at the North Side Store, 4736-38 North Racine avenue. The other Fenton store is located at 1523-25 East Fifty-third street at Lake Park avenue. The new officers and directors of the Fenton Music Co. are as follows: Geo. B. Grosvenor, president; Charles Houston, vice-president and treasurer, and Olin Bell, secretary.

These stores have been general musical merchandise stores for a period of five years and have sold pianos in a small way. In 1923 the Fenton Music Co. added a radio department 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.

both stores and has very competent men in attendance. The new officers of the Fenton Music Co. have extensive plans to push the Victor talking machines and records, and the radio department, it is stated, will be second to none in the city of Chicago. Mr. Houston is now negotiating taking over a music store in Oak Park and one on the Southwest Side, and when the entire plans are carried out the Fenton Music Co. expects to operate six music stores in the outlying resident sections in Chicago.

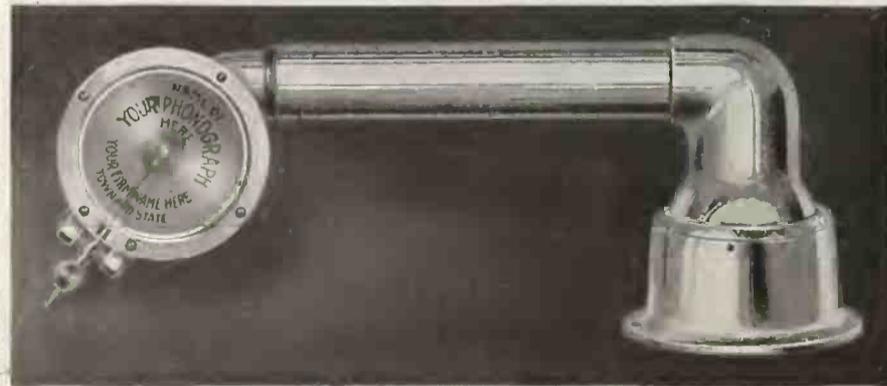
The piano department in these various stores will be operated by the Grosvenor & Lapham Co., whose officers are Geo. B. Grosvenor, president; E. F. Lapham, vice-president, and Charles Houston, secretary and treasurer, and the combined prestige of the Grosvenor & Lapham Co. and the Fenton Music Co. will put this organization in a position to secure more efficiency from their advertising, as they will operate stores in the various neighborhoods surrounding Chicago, and will obtain far better results than the stores located in the loop district. As it will be remembered, the Grosvenor & Lapham Co. was located in the Fine Arts Building for 26 years, 410-18 South Michigan avenue. They closed their business there last month and moved their equipment to the Fenton Music Co.'s Northside Store on Racine avenue.

**Returns to Scene of Former Activities**

T. J. Mercer, sales manager of the Gulbransen Co., visited Los Angeles on his way to the Western Convention of Music Dealers at Frisco and was made the subject of the following notice in the Los Angeles Examiner:

"The man who read the first proof on The Los Angeles Examiner in 1904, when this newspaper was born at Fifth street and Broadway, yesterday returned as sales manager of the Gulbransen Co. of Chicago, makers of the Gulbransen registering piano, to announce that this city has outstripped all others in the United States in buying his firm's output, even though the local representative, the Martin Music Co., at 734 South Hill street, is only two and one-half years old.

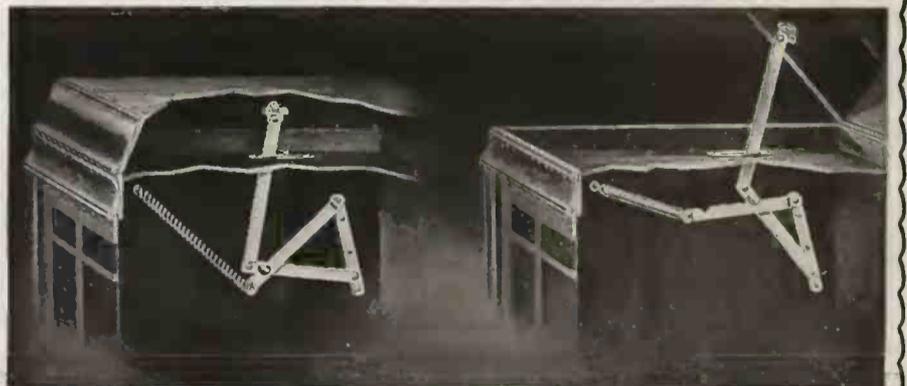
"The man is T. J. Mercer, member of the original 'Examiner Club,' and yesterday he  
(Continued on page 114)

**Scotford Tonarm and Superior Reproducer**

Manufactured under patents of Louis K. Scotford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 8½ inches center of base to needlepoint—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes

Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries  
Samples sent anywhere for trial

**The Superior Spring Balanced Lid Support**

A touch of one finger lifts or closes the lid which stops, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with escutcheon plate and all necessary screws.

Low quantity Prices quoted on application

BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STS., CHICAGO



Vitanola No. 35 List price, \$110.00  
Height, 46 inches; width, 20½ inches; depth, 22¾ inches.  
Finishes: Brown Mahogany, Golden Oak, Fumed Oak, Walnut.  
Wholesale Price, \$50.50



Vitanola 500 \$100.00  
Dimensions: Height, 33¾ inches; width, 31½ inches; depth, 21½ inches.  
Finish: Brown Mahogany.  
Wholesale price, \$42.50



No. 708 List price, \$350.00  
Width, 35¾ inches; height, 52 inches; depth, 18¾ inches. Italian walnut finish.  
Includes complete phonograph equipment, 5-tube radio set and loud speaker unit. No tubes or batteries. Gold-plated equipment, electric motor. Rear panel removable. Top raises.  
Wholesale price, \$175.00

# VITANOOLA

The Phonograph of Marvelous Tone

## Is Built “From the Inside Out”

Not merely outward appearance, though that is important too, but the hundred and one details of inner construction also, tell the story of whether a phonograph is a real quality instrument or “just another machine.”

Building phonographs “from the inside out” has been one of Vitanola’s secrets of success. Before it can bear the Vitanola trade-mark every instrument leaving our factory must pass a rigid inspection for “inside” construction as well as for exterior finish.

In this way Vitanola dealers are saved those little kicks, sometimes not serious but *always annoying* that come after the instrument is in the home and is the center of the family council.

“Inbuilt quality” is the way some dealers describe Vitanola construction.

We call it *taking pains*. But “pains” make perfection. If your desire is to sell an instrument that is as nearly perfect as high grade machinery and sincere craftsmanship can make it, secure the Vitanola agency.

Whether it is the new style radio cabinets, combination phonograph and radio instruments or straight phonographs bearing the Vitanola trade-mark—you may rest assured they are built “not alone for beauty but to satisfy and give service.”

*Order a sample of one of the three models illustrated to the left, or write for illustrations and prices on all of the models of the comprehensive line of Vitanola and Vitaradio.*

## Vitanola Talking Machine Co.

829 American Furniture Mart

666 Lake Shore Drive

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

# BLOOD TONE ARM CO.

PHONOGRAPH EQUIPMENT

326 RIVER STREET  
CHICAGO, ILL.

## NOTICE!

The Blood Tone Arm Company is completing preparations for extensive advertising of Blood Radio Tone Arms to convince the dealer of the importance of specifying Blood Radio Tone Arms on ALL his machines.

95% of our output now is Blood Radio Tone Arms. This is significant and should demand the immediate attention of every manufacturer.

The Price is Right.

visited the Examiner's composing room and greeted, among others, Fred Dunn and Arthur Hay, co-members with him and still active in the business of publishing the paper.

"There is a great thrill in returning to this, my old home city, to find an amazing progress in every field, including that which I represent," said Mercer. "And it is gratifying to find the Martin Music Co., world leaders in the sale of Gulbransen pianos, attributing much of their success to the fact that in the first year of their operations here they used The Examiner almost exclusively as an advertising medium. When I first read proof on The Examiner the paper had 35,000 circulation, a mighty big start for a brand-new publication, in the Los Angeles of twenty years ago. To-day they tell me it circulates to more than ten times that number on Sundays.

"This city need not fear any permanent set-

backs. I've been traveling all over the country and there is more and better business and greater optimism here than anywhere else. This is considered a real city in the East, and is not looked upon as a boom center. Eastern money wants to come out here, and is coming, and you are due for substantial, steady growth."

### New Duo-Vox Catalog

The Bush & Lane Piano Co., of Holland, Mich., just issued a very beautiful catalog showing the entire Duo-Vox line, including several attractive new models. A technical description lays particular stress on the "two-voice" feature, after which the instrument is named, mainly the utilization of two individual and patented reproducers, one for hill and dale and one for lateral cut records.

The specially constructed phone chamber is also made the subject of special description. Four handsome types of console models and

two uprights are shown together with style R-120 Duo-Vox with radio equipment. Speaking of this and other radio models the company says:

"To the radio lover and enthusiast is available the Duo-Vox Bush & Lane with radio equipment, all in one instrument. Our radio models of Duo-Vox Bush & Lane are wonderfully popular. Built primarily and solely to perform as a sound-reproducing instrument, the Duo-Vox Bush & Lane is a natural or unequaled medium for radio entertainment. The charming qualities of vocal or instrumental radio productions are focused and mellowed to perfect original individualism in passage through the scientifically, correctly designed and constructed Duo-Vox Bush & Lane tone chamber. Speech or music is translated with absolute naturalness and so clearly and distinctly that sense of distance from radio auditorium or suggestion of artificiality is non-existent.

"Style R '120' and other Duo-Vox Bush & Lane radio models not herein illustrated can be equipped with any of several standard makes of radio panel with either outside antenna or inside loop antenna."

### Automatic Phonograph Co. Chartered

The Automatic Phonograph Co., 29 South La Salle street, was recently incorporated to manufacture and deal in automatic phonographs and musical instruments, with a capital stock of 200 shares of no par value. The incorporators include F. I. Larsen, Florence Nierman and Harry A. Pillman.

### The Music Merchant and the Community

A. G. Gulbransen, president of the Gulbransen Co., believes firmly that the music merchant should be a prime factor in the musical activity in his community, and that his store should be the center of interest in this regard. While many neglect the opportunity to be the purveyors of musical information of all kinds and to help to the utmost in the musical life of their community, there are many who realize the responsibility in this direction and the advantage to be gained by properly starting it.

The number of men possessing the larger view is steadily growing. Many merchants, for instance, go farther than merely to make their stores music headquarters. Some have the ability to conduct or play in local band organizations, others lend practical support to such organizations. Those who take the initiative in getting prominent artists to come to their cities are doing wisely.

Another angle of music activity that is too often neglected, in the opinion of Mr. Gulbransen, is the giving of recitals not only in the store, but in churches, before groups of business men, lodge audiences, etc. This sort of work creates not only general interest in music, but a definite desire for the particular instruments featured. It is about as profitable in results as any music promotion the dealer may undertake.

The dealer who does the things outlined is helping himself by helping his business. Looking at it from another angle, he is rendering a real service to his community—a very important service.

### Enter the Kimballgram

The Kimballgram, the organ of the recently organized Foremen's Club of the W. W. Kimball Co., has made its appearance. This clever little paper, to note its own words, is strictly a factory publication, for the sole purpose of promoting a clearly defined understanding of our duties, and to stimulate the desire of every worker to contribute his or her best towards maintaining the highest standard of excellence always found in the Kimball products, and also to bring about "the Happy Hello!" spirit among all of us who write, talk or work that our every-day lives may be more happy and prosperous.

There are a number of extremely interesting articles, among them a history of the Kimball  
(Continued on page 116)

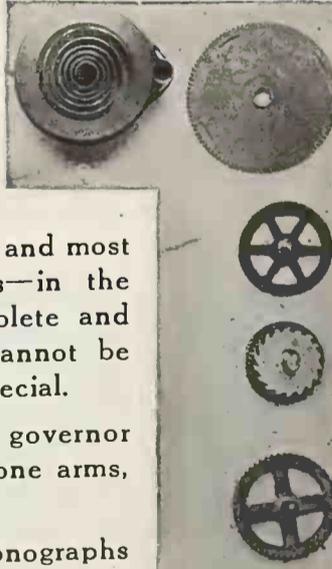
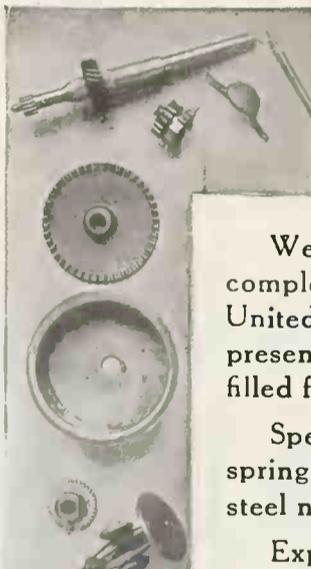
## Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE LAWS OF ILLINOIS



SUCCESSORS TO  
Standard Talking Machine Co.  
United Talking Machine Co.  
Harmony Talking Machine Co.  
O'Neill-James Co.  
Aradine 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: 2857 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.

# OKeh and Odeon Records

“Speed and accuracy in the delivery of *complete* orders for the popular, fast-selling OKeh and Odeon lines” is but another, longer, way of saying

*“Consolidated Service”*

**Consolidated Talking Machine Co.**

227-229 West Washington Street

CHICAGO, ILL.

*Branches:*

2957 Gratiot Ave., Detroit, Mich.

- - 1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

Co. by E. B. Bartlett, vice-president of the company; a remarkable record of the men who have been continuously in the company's service for forty years or more; and various articles by members of the factory's selling and official staff.

An article that will be read with keen interest by Kimball dealers who are fortunate enough to secure a copy of the paper is on the subject "On the Phonograph" by Albert A. Huseby, the company's well-known technical expert, and the president, by the way, of the Foremen's Club. The article, according to an editorial note, "is based on a series of hundreds of experiments conducted in the Kimball laboratories and references from such eminent sources as Thomas Edison, Berliner, William Braid White and others." The trade will be glad to know that the Associate Editor of The Talking Machine World is thus given a place among the immortals.

The article goes into detail regarding the fundamental principle of the talking machine, and describes the construction and special features of the Kimball phonograph at considerable length.

Promoted to Manager

The Glick Talking Machine Co., one of the largest Victor dealers outside the Loop, with headquarters at 2100 West Division street, has appointed Herman Gordon manager of the South Side store at 1655 West Sixty-third street. Mr. Gordon is a thoroughly experienced talking machine man and was for six years manager of one of the stores of Saul Birns in New York City. Eight months ago he came to Chicago and joined the sales force of the Glick Co., and has now been given the responsible position which his work with the company deserved.

New Radio Starr Style in Big Demand

C. H. Hunt, manager of the Chicago office of the Starr Piano Co., reports that their style XIX-A, the "install your own radio" model, has excited much interest in this territory and that shipments are now going forward from the factory at a rapid rate.

The company has an attractive window display of this style with explanatory card showing the various features.

Saal Controls Broadcasting Station

Broadcasting stations in Chicago continue to multiply and the latest to get on the air is another hitch-up with the talking machine industry. It is WTL, and is controlled by the H. G. Saal Co., manufacturers of talking machine motors and radio apparatus. It is placed on the Webster Hotel, 2150 Lincoln Parkway.

WTL started radiocasting some very acceptable programs under the supervision of Len Brosseau, the program director of the station. The schedule of radiocasting includes the hours from ten to twelve every night except Sunday and Monday and a day program beginning at noon each Tuesday and Saturday. WTL has a power of 100 watts and will operate on 268 meters.

Brunswick Radiola on Display

An event of the past two weeks has been the appearance of the Brunswick-Radiola in dealers' stores and windows throughout the city. At the Brunswick headquarters on Wabash avenue two large rooms have been fitted up elaborately for the display and demonstration of the beautiful instruments. The majority of Brunswick dealers in the Chicago district have already placed their orders, according to sales manager Harry Bibb, and are very enthusiastic regarding the sales possibilities of the new combination. Lyon & Healy started a newspaper campaign with large space in the dailies on Thursday and Friday of last week.

New Oro-Tone Brass Tone Arm

The Oro-Tone Co. has just announced that it will have a new brass tone arm ready for the market on September 1. It will be a large sized arm with an adjustment of eight and a half to nine and a half inches and will be equipped with the company's new extra loud reproducing attachment.

Sees Activity Ahead

Frank F. Paul, general sales manager of the United Manufacturing & Distributing Co., has just returned from a trip through the Middle West, during which he received ample confirmation of his optimistic view of the outlook for business in this period.

"I had the pleasure of talking to a great many phonograph manufacturers and large dealers," said Mr. Paul. "Almost without exception those to whom I talked stated that business is improving and that they look for a large volume of business this Fall and Winter. Certainly this is true in our own business. We believe that we are going to have a very fine lot of business during the weeks just ahead. As a matter of fact, the work in our sales department has increased to such an extent that we have had to take on the services of another sales executive. M. A. Bruce, who recently came with our company as assistant sales manager, is finding plenty of work to keep him busy. Without question the phonograph manufacturers will sell a great many combination sets this Fall and Winter. That the manufacturers are beginning to realize this is indicated by the large number

No. 500

## Radio Cabinet

With Built-in Loud Speaker

Mahogany or Walnut—Two Tone

*Send For Literature and Prices*



Patents Applied For

## Portable Radio Set

With Collapsible Horn and Ribbon Antenna

Patents Applied For

*Write For Further Information*

# LAKESIDE SUPPLY CO.

73 W. Van Buren St.  
CHICAGO, ILL.  
Harrison 3840

of orders being placed for the Unidyne panel."

Bartlett Wins Golf Honors

E. B. Bartlett, vice-president of the W. W. Kimball Co., has been playing in good form this season and at the tournament of the Chicago Piano Golf Association at LaPorte, Ind., on Thursday of last week won the first prize for low net score for 36 holes which comprised the day's play.

Piano Club's Radio Party

Instead of its annual picnic the Piano Club of Chicago had a radio party this year and it was at the Rainbo Garden, Tuesday evening, July 29th. There was a fine dinner, also dancing and an inspection of the radio station WQJ which is connected with the Garden.

Preach Gospel of Work

All of the travelers of the Chicago Talking Machine Co. returned from their vacations the middle of July and are active in their territories demonstrating to dealers methods of going after business suitable to the Summer season.

"That intensive effort during the so-called dull season is worth while has been proved repeatedly," said Dan Creed in a chat with The

**An Exceptional Line**  
for  
**Wide Awake Dealers**  
**COLUMBIAN BABY GRAND**



Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59" x 56".

**EXCEL PHONOGRAPH CO.**

Manufacturers

400-412 West Erie St. CHICAGO, ILL.

These high-grade Consoles come in Mahogany and Walnut finishes.



No. 20

Nickel or Gold Hardware. Workmanship Guaranteed. Prices that appeal.



No. 30

Our No. 10 identical to No. 20, except Gum Panels and Straight Back Legs



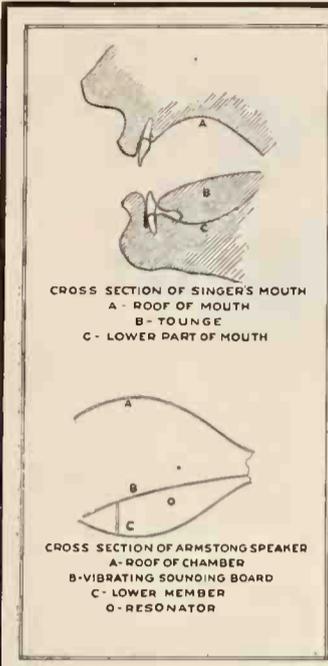
No. 40

Place your orders early. In 1923 we were sold out in September for the full year.



STYLE No. 4  
43" high, 21" wide,  
23" deep; 5-ply.  
Genuine Mahogany or Oak

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)



# The ARMSTRONG SPEAKER

## SHAPED LIKE A SINGER'S MOUTH

Refinement of tone with QUALITY and volume.  
Solid walnut cabinet, perfectly finished, occupying but little space.

**LIST PRICE, \$27.50**

*If your jobber cannot supply you, order from us*  
**A BIG ADVANCE IN RADIO RECEPTION**

**McKinley Phonograph Co.**

PAUL B. ARMSTRONG, Manager

1501-1515 East 55th Street

CHICAGO



World. "Even if immediate results do not seem commensurate with the effort expended, the man who keeps in touch with his prospects during the Summer months is going to have the big chance of landing them in the Fall. Our men in the first six months in 1924 kept pace with last year," said Mr. Creed, "and it required mighty hard work to do even that, and, of course, we always like to see an increase. Still, we think we have reason to be satisfied under the circumstances, and with the July business eloquent of low stocks in the hands of dealers and with a generally optimistic feeling among our trade we look for a good, if not an unusual, Fall business."

**S. S. Schiff at Saginaw Plant**

Sam S. Schiff, of the Vitanola Co., spent the latter part of July at the company's big factory at Saginaw, Mich., inspecting some attractive new styles which are coming through over there and speeding up production on some really important orders that have recently been received.

**Finds Record Business Improving**

E. A. Fearn, president of the Consolidated Talking Machine Co., notes a marked increase in the volume of wholesale record business during the past two or three weeks, and looks for a considerable activity in talking machine sales during the coming Fall, with popular-priced models perhaps in greatest demand. Mr. Fearn is highly pleased with the reception given the new Samson, Jr., portable machine and is making plans to give it a national distribution.

**Reports Increased Export Business**

H. J. Fiddelke, manager of the Hall Fibre Needle Co., reports that the foreign trade, always an important factor in their business, has been growing steadily of late. This month they have already made important shipments to New Zealand and to a new distributor in Australia. Dealers in Hall Fibre Needles will now have

an opportunity to introduce the product to new customers with no additional expense to themselves, as hereafter twenty-five sample packages containing five needles each will be included in each carton.

**Enlarge Talker and Radio Department**

Fred Firestone, manager of the retail store of the Schumann Piano Co., while in Chicago recently announced that an adjoining store has been leased to secure increased space for the talking machine and radio departments. E. Jackson, formerly of the Jackson Talking Machine Shop, of Rockford, is in charge of this department.

**Melrose Bros. Expand**

Melrose Bros. have incorporated their retail business on Cottage Grove avenue and have removed to larger quarters next door, at No. 6820, where they have three times more space than formerly occupied. The company carries a complete line of Columbia phonographs and records, as well as the Vocalion, the Sonora and an extensive stock of small goods and sheet music. A line of pianos is also handled. Lester Melrose will manage the retail end of the business, while Walter Melrose, his brother, will devote most of his time to the business of the Melrose Bros. Music Co., with professional offices at 119 North Clark street.

**Again in Business Harness**

Charles M. Bent, of the Music Shop on Wabash avenue, who was operated on for appendicitis last month, is again at the store and is rapidly regaining his strength.

Thomas B. Stone, Victor dealer at Sixty-seventh and Stoney Island avenue, had a similar experience, but is again at his place of business after a stay at the hospital.

**Satisfied With Furniture Mart Business**

I. A. Lund, sales manager of the Excel Phonograph Co., expresses himself as well pleased

with the volume of business secured during the Furniture Show at their exhibit at the new American Furniture Mart. "It was a little slow at first," he said, "but during the last week we got some excellent orders and we are looking forward to a good normal Fall business."

**Interesting Krasco Publicity**

The Krasco Mfg. Co. has issued an attractive little circular telling in concise form the story of Krasco motors. Of the six sizes of this well-known motor two are illustrated, namely, the No. 2, which plays four, and the No. 33, which plays ten ten-inch records to the winding.

**Oro-Toners' Enjoyable Picnic**

Members of the factory and office force of the Oro-Tone Co. had their annual picnic last month. This year it was at Diamond Lake, about thirty miles from Chicago and the scene of the day's enjoyment was reached by means of specially chartered auto buses. The Oro-Toners, with their families and sweethearts, had a wonderful time of it motor-boating, fishing, swimming and engaging in the customary athletic contests.

**Welcome, Miss Tremblett**

V. K. Tremblett, assistant sales manager of the Chicago Talking Machine Co., is happy over the advent of a daughter.

**To Job Radio to Music Trade**

Percy R. Kimberley, a well-known figure in the music industry for many years, has formed the Music Trade Radio Corp. for the purpose of jobbing radio to music merchants. Offices of the company will be located at 328 North Michigan avenue, where three floors of the building will be occupied. Percy R. Kimberley is president and treasurer, Chorne Donnelly is vice-president and Elliott Jenkins, secretary.

"There are still a certain proportion of music  
(Continued on page 118)

*No greater value for the money than in*

# KIMBALL PHONOGRAPHS

**Excellence of Construction  
Natural Tone, Variety of Designs  
Reliability**

Side by side with other makes of similar price the Kimball is a ready seller—therefore, a money maker for the dealer. Ask about agency franchise, territory and terms.

**W. W. KIMBALL CO., 306 South Wabash Ave., Chicago**

Makers—Kimball Phonographs, Pianos, Players,  
Pipe Organs. Distributors—Columbia Records



Kimball Style S

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)



Packed in attractive Colored Display Cartons

Retail Prices:  
 Box of 12 needles - 25c  
 Box of 4 needles - 10c  
 100% Profit to Dealers

# Tonofone

REPRESENTS THE HIGHEST STANDARD QUALITY

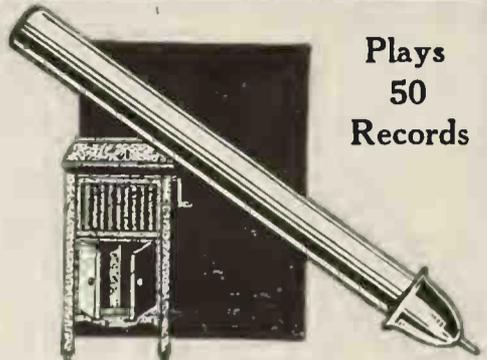
Obtained in  
**SEMI-PERMANENT NEEDLES**

Reproduces all the Tones Accurately and Clearly without the scratchy Surface noise.

TONOFONE NEEDLES ARE SOLD BY OVER 8,000 DEALERS and 26 WHOLESALE DISTRIBUTORS

*If you do not have complete stock on hand, order from your Distributor*

**THE TONOFONE COMPANY Makers 110 S. Wabash Ave., Chicago, Ill.**



Plays  
 50  
 Records

Cannot injure the finest record!  
 The stylus point is made of a material softer than the record substance, therefore wears the needle and not the record.

merchants who do not handle radio," said Mr. Kimberley, "and the reason is largely because of their fear regarding an unknown proposition. This concern plans to render service to music merchants in this connection and launch them forth in the radio game along lines that have worked out definitely and surely here in Chicago and other places.

"Although conditions right now are seemingly not the best, still the country is basically right and radio itself has definitely proved that it is no passing fad or fancy of the public. It has continued to grow steadily and the coming Fall and Winter will see even greater advances in sales than in the past. It is no longer a question of 'shall I handle radio or shall I not?' but of 'how shall I handle radio?' There is no use refusing to connect up with the line of merchandise that brings assured profits such as is the case with radio as handled by music merchants throughout the country."

Mr. Kimberley is admirably fitted for the management of the new radio jobbing concern. He was connected with the Cable Company for many years and more recently was head of the Chicago Wurlitzer organization, where he put in radio and went through the preliminary stages of radio merchandising as experienced by the music merchant.

He is thoroughly conversant both with the music industry and its problems and the radio game as the music retailer knows it. Associated with him are two expert radio men, Messrs. Donnelly and Jenkins, who at one time were in charge of the Drake radio broadcasting station.

**A Business as Usual Policy**

An article in the current Printers' Ink quotes as follows a letter from the Gulbransen Co., manufacturer of the Gulbransen registering piano, in answer to an inquiry as to the state of business:

"This house does not plan any special campaign at this time any more than it has in any year past. We have what is probably a very unusual record, in that we have never missed advertising in a national way a single month since we started our national advertising poli-

cies. Furthermore, we have never run less than a full page in the leading national mediums since we entered the field.

"Our problem has been one of stabilizing the market all the year round, not to put extra life into the market at any particular time. The steady advertising that we have done has to a very large extent had the effect of stabilizing our particular market, and has also resulted in consistent, steady linking up with our advertising by Gulbransen merchants. Few national advertisers, we believe, have gone into intensive dealer tie-up any more deeply than we have. It is almost a religion with us, continuing month after month with clocklike regularity. With such a policy you can very readily see why there is no particular Fall and Winter campaign.

"So far as general business in the latter part of the year is concerned, we expect and are preparing for a considerable improvement. Our confidence in the situation is indicated by the fact that we are completing a new six-story building which will increase by one-seventh the amount of our available manufacturing floor space."

**Pathé Activities**

W. E. Hotchkiss, manager of the Chicago office of the Pathé Phonograph & Radio Corp., reports that among the larger dealers who have recently taken on Pathé records in Chicago are L. Klein & Co., the Hartman Furniture Co. and the two stores of W. A. Wieboldt & Co. The new concert Actuelle is meeting with great favor for dance halls and clubs where an unlimited quantity of tone is desired. It is being used successfully in the National Academy of Design in the Auditorium Building and is a feature of the Cal-Mil Dancing Academy at California and Milwaukee avenues.

**Takes on the Crosley Line**

The Vocalion Co., of Chicago, is developing its recently organized radio department and has just made arrangements to become distributor for the receiving sets made by the Crosley Radio Corp., of Cincinnati.

**Mourn Death of J. W. Scott**

The staff of the Jewel Phonoparts Co. was greatly saddened this month by news of the death of J. W. Scott, the Eastern representative, which occurred at his home at Orange, N. J., July 17, of pneumonia. "Scotty," as he was

affectionately known in the trade, had done excellent work for them and was greatly loved by everyone connected with the company.

A. B. Cornell, general manager of the Jewel Phonoparts Co., is spending his vacation on his farm at Summerville, N. J. He will return about September 1.

**An Attractive N. & K. Window Display**

The accompanying illustration presents a very attractive window display of N. & K. imported phones, featured by the Commonwealth Edison Co. in this city. The display is noteworthy for



Commonwealth Edison Co.'s N. & K. Window Display

its human interest value and attractive setting, and it created considerable comment and interest among passers-by. This window is one of a series of displays that have been appearing from coast to coast featuring N. & K. phones and other N. & K. products, distributed by the Th. Goldschmidt Corp. of New York.

**Sees Good Fall Trade**

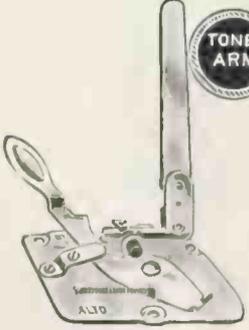
The Illinois Phonograph Corp. has taken on the entire line of the Ware Radio Co. as Illinois distributor. It is now showing three table models and three floor cabinets.

The company received this week a sample of the new Sonoradio No. 2, equipped with a three-tube Ware radio set.

**Sees Good Fall Trade**

The new general manager and treasurer of the Illinois Phonograph Corp., Sonora distributor, Alfred C. Valeur, is highly satisfied with the Fall outlook for business. The fact that the recent upturn in prices has added one hundred million dollars to the value of the wheat crop as compared with last year, itself indicates, according to Mr. Valeur, that the turn has come, not only because of the additional amount of money put into circulation, but because of the general confidence it creates and the consequent

*(Continued on page 120)*



**THE ALTO Automatic Stop**

has the following good points: Nothing to screw into the tone arm and simple in construction. It fits under the turntable.

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



STATIONS	CALLS	 WAVE	 TUNER	REMARKS
				
<p>FIND THE DIFFERENT STATIONS—CHART THE DIAL POSITIONS AT WHICH THEY ARE RECEIVED AND HAVE AN ENDLESS VARIETY OF ENTERTAINMENT WITH YOUR RADIO-MASTER. AFTER THE POSITIONS ARE CHARTED YOU CAN TURN FROM ONE TO ANOTHER WITH EASE AND SELECT YOUR PROGRAM.</p>				
<p>THIS IS JUST ONE OF THE MANY ADVANTAGES OF RADIO-MASTER. THEY ARE EASY TO INSTALL—REQUIRE NO OUTSIDE ARIEL—SIMPLE TO TUNE—HAVE SELF CONTAINED LOUD SPEAKER—BEAUTIFULLY FINISHED—AND OUR PROPOSITION TO DEALERS IS MOST LIBERAL. LARGER MODELS IN THE CONSOLE TYPE INCLUDING RADIO-PHONOGRAPH COMBINATION. WRITE FOR EXCLUSIVE REPRESENTATION TODAY.</p>				
<p><b>RADIO-MASTER CORPORATION</b> OF AMERICA F. B. WARD, PRES.</p>				

BAY CITY,

MICHIGAN

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

loosening of purse strings that it will occasion.

Mr. Valeur, after years of experience with the Sonora Co., as a member of the executive staff in New York, was managing director of the Canadian division of the company. He retired from that position in February of this year and after several months at headquarters came West to assume his present position.

Sales Manager Leon Golder has just returned from his vacation and is making a trip of investigation through the territory.

#### Gives Golf Party

M. A. Healy, president of Lyon & Healy, was host at the Lake Geneva Country Club on Wednesday, July 30, to sixteen members of the executive and department staffs of the company. The principal feature of the day was a golf tournament participated in by M. A. Healy, Columbus Healy, Vincent Healy, R. E. Durham, C. H. Anderson, C. W. Litsey, R. T. Stanton, W. P. Roach, W. P. Walsh, W. J. Burns, H. F. Adams, D. E. Geller, J. C. Vance, O. L. Haupp, H. P. Veatch and J. T. Morgan.

Mr. Durham was the winner of the first prize with a score of 85. C. W. Litsey won the prize for making a hole in the least number of strokes. The winners of the low foursome prizes were Columbus Healy, C. H. Anderson, W. J. Burns and R. T. Stanton. Luncheon was served at the club and later in the day the whole crowd was delightfully entertained at M. A. Healy's Summer home.

#### H. E. Roemer Addresses Piano Club

The annual election of officers of the Piano Club of Chicago will take place on October 8. President McKenna this week announced the following nominating committee: G. W. Brownell, chairman; J. G. Pierson, Wallace Kimball, Ray Riley and Charles Clute.

On a recent Monday H. E. Roemer, well-known in the talking machine trade and a strong factor in the radio business, made an interesting talk emphasizing the point that the music trade is the logical channel for the marketing of radio.

On Monday of this week the entertainers were James J. Whalen, Miss Irene McGinn and Ray Hibbeler, of the Garrick Music Sales. The latter sang several of his own compositions, including "Tell Me You'll Forgive Me" and "Bungalow Love Nest."

#### Some Personals

E. P. Bliss, who for a number of years traveled Michigan for Lyon & Healy, was a Chicago visitor this week, visiting the radio trade.

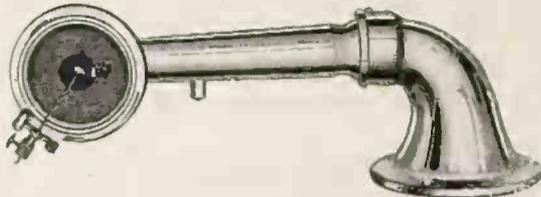
William H. Nolan, also a former Lyon &

Healy man, was a Chicago visitor. He recently sold his talking machine business at Appleton, Wis., to Irving Zilke and was here arranging for a new trade connection.

Miss E. E. Powell, secretary and treasurer of the Tonofone Co., is spending her vacation with her parents at Paducah, Ky.

#### New Oro-Tone Product

The Oro-Tone Co., of this city, will soon be ready for the market with a new tone arm and reproducer especially designed to meet the demands of manufacturers who wish a dependable product at a price enabling them to install it in their more popular-priced machines. It is made of a special alloy and has a telescopic adjustment in length from seven and one-half to eight and one-half inches.



New Oro-Tone Tone Arm

General Manager Leigh Hunt, in speaking of the new product, says that in volume and quality of tone it will be found to be up to the usual Oro-Tone standard. It is constructed in such a manner that the correct weight or pressure will be registered on the record. The company expects to be able to make deliveries on the new tone arm about September 1.

The Oro-Tone Co. is now mailing to the trade the new catalog which was referred to in the last issue of The Talking Machine World. It is a handsome booklet of 30 pages illustrating various styles of tone arms and reproducers, attachments for playing lateral cut records on the Edison and for playing Edison records on Victor and Columbia talking machines. It also illustrates and describes the Oro-Tone Portotype, as well as an extensive line of supplies and parts, including steel needles, sapphire and diamond points, fibre needle cutters, automatic stops, motors and a line of radio supplies, including headsets, loud speaker units, batteries, and other accessories.

#### As One Manufacturer Views It

The Cheney Resonator, that admirable bi-monthly publication of the Cheney Talking Machine Co., has in its current issue a most interesting editorial treatment of general business conditions with reference to the future, and pertaining especially to the talking machine busi-

ness. The article is characterized by a candor of treatment which is highly to be commended. We quote in part:

"First of all, during the last few weeks some very important things have happened. The taxation question has been settled; not to everyone's liking to be sure, but settled. Then, the bonus question has been settled; by no means to every one's liking, to be sure, but settled.

"Then, the mischievous attempt to cure agricultural disturbances by unsound economic remedies has been finally defeated. Lastly, Congress has adjourned and can neither do good nor harm to business again until after the Presidential election.

"Meanwhile, production and consumption have at last met; the one now virtually balances the other. Rate and volume are under normal, but there is at least a balance. In a word, it appears that we have touched bottom, for bank clearings show steady gains once more, retail stocks are known to be very low, and the basic industries have shown very little in the way of unemployment conditions.

"All these facts can be discovered by any one who will take the trouble to look up the facts and figures which government reports, the monthly statements of the commercial agencies, and the figures of the bank clearings from week to week amply provide.

"This company desires to help in every way each one of its dealers to do more business and make more money. It will neither complain about them nor try to load them with unwanted stock in the future any more than in the past. This company is able and willing merely to 'stand by' when standing by is necessary, but it does not believe that the present time is at all a time for fear, nor for lacking confidence, nor a time when no business can be done.

"The company knows that the trouble with retail phonograph business is not lack of appreciative people, nor 'hard times,' for there are no hard times, but rather lack of imagination, and lack of the understanding that phonographs need to be sold, instead of being held on store floors until people walk in and insist upon buying them.

"'Business goes by fits and starts,' said Herbert Hoover the other day, 'and just now it is having a fit.' These are true words, as true as they are witty. But the fit is near its end, the start is already beginning. Let us work together and we shall have cause within a very short time to be glad."

#### Lambert Friedl a Visitor

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., was a visitor to the Edray Sales Corp., their Chicago representatives last week. He expressed himself as highly satisfied with the prospect for fine distribution of Royal phonographs, combination phonograph and radio, and neutrodyne radio models this Fall. The first of the Royal neutrodyne radio cabinet models has just been received at the offices in the Republic Building and has excited much admiration on the part of those who have seen and heard it.

#### Columbia Items

W. C. Fuhri, vice-president and sales manager of the Columbia Phonograph Co., was a visitor to the Chicago offices the latter part of last month, in the course of a Middle Western trip.

John McKenna, manager of the Chicago branch, has just returned from a trip through Michigan, where he found the dealers with stocks in excellent condition and ready to place orders for Fall.

"Underlying conditions are really much better than they were last year," said Mr. McKenna. "Stocks in the hands of dealers are much lower than they were at that time and with the improved agricultural conditions I believe we are going to have a very excellent Fall and Winter business."

(Continued on page 122)

You  
Should  
Sell

Your Distributor Can Supply You



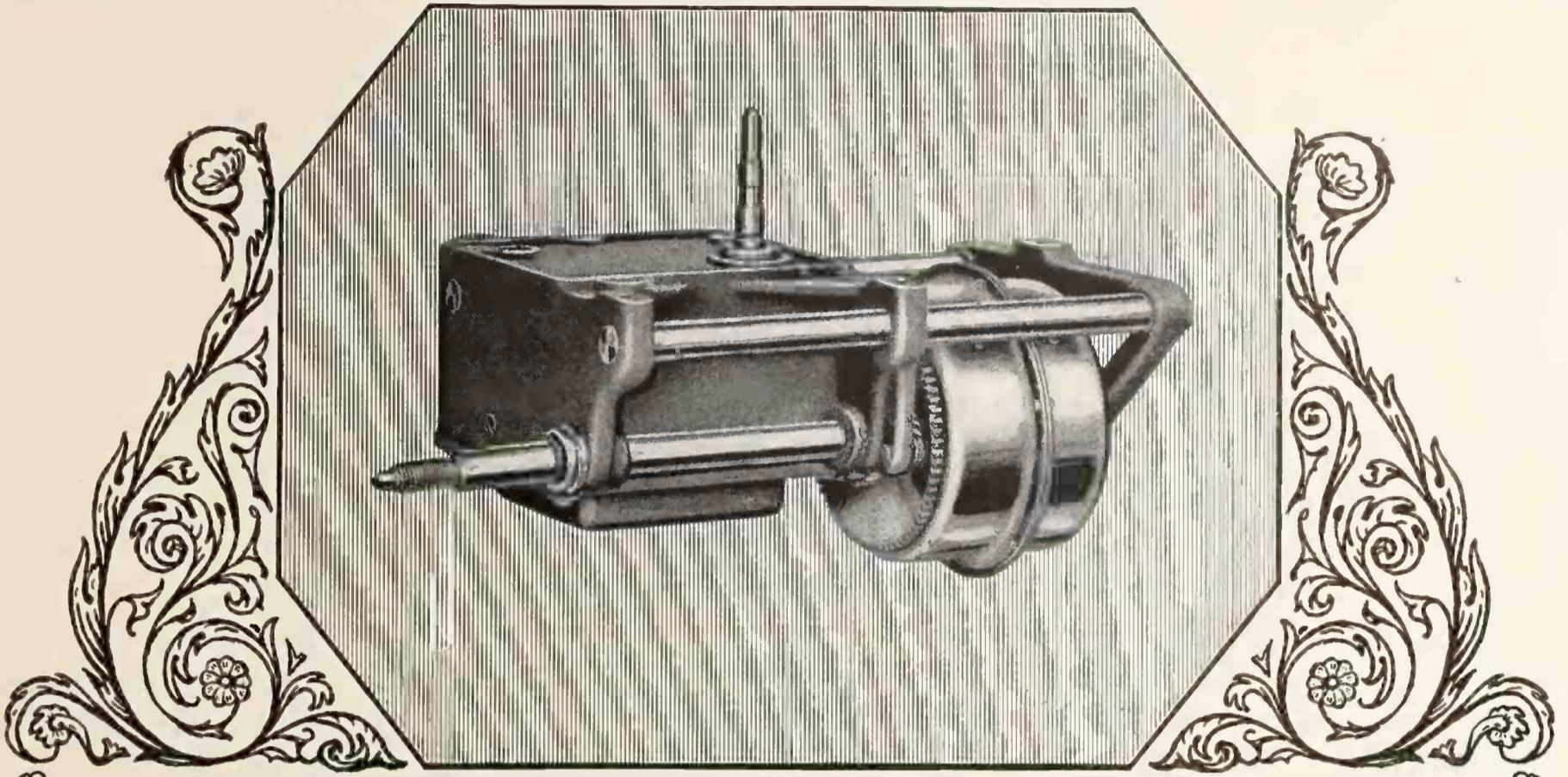
HALL  
CONCAVED  
FIBRE NEEDLES

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.

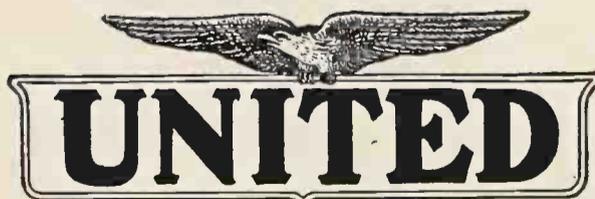


## UNITED MOTORS Meet the Highest Standards

**W**ITH the ambition to create a superior product as a greater urge than the thought of the material gain to be acquired, the men who have grouped themselves into a guild of craftsmen at the United Plant, painstakingly build into each motor more than mechanical perfection, more than the finest materials and rigid tests assure, but a personal pride in the fine work that they are doing that is reflected in the superior service that United Motors give.

High ideals, a creed of precision and accuracy, old world thoroughness and modern equipment have raised United Motors into a class of enviable merit. Our huge, modern, daylight plant is capable of immense production with no loss of careful workmanship and quality. United Phonograph Motors will enhance the value of the finest cabinets—and their inherent dependability assures long and satisfactory service.

UNITED MANUFACTURING AND DISTRIBUTING CO.  
9705 Cottage Grove Avenue, Chicago, Illinois, U. S. A.



*Largest Independent Manufacturer  
of Phonograph Motors  
in the World*

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

C. F. Baer, assistant manager of the Chicago office, is on a visit to the Minneapolis branch.

#### Leon Samuels to Tour Europe

Leon C. Samuels, exclusive distributor for the Vincennes Phonograph Co. at Vincennes, Ind., will sail from New York on August 27, on the steamer "La France," for a two months' trip to Europe. Although Mr. Samuels has recovered from his recent illness, he feels that the trip will be of immense benefit to him; while affording recreation and rest, it will give him the opportunity to investigate the European market and to extend their present export connections.

Mr. Samuels will be accompanied by an intimate friend, Harry Kahn, of Indianapolis, who is one of the heads of the People's Outfitting Co., which conducts a chain of important furniture stores. They will tour Italy, Germany, France, Switzerland and England and will return to New York on October 18. Mr. Samuels has just returned from a trip to Detroit, Cincinnati, Indianapolis and Louisville and reports having booked some excellent orders.

During Mr. Samuels' absence the office in 920 Republic Building will be in charge of his assistant, W. A. Ferguson, who will have some attractive new styles of Rivoli phonographs and Rivoli radio combinations to show visitors.

#### Hold Successful Sonora Conference

Sonora jobbers in the Middle West attended a very successful conference held recently at the Congress Hotel in that city. Plans for sales, advertising and production for the coming Fall were discussed in a series of meetings, and the jobbers were keenly enthusiastic regarding the outlook for Fall activities. The Sonora executive offices in New York were represented by S. O. Martin, president of the company; Joseph Wolff, first vice-president; Frank J. Coupe, vice-president in charge of sales; Warren J. Keyes, treasurer, and L. C. Lincoln, advertising manager.

#### Introduce Thorola Reproducing Unit

Frank Reichmann, inventor of the Thorite

horn and the Thorophone loud speaker, has just designed a new reproducing unit known as the Thorola, which is being manufactured by the Reichmann Co. in this city. In discussing his new invention Mr. Reichmann stated: "The Thorola produces the highest violin notes and the lowest drum beats without distortion and with great volume. The super-sensitiveness of the Thorola, its ability to give greater volume on distant stations and to deliver more for your receiving set under all conditions, are based



Thorola Reproducing Unit

on the new design. This design uses for the first time the push-and-pull principle with a permanent adjustment. The horn is one piece thorite and cannot be thrown into resonance with any audible sound wave frequency."

#### Advocates Friestedt Inventory Plan

In the leading article in Printers' Ink Monthly for July, entitled "Mental Hazards That Stand in the Way of Sales," C. B. Larrabee sets forth a number of pet fetishes of business men that eat profits and takes occasion to refer to the time-honored custom of taking inventory in January when business was normally at high peak. In the article Mr. Larrabee comments

upon the fallacy of the mid-Winter inventory and the wisdom of the Summer inventory as advocated by Arthur A. Friestedt, president of the U. S. Music Co., in the following words:

"Then there's the old idol of January inventories. Right in the middle of the busiest season the retailer just about closed up shop in order to take inventory. Not only that, but he intentionally kept his stocks low, when he should have had them full, in order not to show too much at inventory time. As someone has said, 'What's the use of special effort to increase Summer sales if you are going to drive away business in Winter by a foolish policy of inventories?'"

"It is hard to realize just how serious this inventory fetish has been to business unless you have gone into the matter deeply. One manufacturer went on the road right after Christmas and found that dealers were letting their stocks drop to almost nothing on account of inventories.

"The solution, of course, is to shift inventory time to a dull season, whether that season is in May, July or October. The only reason for not doing so may be the impression that the Government insists on January 1 inventories. Such is far from the truth. The Government is only too glad to encourage off-season inventories because such a policy means a spreading of the rush times in the Department of Internal Revenue.

"This is a problem that affects manufacturers in a great many lines. They will do well to go into it deeply and show their retailers how dull season inventories build rush season profits."

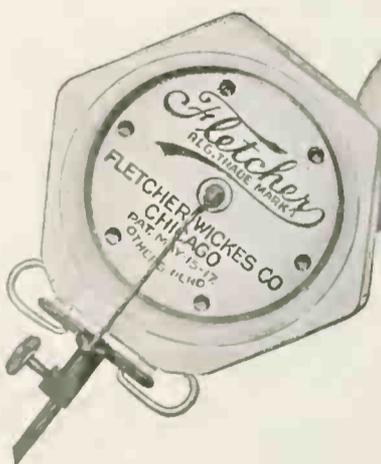
#### McKinnon Home From West

C. D. McKinnon, district sales manager of the Vocalion record division of the Aeolian Co., returned from an extended Western trip early in August and left on August 8 on his annual vacation.

# A New Fletcher Product

REG. TRADE MARK

## No. 3 BRASS DRAWN TONE-ARM One Piece Hexagon Taper, Non-Vibrating



The best that money and skill can produce is now ready for the market at a minimum price. Plays all records and is equipped with the regular Fletcher Reproducer, which is scientifically constructed, and which really reproduces either vocal or instrumental music.



Write for samples and quantity quotations specifying 8½" or 9½" length.

Money back guarantee covers all sample orders.

Fletcher "Straight" and Fletcher "Universal" still made and carried in stock.

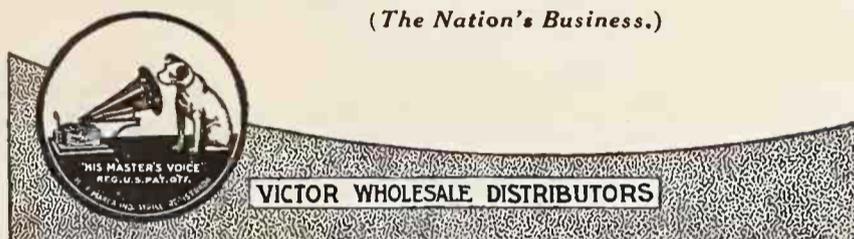
## FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET, CHICAGO



**"The foundation of business is confidence, which springs from integrity, fair dealing, efficient service, and mutual benefit."**

*(The Nation's Business.)*



### This Edison Phonograph Survived Fire and Water

**Instrument Removed From Burned Dwelling With Case Badly Scorched Found to Be in Playing Condition With Motor Undamaged**

Fire and flood apparently have no terrors for Edison phonographs, according to an experience reported recently from Long Island, when a



The Edison After the Fire

Chippendale model Edison phonograph remained in playing condition after a fire had destroyed the home in which it had found a place.

The instrument had been sold by Roemmele Bros., well-known dealers of Richmond Hill, L. I., who, when they learned of the fire, immediately got in touch with the owner and accepted the burned Chippendale as part payment on a more expensive Edison phonograph. The damaged instrument was placed in the show window with the explanatory sign: "This beautiful Edison phonograph, which stood fire and water for more than five hours, still plays as good as ever," and the attention attracted by the display was so great that even the local newspapers commented upon it. Incidentally,

some direct sales resulted from the effective display.

The accompanying photograph depicts the shape in which the phonograph was received at the Roemmele Bros. store. Although the case was badly damaged investigation showed that the motor was still in operating condition, though the heat had dried out all the grease and oil. The photograph was taken by J. T. Jackman, Edison traveling representative.

### L. E. Latham Optimistic Over the Fall Outlook

**Head of Prominent Distributor of Radio Discusses Trade Situation—T. F. Delaney in Charge of Phonograph Department**

E. B. Latham & Co., New York, wholesale distributors of radio products, are making preparations to handle the Fall business and meet the requirements of the trade for the various lines which they are handling. In a recent chat with *The World*, L. E. Latham, sales manager of the company, said: "The Fall season should be from all indications the best that has ever been enjoyed by the radio industry, and at the present time we are ascertaining from the various manufacturers, their ability to deliver to us the required amount of merchandise. Having been assured of the manufacturers' ability to deliver, we are proceeding with plans so that the dealer will not suffer through any shortage during the coming season wherever it is possible to avoid it. Our phonograph department, under the direction of T. F. Delaney, is offering to the dealer the same degree of service that it has been the policy of the Latham Co. to give its clients. It is our hope to build up throughout the trade the same feeling of co-operation and good will that exists between our company and its customers."

The company has recently received samples of the new models of the Atwater-Kent Mfg. Co. and Mr. Latham is keenly enthusiastic over the possibilities that these new sets offer the phonograph trade. "I feel," said Mr. Latham, "that the company has surpassed even its previous record when it produced its five-tube receiver. This receiver is designed to fit into cabinets that will harmonize with the best of furniture, and is up to the usual Atwater-Kent standard of quality."

### Sonora Jobbers Are Most Optimistic Over Outlook

A group of Sonora jobbers in the East visited the company's executive offices in New York last week for an informal conference, at which plans for sales, advertising and production for the coming Fall were discussed. Every jobber present voiced the opinion that 1924 Sonora sales would be wholly satisfactory, and the wholesalers commented particularly upon the confidence and optimism that is becoming more apparent each day among Sonora retailers. Among the Sonora jobbers who were represented at this informal gathering were the Greater City Phonograph Co., New York; Long Island Phonograph Co., Brooklyn, N. Y.; New England Phonograph Distributing Co., Boston, Mass.; Gibson-Snow Co., Syracuse, N. Y., and the Wil-Mer Corp., Philadelphia, Pa. All of the Sonora executives were present at the meeting, which was held under the direction of S. O. Martin, president of the company.

Mr. Edison Man:—

Don't Say

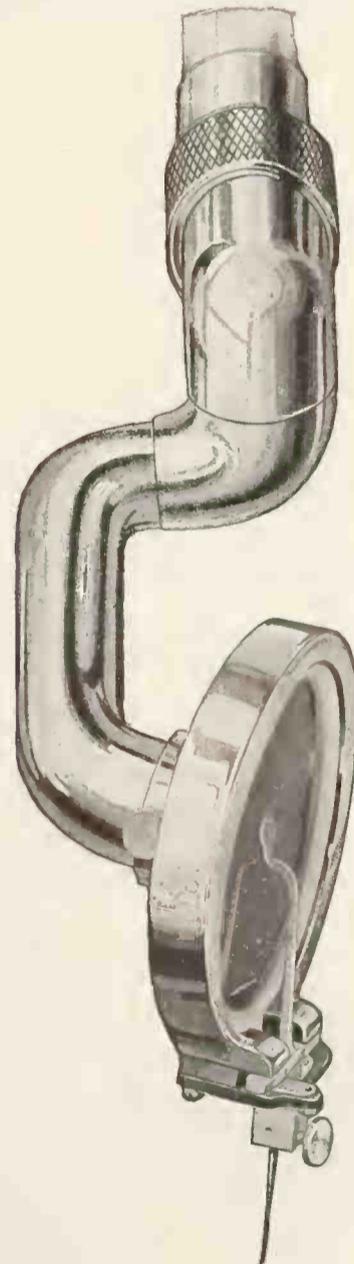
**"KAN'T," say "KENT"**

Write for catalog of complete line

**The KENT No. 1**

With "S" Sound Box

**Has given complete satisfaction for years**



Reg. U. S. Pat. Off.

**F. C. KENT CO.**

Irvington, N. J.

## Sleeper Radio Corp. Moving This Month in Line With Its Policy of Expansion

New Home to Be One of the Most Modern Factories in Long Island City—Will Have 20,000 Square Feet of Floor Space—Quantity Production Schedule—Plans Call for Close Dealer Contact

The Sleeper Radio Corp. now has under full swing extensive plans for expansion for the coming season. As the initial step the company is moving on August 15 to one of the most modern, concrete, daylight factories in Long Island City, taking 20,000 square feet of manufacturing space under long-term lease with



Gordon C. Sleeper

provisions in the lease for the erection of additional floors as needed. The new plant is at the corner of Washington and Sixth avenues, adjacent to the Pierce-Arrow and Famous Players-Lasky plants.

H. C. Doyle, treasurer and production manager of the company, is putting into effect in the new Type 54 Monotrol, which Mr. Doyle designed, the same ideas of progressive assembly that have made possible the huge output of the automotive industry. It is expected that by the first of September the company will be making one complete Monotrol every six minutes. Under the direction of Gordon C. Sleeper, president of the company, the sales program is being expanded to secure effective distribution in every part of the country.

In line with these plans a branch office at 10 South LaSalle street, Chicago, was opened some four months ago under the direction of John Lawrence McWeeny, formerly division manager of the Radio Corp. of America in the Chicago district. A second branch office has been opened in San Francisco under the direction of A. S. Lindstrom, one of the well-known sales engineers on the West Coast. Mr. Lindstrom is also secretary of the Pacific Radio Trade Association, which is giving the Pacific Radio Exposition in San Francisco this month.

Under the company's new plan of registered community dealers, a strong and effective contact is to be maintained from the executive offices of the Sleeper Radio Corp. with the hundreds of community dealers out in the field who make up the backbone of the company's distribution organization. All community dealers are appointed, however, through and upon recommendation of the zone distributors, and it is believed that the promotional work of the personal service department will go far to help the distributors.

### Adler Co. Entertain Ad. Men

LOUISVILLE, KY., August 5.—The members of the Advertising Club, of Louisville, made a tour recently of the immense plant of the Adler Mfg. Co. in this city, manufacturer of Royal phonographs and Neutrodyne products. Cyrus L. Adler, president of the company and a member of the club, was the host to a group of fifty advertising men, and subsequent to the meeting at the club, luncheon was served at the factory. The members of the club were greatly impressed with the magnitude of the Adler plant and the fact that it is working to capacity in the production of Royal phonographs.

### Improvements in Portophone

The Thomas Mfg. Co., Dayton, O., manufacturer of the Portophone, announced recently several improvements in appearance as well as construction of this popular instrument. A new, round, solid leather carrying handle dis-

## The PHONOMOTOR CO.

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

### An Electric Equipment for the PHONOGRAPH



#### Fully GUARANTEED

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

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

### The PHONOSTOP

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

STANDARD FOR EIGHT YEARS

Guaranteed.

Sold direct to manufacturers all over the world.

Nickel or Gold.

Your phonograph is worthy of the best stop.

This is the only one.

Your customers appreciate it

### Our NEED-A-CLIP

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

WE ALSO SELL GENERAL  
PHONOGRAPH HARDWARE

Trade Prices upon application

The PHONOMOTOR

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

places the former flat leather strap type. A dropped motor board adds considerably to appearance and provides more clearance for the tone arm when the instrument is played with the lid closed. An attractive new black and white oval name plate appears on the inside of the lid and also a clear-cut design for showing the serial number has been worked out on the snap needle cup cover. The company reports an active demand for the Portophone, and new dealer accounts are being established throughout the country.

### New Eagle Radio Soon

The Eagle Radio Co., 16 Boyden place, Newark, N. J., manufacturer of the Eagle neutrodyne receiver, will shortly announce a new model of this popular product. The Eagle Co., which is now appointing distributors throughout various parts of the country, has planned a sales campaign among the talking machine trade for the early months of the Fall season.

## "Gee, that's the best plug I've seen yet"



That's exactly what seven of the largest phonograph and radio distributors in New York said when they first saw the

## POLYPLUG

Eliminates all the annoyances so prevalent in the operation of the unsatisfactory screw type plug.

A few big features of the POLYPLUG, assuring highest efficiency, follow:

1. No necessity to take plug apart.
2. No necessity to tighten screws.
3. Positive contact always maintained.

POLYPLUG permits instantaneous changing from loud speaker to Headphone.

### A Wonderful Feature

of the Polyplug—and only the Polyplug—is the tension slot enabling the phone cords to be pulled and jarred without the slightest disturbance to the actual contact.

Dealers: Write for complete literature and prices.

POLYMET MFG. CO.

70-74 Lafayette St. New York



Registered

# The CHENEY

THE MASTER PHONOGRAPH

*The most perfect music-reproducing instrument*



Announcing

**The CARLYLE**

To retail at \$135

(East of the Rockies)

## The Cheney Factories Achieve the Impossible

A Cheney in every sense of the word — to retail at \$135. It had seemed impossible. All of the famous Cheney acoustic system, a cabinet worthy of a place with the other cabinets in the line!

Only the efficiency of our factories in Grand Rapids and the development of unsuspected economies could have made The Carlyle possible.

Here is a real leader — individual in its selling points, so superior in its tone quality that the difference is easily demonstrated, and so modestly priced that it comes within the price

range of everyone who wants a phonograph.

The Carlyle is distinctively a Queen Anne model, 34½ inches long, 20¼ inches deep, 33¼ inches high. It is made in Biltmore mahogany beautifully finished, and is completely equipped with automatic stop, automatic needle adjuster, two reproducers for playing all records, and shelves for three record albums. Metal parts are nickeled.

The Carlyle rounds out The Cheney line — provides a wonderful value at every price level and offers range of selection for every buyer.

### Important! Full Page Advertisements in Saturday Evening Post!

Beginning this Fall, The Cheney will be nationally advertised in FULL PAGES IN THE SATURDAY EVENING POST. This announcement is of utmost importance to every Cheney dealer, for it means increased business, increased profits, greater sales opportunities. The Cheney makes sales which otherwise would be lost. It appeals to discriminating buyers. It commands a high average sale price — and requires practically no service.

*Ask us for details about the line. Watch for further announcements. The Cheney is the big profit-maker in many phonograph stores. Write for full information*

CHENEY TALKING MACHINE COMPANY · CHICAGO

## Decrease of Unemployed and Resumption of Akron-Canton Industries Aid Trade

Outlook for a Busy Fall Improving Daily—Record Sales Continue Fair—Dealers Planning Exhibits at Stark County Fair—Lorain Concerns in Temporary Quarters After Tornado

AKRON-CANTON, O., August 6.—Prospects are good for a good Fall business in talking machines, for words of encouragement come from all of the major industries. In the past two weeks hundreds of the unemployed have been absorbed in local industry and operating schedules are being increased right along. This looks good for Fall business and retailers are confident that the trade will be looking up within another thirty days.

Despite the inactivity in talking machine sales, records have maintained a fair volume throughout the Summer, particularly the dance recordings of the widely known bands. Some stores say that record sales are ahead of last year, due to more frequent releases by the several producing organizations.

Radio sales continue steady through this territory, with the dealers handling the line profiting liberally. Interest in this is on the increase in this locality.

Brunswick dealers of Canton have had numerous requests recently, urging them to make an effort to have Herb Wiedoeft and His Cinderella Roof Orchestra of Los Angeles return to Canton for another engagement. It is understood that the management of Moonlight Gardens, the new \$75,000 open-air dance arena at Mcyers Lake Park, is now negotiating with the band to have it return for a limited engagement in September.

Earl Woomer, who for several years was proprietor of a phonograph shop in Canton, has gone into another field.

At least four leading music houses of Canton will be represented with exhibits at the annual Stark County Fair, which opens Labor Day, and continues all week.

The Music Box, an exclusive record store recently opened in Tuscarawas street, West, has been forced to move to a new location as workmen began razing the building for a new structure. In the new location the shop will have almost double its former floor space.

Practically all of the Lorain, O., music houses handling talking machines and records, which lost heavily in the recent Lorain tornado, have been temporarily established and some are now in permanent homes. Quick work of re-establishing the stores on Broadway, where several of the music houses were located, prevented any great loss in revenue. It is understood all of the stores have been able to weather the financial loss resulting from the storm.

The M. O. Neil Co., Akron, largest department store there, recently made a big thing of portable talking machines, combining them with the sporting goods window, including canoes. The window was one of the most appealing used by the store in recent years, and, according to Miss Baer, head of the talking machine section, it brought many direct sales of portables to prospective campers and automobile tourists.

Earle G. Poling, well-known Victor dealer at Akron, O., plans to foster a series of concerts here again this Fall and Winter. In recent years Mr. Poling has been responsible for the bringing to Akron of some of the world's greatest concert artists. He says this year's series will bring several new artists to Akron for concerts. Mr. Poling not only gives his own time to making possible this annual popular-priced concert series, but makes his store headquarters for the ticket sale and uses his sales force in aid of the general exploitation.

An elaborate modern store front is being in-

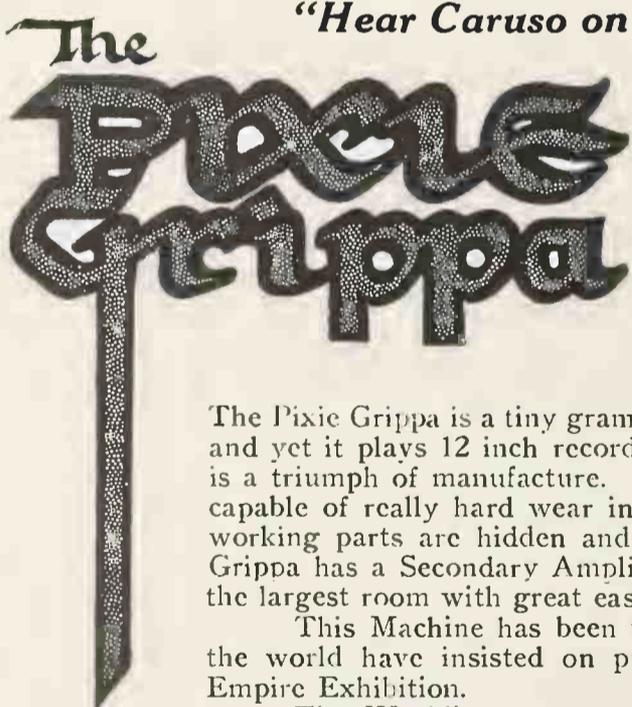
stalled by the Smith Philips Music Co., East Liverpool, one of the best-known talking machine stores in the Upper Ohio Valley. More floor space will also be available in the talking machine and record departments when the alterations have been completed about September 1.

Employees of the Brunswick Music Shoppe, in the Arcade Market, joined with other shop attaches recently and journeyed to Turkey Foot Lake, near Akron, where they enjoyed the annual Arcade outing, always the big event of the year. The shops in the Arcade were closed throughout the day.

## Erisman Reports Big Business Spurt in New England

BOSTON, MASS., August 8.—Arthur C. Erisman, of the A. C. Erisman Co., reports that the last two weeks in July saw a marked spurt in business in the talking machine, record and radio lines. The fact that the mail order business has started in is a sure index of a turn in the business situation, says Mr. Erisman. The repair business, too, is showing a marked improvement. Mr. Erisman is enthusiastic over samples of two new radio cabinets made by the Strand. One of these already is here, and the other is due on the 15th of the month. They are both made so as to hold the larger radio sets. Mr. Erisman has just become the New England distributor for the new Camera-Phone, which dealers are taking in large quantities.

George P. Donnelly, of the A. C. Erisman Co., is now doing special outside work for the house, visiting the big dealers in the large New England cities. J. H. Callahan, heretofore connected with Mr. Erisman's retail business, is now devoting his attention to the company's radio line. Henry M. Blakeborough is now taking the place of John O'Hara, one of Mr. Erisman's oldest employees, who is spending all his time outside in the field.



"Hear Caruso on the Pixie Grippa, it will astonish you"

**A Miniature Gramophone  
at a miniature price  
but with a giant voice**

The Pixie Grippa is a tiny gramophone; it only measures 7½ in. x 4¼ in. x 10½ in., and only weighs 6½ lbs., and yet it plays 12 inch records with all the tone, depth, and detail of a big machine. The Pixie Grippa is a triumph of manufacture. Every part is constructed on scientific lines, and is strong and durable and capable of really hard wear in the home or on the journey anywhere. It has no loose parts and all the working parts are hidden and the delicate mechanism of the sound box is securely encased. The Pixie Grippa has a Secondary Amplifying Horn which effects a 20 per cent. increase in tone, so that it will fill the largest room with great ease.

This Machine has been truly named "The Wonder of Wembley." Customers from every part of the world have insisted on purchasing this machine in preference to all other portables at the British Empire Exhibition.

The World's patents on this machine are now in process of completion and the Patentee is prepared to consider proposals for manufacture in U. S. A. and Canada under license terms.

PRICE	{	In Leatherette case.....	£2 9 6	\$12.50
		In Oak Case.....	2 15 0	13.50
		In Solid Oak case.....	3 5 0	15.00

Sample Machine Prepaid Post free by parcel post all countries except Australia and New Zealand.

Trade Discounts available in cases containing 48 machines  
Size 42 x 33 x 25=23 cubic feet

Sole Patentee

**H. J. CULLUM**

Perophone, Ltd.

76-8 City Road, E. C.

LONDON, ENGLAND

Cables, PEROWOOD, LONDON



# A very real Asset.

IT is not alone the ease with which Crosley Radio Receivers are sold that makes them a valuable line for you to handle. There is the additional advantage of knowing that every person who buys a Crosley will be a repeat customer.

The universal satisfaction that Crosley instruments give each in its own class, adds prestige to the reputation of your store and makes customers talk about the wonderful values obtained there.

That our claims for Crosley Receivers are not extravagant is proven by the fact that, during the last twelve months, more Crosley instruments were made and sold than any other kind of sets in the world.

The Crosley Franchise is a Very Real Asset.

Are you taking advantage of the opportunity that it offers you?

Write for complete catalog which shows the new as well as the widely known Crosley Radio Receivers.

**CROSLEY**  
Better - Cost Less  
Radio Products

*Good Jobbers Everywhere Handle Crosleys*

**THE CROSLEY RADIO CORPORATION**

POWEL CROSLEY, JR., President

826 Alfred Street

Cincinnati, Ohio

*The Crosley Radio Corporation Owns and Operates Broadcasting Station WLVW*

## There Is a Crosley to Fit Every Pocketbook and Preference

CROSLEY 50—A new one tube Armstrong regenerative receiver, very efficient. . . . . \$14.50

CROSLEY 50-A—A two tube audio frequency amplifier to combine with the Crosley 50. . . . \$18.00

CROSLEY 51—A two tube Armstrong regenerative receiver with a world wide reputation for good performance. . . . . \$18.50

CROSLEY 51-A—A one tube audio frequency amplifier to combine with the Crosley 51. . . . \$14.00

CROSLEY 51-P—A new portable. The Crosley 51 in a leatherette carrying case with space for batteries and head phones. . . . . \$25.00

CROSLEY 52—A three tube Armstrong regenerative long distance receiver for loud speaker reception. . . . . \$30.00

CROSLEY TRIRDYN 3R3—A very selective three tube receiver combining radio frequency, regeneration and reflex, the three great radio powers. . . . . \$65.00

CROSLEY TRIRDYN SPECIAL—A deluxe model of the Trirdyn 3R3 with battery space . . . . . \$75.00

CROSLEY TYPE V—A one tube regenerative receiver with a notable reputation. . . . \$16.00

CROSLEY MODEL X-J — A powerful four tube set using radio frequency. . . \$55.00



CROSLEY 50. . . . . \$14.50

CROSLEY MODEL X-L—Same as the X-J in a Console cabinet with loud speaker . . . . . \$120.00

CROSLEY TYPE 3-C — A three tube regenerative Console with loud speaker . . . . . \$110.00



CROSLEY 51. . . . . \$18.50



CROSLEY TRIRDYN 3R3. . . . . \$65.00

*Prices Given Are Without Accessories*

*All Crosley Regenerative Receivers licensed under Armstrong U. S. Patent 1,113,149*

# Greater New York Talking Machine and Radio Men Enjoy Their Annual Outing

Two Hundred Members of the Talking Machine and Radio Men, Inc., Their Families and Guests Motor to Roton Point Park, Conn., for Annual Picnic—Aquatic and Other Sports Enjoyed

Wednesday, August 6, will be remembered by many as being the hottest day of the Summer, but to the talking machine and radio trade this fact was overshadowed by the fact that on this

Point Park, South Norwalk, Conn. Luncheon was served immediately upon arrival at the park and the entire day was given over to water and field sports. The one disappoint-

The baseball game was between Sol. Lazarus' Radiola Out-Door Aerials and J. J. Davin's Victrola In-Door Aerials and lasted but two innings, when by common consent all the players rushed to don bathing suits. The Radiolas won to the tune of six to four. Josephson pitched for the winners and Archie Mayers was on the mound for the losing team. Irwin Kurtz, Henry Conn and O. P. Graffen were the umpires and in the opinion of the spectators it was these gentlemen who decided the issue. The



Members of the Metropolitan New York Talking Machine and Radio Men, Inc., at Annual Outing at Roton Point Park day the most successful outing of The Talking Machine and Radio Men, Inc., was held. Nearly two hundred members of the Association, together with their families and friends, left Lenox avenue and 124th street, New York, in a caravan of motor cars and drove to Roton

ment of the day was the absence of E. G. Brown, secretary of the association, who was seriously ill with an attack of acute indigestion. A telegram was sent Mr. Brown assuring him of the good wishes of the members, and the hope for his speedy recovery.

ladies' field events drew a large number of entries and the following were the winners: Miss Wagner, in the fifty-yard dash, closed to members' families; Miss Duff, in the open fifty, and Miss L. Broadman in the potato race.

The water sports were keenly contested and were the real feature of the day. A. Getzou won the fancy diving contest with Miss Weidener a close second. In the fifty-yard dash for ladies Miss Weidener was first and Miss Goldfinger second. In the dash for members O. P. Graffen and M. Minkowitz finished one, two. The 150-yard relay race because of the large number of contestants was run in two sections, M. Berlow and O. Graffen winning the first section and P. Faucalla and M. Minkowitz the other.

The golf tournament was held at the Westport Country Club, arrangements being made for the use of the course by James Donnelly, a South Norwalk dealer. The tournament was conducted by Lloyd T. Spencer and attracted twenty entries. Messrs. Salzman, Nightley and Patterson were the winners, finishing in the order named. In the field events A. Mayers won the fifty-yard dash, Mr. Graham the 100-yard dash and Mr. Sklar was the winner of the fat men's race. The event that attracted most enthusiasm was the horse race with lady jockeys. J. J. Davin was the winning steed with Miss Weidener the Earle Sande. Nathaniel Kramer won second money, with Miss Wagner plying the whip. The three-legged race was won by N. Kramer and Miss Wagner, and the concluding event, a horse race, open, was won by A. Mayers and R. Daugherty.

The awarding of prizes took place at the conclusion of dinner and the evening was passed in dancing in the park pavilion over the waters of the Long Island Sound. At 10 o'clock the procession started homeward.

The manufacturers and jobbers who were rep-

BLACKMAN AND DEPENDABILITY

**Blackman**

TALKING MACHINE CO  
28-30 W. 23<sup>RD</sup> ST. N.Y.C.

ONE SUGGESTS THE OTHER

Measure your Distributor's service by his average—we all miss at times. On the average, BLACKMAN Service cannot be excelled.

VICTOR WHOLESALE DISTRIBUTORS

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

represented at the outing and who donated prizes were: American Talking Machine Co., Blackman Talking Machine Co., Buegeleisen & Jacobson, C. Bruno & Son, Inc., Capitol Distributing Co., Chas. H. Ditson & Co., Dalrymple Whitney Radio Corp., De Forest Radio Tel. & Tel. Co., Emerson Radio Corp., General Phonograph Corp., Herbert-John Corp., Hughesville-De Tektor Radio & Cab. Co., J. Graham, care of Federal Tel. & Tel. Co., Knickerbocker Talking Machine Co., Lambert Friedl, care of Adler Mfg. Co., Walter Brunner, S. Lukas, Musical Instrument Sales Co., New York Talking Machine Co., North American Radio Corp., New York Album & Card Co., Outing Talking Machine Co., Inc., Progressive Musical Instrument Corp., Silas E. Pearsall Co., Sonora Phono. Sales Co., Stanley & Patterson, Tines Appliance Co., Inc., Tri-City Electric Co., The Magnavox Co., Triangle Radio Supply Co. and the Wholesale Radio Equip. Co.

### Ben Bernie's Orchestra for New Hotel Roosevelt

Popular Organization Secures Exclusive Contract to Furnish the Dance Music for Latest Addition to New York's Hostelries

Announcement has been made that Ben Bernie and His Orchestra, which has become one of the most popular organizations of its kind in the country, has secured the exclusive contract for furnishing the dance music at the new Hotel Roosevelt, on Madison avenue at Forty-sixth street, the latest notable addition to New York's hostelries, which is expected to open about September 1.

Ben Bernie and His Orchestra, who record exclusively for Vocalion records and recently renewed their contract for another term, have toured the entire country with great success, playing at the leading hotels on the Pacific Coast and in other sections and appearing in lengthy vaudeville engagements.

### Atwater-Kent Co. to Launch Fall Campaign

PHILADELPHIA, PA., August 8.—The Atwater-Kent Mfg. Co. is entering the Fall season with a line which may well be described as complete. In addition to the improved models of the Atwater-Kent open type of receiving sets, which have become well known in all parts of the country, the Fall line will include new models of the cabinet type. These cabinet models will retain all of the improvements and distinguishing features which have marked the Atwater-Kent line in the past, with the additional attractiveness of a cabinet set. In an announcement emanating from the headquarters of the company at 4937 Stenton avenue, this city, it is stated that these new models contain improvements considered by many to be the ultimate in radio design. The Atwater-Kent organization is equipped to take care of big Fall business. In addition to a well-organized sales staff, the company has a tremendously large factory with laboratories in this city. The human element in this large manufacturing plant has behind it a reputation for precision in the reproduction of electric products covering a period of many years.

For the coming Fall season a national advertising campaign, using nineteen leading magazines, will be launched.

### Announces the New Freed- Eisemann Radio Panel

The Greater City Phonograph Co., 234 West Thirty-ninth street, New York City, distributor of Freed-Eisemann radio products, announced through Maurice Landay, president of the company, the new Freed-Eisemann radio panel. "This panel was particularly designed for the Victor console model phonographs and is as near specifications required for installation in Victor machines as possible. It contains a unique feature in that the parts are completely

### The Manufacturers of Combination Sets

Are PROGRESSIVES in the talking machine field. They are looking into the future and preparing to meet a clearly forecast demand.

We have also looked into the future and are prepared to meet a demand, just as clearly forecasted for quality binding posts. We are PROGRESSIVES in our field.

EBY Posts are scientifically designed and beautifully finished and their price is right.

Our COMBINATION is  
QUALITY and SERVICE



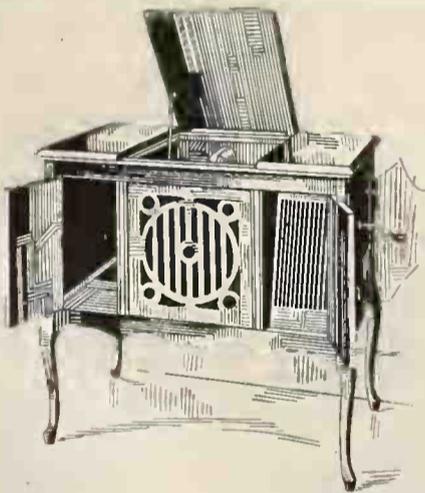
EBYS are Binding Posts PLUS  
"With Tops Which Don't Come Off"

Get the GENUINE

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

enclosed and not exposed as is usually the case in the radio phonograph panels. The set may be operated separately and independently or placed in a phonograph cabinet to be used as a combination radio phonograph," said Mr. Landay, in a recent chat with The World.

"The Greater City Phonograph Co. has been doing an excellent volume of business in the Sonora loud speaker and Sonoradio sets. We are looking forward to an excellent Fall trade, both in the radio and phonograph industries, and feel that with the Sonora phonograph and radio products, in addition to the Freed-Eisemann line, we have the necessary merchandise to satisfy completely the requirements of the talking machine trade."



*Rivoli*

## Two "Best Sellers" of the Month!

Extreme quality and most reasonable of prices are two outstanding features of RIVOLI—outstanding even when superlative design, construction, finish and TONE are vitally connected with the product. RIVOLI—from its attractive "leader"—Model No. 9—to the Louis XV model—offers a range of prices which makes the entire line one sure to appeal to the intelligent merchandiser of today.

Then, too, there is RIVOLI-RADIO!

## VINCENNES PHONOGRAPH COMPANY

VINCENNES, INDIANA

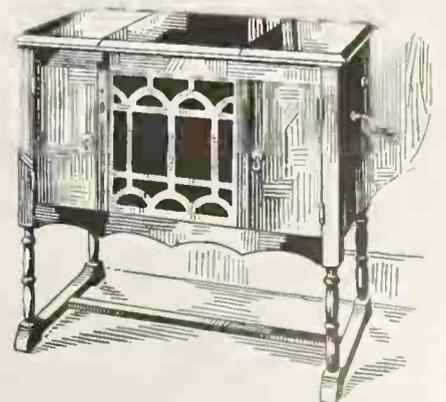
Full details as to Upright Cabinets in Mahogany and Golden Oak, and Console Phonographs in Adam Brown Mahogany and American Walnut will gladly be furnished by RIVOLI'S distributors.

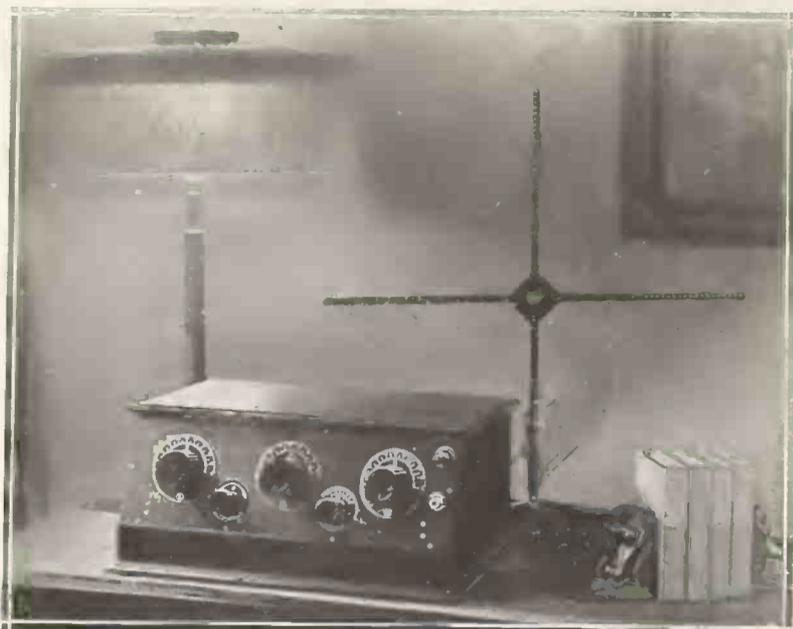
LEON C. SAMUELS

930 Republic Building

428 American Furniture Mart

CHICAGO, ILL.





Four Tube Reflex—Equivalent to Six Tubes

## Inverse Duplex System

insures natural  
tone quality



Licensed under Grimes Patents—issued and pending

## The Stradivarius of Radio

The rich, full tones of the great masters lose none of their original charm with the new MERCURY Receiving Set. Orchestrations in all of their symphonic beauty as well as clarity and naturalness of the human voice, not to mention the current popular divertissements of broadcasting, are NOW yours to enjoy as though these great artists were guests at your own home.

The MERCURY Receiving Set operates with a loop or antenna, with dry batteries which are enclosed in the cabinet, or with storage batteries.

Price, complete with loop (not including tubes or batteries), \$165.00.

Write now for full information.

**MERCURY RADIO PRODUCTS CO.**  
50 Church Street, New York City

### Shepard-Potter Co., Inc., Introduces the Thermiodyne

The Shepard-Potter Co., Inc., of Plattsburg, N. Y., is demonstrating to the trade the Thermiodyne TF-6 (pronounced Ther-my-o-dine), a new radio receiver that is meeting with considerable success. The Thermiodyne uses an entirely new principle in radio construction, dis-



Thermiodyne

covered and developed by Carl E. Trube, a graduate of Stevens Institute of Technology and a co-worker in the development of Neutrodyne. He aimed to make this receiver sufficiently powerful to bring in distant stations with fidelity of tone and clarity, entirely self-contained and independent of the directional loop and outdoor antennae. He experimented along lines exactly opposite to the commonly accepted theories of radio engineering practice and finally evolved the "Thermionic" circuit.

Thermionic frequency as used in the Thermio-

dyne TF-6 makes possible three tuned stages before the detector. These three stages with the detector and two stages of audio frequency amplification comprise the Thermiodyne TF-6 circuit. The six tubes are tuned with a single control calibrated in meters and kilocycles, exactly as the wave lengths of various stations are given in the published programs. The Thermiodyne TF-6 may be operated on storage or dry cell batteries and any standard tubes may be used. For distant stations a short length of wire strung in the room serves as an aerial, and it is stated that for nearby stations even this wire is not needed.

In announcing its selling plan the Shepard-Potter Co. stated: "Every set is sold with the 'Shepco' absolute money-back guarantee. All repairs and adjustments are made at the factory, relieving the dealer of all responsibility, and territorial rights are now being allotted to the distributors for our products. Our plans also provide for extensive national and local advertising and dealer helps."

Mr. Dealer, are you ready for the Fall?

### Sonora Radio Speaker Aids "Sun's" Convention Scoop

With the aid of the Sonora radio speaker, the New York Sun scooped the New York evening papers on the results of every ballot of the



Sonora Radio Speaker in Use in New York Sun Office

recent Democratic Convention. It placed a radio set with Sonora speaker plugged in alongside a compositor with galley and extra type. As each delegation's vote was recorded over the radio necessary changes were made in the galley of type. At the end of each ballot the galley was rushed to press and an edition in the street in fifteen minutes, always one full ballot ahead of all other papers. A prominent member of the Sun editorial staff states that the splendid articulation of the Sonora radio speaker made this unique plan possible of accomplishment.

### Now Producing in New Plant

BLOOMFIELD, N. J., August 6.—The Star Machine & Novelty Co., manufacturer of cover supports, has resumed full production facilities in anticipation of the coming Fall season. During the early part of the year a fire destroyed the company's plant. A new factory has been secured and full production has been attained.

### 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.

# GLEANINGS *from the* WORLD *of* MUSIC

## No Over-Production of Popular Prints in Sheet Music Trade at Present Time

Majority of Purchases Made by the Legitimate Sheet Music Merchant at the Present Day Are Made Strictly on Demand—Exploitation and the Publishers' Standing

The statement that there is an overproduction of popular prints is heard frequently enough to be sometimes taken for a fact. If calls for popular songs are somewhat under normal the statement makes an additional impression because reference can be made to current sales. When business is at its height and there are five or six popular airs luring customers to the music counters, and all the second-best numbers feel this activity, there is little or no talk of over-production.

Some years ago in the standard publishing field, both the publishers and dealers admitted that there were far too many novelties issued each month. These, during the war and period following, were greatly curtailed and they are now at a low enough figure to be readily absorbed by both the dealer and consumer. There was a very important reason why in the standard field over-production became a problem, but the same cannot be said for the popular end of the industry. In the standard field the consumption by the dealer of a given amount of issues was based upon his being a subscriber to new issues.

There is no such thing as a subscriber in the popular field; therefore there is no obligation on the part of the dealer to assume any responsibility for placing before music purchasers new issues of second-grade or mediocre caliber. So there can never be any over-production of popular songs that will confront the retailer as a problem.

Probably there are not half a dozen popular publishing houses that can gain the co-operation of the trade on a new issue on the mere announcement of its release, and in these instances the support of the dealer is obtained through the fact that such given popular houses have never failed to make the goods purchased move. That is a good enough criterion for any business man in order to induce him to buy goods and extend co-operation.

As a matter of fact, the majority of purchases made by legitimate dealers and others since the adoption of a thirty-cent retail price for popular prints has been based solely on demand. There has been no complaint from publishers on this score and neither should there be. The successful popular publisher adheres to the view that a demand must be created for

his goods. He will only complain that where the demand was created, co-operation was not given.

The talk of over-production in the popular field is mostly a myth. Dealers must be shown the call for the goods or their past experience with particular houses justifies them in accepting the statement as to the merit of the offering. There can be no over-production of popular prints for neither the dealer nor the music-purchasing public are buying thirty-cent music in quantities where publicity has not attracted them to the offering. There may be some local instances where a number of counter sellers, or what are purported to be such, find space in the music departments. But these can never exclude meritorious works and publications for which a demand has been created.

The successful publisher has only one idea in view in his business with the dealer. That is co-operation on the songs for which he has created a demand. There is no gamble in this and when one has gone to the expense of exploiting a tune on a wide scale he deserves 100 per cent co-operation. These are the numbers that bring people into the store not only for the particular number desired, but for other sheet music and musical goods. Any publisher who produces a number that draws people into a retail establishment should expect, and should get, the dealer's support. His number or numbers should be given a conspicuous display. When the question of a window showing arises the number which creates sales should, and generally is given preference.

There may be any number of houses publishing popular music from the writer who issues his own composition, and the houses with one or two selections, to those who have a representative catalog carrying popular ballads, love songs, fox-trots, waltzes and blues—every type of offering for the popular music lover. But none of these numbers nor the publishers issuing them can be successful without having created a demand for their offerings. Having too many sources of supply does not make for over-production in the sense that the market is flooded with non-salable goods. Works of little or no merit are certainly not purchased in quantities and the few music counters that may be stuck with half a dozen copies of

nondescript songs do not make an over-production problem for the popular music publishing industry. There is no way to keep anyone who is so minded from having printed what he thinks is a good song. Neither is there any law to make a dealer purchase songs merely because they are printed. In fact, he doesn't do it.

It is true that during the past two seasons there have been plenty of musical offerings from which to choose but no one distribution point should have an over-supply of any material. There has been a very good reason for the issuance of a great many numbers. When dance orchestras in the larger dance palaces can play easily from thirty to close to 100 numbers nightly they must have a wide variety of melodies to keep from becoming stale and to give a diversified entertainment during any given week.

### Pushing Sam Fox Dance Hit as Vocal Selection

The Sam Fox Publishing Co., of New York and Cleveland, O., publisher of "There's No One Just Like You," which in recent weeks has proved so popular as a dance, is giving this number a wide introduction as a vocal offering. The lyric of the song is of the type that has a wide appeal, and this, together with the melody, which has already been widely accepted, should further its popularity with the music-loving public.

### Adams With Jack Mills

Eddie Adams, for over fifteen years in charge of the Eastern retail stores division of the Remick organization, has joined Jack Mills, Inc., the well-known popular publishing house, and will henceforward devote his attention to the mechanical end of that progressive concern, assisting Irving Mills in the proper administration of this important phase of the music publishing business.

### Author Gets Old Favorite

Maude Nugent's "Sweet Rosie O'Grady," which has been in the catalog of the Edward B. Marks Music Co., recently reverted back to the author with the expiration of the original copyright. The number, which continues in popularity and has become a standard seller, will, it is understood, be placed in the catalog of the highest bidder.

Two New Tunes by Vincent Rose, Composer of "Linger Awhile"

"HELEN GONE"

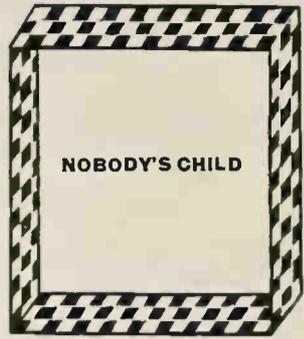
A popular Fox Trot melody from the far West

"STRING BEANS"

A Novelty Syncopated Fox Trot with words

"You can't go wrong with any FEIST song"

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST  
**IRVING BERLIN INC., 1607 BROADWAY, NEW YORK**

**Elsie Baker Praises Chappell-Harms Ballads**

Uses "My Thoughts of You" and "In the Garden of To-morrow" in Concert and Records Them for the Victor Co.

Chappell-Harms, Inc., who recently inaugurated a campaign on the two ballads, "My Thoughts of You" and "In the Garden of To-morrow," has received a letter from Elsie Baker, the well-known concert artist, which speaks for itself and is a tribute to the merit and wide appeal of these new offerings. The letter read:

"Gentlemen: Beg to acknowledge receipt of your recent publications, 'My Thoughts of You,' by Tilden Davis, and 'In the Garden of To-morrow,' by Jessie Deppen. These beautiful songs are very singable in their melodic lines and possess a most fitting text of delicate sentiment. No doubt you will be glad to hear I am programming them at all my concerts this season and have just finished recording them for the Victor Talking Machine Co.

"I always welcome the Chappell publications, for I find them to be songs of exceptional heart appeal and most excellently written.

"Thank you kindly for the copies of 'My Thoughts of You' and 'In the Garden of To-

morrow' and I want, incidentally, to congratulate the publishers of such exquisite bits of melody. Most cordially yours,

"ELSIE BAKER."

**"Tell Me You'll Forgive Me" Is Widely Popular**

Garrick Music Sales Planning to Print Another Edition of 25,000 Numbers of Popular Waltz

CHICAGO, ILL., August 8.—The Garrick Music Sales, 4040 Dickens avenue, has announced that it is planning to print the seventh edition of its popular waltz hit "Tell Me You'll Forgive Me," the edition to comprise 25,000 copies. The company is also ordering additional sets of slides for this particular number to comply with the numerous demands of organists throughout the country. The waltz is being broadcast from radio stations in the leading cities and is featured by the following artists: The Blackstone Four, Jack Parker, Ray Hibbeler, Metro Four, The Melodians, Rick & Fleming (The How-do-you-do Boys), Schwartz and O'Neil, Originators' Orchestra, Little Symphony Orchestra, from KDKA, Pittsburgh; J. Remington Welch at McVicker's Theatre Organ from KYW, Chicago; Ralph W. Emerson at Barton Organ from WGN, Chicago; Rex Comedy Four, Andy Meiche, Joe Mertz, Columbia Musical Entertainers, Roy Miller, Charlie Ross, Ray Nobles, Geo. Chandler and His Musical Balloon, Jeske and Nuber, The Harmony Girls (Ingram and Carpenter), Irv. Metzger's Orchestra, The Harmony Five from WFAA, Dallas, Tex., and numerous others.

**Art Landry Featuring Fox Hits on Coast Tour**

Art Landry and His Orchestra, one of the latest musical combinations to make records for the Victor Talking Machine Co., is touring the Pacific Coast and playing in prominent theatres in the principal cities.

Herewith are shown Art Landry and Frank Pallma, Jr., of the Sam Fox Publishing Co., taken in Los Angeles, Cal., during the appear-



Art Landry and Frank Pallma, Jr.

ance of the Landry Orchestra at Grauman's Million Dollar Theatre, where they featured three Sam Fox successes, "Just Like a Beautiful Story," "Nola" and "Rosita." If the reception the Landry Orchestra has received in the Western territory is a criterion, the records of this musical combination should be among the most popular of those used for dance purposes.

**Two New Callahan Songs**

J. Will Callahan, who will be remembered for his songs, "Smiles," "A Little Birch Canoe and You" and "That Old Fashioned Mother of Mine" and a series of other successes, has two songs in the Black and White Catalog of M. Witmark & Sons, the music for which has been contributed by Frank H. Grey. The numbers are "Give Me One Rose to Remember" and "Over the Miles." Forster, Music Publishers, Inc., of Chicago, also has two numbers by Will Callahan, "I'll Be Straying Back to Ireland" and "Wanting You So." The music for the latter is by the well-known composer, Lee S. Roberts, who in the past has been co-writer with Mr. Callahan in some of his outstanding successes.

**A Summer Sales Booster**

The book, "World's Favorite Songs," published by Irving Berlin, Inc., makes a timely item for the Summer season. This book contains a selected list of college songs, home songs, folk songs, children's songs, love songs, Southern songs, and other titles, which appeal in warm weather at outings, picnics, and other gathering places.

**New Marks Fox-trot Hit Recorded by Whiteman**

One of the latest Paul Whiteman records, recorded by his organization prior to departing on its present concert tour, is a fox-trot dance record entitled "Walla Walla." This number, first heard in musical comedy at the Lyric Theatre, New York, where it was an outstanding success, and given an arrangement in fox-trot form by Louis Katzman, one of the best dance arrangers in the country, has proved particularly popular with orchestra leaders. It is thought that this new offering will have exceptionally wide popularity during the balance of the Summer. E. B. Marks Music Co. is the publisher of this number.

**Uke-Song Collection Popular**

"Wendell Hall's Uke-Songs," a collection of fifteen famous radio ditties by Wendell Hall, celebrated Victor record and radio artist, is proving to be one of the most active sellers in the Jack Mills' Summer catalogs. Edited by F. Henry Klickmann, the book includes a preface by May Singhi Brecn, and an intimate biography of the composer.

*Ballads Endorsed By The World's Foremost Teachers And Singers.*

THERE'S A SONG IN MY HEART  
 A BROWN BIRD SINGING  
 THE WAYSIDE CROSS  
 LOVE'S A MERCHANT  
 JUNE'S FIRST ROSE  
 ARISE O SUN

THE LAND OF MIGHT HAV' BEEN  
 WHEN SINGING BIRDS WERE MUTE  
 FLOWER FROM MEMORY'S GARDEN  
 WIND ON THE WHEAT  
 LIFE'S ROADWAY  
 DREAMLAND CITY

**America's Greatest Melody Ballads**

*Clouser Waltz*

*There's a Song in My Heart*

*In The Garden of To-Morrow*

*The Song of Songs*

*Love's First Kiss*

*Smile Thru Your Tears*

*If Winter Comes*

WHEN I SHALL BE GONE TO SEND YOU FREE ON REQUEST A COPY OF OUR NEW VOCAL THEATRICAL CATALOG A BOOKLET WHICH YOU WILL FIND MOST USEFUL WHEN ARRANGING PROGRAMS

IRVING BERLIN, INC. CHAPPELL-HARMS, INC. 183 MADISON AVE. NEW YORK

HOMING BECAUSE ROSE IN THE BUD YOU IN A GONDOLA O DRY THOSE TEARS THANK GOD FOR A GARDEN WONDERFUL WORLD OF ROMANCE ROAD THAT BROUGHT YOU TO ME LITTLE GREY HOME IN THE WEST WHERE MY CARAVAN HAS PESTED

### Feist Brings Out Slogan Song for Trade

"Sing a Little Song" Has All the Earmarks of a Real Psychological Appeal to the Public

Trade slogans have invariably proved helpful in popularizing the products of those industries adopting them. "Say It With Flowers," "Save the Surface and You Save All," and other familiar slogans have caught the popular fancy and have reacted favorably on sales. Why, then, should not the music trade have a slogan that has an equally good psychological appeal to the public?

"Sing a Little Song," a new Leo Feist, Inc., publication, is not only a cracker-jack slogan but carries a cheerful message as well. Here is the chorus:

Sing a little song when you're lonesome,  
Sing a little song when skies are gray,  
Sing a little song when your heart's broken,  
Spread a little cheer along the way,  
Sing a little song to hide the tear drops,  
Pining only makes the day seem long,  
If you hum a tune you will find that soon  
Everything is right that's wrong.  
When you're blue here's what to do,  
Sing yourself a little song.

### Sousa Gives Music Library

WASHINGTON, D. C., August 7.—The Library of Congress is to get the John Philip Sousa Music Library. On a report from Philadelphia that the March King was to give his musical collection to libraries throughout the country, reserving most of it for the Library of Congress, the news was received here with gratification by Carl Engel and his co-workers in the music division. It is planned to make a special exhibit of it.

An *Over-Night* Fox Trot Hit

**There's No One Just Like You**

VICTOR RECORD  
Just Released

Published by  
SAM FOX PUB. CO.  
Cleveland and New York

Watch Your Record Releases  
—For the Biggest Novelty  
Songs in Years—

**"Oh-My-Yes"**  
(US GIRLS MUST HAVE OUR FUN)  
*Sung, Played and Danced Everywhere*  
and  
"The tune they walk a mile to hear"

**"Lady of My Cigarette"**  
*The New Turkish Novelty Dance Tune*

**Phil Ponce Publications 1658 Broadway  
New York City**

### Edward B. Marks to Publish "Hugs and Kisses"

New Wendling and Brockman Number to Be Widely Exploited—Edward B. Marks Music Co. Big Drive on "Oh, How I Wish I Knew"

Having placed the publishing rights of their new waltz ballad, "Oh, How I Wish I Knew," in the hands of the Edward B. Marks Music Co., the nationally known writers, Pete Wendling and James Brockman, responsible for such successes as "Oh, What a Pal Was Mary," "I'm Forever Blowing Bubbles," etc., have made it a "double-header" by turning over to the same firm their big radio success, "Hugs and Kisses." It was the authors' original intention to publish the last-mentioned number themselves and to put a special drive behind it. Realizing, however, the wonderful facilities of the Marks organization to put over a real hit for them, the writers very wisely came to the above decision, and "Hugs and Kisses" will be one of the big plug numbers of the Marks catalog for the new season.

As for the other number, "Oh, How I Wish I Knew," Mr. Marks admits that in his entire publishing career of over twenty-seven years there have been very few instances where a waltz has appealed to him so strongly and it is his intention to make it the big waltz plug of the Fall season to follow "Colorado."

### Byron Gay Suggests Test of the Copyright Law

Byron Gay, the composer and author of "The Vamp," "Little Ford Rambled Right Along," "Fate," "Oh," "Sand Dunes" and other successes, is sending forth propaganda suggesting that a test case be made of the Copyright Law of 1909, which arbitrarily imposes a royalty of 2 cents per title on mechanical recordings. It is his contention that the present law does not give a monopoly to the composer, as intended, and that the fact that once permission is given

for mechanical rendition any manufacturer can record the number by the payment of a 2-cent royalty per record proves his case. He further contends that competition for the use of musical numbers for mechanical reproduction purposes would work to the advantage of record manufacturers by giving them limited rights for periods on exclusive material.

### Sherman, Clay & Co. List Many Successes

Giving Wide Exploitation to More Good Sellers Than Ever Before in History of House

Sherman, Clay & Co. are actively engaged in exploiting a series of songs on a national scale. All of the numbers have had unusual success in Pacific Coast territory. The collection comprises probably more successes than have ever before been presented by this enterprising Pacific Coast organization in any one season. The songs include "Cover Me With Kisses," words and music by Arthur Freed and originally introduced and sung with success by Mort Downey with the appearances of the S.S. "Leviathan" Orchestra; a waltz ballad entitled "Rock-a-Bye My Baby Blues," words by Larry Yoell and music by Billy Hill; "Patsy," words by Dick Coburn, music by Earl Burtnett, writer of "Do You Ever Think of Me?" and other successes, and Dick Winfree. Arthur Freed has supplied the words and Paul Reese the music for "My Old Town." There is a new fox-trot by Frank Galvin and Jack Coakley called "I Don't Know Why." "Oriental Love Dreams," which is several months old, in the same catalog, continues to have wide popularity. The lyric of this offering is by Harry D. Kerr and the music is by Earl Burtnett and Henry Miller. It is one of the feature program numbers with many dance orchestras and has been recorded by the talking machine and player roll manufacturers.

M. Davis, of Davis & Shaw, Denver, Colo., intends to retire from the music business in the near future.

WE PUBLISH THE SENSATIONAL RADIO WALTZ HIT

**TELL ME YOU'LL FORGIVE ME**

GARRICK MUSIC SALES  
4040 Dickens Ave. CHICAGO

Tell me you'll for-give me, If I made you

On RECORDS and PLAYER ROLLS

**"WHY LIVE A LIE?"**  
Wolfe Gilbert's Sensational Fox Trot Ballad Success!

**IN THE SPOTLIGHT OF POPULARITY**

**"The Little Old Clock On The Mantel"**  
Gus Kahn and Ted Fiorito's Newest and Greatest Song! A Fox trot With tick tock Chimes Effect

You Can't Go Wrong With any **FEIST** Song

© 1924 LEO FEIST INC.

## Berlin Number "Lazy" Proving Widely Popular

"What'll I Do?" is not the only success in the catalog of Irving Berlin, Inc. There are at least half a dozen other songs having good sales. Particularly is this true of the song "Lazy," written by Berlin and issued simultaneously with "What'll I Do?" "Lazy" has not attained the popularity of the above number, but it closely rivals it in point of sales. This is demonstrated by the fact that almost every order for "What'll I Do?" brings repeat requests for "Lazy" and its demand is also reflected in the prominence its title pages are given on the music counters of the country.

When dealers give a number a window display the consumer can invariably be sure that it is the type which has wide popularity. "Lazy"

has had many exclusive window displays given it by dealers in various parts of the country.

## Publishers Win Suit Against Movie Theatres

Federal Court in Philadelphia Decides Against Thirty-one Local Motion Picture Houses in Action Brought by Society

PHILADELPHIA, PA., August 8.—Proprietors of motion picture theatres are required to pay publishers a license fee for using copyrighted music according to a decision of Judge J. Whitaker Thompson in Federal Court here.

The movie men were taken into court two years ago when they refused to pay a "performing right fee" of 10 cents a seat a year to the music publishers, members of the Society of

Composers, Authors and Publishers, New York.

The songs alleged to have been played for profit, thus infringing the copyright, have long since passed from current fancy, but the issue survived. Judge Thompson decided in favor of Irving Berlin and nine other New York music publishers, who were awarded \$250 damages and \$150 counsel fee from each of the thirty-one Philadelphia motion picture proprietors named in the suit.

Eleven other suits were begun, but in some of them the music publishers sued the wrong persons and there was no hearing in the remaining cases.

It was revealed in testimony taken before Walter V. Douglas, Jr., as Special Master, that the larger motion picture houses here and elsewhere have been paying an annual license fee of ten cents a seat to the songwriter's organization, and hotels, restaurants, cabarets and dance halls from \$5 to \$15 a month.

Rather than pay the fee, the smaller movie houses said they would play classical music or no music at all. Some of the defendants contended they had no control over the music their pianists chose, and if the latter dashed off a sentimental tune at a crucial moment in a love-making scene the employers were not responsible.

Furthermore, several of the defendants declared they had been asked by the publishers to "plug," or popularize, current songs.

Judge Thompson dismissed these arguments in one of the three cases he heard personally before referring the others to the master with the statement that music selected because it is fitting and appropriate to the action of that portion of the motion picture at that precise moment being shown upon the screen, and continuously changing with the theme of the motion picture, is played for the additional attraction to the audience and for its enjoyment and amusement.

The decision of Judge Thompson was hailed with much enthusiasm by the members of the American Society of Composers, Authors and Publishers, who said it was another victory in a long string. It was stated that of 15,000 motion picture theatres, 7,000 were already operating under licenses from the Society.

Besides Irving Berlin the victorious music publishers are T. B. Harms and Francis, Day and Hunter, the Broadway Music Corp., Jerome H. Remick & Co., Leo Feist, Inc., Shapiro, Bernstein & Co., Inc., McCarthy-Fisher, Inc., and Waterson.

## Some Popular Marks Issues

Several numbers from the catalog of the E. B. Marks Music Co. are having wide popularity with dance orchestras in Atlantic Coast and other Summer resorts. They include "Colorado," a waltz; "Charleston Cabin" and "Ukulele Blues," both fox-trots, and "Walla Walla," a novelty.

## Live Dealers— are "BRINGIN' HOME THE BACON!"

### This Great New Fox Trot Hit

Is already released on the following records: Edison 51351, Victor 19334, Columbia 136D, Vocalion 14835, Pathe 036091, Okeh 40102, Gennett 5494 (In Canada Starr-Gennett 9573). Dealers! Feature these Releases and Make Money.

## —and Don't Forget! "FORGET ME NOT (Means Remember Me)"

This Fox Trot is equally good as a song or dance. Record Releases: Columbia 135D, Victor 19312, Okeh 40123, Brunswick 2636, Vocalion 14833, Gennett 5441 (In Canada Starr-Gennett 9546). Further releases forthcoming.

## "YOU CAN TAKE ME AWAY FROM DIXIE"

Is a wonderful dance number on Brunswick 2607 and Victor 19312. The National Quartet sing it on Okeh 40103—a Real Seller. Another vocal release: Vocalion 14799.

## "MY DREAM MOON"

On Victor 19317 has an unusual appeal.

## "DANSOPATION"

(Piano Solo) on Okeh 40121 is some tickler!

CHICAGO  
GARRICK BLDG  
TORONTO  
199 YONCE ST

**HEARST**

MUSIC PUBLISHERS OF CANADA LTD.  
HEAD OFFICE CANADA BLDG. WINNIPEG

NEW YORK  
1658 BROADWAY  
VANCOUVER  
ARTS & CRAFTS  
BUILDING

### Slight Fire Ends Session of Talking Machine Men

Many Interesting Matters, Particularly Regarding Handling of Radio, Discussed Before the Meeting Is Forced to Adjourn

The officers of the Talking Machine and Radio Men, Inc., promised that the July meeting of that organization, held at the Café Boulevard, New York City, would prove particularly interesting and the promise was kept to the letter, for the session was ended by a fire which broke out in a room adjoining the luncheon room and drove the audience out, though not without their hats.

President Kurtz presided as usual. He first announced that the organization had become affiliated with the National Association of Music Merchants and then went on to say that it would declare a recess during August as usual and hold its next meeting on September 23 in connection with the radio show to be held at Madison Square Garden and the Sixty-ninth Regiment Armory.

Regarding the suggestion that the Association stand sponsor for a phonograph show in New York this Fall, or at least a combined phonograph and radio show, a report of the committee in charge of the matter was presented suggesting that it take advantage of the American Radio Exposition Co. to take space at the Sixty-ninth Regiment Armory. An effort to compile a list of those dealers who would participate in paying for the space failed to bring a show of hands. It was also agreed that, with two radio shows operated this Fall, it would not be feasible for the Association to run an exposition of its own.

Radio holds the interest of the members of the Association and as a result there will be radio features at the remaining meetings this year. At the September session Gordon C. Sleeper, president of the Sleeper Radio Corp., will address the members. At the October session the Emerson Radio Co. will have a display, and at the November meeting the Ware Radio Corp. will demonstrate its products before the talking machine men.

The speakers at the meeting last month were George Crouse, president of the Rader Appliance Co., who explained the new Run-A-Radio, an appliance that enables the radio receiver to be operated directly from the lighting circuit and eliminates the usual A, B and C batteries. The device was demonstrated at the meeting and attracted considerable attention.

Another speaker was James W. Marx, who explained a new type of instalment insurance designed to protect dealers selling merchandise on time. During the course of the meeting the Metropolis Trio demonstrated a number of songs published by Shapiro, Bernstein & Co. for exploitation during the coming season.

President Kurtz urged that the membership at large lend its support to the move for the organization of a radio division of the Better Business Bureau of the Associated Advertising Clubs of the World, with a view to checking the flood of questionable advertising that is doing so much harm to the legitimate radio dealers. He also stated that the organization was going to support strongly those radio manufacturers who adopted and maintained sound principles of merchandising calculated to protect the legitimate dealer and that the names of these concerns would be given to the Association members who would be asked to patronize and support them.

### "Why Live a Lie?" Carries an Impressive Message

New Emotional Song by L. Wolfe Gilbert Is Proving a Tremendous Success

L. Wolfe Gilbert's latest song success, "Why Live a Lie?", published by Leo Feist, Inc., has already been acknowledged a success. It undoubtedly brings Gilbert back to the importance as a writer which he held for many years.

It is generally known in trade circles that the song, "Why Live a Lie?", made possible the reunion and remarriage of Mr. Gilbert and his wife, who, since a separation, has been in California. Hearing, however, "Why Live a Lie?" by radio, the song made a deep impression and brought Mrs. Gilbert East. Following the reunion Wolfe Gilbert was tendered a dinner by his many friends in the publishing business.

That "Why Live a Lie?" continues to carry a deep and impressive message to radio listeners is proved by hundreds of letters Gilbert continues to receive, 200 of which he recently turned over to his publisher. Among them the following, which speaks for itself:

"I am writing to you again. This time I want to tell you personally of what I think of your song, 'Why Live a Lie?' That song of yours, to me, it certainly hit me hard. Yes, it did, for it apparently is just what I am doing—simply living a lie.

"You know I am going to be frank with you, Marion Christian was the first one I heard sing it. Well, the first time I listened with interest but, then, after I heard Miss Christian sing it, and one other time, I just felt it was just slapping me in the face.

"Really, this is just a sudden outburst on my part, and I am not going to bore you further. However, I sometimes wonder just what your thoughts are when you write such songs. I think you must be a man of wide experience. I am a great radio fan and will listen to you again—I hope soon."

### Feist Pricing Policy

Under the sales policy of Leo Feist, Inc., all new popular releases appear for thirty days in Class A of its catalog and orders and supplementary orders during that period are listed with an initial price offer. At the close of the thirty-day period such numbers appear in Class B of the catalog and wholesale at 20 cents a copy. Several of the recent issues added to the Feist catalog now appear in Class A. At the opening of the Fall season, September 1, however, such songs will be relisted in Class B. They include "June Night," "Moonlight Memories," "Sing a Little Song," "The Little Old Clock on the Mantel," "Look What You've Done With Your Eyes," "Why Live a Lie?" and "Blackin' Blues."

### Announce National Drive on New Phil Ponce Song

Phil Ponce Publications, 1658 Broadway, New York City, which recently introduced the novelty, "Oh, My Yes," announced a national campaign on this offering. Both the title and the lyric attract attention, and dance orchestras everywhere seemingly have received it enthusiastically. It is booked for early release on many of the leading records.

In conjunction with the publicity and sales drive on the above song, the same firm is publishing a new number entitled "Lady of My Cigarette," described as a Turkish novelty dance tune.

### Features Fox Numbers

John Philip Sousa and his famous band will play at Willow Grove, a resort near Philadelphia, for eleven weeks during the Summer and early Fall. Miss Marjorie Moody, well-known soprano soloist and concert artist, has been engaged by Sousa for the same period. Miss Moody is featuring in her repertoire two ballads from the Sam Fox Publishing Co.'s catalog, "Love Came Calling" and "Moon Dream Shore." The first is a very appealing love theme and the latter a charming Japanese melody. Both are likely to be popular throughout the country if present indications may be taken as a criterion.

## Victor Wholesalers



### The House of Mellor in Pittsburgh since 1831

EST. 1894



## The Big 5 Popular Hits of the Universe!

---

"I Never Care 'Bout Tomorrow"

---

"Walla Walla"

---

"Colorado"

---

"Charleston Cabin"

---

"Ukulele Blues"

---

Masterfully Arranged by Arthur Lange, Louis Katzman and others for Dance Orchestra

Price 35c. Each, Any 4 for \$1.00

Edw. B. Marks Music Co.  
225 W. 46th St. N. Y. C.

*Publishers of*  
Season's 3 Big Musical Comedies  
"MOONLIGHT", "BYE BYE, BARBARA" and "HEART O' MINE"

## Freed-Eisemann Offers Finance Plan to Dealers

Through Arrangements With Prominent Finance Company Retailers Are Relieved From Burden of Carrying Paper and Making Collections

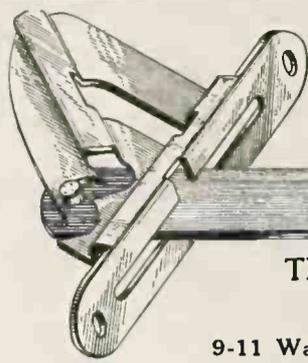
The Freed-Eisemann Radio Corp., New York, has solved one of the problems of the retail radio dealer, that of financing his time payments on radio apparatus by making arrangements for the handling of instalment paper by the Commercial Investment Trust Incorporated under a special plan that is calculated to relieve the retailer of much of his financial worries.

The plan calls for the payment of at least one-third down, a sum found sufficient to cover the cost of the necessary accessories and still leave something to apply to the stripped set. The terms are limited to a maximum of twelve months, payments to be made in amounts of not less than \$10 per month.

Under the special arrangement the dealer has the customer fill in a special contract form after investigating his credit standing, and when the contract is turned over to the finance company the dealer receives at once 90 per cent of the face value of the paper, less the company's handling charges, which are set forth in a special schedule. When the customer has met his payments in full the remaining 10 per cent of the amount of the paper is remitted to the dealer.

One of the chief points of the arrangement is that the dealer is relieved of the work of collecting the accounts, the customer being required to make regular monthly payments to the Commercial Investment Trust Incorporated. The whole plan is a comprehensive one, and is based upon wide experience in handling instalment paper enjoyed by the Commercial Investment Trust Incorporated, New York, one of the leading concerns in that field, and which handles large amounts of automobile, piano and talking machine paper.

The Marchant Music House, of Greenville, S. C., recently has taken on the Edison line.



Patented  
Dec. 9, 1919  
Oct. 25, 1921  
Nov. 7, 1922  
Canada Applied

## Automatic Lid Support

Finished in Nickel and Gold

Samples on request

The Most Dependable Lid Support on the Market  
**STAR MACHINE & NOVELTY CO.**

9-11 Watsessing Avenue

BLOOMFIELD, N. J.

## National Phonograph Mfg. Co. Brings Out New Line

Five Fall and Winter Models Provide Wide Range of Styles and Prices

The National Phonograph Mfg. Co., 3 West Twenty-ninth street, New York City, has brought out its new line of talking machines for the coming Fall and Winter. The new line consists of five models, four of which are console and one upright. These models were designed to provide a wide range of styles, finishes and prices.

In announcing the line at this time, N. Halperin, head of the National Phonograph Mfg. Co., planned to allow the dealer time to make his plans now for the Fall season. The National line is being sold by a number of department stores with excellent results. Mr. Halperin reported that many of these stores found the construction of the line so good that they unhesitatingly placed a guarantee upon National instruments for a period of five years. The National factory at Canton, Pa., is busy. Orders for Fall delivery are already arriving and the National Co. is looking forward to a remarkable Fall season. This company also conducts a Boston office at 128 Summer street, which takes care of the New England territory. Coincident with the announcement of the new line the National Phonograph Co. is putting into effect its Fall sales campaign.

## Ambler-Holman Receiving Sets Popular With Trade

A radio receiving set which is attracting marked attention throughout the talking machine trade at the present time is the Ambler-Holman five-tube set, made by Ambler-Holman, at their laboratories, 1178 Broadway, New York City.

The Ambler-Holman receiver is attractively contained in a mahogany cabinet. A slanting panel of Formica Bakelite adds considerably to the general attractiveness of the set, which is designed not as a piece of mechanism, but rather as a musical instrument fit to grace any home. The cabinet has been constructed to include space for batteries in its interior. The assembling of the set has received particular attention. Nothing but the best of materials has been used. Five tubes, all hard, are used; one detector, two tuned radio frequency and two audio. Even in the shipping of the set nothing has been left undone, as each Ambler-Holman set is shipped in a cushioned container box.

Frank A. Holman, head of the organization and an authority on radio construction, pointed to the radio frequency transformer used which he described as the heart of the Ambler-Holman set. These transformers are the development of their own laboratories and are claimed to eliminate distortion. In referring to his merchandising policy Mr. Holman stated:

"We believe that the logical outlet for radio is through the talking machine dealer. While the mechanical side of radio is still vastly interesting, yet the great selling points of radio sets are their appearance and perfect performance. I believe that radio will be merchandised in the future on the same basis as the talking machine, i. e., on appearance and performance. We are concentrating our work on the merchandising of the Ambler-Holman set through talking machine dealers. We believe we have a set that particularly fills a trade need. We will soon begin a national advertising campaign that will make the Ambler-Holman set known from coast to coast and which will be of distinct benefit to our dealers. We have already a substantial number of talking machine dealers on our list and more are being added each day."

The Ambler-Holman set is distributed by the Capitol Distributing Co., New York City, which is enthusiastic over its merits and reports that it is enjoying much popularity among dealers.

## New Edison Organ Record

Among the recent Edison record releases is one of a thoroughly distinct character. On both sides of it organ selections have been recorded; the Prelude in C Sharp Minor, Op. 3, on one side and "Liebestraum" (Dream of Love) on the other. Both are played by Frederick Kinsley on the Midler-Losh pipe organ.

It is a well-known fact that the organ presents recording difficulties which have proved exceedingly great for the manufacturers of records. These latest organ selections of the Edison company are the outcome of very extensive experimentation and research as regards the recording method, and the result certainly represents a unique and worth-while contribution to the reproduction of the music of this great instrument.

VICTOR WHOLESALE DISTRIBUTORS



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

Why take a chance,  
when **BLACKMAN**  
Service costs no  
more?

BLACKMAN AND DEPENDABILITY

**Blackman**

TALKING MACHINE CO  
28-30 W. 23<sup>RD</sup> ST. N. Y. C.

ONE SUGGESTS THE OTHER



## Bright Outlook for Fall Trade in Atlanta Causes Optimism Among Retail Dealers

Effective Tie-ups of Retailers With Appearances of Record Artists Have Favorable Influence on Record Sales—Wholesalers Busy Restocking Dealers—Trade Activities of the Month

ATLANTA, GA., August 8.—The month of July showed an appreciable picking-up in the talking machine trade here, and although sales have not reached the stage where the dealer feels that he is enjoying a boom season, indications point to a brisk Fall business. The general opinion is that the upward incline of sales has just started and that good business will be sustained and carry through the Fall and Winter months. The record business, which has been consistently good throughout the Summer, continues to go along in a satisfactory fashion. There are a number of reasons for the good showing made by the record departments. One is that a large number of recording artists have made appearances in Atlanta and the vicinity for the past six or seven months and dealers have displayed foresight in effecting tie-ups by means of window displays and advertisements with the visiting artists. Another reason for the brisk record sales is that several recording companies have contracted with local and popular artists to make records and these records are in good demand.

James K. Polk, Inc., distributor of Okeh and Odeon records, anticipates a large demand for the Okeh record 40151, "My Mother's Prayers Have Followed Me," coupled with "My Mother's Hands," which was recently released. Both selections are sung by J. Douglas Swaggerty, choirmaster of the Druid Hills Presbyterian Church here, who has a large following in Atlanta and the vicinity.

Reynolds C. Clark, one of the best-known musical instrument dealers in the South, and for years connected with the Conn Atlanta Co., has severed his connections with this company and will open his own store, the Clark Atlanta Music Co., at the location formerly occupied by the Conn establishment at Auburn avenue and Ivy street. The new concern is capitalized for \$25,000 and will operate as a general music store, carrying a full line of talking machines and records, pianos, sheet music and band and orchestra instruments. Mr. Clark recently visited New York to make arrangements for the representation of the products of certain manufacturers and also to arrange for stock.

The enterprise shown by Aubrey B. Willis,

of Rich Bros. & Co., in forming the Music Club, is beginning to bear fruit. More than 3,000 members are enrolled and the store is taking its place as the music center of the city. The regular concerts and entertainments which are given are exceptionally well attended and aside from the prestige which the establishment receives and the good will which it creates, returns, in

### Interesting Sonora Fair Exhibit in Honolulu

The sales department of the Sonora Phonograph Co., Inc., received recently an interesting photograph from a successful Sonora dealer in



Attractive Display of Sonoras at Honolulu Fair

Honolulu. This enterprising merchant carried a very attractive exhibit at a fair in that city, using a Sonora valance and several posters to set off the models. The illustration will give some idea of the effectiveness of this display.

terms of dollars and cents, are the results of this work. Musical associations and clubs of the city are co-operating with Mr. Willis, and several artists, prominent in local music circles, have entertained at the concerts.

M. E. Lyle, representative of the Manufacturers' Phonograph Co., reports that several prominent music houses have taken on the Strand product. The Strand-Timmons radio loud speaker attachment for phonographs, which proved so successful in use with the Strand radio-phonograph, was released a month or so ago for use on any make of phonograph and the unit has become very popular and a brisk Summer business is being done with this product.

### Kirkman Engineering Corp. Planning Fall Campaign

The Kirkman Engineering Corp., New York City, well known in talking machine circles, manufacturer of the K.-E. automatic stop, is

making energetic plans to feature the K.-E. loud speaker this Fall. This concern is an electrical manufacturer of high standing and many years' experience. In addition, it has the advantage of years' of experience in the talking machine industry, through which it has become intimately familiar with the particular needs of the trade. The result has been a loud speaker of particular merit. The Kirkman Corp. designed the K.-E. loud speaker, having in mind the production of a loud speaker that would be a musical instrument in every respect. Many talking machine dealers have already taken on this product, and the energetic sales campaign planned by the company will, undoubtedly, interest many more.

The K.-E. phonograph unit, with its four-inch diaphragm, has also found much favor with the trade, and this extra large diaphragm, which is one of its features, is interesting many talking machine houses.

### Serving Many Talker Dealers

The Times Appliance Co., New York City, distributor of radio sets and accessories, reports much interest on the part of the talking machine dealers regarding radio for the Fall season. Many new talking machine dealers have been added to the list served by the Times Appliance Co. during the past few weeks and a big Fall season is expected.

This company distributes R. A. C., Crosley, Sleeper, Fada and Workrite sets, and finds that the demand is well apportioned throughout the line. It is among the distributors co-operating heartily with the Sleeper Radio Corp. in the special plans and drive this company is conducting at the present time.

## Okeh and Odeon Records

WHEN prompt, positive deliveries of complete orders on the famous Okeh "hill-country music," the new blues by America's foremost race artists, the new song and dance "hits," or the inimitable, imported Odeon recordings are wanted, write or wire

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street

ATLANTA, GA.

Buy Okeh Needles—They Keep Record Sales Alive!

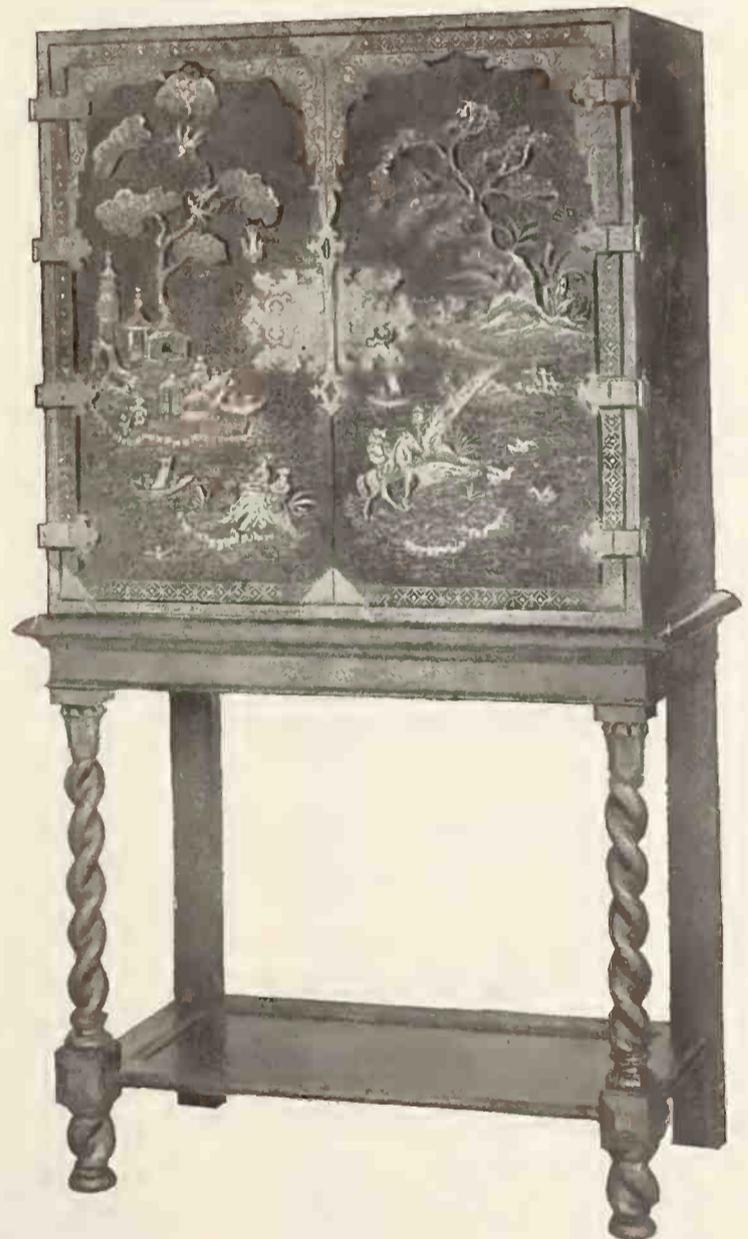


## *The ORSENIGO RADIO and PHONOGRAPH*

**“THE CAMBRIDGE”**  
Phonograph or Phonograph  
and Radio Combination.

An English cabinet with  
raised lacquer top and base  
of walnut.

Also on exhibition twenty  
other models embodying  
the French, English and  
Italian schools.



*The Orsenigo Company, Inc.*

383 Madison Avenue  
at 46th Street

New York City, N. Y.

Factory: Long Island City, N. Y.

**Two Song Hits from**

# ZIEGFELD FOLLIES

*An adorable Fox Trot Ballad and the best song in the show!*

## "Adoring You"

*All that the title implies — full of pep and a corking fast Fox Trot!*

## "All Pepped Up"

*All that the title implies — full of pep and a corking fast Fox Trot!*

Lyrics by JOSEPH McCARTHY  
Music by HARRY TIERNEY  
© 1924 ZIEGFELD

You can't go wrong with any FEIST Song

### New Unbreakable Record for Children Introduced

"Singing Pictures" Possess Many Remarkable Qualities That Should Strongly Appeal

A new unbreakable record for children with many distinctive and original features will shortly be presented to the trade, according to the announcement of the New Record Corp.,

which occupies executive offices and recording rooms at 210 Fifth avenue, New York City. The records of this company, which are known as "Singing Pictures," through the use of this unbreakable composition, will carry a transparent playing surface, allowing for a multi-colored lithographed pasteboard base, carrying illustrations appealing to children. The product will be merchandised in sets of three double-faced records in a specially designed album retailing at a popular price.

J. M. Ehrlich, who for over forty years has been a successful manufacturer, is president of the new company. Robert Quait is vice-president and general manager. Mr. Ehrlich and Mr. Quait were the organizers four years ago of the Electric Recording Laboratories, which has been operating a private recording business.

Fred Lounsbury, the secretary and treasurer of the company, who will direct the sales, was the head of the former Kiddie Record Co. His interests, with those of his brother, Jesse Lounsbury, and associates of the Lenox Press, Plainfield, N. J., have been entirely absorbed by the New Record Corp. Jesse Lounsbury will continue his activities as direct head of the printing department of the company. Albert Bodine will manage the recording and plating departments of the company, and the manufacture of records will be under the supervision of James V. Hoff.

The new organization is equipped to record, plate and press its records. In addition, its printing plant will manufacture the illustrated record albums, the multi-colored record bases, labels, literature and other needed printed products, thus making possible all the manufacturing activities in the one organization.

### Wolf Mfg. Industries Plan for Banner Fall Trade

QUINCY, ILL., August 5.—The Wolf Mfg. Industries, of this city, are making plans for a banner Fall trade, and judging from all indications these expectations will materialize the early part of the Fall season. This company has made very rapid progress in recent years, and its Mastercraft line of phonographs is being merchandised by dealers in all of the leading trade centers.

Through the use of efficient manufacturing methods and adequate sales plans the company has found it possible to reduce its overhead materially, and Mastercraft dealers have benefited by this reduction in overhead. Some time ago the Wolf Mfg. Industries adopted a slogan, "Made Well to Sell," and this slogan has been followed as an ideal in all of the company's activities. Manufacturing facilities have been greatly increased during the past year, and two plants are now being devoted in their entirety for production of Mastercraft and radio instruments.

### Boy Scouts to Participate in Harmonica Contest

William J. Haussler, of M. Hohner, Responsible for Scout Contest Arrangements

A harmonica contest in which several hundred Boy Scouts will participate has been arranged by William J. Haussler, vice-president and general manager of M. Hohner, manufacturer and importer of the Hohner harmonicas and accordions. Mr. Haussler recently made a trip to Kanohwahke Scout Camps at Tuxedo, N. Y., to complete details for the event.

The contest will be held under the auspices of the American Boy Scout Association, and John G. Heiler, Chief of the General Service, asked Mr. Haussler to arrange and supervise the affair, which is scheduled for the latter part of this month. All of the thousands of boys at the camps are interested in the coming contest and there is keen rivalry. The Marine Band model of the Hohner harmonica is in the official regulation equipment of the Boy Scouts.

### Launches Sales Campaign in Talking Machine Trade

The Newport Radio Corp., 250 West Fifty-fourth street, New York, manufacturer of the Newport radio receiving sets, recently launched a sales campaign among the talking machine trade. The company is appointing jobbers in the music field throughout the country and expects to build up a sales organization for the benefit of the talking machine dealer. The set is contained in an attractive mahogany cabinet, and, according to T. W. Campbell, president of the company, the Newport set is the result of an intensive study by prominent and competent engineers. In a recent chat with The World Mr. Campbell stated: "The phonograph dealer is a most logical outlet for radio sets, and it is with this in view that our company is turning to the music industry to secure distribution. We have endeavored to adapt the Newport radio receiver to fit in with the requirements of the music trade as nearly as possible and feel that in its simplicity of operation and attractive design we have a real piece of merchandise for the talking machine dealer."

EST. 1894

## Musical Specialism

Write Headquarters for Free Folder on Selected World-Famous Trade-Marked Musical Specialties

(Use List for Checking)

- Ross Gorman Selected Saxophone Solos
- "House of Hits" Popular Sheet Music Catalog
- "Markbro" Dance Catalog (American — Foreign) (Fox-Trots, Waltzes)
- Paul Lincke Catalog Orchestra
- George Rosey's Loose Leaf Orchestra Edition
- Hansen Edition — 28 Selected Specials by Palmgren, Sinding, Sibelius, etc.
- Carl Flesch Studies for Violin
- Ovide Musin Belgian School for Violin
- Shuebruk Books for Bandmen and Lip Trainers
- Langenus Studies for Clarinet
- Dick's Ukulele Method
- E. B. M. Selected Saxophone Solos
- "Markbro" Selected Concert and Dance Numbers
- "Markbro" Selected Library Film Music
- "Markbro" Famous Violin Melodies (1st Position)
- Musical Comedy and Operette Successes
- E. B. M. Orchestra and Band Catalog
- Special Jazz Books — Tenor Banjo, etc.
- (Chords, Jazz Breaks, Modulations, etc.)
- "NYUSA" Brand Violin Accessories (Bridges, Pegs, Tail-pieces, Bow Hair, etc.)
- "Golden Strad" and "Padua" Violin Strings
- "Boomerang" Professional Mouth Organs
- "NYUSA" Phonograph Needles
- "Burehard" Phonograph Needles (Best in World)
- Special Saxophone Accessories
- "NYUSA" Brand Mandolin Picks, Tuning Pipes, etc.
- Ross Gorman Clarinet Reeds (English Made)
- Ross Gorman Sax. Reeds (English Made)

**Edw. B. Marks Music Co.**  
226 W. 46th Street, New York City

## STYLUS BARS

### Stylus Bar & Mfg. Co.

Clague Rd.  
North Olmsted . . . OHIO

# IN THE MUSICAL MERCHANDISE FIELD

## Advertising and Display as Factors in Building Musical Merchandise Profits

Window and Interior Displays and Consistent Advertising of Musical Merchandise Are Important Considerations in Making the Department a Profit Producer

Talking machine dealers who are intelligently merchandising small musical instruments are finding this branch of the business profitable, while others who simply have installed departments and pay no further attention to securing business, trusting to people to come into the store for their sales, are not doing so well. The answer is obvious, although it would not seem so in view of the fact that so many retailers continue their ineffective methods without seeming to get wise to the fact that there is business to be had if the proper efforts are put forth to secure it.

### Publicity and Display

Musical merchandise must be accorded the same amount of intelligent merchandising effort as is put behind talking machines, radio, or any other of the products which the talking machine dealers now handle. And of outstanding importance in the merchandising scheme of small goods is publicity, and this not only includes newspaper advertising and direct mail but also window displays and store displays. The dealer simply must bring the merits of the various instruments he handles to the attention of the people who are prospects for this class of merchandise and publicity is the one sure way of doing this. Simply installing a stock of musical instruments in the store, sometimes in what is called the musical instrument department, which is often only a wall case and small service counter hidden in the rear of the store where few customers or prospects ever go, certainly is not conducive to making this department pay. On the other hand, if the dealer advertises these products as they deserve and occasionally features them in attractive window displays there can be no question of the results. The experiences of many dealers throughout the country, many of whose successful merchandising efforts have been described in the columns of *The World*, bear this out.

### Many Display Opportunities

Musical merchandise offers many opportunities for sales-pulling displays. Probably the most effective is the window of the store, although the interior display possibilities should not be neglected, and one dealer even utilized his store door for display purposes. The same principles of window display which apply in the case of talking machines and records regarding crowd-

ing, etc., with which every dealer is or should be familiar, hold true in the case of musical merchandise and there is no need of reiterating what has been emphasized so many times in this and other trade publications. As for the interior displays, there are many ways in which the dealer can bring his various small musical instruments to the attention of the people who come into the store to purchase talking machines, records, radio, etc. For example, there is the wall rack for musical merchandise. This rack occupies very little space and makes an attractive display in itself. Therefore, it should not be hidden in the rear of the store, but should be up front where the merchandise it contains can be seen. Also there are many places in the store where a fine-looking musical instrument such as a saxophone, violin, etc., can be displayed to advantage. One dealer has several of these instruments on the record service counter, placed in such a way that they do not interfere with the customers or sales people and yet so that everyone visiting this department cannot fail to see them. Another dealer places a single instrument in each record booth, with considerable effect from the standpoint of display, and the many inquiries received regarding these instruments indicate that they are noticed.

### Uses Store Door for Display

A Western dealer has devised a clever plan which permits him to display a single musical instrument in the store door at night, literally making a miniature window of the plate glass in the door. He has built a box-like rack which can be hooked on to the door in the evening. The inside of the box, which corresponds to the interior of an ordinary store window and which is as wide as the plate glass on the door, is covered with black velvet. In this "window" is placed a single instrument, sometimes a saxophone, or a violin, or wind instrument, etc., and it is hooked to the door. On the "roof" of the window an electric light socket has been placed and this is connected to an outlet in the store so that the dealer simply turns on the light before he locks up for the night. Varied colored lights enable the dealer to add distinctiveness to his displays, which have resulted in much publicity and several sales.

No campaign for business is complete,

whether it has to do with talking machines, records, musical merchandise or any other products, unless advertising of various kinds is included in the drive. That is the one way of reaching the masses. This is especially so in the case of newspaper publicity. Through circularizing or direct mail the dealer is able to reach a selected audience for his sales message. Of course, the latter involves the necessity of a mailing list, but the talking machine dealer without a mailing list is like an automobile without gas, so there should be no hitch in this respect.

### Must Plan for Fall

Especially now that Summer is on the decline and the Fall season is about to open when business is sure to enjoy a marked revival the talking machine dealers handling musical merchandise should give serious consideration to the Fall business campaign—and the musical merchandise section should not be left out in the cold if full advantage is to be taken of sales opportunities.

## Voorhies Heads Conn New Orleans Branch

Formerly in Charge of Musical Merchandise Department of Philip Werlein, Ltd., of That City—Has Had Wide Experience

NEW ORLEANS, LA., August 7.—Howard V. Voorhies has been appointed manager of the Conn New Orleans Co., local retail branch of C. G. Conn, Ltd., manufacturer of Conn saxophones and band instruments, Elkhart, Ind. The new Conn manager has been in charge of the musical merchandise department in the Philip Werlein, Ltd., store for the past four years.

Mr. Voorhies has been well known in New Orleans as a professional musician since his discharge from the Navy in 1919. He was leader of the Elks' Roof Garden Orchestra for two years and was also connected with Max Fink's Orchestra at the Liberty Theatre and at the Oriental. He is now director of the Knights of Columbus Concert Band and Saxophone Band.

## Saxophone Shoppe Chartered

CLEVELAND, O., August 6.—The Saxophone Shoppe, of this city, has been incorporated with a capital stock of \$5,000 to buy, sell and deal in musical instruments. The incorporators were G. E. Lefevre, M. G. Lathrop, V. C. Burrows, W. A. Aichele and M. Crowl.



## PAUL WHITEMAN and HIS ORCHESTRA

"The Maestro who Symphonized Syncopation"

Presenting America's Music Symphonically

THE Music Merchant who stocks pianos and does not stock Band Instruments and Saxophones misses continual opportuni-

ties to tie up with traveling organizations whose presence in the city creates considerable of a stir.

The forthcoming Paul Whiteman Transcontinental Tour (opening September 22) will touch the territory of practically all the big Buescher distributors. They will all have artistic window trims featuring the Whiteman Orchestra, newspaper electros and various other means of tying up with the great Orchestra.

The radio and the phonograph are always at work carrying the fine tone of Buescher instruments into the territory of all Buescher distributors.

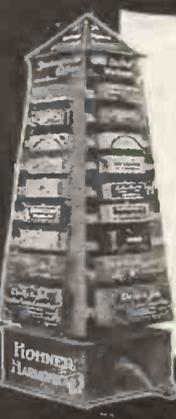
If you do not carry Wind Instruments, let us give you some interesting figures and the names of some of our dealers to whom you might write with a view to learning just how profitable the Buescher line would be to you.

**BUESCHER BAND INSTRUMENT COMPANY G-93 Buescher Block ELKHART, INDIANA**

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 141)

# HOHNER Harmonicas and Accordions

*THE WORLD'S BEST*

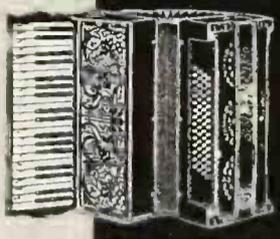


This year will undoubtedly prove the biggest in the history of harmonica manufacturing and selling. It naturally follows that it will also prove a record-breaker in profits for Hohner dealers.

*Ask Your Jobber*

**M. HOHNER**

114-116 East 16th Street  
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

### C. Seibert Appointed Leedy Assistant Sales Manager

Former Retailer and Drummer Widely Known and Well Qualified for New Post—To Cover United States and Canadian Territory

Charles Seibert, former drummer at the Orpheum Theatre, Peoria, Ill., where he has been for the past five years, is now connected with the Leedy Mfg. Co. in the capacity of assistant sales manager and will devote his entire time to calling on musical instrument dealers all over the United States and Canada.

Although Mr. Seibert has spent many years in the professional field he has also successfully operated his own store in Peoria. Dealers are going to realize the benefit of discussing their drum department problems with a man who not only has their own viewpoint in a retail way, but one who can go much farther by advising and assisting in a professional way. This will be a great help in eliminating the great danger that confronts the drum department, i.e., overstocking and purchasing slow-moving articles. In other words, intelligent advice along the lines of balancing stock.

Mr. Seibert's record as a professional drummer, tympanist and xylophonist is too lengthy

to give here. However, he has been with such famous bands as Liberati, Innes and the Kilties, and has played in the leading vaudeville houses in Peoria, Kansas City, Oklahoma City, Houston and Dallas, and his acquaintance among professional drummers is very extensive.

George H. Way, Leedy sales manager, is now on an extensive trip with Mr. Seibert, introducing him to the trade.

### Benjamin Landay Finds Good Outlook on Trade Trip

Benjamin Landay, vice-president of the Progressive Musical Instrument Corp., 319 Sixth avenue, New York City, wholesale distributor of musical merchandise and radio products, recently made a ten-day tour through the Middle West, visiting many musical instrument dealers. According to Mr. Landay, the musical instrument business particularly has been quite brisk throughout the Summer period. Radio, too, he said, in many parts of the country is having as wide a sale as during the earlier Spring period. Mr. Landay found business in the Middle West to be on an upward trend, particularly with musical merchandise dealers, who, with a prosperous Summer season as a background, look forward to large gains in the Fall.

### Conn Boston Co. Tied Up With Elks Convention

BOSTON, MASS., August 7.—The occasion of the Elks' National Convention here last month permitted the Conn Boston Co., New England distributor for C. G. Conn instruments, to render visiting bandmen from the one hundred or so Elks' bands from all over the country hospitality and service. The company provided a free checking service for instruments and hand luggage and also made all sorts of repairs to the instruments of visiting Elks. In reciprocation for the courtesies extended many of the bands serenaded the Conn Boston headquarters and at many of the short impromptu concerts, held on the sidewalk in front of the store, thousands of listeners gathered, giving the store much desirable publicity.

A display of new burnished gold and jeweled Conn instruments, Leedy drums, Paramount banjos and other instruments, attracted considerable attention and caused much favorable comment. Spotlights played on the display during the evening.

Nearly one hundred bands were entered in the band contest, which was won by the Detroit Elks' Band, under the direction of Eugene La Barre. This organization is completely equipped with Conn instruments. Mr. La Barre was with Sousa's Band for some time as solo cornetist.

### A Typical Example of Vega Co.'s Co-operation

An excellent example of co-operation is to be found in a recent accomplishment by the Vega Co., Inc., Boston, Mass., well known as the manufacturer of the Vegaphone and the Vega line of banjos. France & Goulette, in Manila, P. I., carry the Vega line in the Philippine Islands. They recently sent a rush order to the Vega Co. for thirty Vega banjos. Herbert Fandel, of the Vega organization, found that there was a steamer leaving for the Philippine Islands the next afternoon. Through intensive effort on the part of the shipping department, guided by Mr. Fandel, this shipment was packed and crated and on board the steamer safely before sailing time. This practically saved an entire month's wait on the part of the representatives.

Carl Nelson, head of the Vega Co., together with W. Waldo Nelson, returned to headquarters around the first of the month after a very enjoyable vacation spent motoring.

Sales of xylophones are on the increase throughout Texas, according to the musical merchandise house of Thomas Goggan & Bro., San Antonio.

## When You Buy Drums

**Ludwig**  
TRADE MARK

Does the line sell? That's your question when you buy Drums for resale purposes.

A liberal margin, the right selling price, greatest consumer demand and strict dealer co-operation have made Ludwig Drums the best selling line of Drums and Accessories in the World.

*Get full particulars about our direct-from-factory service. Send for complete catalogs, prices and discounts. We'll help you.*

## Ludwig & Ludwig

World's Largest Drum Manufacturers

1611 No. Lincoln Street

Chicago, Ill.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 142)

### Ukuleles Enjoyed Unusual Popularity This Summer

C. Bruno & Son, Inc., Making Plans for Extensive Fall Campaign on Its Products

Ukuleles and banjo-ukes have enjoyed a popularity this Summer that has never been equaled. C. Bruno & Son, Inc., importers and wholesalers of musical merchandise, New York City, report that their sales this Summer of ukuleles and banjo-ukes have substantially surpassed all previous records. Fred W. Kling, of the Bruno staff, in discussing the musical merchandise situation with *The World*, referred to this remarkable record in substantiation of the oft-repeated claim that there is always something selling big in the musical merchandise line. Talking machine dealers who have added musical merchandise have personally experienced this and found musical merchandise has practically no real dull season. Mr. Kling pointed out that whereas ukuleles have enjoyed the limelight for the past few months, with the close of the vacation season and the attendant return of students violins and violin outfits would supersede the ukuleles in their popularity, and so through the Winter the saxophone and other brass instruments would experience a growth in sales.

The Bruno organization is making energetic plans for Fall sales and a big season is looked forward to.

### Borchard Opens Store

CAMDEN, N. J., August 7.—A musical merchandise store was recently opened at 812 Broadway here by Gus Borchard, and a complete line of band and orchestra instruments is being carried. Mr. Borchard recently visited New York where he visited jobbers and arranged for supplies of stock. The opening display featured a line of Gretsch-American musical merchandise.

### Improvements Made at Bacon Banjo Co.'s Plant

GROTON, CONN., August 7.—In anticipation of heavy Fall demands, the manufacturing plant of the Bacon Banjo Co., Inc., of this city, has been completely overhauled and a number of improvements made that are destined to add to production facilities. The overhead shafting and pulleys have been done away with and each piece of machinery has been individually motorized. In addition to the safety and efficiency which this change has caused, there is also provided considerably more room for work. David L. Day, general manager of the company, reports that the entire line of Bacon banjos, mandolins, banjo ukes and accessories is moving well, and advance orders would indicate good Fall business.

### Orpheum Banjos Sold Direct to the Dealer

A new sales policy for marketing Orpheum banjos was recently put in effect by William L. Lange, manufacturer of Paramount and Orpheum banjos, 225 East Twenty-fourth street. It calls for the marketing of these instruments direct from the manufacturer to the dealer. The plan was put in effect August 1. Mr. Lange calls attention of the trade to the fact that he has been manufacturing the Orpheum banjos for twenty-two years. At the same time he also announced a new line of Orpheums in preparation, which will be marketed as the super-Orpheum, in addition to the standard line of Orpheums. The new product will contain several new features that will interest the dealers.

The Lange plant has been enlarged in anticipation of a great increase in the volume of Orpheum sales. Five stories are now being used, the first floor being completely remodeled.

**P'mico.**  
**Musical Merchandise of Quality**  
 New Catalog Showing Splendid Values  
*Write for your copy today!*  
**Progressive**  
 MUSICAL INSTRUMENT CORPORATION

319 Sixth Ave., New York

### Buescher Instruments Used in Recording at New Plant

OAKLAND, CAL., August 2.—The first record made at the new Victor plant here was recorded by Art Landry and His Orchestra, equipped with Buescher instruments. The Hanson Music House, San Francisco, wired the Buescher factory as follows: "First record made in Victor Talking Machine Co.'s plant at Oakland by Art Landry and His Orchestra, using Buescher instruments and saxophones."

A Buescher official recently stated that in the West as well as in the East Buescher band instruments and saxophones seem destined to carry out their average of making 75 per cent of the popular records made. In the Eastern territory the Victor Co. has recently added Ted Weems and His Orchestra, George Olsen and His Orchestra and Ray Miller and His Orchestra, all using Buescher instruments.

## The Most Valuable Band Instrument Franchise In the World

It is agreed among music merchants that the agency for Conn instruments is the most valuable in the band and orchestra field, because of

the *Quality* of the instruments

—supreme achievements of master builders, the largest in the world, and only makers of every instrument used in the band.

the *Prestige*

—Conns are used and endorsed by Sousa and the other world-famous band, symphony and popular orchestra directors.

the *Advertising*

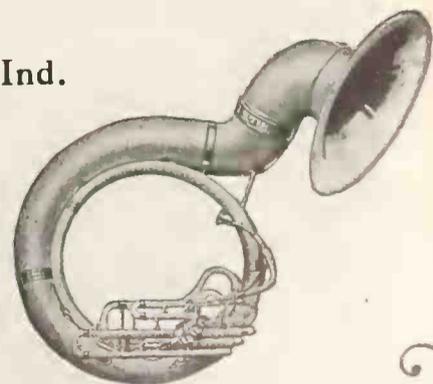
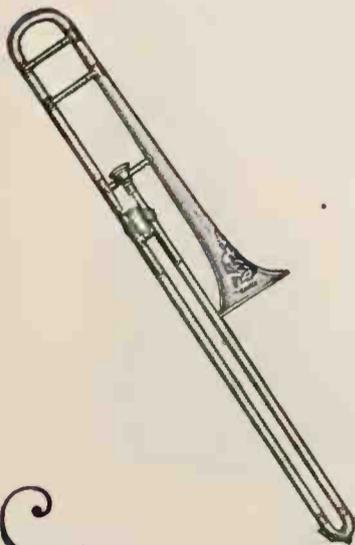
—Conn's advertising campaign, including double spreads in color in the Saturday Evening Post, is continuously bringing business to Conn dealers.

*Write now for information about available territory.*

**C. G. CONN, Ltd.**

834 Conn Building

Elkhart, Ind.



CULTIVATE YOUR MUSICAL BUMP

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 143)

**H. N. White Co. Introduces Instrument Called "Saxello"**

New Instrument Is Perfected Model of Bb Soprano Saxophone With Elimination of Several of the Objectionable Features

The H. N. White Co., Cleveland, O., manufacturer of King band instruments, has just announced a new instrument called the "Saxello." This instrument is a perfected model of the Bb soprano saxophone designed to eliminate some of the objectionable features of the latter instrument, particularly the cramping of the wrist and fingers and the consequent difficult execution and uncertain grasp that is found on the average soprano saxophone.

R. M. White, secretary and sales manager of the H. N. White Co. and well known in the band instrument industry, predicts that the Saxello will meet with a ready sale throughout the trade. Commenting upon the new instrument, Mr. White said: "The practical improved playing features of the instrument itself, and its attractive design, together with the advertising campaign that we have planned for it, are going to make it easier for the dealer to sell the Saxello than to compete with it. Of unusual interest to the trade is the publicity campaign that we have planned for the purpose of introducing the Saxello everywhere. We believe that it is one of the most complete and effective campaigns ever planned in the musical instrument field. Window displays, counter cards and folders in color, full pages in the trade press, mailing pieces and Jumbo advertisements are bound to attract unusual interest in our new product.

"We have decided not to restrict the sales possibilities of this instrument to dealers who now handle the King line, but the Saxello may also be merchandised by dealers in territory where the King line is not represented. We believe that the Saxello offers dealers an opportunity to secure one of the most valuable selling

franchises in the industry and we have taken the Saxello out of the competitive class by having the trade name copyrighted and the design patented."

**Jordan-Marsh Department Headed by William Titus**

Appointed Manager of Small Goods Department—Martin Band Instruments and Saxophones Featured in Window Displays

BOSTON, MASS., August 7.—The small goods department of the Jordan-Marsh Co., one of the largest department stores in this city, through a number of changes and additions to the stock carried, has become one of the best small goods departments in New England. The department was recently enlarged and placed under the management of William Titus, prominent in Boston music circles and well versed in musical merchandise from long experience.

Martin band instruments and saxophones, made by the Martin Band Instrument Co., Elkhart, Ind., are featured prominently and a complete stock of Martin products is kept and frequent displays are made, with the result that the agency has become a most valuable one.

Window displays and special store displays were made during the recent national convention of the Elks and the result was that a great number of the members of the various Elks' bands and drum corps visited the store during the week. One of the features was a show window displaying attractively all sorts of Martin band instruments and Sousaphones, an Irish harp and a Stone De Luxe drum outfit.

**Ludwig Music House Now Enlarging Floor Space**

ST. LOUIS, MO., August 6.—The Ludwig Music House, one of the oldest music houses in the Middle West, is undergoing a period of expansion and changes are being made that will completely alter the headquarters at 716 Pine street and will quadruple the floor space and make the store one of the finest in the city. Since the establishment of the concern in 1876 it has grown to such an extent that many changes have been found necessary.

A saxophone department has been installed under the management of Edward C. Barroll, nationally famed saxophonist, and a complete line of Buescher saxophones is carried. The store also features a full line of Buescher instruments, manufactured by the Buescher Band Instrument Co., Elkhart, Ind.

This concern stands sponsor for the recently formed Ludwig Saxophone Band, which was organized by Edward C. Barroll.

**Elkhart, Ind., Organizing Own Symphony Orchestra**

ELKHART, IND., August 6.—A symphony orchestra is in the process of formation in this city, which is the home of about six of the world's largest band instrument factories, many of the workmen being able musicians. A meeting of those interested was held recently in the cafeteria of C. G. Conn, Ltd., Plant No. 2.

C. G. Sickafus, a member of the sales department of C. G. Conn, Ltd., is one of those most actively interested in organizing the orchestra and he reports encouraging progress. He recently stated that the nucleus of the organization had been formed and preliminary rehearsals have been held under the direction of Hobart A. Davis, flute soloist.

The Hammann-Levin Co., Inc., has taken on the Weymann stringed instruments as exclusive agent for Baltimore. The firm features banjos, guitars, mandolins and ukuleles in its display.

**BACON BANJOS**  
 Played by Leading Musicians and Orchestras  
 Sold by Representative Music Merchants  
**BACON BANJO CO., Inc.**  
 GROTON, CONN.

**Complete Repair Department Opened by Progressive Corp.**

Progressive Musical Instrument Corp. Installs Repair Department With Experts in Charge for Giving Service to Music Dealers

The Progressive Musical Instrument Corp., importer and wholesaler of musical merchandise, 319 Sixth avenue, New York, has opened a repair department as a service to music dealers. The service will cover the entire range of musical instruments.

Men who are thoroughly familiar with the art of making violins, banjos, saxophones, clarinets, etc., will be employed. An expert violin repair man has been secured from Germany. Prompt service is assured to dealers, according to A. W. Landay, general manager of the firm.

**Record Sales of Leedy Drums**

OMAHA, NEB., August 4.—Nearly five hundred Leedy drums were sold during the month of July by George A. Smith, local small goods dealer and agent for the Leedy Mfg. Co., drum makers of Indianapolis, Ind. Mr. Smith now has over four hundred drums on order at the factory, sold to members of the Omaha public schools drum corps. The organization of this corps is the work of Mr. Smith and the local Rotary Club.

**Edw. Biel Home From Maine**

Edward Biel, sales manager of the Progressive Musical Instrument Corp., 319 Sixth avenue, New York City, recently returned to his desk following a two weeks' vacation spent in Maine and Canada.



FRED C. BUCK  
 Banjoist and Arranger  
 "Waring's Pennsylvanians" and His  
**Weymann Orchestra Banjo**  
 The Most Prominent Banjoists Are Playing Weymann Instruments  
 Write for Agency  
**H. A. WEYMANN & SON, Inc.**  
 1108 Chestnut Street Philadelphia, Pa.



**Multi-Model Drum \$32.50**      **Utility Drum \$27.50**

**Boy Wonder Drum \$6.00**

**Junior Outfit \$20.00**

**Jazz-O-Box Drum \$15.00**

**A Few Sure Fire Hits For The Dealer**

SEND FOR CAT. "M" ITS-AN-OPPORTUNITY

**Leedy MFG. CO. INDIANAPOLIS INDIANA**



IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 144)

## Widespread Enthusiasm in the Harmonica Being Manifested in a Concrete Manner

Forty Thousand Harmonica Players in Philadelphia Typical of Interest in This Instrument Throughout the Country—Interesting Report of Fred Sonnen, Hohner Virtuoso

That the popularity of the harmonica throughout the country is growing by leaps and bounds is an undisputed fact to those in a position to know. Constantly one hears of the formation of harmonica bands and orchestras and enthusiastic comment of dealers handling these small instruments regarding the satisfactory volume of sales.

Hohner harmonicas are in the van of popularity, according to reports of retailers, and there is a sound reason for this. The national campaign which the firm of M. Hohner has carried on now for many months is bearing fruit, and dealers everywhere are cashing in on this publicity.

### Thousands of Harmonica Enthusiasts

Forty thousand boys have enrolled for harmonica orchestras in Philadelphia, according to Albert N. Hoxie, Jr., head of the Music Division of Philadelphia's Boy Council, who has organ-

ized the Civic Junior Symphony Orchestra in that city, an outgrowth of the city harmonica contests and the organization of harmonica bands. While children are by far in the lead as harmonica enthusiasts, according to Mr. Hoxie, there is a fair representation of adults and even some entire families.

### Interesting Harmonica Facts

The widespread interest in the harmonica in Philadelphia is typical of what is taking place throughout the country. In this connection a report of Fred Sonnen, harmonica virtuoso, who was sent to Philadelphia to help in its musical activities, largely through the efforts of William J. Haussler, of M. Hohner, is of considerable interest. This report reads in part as follows:

"A great amount of interest in the harmonica was aroused during the recent Boys' Week in Philadelphia. Never before have I seen such a vast amount of enthusiasm as that manifested

by the people of this city in their harmonica contest.

"Through the courtesy of the Boy Council of Philadelphia, arrangements were made for me to call at the various schools, and requests from more than 165 principals were received for me to appear at their schools in order to demonstrate the playing of the harmonica. A most hearty reception was accorded to me at each school where I appeared and keen interest was shown in the playing of the harmonica.

"Due to the closing of the school term, I was able to call at only sixty-five schools, and out of this number fourteen have made arrangements to form harmonica orchestras. They were very eager to start and did not care to wait until the Fall. The rest of these schools will organize their harmonica orchestras at the beginning of the next school term.

"It was gratifying to me to observe the large number of boys who joined the harmonica orchestras in the various schools. There were as many as 200 boys in the orchestras of some of the schools, and the greatest amount of interest was displayed not only by the boys who are eager to learn, but their teachers and principals as well. In most of the schools many of the teachers also made an effort to learn how to play the harmonica.

"The harmonica orchestras meet after the school session and more than an hour is devoted to practicing. The interest of the members is so intense that the time seems altogether too short for them and they are always looking forward eagerly to the following meeting.

"I was called upon to give recitals, not only in the schools in Philadelphia but in churches, clubs, institutions and at various affairs. At every place I met with the same hearty response and the greatest amount of interest and enthusiasm was shown in the harmonica.

"From the many contestants in the recent Philadelphia harmonica contest fifty of the best players were chosen and an orchestra formed. These boys met every week at the mayor's office in City Hall, and I arranged the orchestra in four different parts in order to teach them perfect harmony. This is the best harmonica orchestra in Philadelphia and consists of expert amateurs.

"In one of the churches where I performed my program was broadcast. I played five classical selections and a few sacred songs. Here, as well as at all other places where I appeared, I was earnestly requested to play again in the near future. In fact, they liked the music of the harmonica so well that it was planned to organize a harmonica orchestra in this church in the Fall.

"A feature of particular note is a small band that I organized, consisting of six colored boys—five brothers and their father, who is seventy-five years old. One of these boys won the third prize in the harmonica contest in Philadelphia last year, and when I learned that he had several brothers and a father who could play the harmonica I immediately made arrangements for the formation of this band. These six colored boys are doing some very fine work, indeed."

## How the Euclid Music Co. Is Pushing Buescher Line

CLEVELAND, O., August 8.—One of the most effective direct mail campaigns devoted to musical instruments which has appeared here is being sent to prospects by the Euclid Music Co., which operates five stores here and in Detroit.

This is in the form of a large folder tying up with the Nite Caps on Lake Erie, who are a group of artists broadcasting from radio station WJAX, commencing midnight on the first Saturday of each month. These artists include some of the leading instrumentalists and best-known orchestras in the Middle West, all of whom either play or are accompanied by Buescher instruments.

# Ready Now! The "KING" Saxello

TRADE MARK

### An Instrument Without Competition

AN INSTRUMENT THAT EVERY SAXOPHONE PLAYER WANTS

THE SAXELLO is not a novelty instrument, but an instrument designed to eliminate certain objectional features common to ordinary Soprano Saxophones.

Improvements in design and construction embodied in the Saxello, together with the copyrighted name and application for patent rights, take it out of the competitive class. So desirable are its many practical improved playing features that it has won instant favor.

The advertising and merchandising campaign, one of the most complete and effective ever planned in the musical instrument field, including Trade Papers, Mailing Pieces and Dealer Helps designed to quicken sales, coupled with the liberal profits and selling features of the instrument itself, furnishes the most remarkable sales opportunity of the year.

This new "King" instrument offers the opportunity for dealers everywhere to secure one of the most valuable selling franchises in the industry.

Dealers who are not yet holders of the "King" franchise should write now and secure information about our dealer proposition, which incorporates such important points as: exclusive agency franchise, protected territory, and liberal discounts, which will mean their participation in Saxello profits.



### MAIL THIS

THE H. N. WHITE COMPANY  
5215-54 Superior Avenue, Cleveland, Ohio

Please send me full particulars of the Saxello Campaign and your Agency proposition.

Name .....

Address .....

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

PATENT APPLIED FOR

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 145)

## Buegeleisen & Jacobson's Comprehensive New Catalog

Attractive Catalog Shows Complete Line Carried by These Prominent Musical Merchandise Importers and Wholesalers

Buegeleisen & Jacobson, importers and wholesalers of musical merchandise, New York City, are about ready to mail their annual catalog to the trade. The B. & J. catalog is usually considered among the most complete and authoritative pieces of literature in the musical merchandise field. The forthcoming issue will even surpass all others, according to Samuel Buegeleisen, head of the organization. In this connection Mr. Buegeleisen stated: "The 1924 catalog is a distinct departure from the average book. All the cuts we have used are new and show the merchandise exactly as it appears. We have gone to the trouble of reproducing many of the items in their exact natural colors, which we believe will be of a distinct advantage to the dealer in making his selections. A complete cross index is another feature that I believe the dealer will find advantageous."

"The new catalog contains 162 pages describing concisely the entire line. To mention all of the items would take too long, but it features, of course, the Stewart line of banjos, guitars, lutes, mandolins, ukuleles; Wondertone tenor-banjos; Durro violins, bows and strings; Abbot saxophones and band instruments and many imported numbers from some of the best-known European houses. I believe that the music merchant will find the new catalog an important aid in the selection of his merchandise for the Fall, and, as usual, we are giving our guarantee with every item. We guarantee to take back at our expense any merchandise that is not satisfactory in every detail."

## Weymann Line for Kitt Co.

PHILADELPHIA, PA., August 8.—H. W. Weymann, head of the musical merchandise house of H. A. Weymann & Son, Inc., returned from a trip to Washington recently with the report that Homer L. Kitt Co. has been appointed Weymann stringed instrument distributor in that city. The Kitt firm has the entire "Keystone State" line of instruments.

## Large Band Instrument Sale Made by C. H. Taylor & Co.

CHICAGO, ILL., August 6.—What is considered the largest individual sale ever made to any one band was recently reported by C. H. Taylor & Co., which sold 1,000 instruments to the Department of Constabulary in Chicago.

The band is completely equipped with Holton and U. S. A. band instruments, Bettoney woodwinds and Ludwig drums. Four seven-foot drums are to be used in addition to the usual number of smaller bass and snare drums. Phillip G. Sutton has been appointed as general director of the band.

## Window Display Links Records and Instruments

PHILADELPHIA, PA., August 7.—Linking the record department with the musical merchandise department in a recent window display, H. A. Weymann & Son, Inc., stimulated interest in both lines of merchandise. The central figure of the display was a photograph of Waring's Pennsylvanians, a popular Victor recording orchestra, and the fact was made known that this aggregation uses the Buescher and Weymann instruments. A slogan in the display read: "They use the best instruments to make the best records."

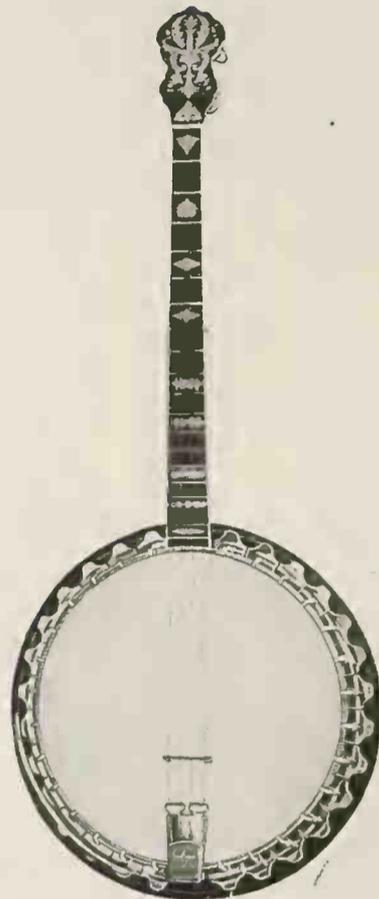
## Test Ludwig Banjo Head

CHICAGO, ILL., August 7.—The banjo heads manufactured by Ludwig & Ludwig and known as "Selected" have been subjected to an unusual test to ascertain their strength. The test, which consisted of hydraulic pressure, was made at the Lewis Institute, this city, a light gauge head being used. It is interesting to note that the head did not break until a pressure of 1,600 had been exerted.

## Dealers Help Form Band

A large saxophone band, to be known as the Crawfordsville Saxophone Band, is being organized in Crawfordsville, Ind., by L. Rush Hughes with the co-operation of the local musical merchandise stores.

## VEGAPHONE BANJOS



### A Source of Profit

Vega Banjos are ever increasing in popularity. They are in demand and quickly sold, with good profits as a result. Nationally advertised and endorsed by professionals, Vega Banjos are quickly sold to the musical public.

WRITE FOR DEALER INFORMATION

THE VEGA CO.  
155 COLUMBUS AVENUE  
BOSTON, MASS.

# 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

## Changes in the Musical Merchandise Retail Field

Borchard Musical Inst. Co. Opens—Kranz-Smith Adds Small Goods—Detroit Firm in New Home—Layton Bros. Opened Department

The Borchard Musical Instrument Co., Camden, N. J., opened recently with a full line of musical merchandise and sheet music.

The Kranz-Smith Piano Co., Baltimore, Md., recently added a complete line of small goods in its store at Charles and Fayette streets.

The Williard Bryant Music House, Detroit, recently moved and is now located at 1425 Broadway, where it has much larger floor space and a better location.

Layton Bros., Ltd., Montreal, recently opened a new musical merchandise store at 550 St. Catherine street. A seventy-foot window display comprising small goods was one of the features of the new store which attracted considerable attention.

## Sterchi Bros. Enjoying Good Demand for Vocalion Records

Knoxville Concern Appointing Numerous New Dealers and Also Featuring Vocalion Records Successfully in Own Chain of Stores

KNOXVILLE, TENN., August 5.—Sterchi Bros., who for some time past have been distributors for Vocalion Red records, report a steadily increasing demand for those records and the establishment of a number of new dealers in the leading cities of the South. The entire chain of Sterchi stores handle the Vocalion records and feature them strongly.

Since Sterchi Bros. have been handling the Vocalion records several local musicians have recorded for those records, including M. S. Mason, of Dyersburg, the popular banjo player, and George Reno, of Knoxville, the blind musician who is widely known in this city. The records of these two men have had a wide sale locally.

## New Gennett Foreign Record Bulletins Issued

The Starr Piano Co., Richmond, Ind., recently issued new bulletins of Irish, Spanish and Italian Gennett records. Each booklet gives a complete listing of the records which have been released up to the present time of the music of these various countries. The Gennett foreign record library is most complete and Gennett dealers have found the Irish and Italian recordings especially good sellers. The Irish catalog includes vocal records on the fiddle, on the accordion and on the Irish pipes, with concerted pieces for accordion, guitar and banjo; for orchestra, for violin, piano, etc.

## Dealers Appreciate the F. D. Pitts Co. Service

BOSTON, MASS., August 8.—The F. D. Pitts Co. of this city, exclusive wholesale distributor of radio, predicts that the coming radio season will be exceptional in every way. Last Spring this house inaugurated a department particularly catering to the talking machine dealer. Accordingly, a large number of talking machine retailers in the New England territory are now using Pittsco service and as the Fall season approaches increasing numbers are being added to the list. A substantial number of inquiries from talking machine dealers is being received relative to the Fall season. The Pitts Co. has a large sales staff which is actively at work at all times in the field, not only selling merchandise, but co-operating with the dealer in his merchandising problems. An extensive sales campaign is being planned for the coming Fall season and particular attention is being paid to co-operation with the talking machine dealer.

## E. J. Yerick in New Position

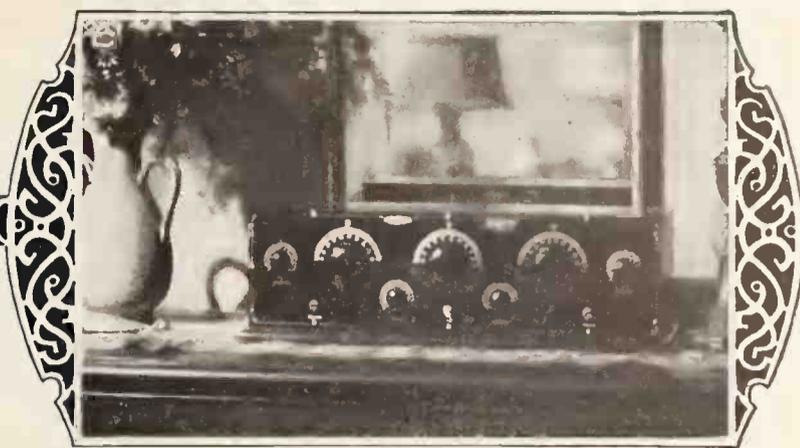
TROY, N. Y., August 9.—E. J. Yerick, formerly manager of the F. C. Henderson Co., at Albany, N. Y., has resigned his position with this company and has accepted the management of the talking machine department of Cluett & Sons' store, of this city. Mr. Yerick is well known to the talking machine trade and his many friends in talking machine circles tender him their best wishes in his new position.

# MOTORS

Ready for Delivery

Double Springs; play two 10-inch Records; suitable for Portable Phonographs. Sample, \$3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for \$100. Sample, \$5.75.

**MERMOD & CO.,** 16 East 23d St. N. Y.  
Telephone Ashland 7395



## Plus Clearness

**H**ERE is a new receiving set--- designed as all fine sets, to give volume, selectivity, distance and simplicity of operation --- But **PLUS** one feature that marks its superiority in the music trade field---**CLEARNESS OF RECEPTION.**

The A-C DAYTON POLYDYNE XL5 is a receiver that will be welcomed with open arms by the radio public. It has been developed to meet the demand among those people who want to *enjoy* radiocasting. It enables them to find their favorite program --- then listen to it with complete enjoyment, free from distortion and interference.

Your radio customers want radio satisfaction, they want a receiver that not only insures perfect clearness of reception, but is also a thing of beauty that will fit into the arrangement of any room in the house.



Makers of Electrical Devices for over Twenty Years

You can profitably sell the XL5. It is licensed by the Polydyne Corporation and carries a triple guarantee to the owner. It is priced reasonably---its performance far exceeds many sets that cost more.

We will gladly send complete information about the A-C DAYTON POLYDYNE XL5 and our attractive dealer plan.

THE A-C ELECTRICAL MFG. COMPANY  
DAYTON, OHIO



## Dealers Improve Facilities to Handle Fall Business

Leon Tobias, secretary of Van Veen & Co., Inc., New York City, manufacturers of talking machine wareroom equipment, recently returned from an extensive trip. Mr. Tobias found the trip well worth while, as it not only developed actual orders, but a number of inquiries from dealers for new equipment and improvements to take care of Fall business. These orders not only called for talking machine booths, but booths for radio equipment as well. Van Veen & Co., Inc., have in process, and recently equipped, a number of warerooms.

Extensive work has been done for the Griffiths Piano Co. in both the Passaic and Paterson stores. In Baltimore, Md., a new department has been installed for the Muller Victrola Shop, and in Newburgh, N. Y., the John Schoonmaker Department Store has extended its record department to take care of 10,000 records.

These installations, together with increased orders for work during the season ahead, indicate that the talking machine trade is making energetic plans for Fall business.

## Otto Heineman Home Soon

Otto Heineman, president and founder of the General Phonograph Corp., manufacturer of Okeh and Odeon records, Heineman motors and other products, is expected back at his desk within a week or ten days after spending six weeks in Europe. During his stay abroad Mr. Heineman has been visiting the leading European cities, spending the greater part of his time in Berlin, where he has been conferring with the directors of the Carl Lindstrom organization relative to important record plans that will be announced upon Mr. Heineman's return.

Lopin's, Charleston, W. Va., was recently incorporated to deal in musical instruments with a capital stock of \$10,000.

## Nyrad Distrib. Co., Inc., Plans Big Trade Campaign

Strong Organization of Men Acquainted With  
Trade Problems Featuring Radio

The Nyrad Distributing Co., Inc., 250 West 108th street, New York City, distributor of radio and phonograph products, has planned an intensive sales drive during the Fall season in behalf of the products it represents. This firm, organized purposely by talking machine men to serve phonograph retailers, is exceptionally well qualified to assist in simplifying dealer problems in stocking and selling radio products. The head of the company is Emanuel Blout, for many years one of the leading distributors for the Victor Talking Machine Co. Cass B. Riddle, of the company, is director of sales, and several particularly well-known talking machine men are members of the sales force, including S. Semels, Otto Goldsmith and John Sheppard.

The company, during the coming months, will particularly feature the new model of the Sleeper Monotrol. Other radio products, for which it is the distributor, include the Pooley-Atwater-Kent combination, Music Master products, Eveready batteries and other necessary adjuncts.

The Nyrad Distributing Co., Inc., besides its sales force of talking machine men who have made a study of radio problems, has a technical staff for the purpose of aiding the dealer in particular localities where radio reception is found troublesome. Its long experience as a talking machine distributor makes available first-hand knowledge of solution of the varied problems that confront the dealer.

## Lester L. Leverich Resigns

Lester L. Leverich, connected with the Columbia Phonograph Co., Inc., for the past twelve years and advertising manager of the company for the last five years, resigned from the company's service August 1. Mr. Leverich is widely known in advertising circles in the talking machine trade and possesses an intimate knowledge of advertising and sales problems concerning every phase of the industry. He is generally recognized as a thoroughly equipped advertising man and conversant with all details of this important work.

## Dealers should be prepared to supply Brach Radio Antenna Sets

*Ten Sales In One*



Sets include the  
Famous Brach Arrestor—  
Type 223, Type 210 or  
Storm King.  
Sets Retail at \$5.50,  
\$5.00 or \$4.00

Dealers everywhere welcome. these complete Antenna Sets, in which everything required is supplied the radio fan in a single purchase, and everything is of the highest class—conforming to the requirements of the National Board of Fire Underwriters.

Quickens Sales, Avoids Answering Questions, Increases Profits.

*Send for Terms*

**L. S. BRACH MFG. CO.**

Newark - - - New Jersey

## Royal Knight Receiver Now Using the McCall Circuit

Gotham Wireless, Inc., to Advertise Product in  
Nation-wide Campaign—Quantity Deliveries  
Are Now Available for the Trade

Gotham Wireless, Inc., 131 West Fourteenth street, New York, manufacturer of the Royal Knight radio receiving set, is the first to use the McCall circuit, for which many distinctive features are claimed, notably its sensitiveness and powerful volume. This circuit, which is the invention of Floyd S. McCall, former chief engineer of the Michigan Radio Corp. and a graduate of Carnegie Institute of Pittsburgh, has aroused much attention among radio experts. Many talking machine dealers for whom the Royal Knight, introduced by Gotham Wireless, Inc., is manufactured are already demonstrating and selling this product. The manufacturer is carrying out a campaign among consumers and advertising copy has appeared in the leading daily papers of the country. L. M. Samuel, president of Gotham Wireless, Inc., is

making plans for a more intensive advertising program which will include space in the magazines of national circulation and which program will enable distributors and dealers to effect beneficial tie-ups. It is also understood that the licensor of the McCall circuit is also to supplement this advertising with national publicity.

L. M. Lehr, sales manager of Gotham Wireless, Inc., has spent the past several weeks in Middle West territory closing negotiations for distribution in some of the larger trade centers. Production of the Royal Knight is well under way and quantity deliveries for the Fall are now available.

The most important plans have been concentrated on arrangements for distribution through progressive talking machine dealers. Both the interior and exterior of the cabinet design were perfected after an investigation among retailers to determine what was wanted. The co-operation to the trade in the line of dealer service arranged by the company in exploiting its goods is most extensive.

## First Coast-to-Coast Radio Experiment Under Way

The first railway train radio receiving experiment to extend from coast to coast was begun on the Broadway Limited of the Pennsylvania Railroad on August 7, according to an announcement by the road. The test, which is being conducted by K. H. Stark, chief engineer of F. A. D. Andrea, Inc., was begun as the train left the station at 3:55 p. m.

A five-tube Fada neodyne set was installed in a Pullman stateroom. Two horizontal wires had been stretched along the roof of the car. After the train reached Chicago the equipment was removed to other trains, along the way, until San Francisco was reached. Mr. Stark said he hopes to bring back valuable information concerning "dead" areas, the intensity of various broadcasting stations throughout the country, and other useful data. Passengers, however, will not have the opportunity of "listening in."

## Mrs. Bessie S. Steinert Dead

BOSTON, Mass., August 9.—Mrs. Bessie S. Steinert, prominent in musical circles, died at her Summer home in Beverly yesterday. She was the wife of Alexander Steinert, treasurer of M. Steinert & Sons, of Boston, Victor wholesalers. Mrs. Steinert was instrumental in helping many young musicians to complete their studies and start their careers and has other good works to her credit.

# RADIOTIVE

The loud speaker of merit.

Will stand up where others fail, because it is electrically, mechanically and acoustically correct.

Protected by 20 patents.

## RADIOTIVE CORP.

21st Avenue and 53rd Street  
BROOKLYN, N. Y.

# Going Like Hotcakes



## The Sensation of the Year with the Music Trade!

Why the tremendous success of the Carryola and Carryola Master? Why have they surpassed all expectations in point of sales? Why are the biggest and best-known dealers in the country concentrating on these two portables?

Here are the reasons:

### BUILT RIGHT! SOLD RIGHT!

**BUILT RIGHT**—The Carryola and Carryola Master are quality machines—beautiful, with wonderfully full, clear tones—leaders in their respective classes. The Carryola, 12x12x6 ins., has a remarkable tone for a machine so compact. High-grade, dependable motor. Carryola weighs only 10 lbs. Has space in top for 10 records. Sturdily built throughout. Looks the part of quality.

The Carryola Master is an exquisite instrument. All parts perfectly co-ordinated. It is the only portable with the Add-A-Tone Reproducer, which gives greatly increased volume and wonderfully improves the tone. Reproducer is reversible for Edison Records. Diaphragm is indestructible. It has the easy-winding Silent Motor. Plays in excess of two selections with one winding. Complete in details—needle cup, felt protectors to prevent rattling when being carried. Always assembled and ready to play. Space for 15 records.

### The **CARRYOLA MASTER**

Retail Price **\$25.00**  
West of Rockies **\$27.00**

Both the Carryola and the Master have sturdy 3-ply veneer cases; genuine Dupont Fabrikoid coverings, nickered trimmings, continuous piano type hinges. They are machines that anyone can be proud to own, you can be proud to sell.

**SOLD RIGHT**—Carryola and Carryola Master are exceptionally low-priced, considering their excellent quality. Two big-value machines. Priced for quantity sales. Stop to think—where is the big market for portables? It's within the Carryola price range. You can reach and win the big part of your market with these two portables. Small investment—quick turnover. The profitable portables. And every sale means more phonograph record sales, more customers in your store, more interest in everything you have to sell.

Sold only through recognized music channels. We protect Carryola dealers. An ably financed organization with every facility for efficient, low-cost production. Liberal discounts; live sales aid, display cards, direct-mail helps, advertising electros. These are some of the factors that make Carryola the big money-making line.

Write for complete information now and begin to cash in on these sensational sellers. They are money makers now and every month in the year.

**CARRYOLA COMPANY OF AMERICA**  
373 Broadway MILWAUKEE, WIS.  
New York Office San Francisco Office  
37 W. 37th St. 57 Post St.

### The **CARRYOLA**

PROFITABLE PORTABLES

### The **CARRYOLA**

Retail Price **\$16.00**  
West of Rockies **\$17.50**



## Demand for More Expensive Instruments Continues in the St. Louis Territory

Sales of Small Instruments and Portable Models Improve—Outlook Is Bright—Sells 1,500 Records to One Customer—Paul Gold With Lowenstein's—Jobbers and Retailers Optimistic

ST. LOUIS, Mo., August 7.—There was more activity in the talking machine business in the second half of July than in the first half, partly because the unseasonable weather of the first half hindered the development of seasonable business. August also has started off in an encouraging manner. Sales of smaller machines and portables were slack in the early part of the Summer, compared to other seasons, but last month there was improvement in these lines which continued over into August. The movement of high grade machines which was noted the month before continues.

### Sells 1,500 Records to One "Fan"

How 1,500 Victor records were sold in eighteen months by one salesgirl to one customer is told in a recent publication of the Koerber-Brenner Co., Victor distributor. The salesgirl was Miss Elizabeth Weemer, of McLaughlin's, Paducah, Ky. The purchaser was J. H. Baldwin, a Paducah business man who became a "fan" after buying a Victrola console, Style 300.

### Advertising Creates Big Business

The July business of the Silverstone Music Co. was three times as good as that for July a year ago. The reason, as given by Paul Gold, retail manager, is that in July a year ago the company stayed off of newspaper advertising and the July just past it went in strong for that kind of advertising.

The Silverstone Co. handles Edisons exclusively.

### Paul Gold in New Post

Paul Gold, retail manager of the Silverstone Music Co. for the past two years, resigned August 1 to take charge of the music department of Lowenstein's department store at Memphis, Tenn. The firm will move September 1 into its new building at Main and Union streets, Memphis, Tenn., in which Mr. Gold will have a very handsome department. The firm handles Victors and Brunswicks.

### Columbia Distributors, Inc., Make Display

The Columbia Distributors, Inc., of this city, during the week beginning July 28, had a successful display of the newest Columbia consoles at the Hotel Statler. A large number of dealers from St. Louis and surrounding territory viewed this display and are very enthusiastic over the possibilities of this new and extraordinary Columbia production.

Mr. Blanton, of the Terry Music Shop of El Dorado Ark., was a visitor to St. Louis during the past week and states that the business outlook in his section is good.

The following new accounts have been opened in this territory for the Columbia line: Kirkland Piano Co., 204 North Twelfth street; Freeman Rug & Furniture Co., Paris, Tenn.; Schupp Music Co., Mascoutah, Ill. Many others are now under way.

### Good Demand for Campfone

H. S. Schiele, vice-president of the Artophone Co., reports a good demand for the company's Campfone portables. Recent visitors to the Artophone Corp. store were A. A. Scale, Hot

Springs, Ark.; Walter Sannebeck, Mexico, Mo., and C. L. Fitzgerald, Sedalia, Mo.

### Erk Mayer in Texas

Erk Mayer, formerly with St. Louis houses, is now selling portables in Texas for the Thomas Mfg. Co. of Dayton, O.

### Interesting News Brieflets

J. L. Stevener, manager of the retail talking machine department of the Aeolian Co. of Missouri, has returned from a vacation trip to Louisville and Lexington, Ky.

Miss Birdie Crane, of the talking machine department of the Lehman Piano Co., has returned from a vacation trip to Chicago and Milwaukee.

A. D. Armstrong, of the Armstrong Furniture Co., Memphis Tenn., was here recently increasing his Edison stock for the new store into which the firm is moving.

C. J. Jacoby, talking machine dealer of Alton, Ill., brought his two daughters and the feminine employes of his store to St. Louis for a sight-seeing trip.

L. C. Schooler, traveling in southern Illinois and Kentucky for the Silverstone Music Co., is sending in increased orders. G. Manne, of the same house, has started through Arkansas and Tennessee to line up the Fall trade.

L. S. Buchanan, president of the Fay-Buchanan Music Co., has returned from a trip of two and a half months to the Pacific Coast and Honolulu, accompanied by his father, W. H. Buchanan, secretary of the company, and his mother. E. E. Fay, vice-president of the company, is spending his vacation at Atlantic City.

Miss Rena Wilson, of the Scruggs, Vandervoort & Barney talking machine department, has returned from a vacation motor trip to Chicago and the lakes.

## Murdock Neutrodyne Popular

CHELSEA, MASS., August 8.—The Murdock neutrodyne radio receiving set is being actively featured by a large number of talking machine dealers. The Murdock set is one which through its quality, appearance and performance is being found an excellent sales article by the talking machine retailers. It is a five-tube set and is manufactured under the Hazeltine neutrodyne patent, by the Wm. J. Murdock Co., of this city, a pioneer in the radio field, having made radio equipment since 1904. Three branch offices are conducted by the company in New York, Chicago and San Francisco.

Dan R. Murdock, treasurer of the company, is giving much attention to sales promotion for the coming Fall and an energetic sales campaign is being put in effect which will, undoubtedly, make a sales record for Murdock sets. A. S. De Veau, New York manager, reports considerable activity in his territory. In addition to the branch office in New York City, the Murdock neutrodyne is distributed by the Capitol Distributing Co.

## Columbia School Model for Canadian Pacific R.R.

The Columbia Phonograph Co., Inc., received word recently from its Canadian connections that several Columbia special school model phonographs had been sold to the Canadian Pacific Railway. Although this instrument is designed specially for school use, it is being used to advantage in clubs, hotels, Summer cottages, camps, steamers, private yachts, etc., as it can be transported conveniently from one



Columbia School Model

room to another. The Canadian Pacific Railway purchased the instruments for use in the Canadian Pacific Railway Recreation Club in Montreal, a camp at French River and a camp at Nipigon.

The Columbia special school model phonograph is so constructed that it runs freely on a large rubber-covered wheel, whereby it can be moved from room to room very easily. It has a three-spring model W motor, with the new No. 12 reproducer, shelves for records with all exposed metal parts heavily nicked. It is finished in mahogany or walnut.

## Gled Radio Co.'s New Set

PHILADELPHIA, PA., August 7.—The Gled Radio Co., of this city, manufacturer of the Gled receiving sets, has just placed on the market a six-tube portable radio set which is claimed to be capable of bringing in clear broadcasting stations up from 10 to 1,500 miles. The uses of a portable set during the Summer vacation are many and it is expected that the Gled set, with its many features, will be heartily welcomed by the talking machine trade. The portable set is complete in itself as everything necessary to operate the set is self-contained, or else space has been provided. This equipment even includes a built-in loud speaker, the Music Master unit being used. The set is contained in a black leatherette case simulating in style and appearance an attractive overnight bag. It is planned to merchandise this set through the talking machine dealer.

## Pathé Developing Fall Plans

The Pathé Phonograph & Radio Corp., Brooklyn, N. Y., is developing well-laid plans for the coming Fall and Winter seasons that are destined to result in one of the biggest seasons the company has experienced. Both Eugene A. Widmann, president of the company, and A. R. Saunders, general sales manager, have returned to headquarters in anticipation of coming events. Mr. Widmann was away on a well-earned vacation and Mr. Saunders is back from a business trip. Pathé phonographs, records and radio will be pushed stronger than ever the coming season and active co-operation with dealers will continue to be one of the distinguishing features of Pathé service.

## The Artophone Corporation

### Twenty-four-hour service on Okeh Records

Note the following popular selections:

Hill Country Music

Blues Numbers by Famous Negro Artists

Race Record Importations

Complete lists of all language records, late dance and song hits, late types of standard selections

1103 Olive St., St. Louis, Mo.

203 Kansas City Life Bldg., Kansas City, Mo.

# COLUMBIA

## Distributors Inc. St. Louis, Mo.

CINCINNATI  
222 W. 4<sup>TH</sup> ST.

1327 PINE ST.

NEW ORLEANS  
517 CANAL ST.

### More Profits for Columbia Dealers

Columbia dealers are enabled to affect a quicker turnover and hence larger profits because of the following Columbia dealer advantages.

**1** *Widest Classification of Records.* Embracing Negro, Foreign Language, Popular, and Symphony records.

**2** *Complete Service . . .* Complete stocks in St. Louis, Cincinnati and New Orleans enable us to supply your needs without delay . . . We also maintain a complete phonograph repair department.

**3** *Most Beautiful Models . . .* The beauty of the Columbia cabinets in Upright and Console styles win their instant admiration.

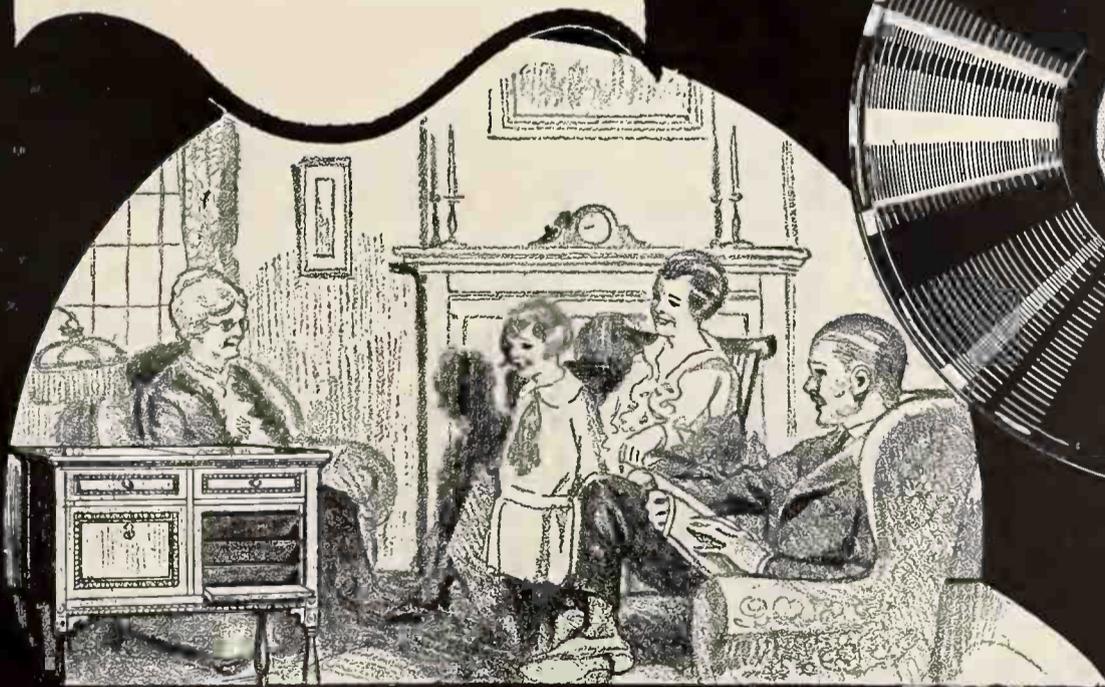
**4** *Improved Records . . .* By the improved process of making Columbia records, all surface noises are eliminated.

**5** *10% Monthly Return Privilege.* By this arrangement the dealer is allowed to return, once every month, 10% of his current record purchases. A Columbia dealer's stock is never burdened by slow moving or bad records.

Wide-awake dealers, alert to a growing demand for a phonograph and record of superior quality are enthusiastically receiving the beautiful new Columbia models and the wonderful Columbia new process records.

*Address all inquiries to nearest branch.*

EXCLUSIVE DISTRIBUTORS IN  
Eastern Missouri Southern Illinois Kentucky Southern Indiana  
Southern Ohio Western Tennessee West Virginia  
Arkansas Mississippi Louisiana



**COLUMBIA DISTRIBUTORS INC.**  
SAINT LOUIS, MISSOURI

"YOU CAN'T GO WRONG WITH ANY 'FEIST' SONG"

**"DON'T BLAME IT ALL ON ME"**

*Teddy Morse's Latest and Greatest Song!*

**A FOX TROT BALLAD**

**"JUNE NIGHT"**

(GIVE ME A JUNE NIGHT THE MOONLIGHT AND YOU)

A beautiful Melody with an irresistible Fox trot rhythm. Scored an Immediate Success!

**"DON'T MIND THE RAIN"**

**THE SONG OF CHEER**

A Singing Hit and A Dancing Hit!

**"MAY TIME"**

Predicted as big a hit as 'Linger Awhile' and by the same writer

**VINCENT ROSE**

DOODLE DOO-DOO!

"WORRIED" (I'M WORRIED OVER YOU)

"SOMEWHERE in the WORLD"

"WAIT'LL YOU SEE MY GAL"

"When Lights Are Low"

© 1924 Leo. Feist, Inc.

### Brendonne Corp. Making Radio "Talker" Combination

The Brendonne Corp., 42 Main street, Orange, N. J., which for a number of years has manufactured talking machines of the highest artistic type, both as regards original and exclusive cabinets and tone qualifications, is now manufacturing combination talking machines and radio receivers. In addition to talking machines and receiving sets, in individual sets and in combinations, the Brendonne Corp. is placing before the trade a new radio detector and amplifying tube. All of its products, manufactured under patents granted or pending, are produced in its plant at Rockaway, N. J.

The products of the Brendonne Corp. are the inventions of W. Harrison Cole, one of the pioneers of the talking machine industry. The company plans a national advertising campaign on its radio tube and its receiving sets, as well as its combination machines. E. Berlow, the sales and advertising manager, is arranging with representatives of the company, who are now distributing the firm's products, to co-operate in the Fall plans of the firm.

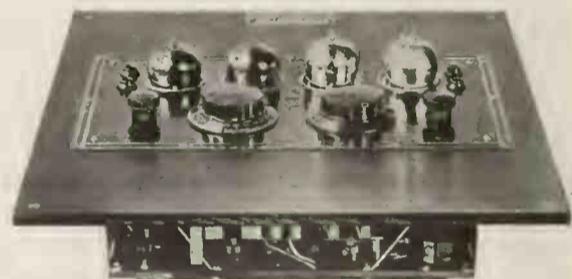
### Run-A-Radio to Be Introduced to Trade Sept. 1

The rectifying apparatus, known as Run-A-Radio, which operates from electric light sockets and eliminates storage batteries, and which is manufactured by the Rader Appliance Co., Inc., West New York, N. J., will be placed on the market after September 1. It is the invention of George B. Crouse, formerly a technical expert in the laboratories of the Sperry Gyroscope Co., where he supervised the work on radio-gyro-compasses. He is the inventor of the duplex compass, a device for giving accurate indications of a ship's heading, allowing guns to be aimed by compass. For a time Mr. Crouse was chief engineer of the Ford Instrument Co.

J. C. Hindle is vice-president of the company and will be in charge of sales and advertising. He has a long experience in these lines, having been actively engaged in sales promotion for many years. He was a member of a well-known advertising firm and brings to the Rader Appliance Co., Inc., qualifications which will prove valuable in presenting "Run-A-Radio" to both the trade and public.

### Kennedy Radio Unit to Fit New Victrola Models

The Colin B. Kennedy Corp., St. Louis, Mo., manufacturer of Colin B. Kennedy radio sets, has just introduced to the trade a Kennedy radio unit to fit Victrolas Models 215, 400, 405 and 410. The units are mounted on standard panels which the dealer can fit right into the Victrola without cabinet work. These units are exactly like those sold in the regular Kennedy receivers, except



**Kennedy Radio Unit for Victrolas** that they are mounted on the panel instead of being placed in cabinets.

Three-tube and four-tube Kennedy units are now ready. Type 410GA is the Kennedy three-tube receiving unit, mounted on a highly polished black formica panel and finished with gold-plated fittings. The entire panel is then mounted on a special wood panel with ebony finish for mounting in the Victrola. Type 421 is the standard Kennedy four-tube receiving unit. This type has the new engraved metal panel. It is mounted like the other unit to fit Victrola cabinets. Type 420 is the same as 421, except that a black formica panel is substituted for the engraved metal panel, and dials and fittings are of German silver.

Either Kennedy unit can be used in Victrola Models 215, 400, 405 and 410 simply by screwing it into the place provided for it.

### Wall-Kane Needle Co. Preparing for Fall Demand

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., manufacturer of Wall-Kane, jazz and concert needles, has experienced good business straight through the Summer months. In anticipation of particularly large business during the coming Fall season the Wall-Kane Co. has not only rearranged manufacturing facilities at the headquarters, as announced last month, but has also put in effect an energetic Fall campaign featuring the entire line of needles.

Vincent Lopez, well-known orchestra leader and Okeh record artist, recently wrote the Wall-Kane Co. an enthusiastic letter of commendation on the Wall-Kane jazz needle and its remarkable fidelity in reproducing his various recordings. N. Cohen, president of the Wall-Kane Co., has made good use of this letter not only in his advertising but in reprints which he has mailed to Wall-Kane dealers and distributors. In this publicity a picture of Mr. Lopez and His Orchestra, with a reproduction of the letter, is featured.

EVERY-THING FOR THE RADIO DEALER

**ZIMMERMAN · BITTER**  
CONSTRUCTION · COMPANY

A wise dealer will prepare in advance for the Fall business.

Our vast experience in equipping musical merchandise and radio stores is at your disposal.

Complete stock on hand ready for immediate shipment.

quality design

Record Racks  
Hearing Rooms  
Service Counters
Display Cases  
Musical Instrument 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

### Ware Corp. Announces New Popular-Priced Receiver

New Radio Set Designed to Appeal to the Masses Who Desire a Quality Product at a Price They Can Meet

An announcement that is certain to be greeted with interest by radio dealers throughout the country was made recently by the Ware Radio Corp. In brief, this announcement stated that the company is placing on the market a radio receiving set that will sell for \$100. The need for a receiving set that would suit the average pocketbook has long been felt and the Ware Corp. feels that in this new product it has the receiver for which a great many people have been waiting and at a price that is satisfactory. Investigation of the phonograph business showed that instruments retailing in the neighborhood of \$100 are the largest sellers and it would seem as if the intersection between the line of buying resistance due to cheapening a product and the line of buying power due to lowering its price is at this figure in the phonograph business. As the radio business is in many ways analogous to the phonograph business the company feels that the new receiving set will broaden the market for its product.

The new set, the Ware Type T receiver, is a three-tube Neutrodyne with one tube reflexed. It is claimed that the distorted and disagreeable sounds that have been associated with certain radio sets are practically eliminated in this new article. The Type T uses UV 199 dry cell tubes, and all the batteries are encased in a handsome cabinet. One Filament rheostat controls the filaments of all three tubes.

In its announcement to the trade the company said: "The selectivity of the type T enables it to tune in on one local station and exclude all others. When it does not encounter interference from nearby stations it is not infrequent that stations 1,000 to 1,500 miles away are heard with this set. The instrument is extremely simple to operate, having but two tuning adjustments. We are formulating an aggressive advertising campaign to push the sale of these sets through high-class dealers and anticipate a nation-wide demand for the instrument."

### Getting Ready for the First Radio World's Fair

For the past two months a small army of scenic artists, carpenters and electricians has been at work on the booths and decorations for the First Radio World's Fair to be held in Madison Square Garden and the Sixty-ninth Regiment Armory, New York, from September 22 to September 28, under the direction of James F. Kerr and U. J. Herrmann. Hotel reservations for the week of the show have already been received from jobbers and dealers in many important trade centers, and it is expected that the trade from coast to coast will be represented among the visitors to the Fair. Two hours each day will be assigned to jobbers and dealers for interviews with the exhibitors and during these two hours the public will not be admitted to the show.

The Bronx Radio Cabinet, New York, was recently incorporated at Albany.

### Phonograph Repair Parts

We carry a full line of repair parts for every motor made. Sixty-eight different types of main springs

Write for a catalog showing our complete line of parts and supplies

ATLAS PHONO-PARTS CO.

728 Atlantic Ave., Brooklyn, N. Y.

Phone, Nevins 2037

Difficult repair work given prompt attention

### New Home for Heim's Music House in Danbury, Conn.

Old-established Concern Purchases Three-story Building on Main Street, That City, to Provide Facilities for Expanding Business

DANBURY, CONN., August 11.—LeRoy A. Jackson and Frank W. Hanson, proprietors of Heim's Music Store, have purchased the three-story building at 221 Main street to which the business of the company, now located at 270 Main street, will be moved early in the Fall. It is understood the price was in the neighborhood of \$50,000.

The building, which has a frontage of twenty-seven feet, will be remodeled extensively before being occupied by the music house.

Messrs. Jackson and Hanson succeeded to the business of Heim's music store in August, 1919, after the death of William C. Heim, founder of the store, both having been in Mr. Heim's employ, Mr. Hanson for ten years and

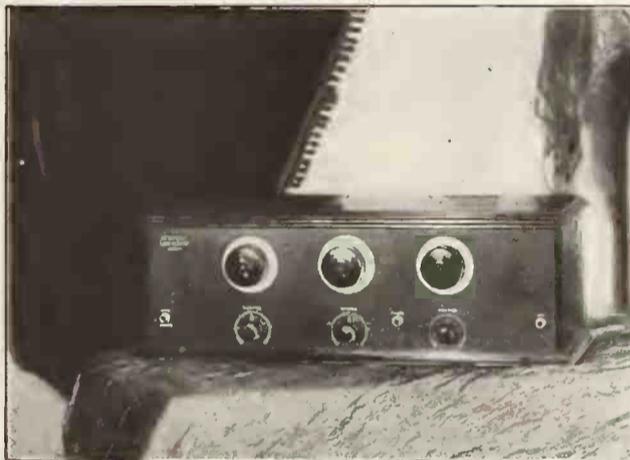
Mr. Jackson for eight years. They have built up a large business and are operating branch stores in Brewster, N. Y., and Ridgefield.

### Fay Luyster Resigns

MARION, ILL., August 9.—Fay Luyster, who is well known throughout this section as one of the most progressive talking machine merchandisers in the local trade and who has been unusually successful as the manager of the talking machine department of the Cline-Vick Stores, Victor dealer, operating a chain of seven stores in this State, has resigned.

### Spent Vacation in Texas

The World is in receipt of a card from A. H. Curry, president of the Texas-Oklahoma Phonograph Co., Edison distributor, Dallas, Tex., and F. C. Beattie, vice-president, who evidently have been enjoying the bull fights and tortillas of Mexico.



## NEWPORT RADIO RECEIVER

SERIES V

*You will be proud to show this receiver to your customers*

The Newport Radio Receiver is built for discriminating people. It combines the four prime features of a radio set, quality, selectivity, volume and range, without sacrificing any one of them.

The Newport Radio Receiver is not an experiment at your expense. It has been designed by competent engineers; it has been subjected to rigorous tests; and it has been tested and approved by some of the leading authorities in the industry.

The Newport Radio Receiver will not squeal. It operates at less by 30% A and B battery expense than the average set. It is built of the finest materials obtainable. It is a receiver that will not jar the atmosphere of the finest appointed homes. It is built in three attractive designs ranging from \$115.00 up.

It has the four prime features of radio: quality, selectivity, volume and range. \* \* \*

It will not squeal. \* \* \*

It is inexpensive to operate (at least 30% less A and B Battery than the average set). \* \* \*

It is attractive in appearance. \* \* \*

It is made of the best materials. \* \* \*

It has been designed by competent engineers. \* \* \*

It has been approved by leading authorities in the industry. \* \* \*

It combines the elements of practicability and beauty.

Please Address: T. W. Campbell

*The NEWPORT is a good receiver built in a piece of fine furniture*

**NEWPORT RADIO CORP.**

250 West 54th Street

New York City

**"Where The Dreamy Wabash Flows"**

The Lyric is a gem, and its Fox Trot Melody makes it a delight to Dancers.

*Everybody's Playing Them!*



*You Can't Go Wrong With Any FEIST Song!*

**"DOODLE DOO DOO"**

THE SONG AND DANCE HIT  
Its lively rhythm and catchy chorus made it instantly popular.

**"SING A LITTLE SONG"**

A SUNSHINE FOX TROT  
When You're Blue, Here's What To Do—Sing Yourself A Little Song!

**"When Lights Are Low"**

The Most Charming Waltz Hit of the Year

**"MOONLIGHT MEMORIES"**

A NEW WALTZ HIT BY VINCENT ROSE, WRITER OF "LINGER AWHILE," WITH LYRICS BY DOROTHY TERRISS, WHO WROTE "THREE O'CLOCK IN THE MORNING" AND "WONDERFUL ONE"

© 1924 LEO FEIST INC.

### Fourth Birthday of F. A. D. Andrea, Inc., Marks Progress

Celebration of Fourth Anniversary of Founding of Prominent Radio Manufacturer Emphasizes Fine Record of Development in That Time

The celebration of a fourth birthday is not always a vital event in the commercial world, but popular radio is so young that it has scarcely yet begun to think about having birthday anniversaries. However, during the month of July one of the leading exponents of this industry held a celebration upon its fourth birthday and at this celebration a pleasing record of growth and development was acknowledged. The concern which held this event was the manufacturer of the nationally known Fada products, F. A. D. Andrea, Inc., New York, N. Y.

In July, 1920, in a small storeroom at Jerome avenue and 176th street, New York, the firm of F. A. D. Andrea, Inc., began its business career. The personnel of the organization consisted of its prime mover, Mr. Andrea, and two helpers. July, 1924, found the Andrea plant still on Jerome avenue, but now in much enlarged quarters at No. 1581, and with its staff grown to more than 600 employes. Those four years were not without their problems, but a firm belief on the part of the organization's founder that radio had come to stay and to grow made possible the present peak in its development. That same belief causes him to regard the future with optimism.

At the time when the Andrea company was launched radio was in its infancy, as far as the general public was concerned. Various companies both in this country and abroad had for some years engaged in the manufacture of radio parts which were sold in comparatively limited quantities to amateurs and experimenters. But the real growth of the industry was yet to come. Mr. Andrea was one of the pioneers who foresaw something of its amazing climb to popular favor.

"My first experience with work on radio parts," Mr. Andrea said when questioned about his early interest in the industry, "came during

the war. At that time I was a sub-contractor on tool and die work for the Frederick Pearce Co., at 18 Rose street, New York. Here work was being done for the Government. It was here that experiments were made to produce the Seibt variable condenser which, previous to the war, had been manufactured in Germany.

"From the Pearce Co. I went to the De Forest Radio Tel. & Tel. Co., one of whose activities was the manufacture of aeroplane antennae. There, as superintendent in charge of factory



Photo Bachrach F. A. D. Andrea

production, a still wider familiarity with radio parts was acquired. And the more thoroughly I became acquainted with the subject the more thoroughly convinced I became that radio was anything but a child's game or pastime for amateurs and a few experimentalists.

"Consequently, when I had managed to save a little money, I determined to go into business for myself as a manufacturer of parts. At the outset, in our storeroom shop, production was limited to rheostats, crystal detectors, receivers and sockets. Our first month's sales amounted to \$77.50. During the peak of this year our

monthly output carried a value far in excess of one million dollars."

The difference in these figures, however, did not come about without weeks and months of hard work, during which a large part of the profits made were turned back into the business for research and experimental work. Mr. Andrea's interest along chemical and mechanical lines had been developed when, as a boy, he attended night schools in New York. Although born in Italy, he was brought to this country as a baby. His parents having died when he was a small boy, he was forced to earn his own living, first by selling newspapers and, later, at the bench in an electro-plating concern. His only chance at an education was in these night classes, which, in turn, led to work as an expert mechanic and toolmaker and eventually to the radio.

"Since our beginning was a small one, on account of lack of capital," Mr. Andrea explains, "we knew that our only chance of success was to play the game on an absolutely square basis. This meant working for good will. It meant being honest with the dealer to the last degree. Furthermore, from the outset, we made it an ironclad policy to discount all our bills. That was not always easy, for in order to do it, in the beginning, there were times when Saturday night found us lucky to have carfare home. But it is a policy which has paid in the long run, a policy that can be recommended without qualifications to every man who wants to set up in business for himself.

"Stability—that's what we tried for. That's what we need in the radio trade to-day. Any industry that is new has its fly-by-night outfits. Their aim is to make as much as they can as fast as they can. And in the doing of it they injure the entire trade. The problem that faces the radio manufacturer to-day is how to give honest, efficient service in the face of 'gyp' competition. It can be done. It must be done if an organization or the industry is to be permanently successful.

"As for our own plans and purposes, they are to produce the best and most efficient radio receivers and parts which we know how to make, and we quickly sensed the value of the Neutrodyne circuit, which we were the first to exploit commercially. For nearly a year our engineering experts have been at work on experiments designed to improve and broaden our present line. As a result, we expect soon to announce several new developments which I firmly believe will meet the increasing critical public demand. For our aim is constantly to keep pace with the growth which the radio industry is bound to experience."



NEW IMPROVED

**Fulton "AUTOMATIC" Portable Model No. 25**

Sample to Dealers **\$12.50** Discount in Quantities

CASH WITH ORDER

This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up. Simply close the lid, and the tone arm falls in automatically with it; open the lid and the tone arm comes up in position ready to play.

Phonograph and Accessories. Repair Parts for All Makes. Purltone and Truetone Needles at 25c per M in lots of 10 M and up.

**Fulton Talking Mach. Co.**

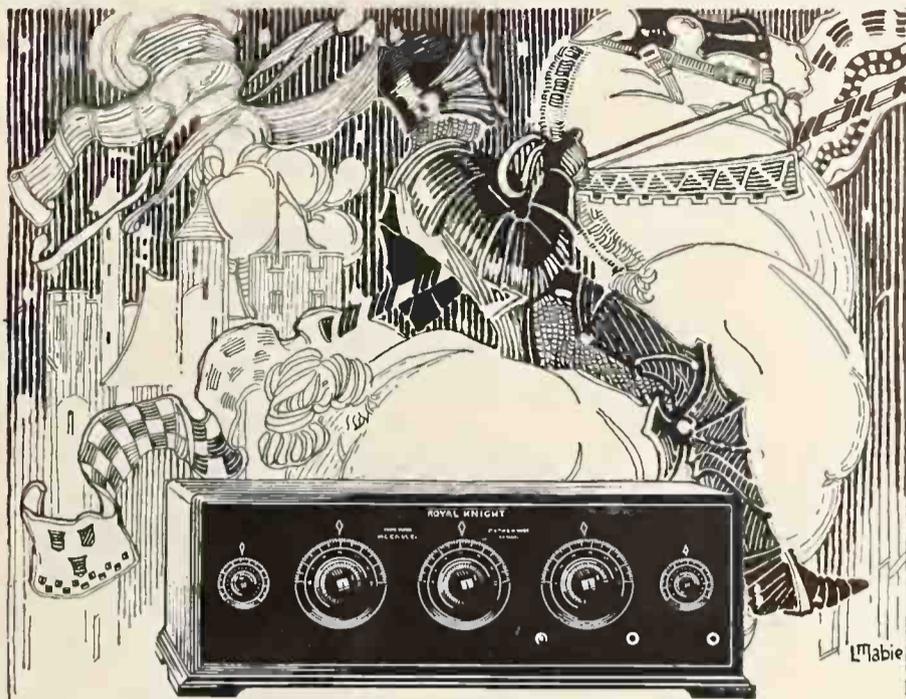
**253 Third Ave. New York City**

Size 13 x 13 x 7 1/2"  
Wonderful Loud, Clear Tone.  
Mahogany finish or Leatheroid covering. Weight, 13 lbs.

**SOUTHERN VICTOR WHOLESALERS**

*The Corley Company*

RICHMOND VIRGINIA



## The ROYAL KNIGHT - the first to use the McCALL Circuit /

The ROYAL KNIGHT is a phonograph dealer proposition.

BECAUSE

The design both interior and exterior was perfected only after an investigation was made among dealers to determine what was wanted.

BECAUSE

The ROYAL KNIGHT is super-sensitive, easy to operate, and will give satisfactory volume on almost any station it can hear.

BECAUSE

The ROYAL KNIGHT can be retailed at a price proven to be popular and still show the dealer enough profit to keep him interested.

BECAUSE

The ROYAL KNIGHT will give maximum service with minimum servicing.

To interested jobbers and dealers we have a sales and advertising plan that will make profits.—WRITE US.

# The ROYAL KNIGHT

With the McCall Circuit /

GOTHAM WIRELESS, INC., 131 West 14th Street, NEW YORK CITY

### Featured Sonora Speakers in Tie-up With Convention

The accompanying photograph shows how Gimbel Bros., well-known New York department store, hooked up five Sonora speakers to a radio set in order to keep their customers



How Gimbel Featured Sonora Speakers informed of the recent presidential convention proceedings. Chairs were placed in front of this display and were available for all patrons of the Gimbel store. The merchandising department of this prominent store placed an order for 5,000 Sonora speakers when they were first introduced and the results of their sales campaign in behalf of these products have well justified their confidence in placing such an order.

A beautiful and effective window display, featuring the Italian Renaissance Sonora, occupied the display windows of Bames, Inc., 107 Peachtree street, Atlanta, Ga., recently. The instrument attracted much attention as it was exquisitely carved and ornamented.

### Royal Elec. Lab. Planning Extensive Sales Campaign

The Royal Electric Laboratories, of Newark, N. J., manufacturers of the Royalphone head sets and adjustable phonograph loud speaker units, have laid extensive plans for a Fall and Winter sales campaign among the talking machine trade. This company has been carrying on for the last two years special experimental work on the new unit which they are placing on the market. The unit will function both in connection with a horn and be utilized as a regular loud speaker or may be attached to the tone arm of a phonograph and used in this manner. "We are strong believers in the manufacture of one

or two articles and thus make them as near perfect as possible rather than spread our energies over a variety of lines and run the chance of not being able to give the proper amount of attention to any one product. It is with this idea in mind that the Royal Electric Laboratories are confining themselves to the manufacture of head sets and units alone rather than attempting the manufacture of a variety of lines," said Mr. Lehrfeld, president of the company. "We have also attempted to do away with any confusion in the attachment of the unit either to the loud speaker, horn or the tone arm of the phonograph, and have indicated plainly by a notice on the base and by means of arrows the exact method of regulating the unit in regard to tone and volume. Every unit before it leaves the factory is

thoroughly tested, and a letter of instruction is packed in every box containing a unit," continued Mr. Lehrfeld.

### Announces Reduction in Price

The Radio Corp. of America, manufacturer of Radiola products and Radiotrons, announced this week a reduction in price of several products. All types of Radiotrons are reduced in list price from \$5 to \$4, and the two models of the Radiola loud speaker, designated as models SH and UZ 1325, are reduced in list price from \$36.50 to \$25. These reductions have already been announced to the trade and public, and it is stated that increased economy and efficiency in production enabled the Radio Corp. of America to revise prices on these products.

### Progressive Balloons a Hit

The Progressive Musical Instrument Corp., 319 Sixth avenue, New York, supplied one of the big hits of the annual outing of the Talking Machine and Radio Men, Inc., held Wednesday, August 6, in its distribution of balloons with the name plate of the organization inscribed thereon and "Radio" printed in large characters. From lunch time to the hour for the homeward hegira, the balloons were much in evidence, so much so that the name "Progressive" was indelibly connected with "Radio" and memories of the 1924 outing will bring recollections of the Progressive balloons.

Alterations are progressing rapidly in the new music store which is to be opened by R. A. Curran and Guy Wooster in Sharon, Pa. Both the partners recently returned from an extensive buying trip to New York.

## Latest Figures on Exports and Imports of "Talkers"

Figures on Exports Show Substantial Increase for the Twelve Months Ending in June—Interesting Data on Exports and Imports in Detail

WASHINGTON, D. C., August 9.—In the summary of exports and imports of the commerce of the United States for the months of May and June, 1924 (the latest period for which it has been compiled), which has just been issued, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during May, 1924, amounted in value to \$28,698, as compared with \$92,525 worth which were imported during the same month of 1923. The eleven months' total ending May, 1924, showed importations valued at \$529,356, as compared with \$528,984 worth of talking machines and parts during the same period of 1923.

Talking machines to the number of 7,020, valued at \$235,819, were exported in May, 1924, as compared with 6,065 talking machines, valued at \$215,430, sent abroad in the same period of 1923. The eleven months' total showed that we exported 64,403 talking machines, valued at \$2,517,129, as against 55,446 talking machines, valued at \$2,127,948, in 1923.

The total exports of records and supplies for May, 1924, were valued at \$187,541, as compared with \$161,154 in May, 1923. The eleven months ending May, 1924, show records and accessories exported valued at \$1,425,069, as compared with \$1,119,707 in 1923.

The countries to which exports were made in May, 1924, and the values thereof are as follows: France, \$1,365; United Kingdom, \$1,027; other Europe, \$10,575; Canada, \$21,379; Central America, \$11,968; Mexico, \$20,486; Cuba, \$11,431; Argentina, \$9,859; Chile, \$3,719; Peru, \$8,086; other South America, \$22,597; China, \$10,449; Japan, \$50,730; Philippine Islands, \$11,271; Australia, \$19,274; New Zealand, \$4,779; other countries, \$16,824.

### The Figures for June

The dutiable imports of talking machines and

parts for June, 1924, amounted in value to \$33,549, as compared with \$86,441 worth, which were imported the same month of 1923. The twelve months' total ending June, 1924, showed importations valued at \$562,905, as compared with \$615,425 worth of talking machines and parts imported during the same period of 1923.

Talking machines to the number of 6,039, valued at \$232,658, were exported in June, 1924, as compared with 5,795 talking machines, valued at \$243,117, sent abroad in the same period of 1923. The twelve months' total showed that we exported 70,442 talking machines, valued at \$2,749,787, as compared with 61,241 talking machines, valued at \$2,371,065, in 1923.

The total exports of records and supplies for June, 1924, were valued at \$151,811, as compared with \$123,194 in June, 1923. In the twelve months ending June, 1924, records and accessories were exported valued at \$1,576,880, as compared with \$1,242,901 in 1923.

The countries to which exports were made in June, 1924, and the values thereof are as follows: France, \$7,371; United Kingdom, \$12,572; other Europe, \$15,894; Canada, \$27,519; Central America, \$6,574; Mexico, \$10,489; Cuba, \$10,318; Argentina, \$8,228; Chile, \$19,867; Peru, \$1,683; other South American countries, \$19,128; China, \$5,225; Japan, \$49,579; Philippine Islands, \$9,512; New Zealand, \$16,382; other countries, \$7,551.

## Home From European Trip

Mrs. A. Glander, of the record publicity and sales division of the General Phonograph Corp. and editor of the popular house organ, "The Okeh Record," returned to New York a few days ago on the steamer "Homeric," after spending several weeks abroad. Mrs. Glander, who sailed from New York on the "Berengaria," made the trip abroad solely as a vacation, and while there visited London, Paris, Switzerland and other points of interest.

E. L. Sampter, of the General Phonograph Corp., is at present away on a two weeks' vacation, which he is spending in the wilds of northern Michigan preparing some interesting fish stories for his friends.

## Three Big Jobbers Take on the Garod Corp. Line

The Garod Corp., 120 Pacific street, Newark, N. J., manufacturer of the Garod Neutrodyne radio receiving sets and licensed under the Hazeltine patents by the Independent Radio Manufacturers, Inc., has recently placed on the market two new models, and extensive plans are under way to merchandise these sets throughout the talking machine trade. Several jobbers have already been appointed in the music field, among these being Laurence H. Lucker, of Minneapolis, and Harger & Blish, Des Moines, Ia., for the State of Iowa. E. A. Corwin, 33 Eleventh street, San Diego, Cal., has also been appointed distributor for the Garod Corp. on the Pacific Coast. Mr. Corwin will maintain offices in Los Angeles and San Francisco as well.

"The new models should be particularly acceptable to the phonograph trade, not only in view of the fact of the excellent performance of the set itself, but also the attention that has been given to the cabinet finish and design. The Garod 'Georgian' is set in an upright cabinet with a built-in loud speaker, concealed battery and accessory drawer, finished in burl walnut. The Garod Model V is enclosed in a mahogany cabinet.

"The factory at the present time is prepared to turn out quantity production so that all the demands of the trade may be met during the coming Fall and Winter seasons. We feel that in the new models we have a most suitable line for the phonograph dealer, particularly in that the cabinets have been designed with special attention and care," said Laurence Gardner, secretary of the Garod Corp., in a recent chat with The World.

## Victor Standard Records Pushed During Month

The records chosen for special sales efforts by Victor dealers according to the sales plan for standard records during the past month were as follows: For the week of July 18, record No. 17701, coupling "Hawaiian Waltz Medley" and "Kilima Waltz," both played by Lua and Kaili, on Hawaiian guitars. Record No. 770, containing John McCormack's rendition of "Mavis" and "Little Grey Home in the West," was the other record emphasized during this week. For the week of July 25 record 6064, "Invitation to the Waltz" and "Rigoletto," piano selections played by Alfred Cortot, famous French pianist, and record 17474, "Silver Threads Among the Gold," sung by Elsie Baker, and "When You and I Were Young, Maggie," sung by C. Harrison, were the records called to the attention of the dealers.

"La Capinera" and "Caro mio ben," both sung by Galli-Curci and contained on record 629 and record 18728, containing two saxophone solos, "Valse Erica" and "Saxophobia," both played by Rudy Wiedoeft, were the records billed for special sales attention during the week of August 1. The past week was set aside for the pushing of two ever popular numbers, record 6095, with "Humoresque" and "Serenade," both played by Mischa Elman, and record 55116, "I Love a Lassic" and "She Is My Rosie," both sung by Sir Harry Lauder.

## Alto Mfg. Co. Moves

CHICAGO, ILL., August 7.—The Alto Mfg. Co., of this city, manufacturer of needle cutters and automatic stops, has moved from 1801 Cornelia avenue to 1647-51 Wolfram street. In its new home the company will have increased facilities for the production of its various phonograph accessories, and J. Brandstetter, head of the Alto Mfg. Co., is making plans for an active Fall trade. The Alto needle cutter is now being merchandised by dealers throughout the country, and the automatic stop recently introduced by the company is meeting with considerable favor.

VICTOR WHOLESALE DISTRIBUTORS



*Disraeli Said:*

**"The secret of success is constancy to purpose."**

*Blackman Says:*

**"We aim to make our PURPOSE harmonize with the best interests of Victor Dealers."**

BLACKMAN AND DEPENDABILITY

**Blackman**  
TALKING MACHINE CO.  
28-30 W. 23<sup>RD</sup> ST. N.Y.C.

ONE SUGGESTS THE OTHER

“Putting a Sounder Heart In Radio”



Encouraging Radio

**BRENDONNE**

THE BEST RADIO TUBE IN THE WORLD  
With a Guarantee that Means Something

Backed by a Million Dollar Corporation  
Advertising Nationally

**TYPE 201-A**

Detector—Amplifier—Oscillator

LIST PRICE

**\$3.50**

EVERYWHERE

IMMENSE VOLUME  
ABSOLUTE  
CLARITY  
SOUNDEST CON-  
STRUCTION

*Perfect Oscillation  
in all Circuits*

WHOLESALE

**\$2.25**

LESS 2% 10  
DAYS TO  
RATED  
DEALERS

*A Tube is only as good as its FILAMENT—  
THAT'S THE SECRET that makes  
BRENDONNE Tubes the best in the  
world.*

*Patents in Process*

SOLD

**Manufacturer-Direct-to-Dealer**

**THE FACTORY BEHIND THE TUBE**

OUR GUARANTEE

*We authorize dealers to re-  
place any BRENDONNE  
Tubes that light but prove  
unsatisfactory. New tubes  
or money will be refunded  
upon receipt of any such  
tubes—without questions.*

**A Brendonne distributorship is  
going to be worth something.  
Connect with Brendonnes now  
and meet the coming demand  
for the radio tube that will  
gratify the radiowers and make  
money for you.**

SALES POLICY

*Dealers will be given exclusive  
sale of BRENDONNE Tubes  
in their section. We will co-  
operate with dealers in their  
advertising, provided they main-  
tain the full list price of \$3.50.  
Their name will appear in all  
local advertising.*

**Dealer-Agents Wanted Everywhere**

**BRENDONNE CORPORATION**

**ORANGE, NEW JERSEY**

## Gulbransen Co. Declares Common Stock Dividend

CHICAGO, ILL., August 8.—A. G. Gulbransen, president of the Gulbransen Co., has announced that his company has declared a 2 per cent dividend on common stock, payable on August 15. The announcement is accepted as reflecting the splendid condition of the company's business and its financial strength. Particularly interesting is the fact that a dividend has been declared in spite of the large amount of building expansion engaged in by the company during the year.

The annual convention of the National Council of Traveling Salesmen's Association, of which the National Piano Travelers' Association is a member organization, will be held at the Hotel Pennsylvania, New York, on August 26, 27 and 28. An elaborate program of direct value to traveling men generally is being prepared for the sessions.

## Dealers! Jobbers!

Here is a quick turnover profitmaker you cannot afford to overlook—

**Agfa**  
ROLL-FILM FILM-PACK

*A Size for Every  
Camera*

Thousands of dealers and jobbers are reaping NEW, great profits selling FILMS— get your share of this business.

The famous AGFA non-curling FILM is superior in speed and clearness to the ordinary film—but costs no more—and gives you a greater profit!

QUICK! Send NOW for details of interesting proposition.

**AGFA PRODUCTS, Inc.**  
114 East 13th Street  
New York

## —you can make the profit, too!

The Radio Dealers have been cashing in on the most phenomenal loud speaker that the industry has yet produced. It was evident at once to the fans of this country that a perfect loud speaker, sturdily built, carrying a loud sweet volume, is an incomparable bargain at \$10.00. In a nutshell, this is the reason such large profits have been made on the SPARTAN LOUD SPEAKER. Your radio department can make this profit, too, this fall. Get in touch with us for information.

## SPARTAN ELECTRIC CORPORATION

*Manufacturers and Distributors*  
Electrical Supplies and Radio Parts  
Wireless Apparatus  
Brass Specialties

Telephone  
Worth 2773-2774

99 Chambers Street  
New York, U.S.A.



## Live Dealers Stocking Needed Radio Accessories

L. S. Brach Mfg. Co. Marketing Radio Antenna  
Sets in Attractive Cartons

The L. S. Brach Mfg. Co., Newark, N. J., one of the best-known manufacturers in the electrical and radio industry, which has long manufactured radio parts of various descriptions and which has been particularly successful with the famous Brach lightning arrester, is placing in the hands of dealers the "Brach radio antenna sets." This is a complete radio aerial outfit, comprising ten different adjuncts to the radio receiver. Everything required is made in a single purchase, boxed in individual cartons in a manner that can be readily merchandised. This method of giving the purchaser of a receiving set the necessary accessories boxed in one unit aids sales and assures efficiency of reception without requiring the radio enthusiast to delve for information and necessary supplies.

The method of the Brach Co. and several other manufacturers of placing before the trade accessories and necessary parts in individual cartons so that the goods can be easily merchandised is a progressive move that bears indications of creating a new era in the stocking of parts. This move will particularly appeal to the music dealer. While it is generally recognized that the music dealer should avoid stocking miscellaneous radio parts, there is no need, in order to keep his business simplified, to avoid the carrying of well-advertised, nationally known, efficient and successful radio adjuncts, some of which will, naturally, be considered as part stock.

Such goods attractively boxed for retail sales and placed on the market, backed by a merchandise campaign, should and probably will receive the attention of all talking machine dealers. Such parts that do not require technical experts in order to be incorporated as an accessory to a receiving set should have a wide sale.

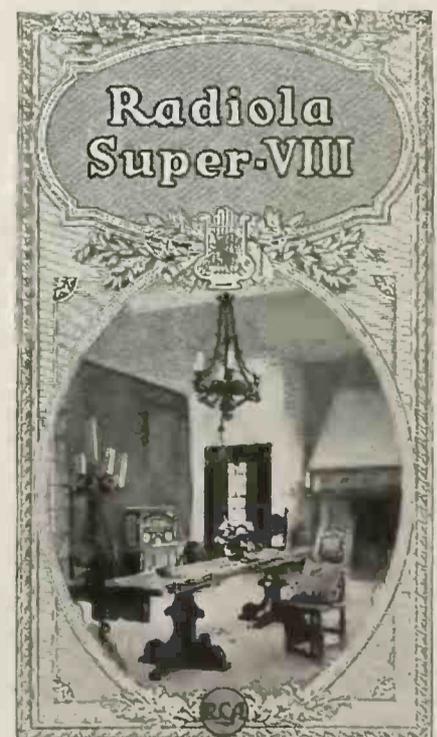
A good many products are now coming under this head and they will be readily sold by talking machine dealers who are now selling tubes, batteries and other outstanding accessories. The placing in individual cartons of well-known products smooths out to a great extent the difficulties of introducing such supplies. If these goods are of proved merit they can be readily handled by talking machine dealers.

Indeed, to give proper service to his clients it may become a necessity for the dealer to handle all widely known radio adjuncts. Properly presented, there will be no reason for him to avoid them. They will add greatly to his profits and increase the visits of the customer to his store, both of which are so important that progressive dealers will not stand idly by and see either profits or customers going elsewhere.

Such co-operation from talking machine dealers, however, will only be extended to manufacturers who properly introduce their goods and who are prepared to merchandise them on a simplified plan.

## Radiola Super-VIII Featured

The advertising department of the Radio Corp. of America has just issued a new folder featuring the Radiola Super-VIII that is being used to splendid advantage by Radiola dealers. It is an eight-page two-fold folder, printed in



Cover of Radiola Booklet

light blue and black, handsomely illustrated. The copy has an interesting news appeal and the cover of the folder shown in the accompanying illustration will give some idea of its attractiveness. Merchandising literature of this sort is of inestimable value in showing the radio in its ultimate surroundings.

## Two New Directors for the Wiley B. Allen Co.

R. B. Miller Named Secretary and L. S. Lindsey a Director of San Francisco Music House After a Quarter Century of Service

SAN FRANCISCO, CAL., August 7.—Two important new additions have been announced to the official family of the Wiley B. Allen Co., R. B. Miller having been elected secretary and a director in that company, and Lawrence S. Lindsey a member of the board of directors.

The promotions represent a tribute to the long service and loyalty of both men, who joined the Wiley B. Allen Co. staff twenty-five years ago as office boys and have worked their way up through the various departments.

## F. Bowman & Son Add Radio to Their Stock

Realizing that this year marks one of the big years in the sale of radio receivers, and that the dealers who enter the field are in for the big profits to be gained, F. Bowman & Son, 938 Hamilton street, Allentown, Pa., have secured the distribution of the most generally accepted radio receivers of the best-known manufacturers. The receivers that are carried at the present time include the Radio Corp. of America line, Atwater-Kent receivers and DeForest.

## Plant Working Full Capacity

A. P. Frangipane, secretary of the Mutual Phono Parts Mfg. Corp., New York City, who seems to be most happy when he is working the hardest, was exceedingly busy during the past month. Nathan Garfinkel, treasurer of the company, together with his family, was away several weeks on a well-earned vacation. This also took away from the office Miss Evelyn Garfinkel, who has charge of the office affairs, leaving all management to Mr. Frangipane.

The Mutual factory has been working to full capacity on Fall orders. Both Mr. Garfinkel and Miss Garfinkel have returned from their vacations much benefited and have enthusiastically taken up the work for the Fall.

## Fulton's New Portable Styles

The Fulton Talking Machine Co., 253 Third avenue, New York City, now manufactures its automatic portable in three designs. Its latest is the new model 25, carrying an improved motor and a high quality fabrikoid case.

In addition, is importing a new popular-priced portable which is being marketed under the trade name "Eveready." This portable carries several new features which should aid it in attracting attention.

## Control Wendell Music Co.

IDAHO FALLS, IDAHO, August 5.—Announcement was made here to-day of a change in the ownership of the Wendell Music Co. Dr. J. W. West and A. O. Andelin, who have been stockholders in the company since the establishment of the business in Idaho Falls in 1921, have acquired the majority of the stock in the business, which will be operated under the firm name of the Andelin Music Co.

## An Interesting Side Line

The Agfa Products, Inc., 114 East Thirteenth street, New York, is producing a product which will prove a profitable and interesting side line for the talking machine dealer, in the form of the Agfa roll-film and the Agfa film-pack. The company has prepared interesting literature which explains its proposition in detail and investigation of the plan on the part of the dealer might prove profitable.

## Chamber Gets Action From Revenue Department

Treasury Department Instructs Revenue Collectors Regarding Exemption of Musical Instruments From Jewelry Tax

The Music Industries Chamber of Commerce recently called the attention of the Commissioner of Internal Revenue to the fact that collectors in different parts of the country were attempting to apply the "jewelry tax" to musical instruments, in spite of the express exemption secured by the Chamber for such instruments in the Internal Revenue Act of 1924. In reply, the following letter has just been received from the Treasury Department:

"Reference is made to your letter under date of July 22, with respect to the apparent misunderstanding of local deputy collectors concerning the exemption of musical instruments and of the provisions of section 604 of the Revenue Act of 1924.

"This office appreciates your co-operation in this matter, and you are advised that proper steps will be taken to see that all collectors of internal revenue are furnished with correct information with respect to the exemption provisions of the Revenue Act of 1924 in the case of musical instruments."

If further demand is made by revenue collectors for the payment of the "jewelry tax" on musical instruments by members of the industry, they are requested to communicate with the Music Industries Chamber of Commerce, 45 West Forty-fifth street, New York City.

## Schaefer Buys Out Partner

MISSOULA, MONT., August 1.—W. B. Schaefer has recently purchased the full interest of his partner, William Rehmer, in the music business operated here for several years under the name of the Schaefer-Rehmer Music Co.

## Maine Music Co. Opens Branch Store in Portland

PORTLAND, ME., August 5.—The Maine Music Co., which has been operating as a music store for thirty-four years, recently opened a store at 17 Forest avenue, this city. Harry Seaford is manager of the new store, and it is certain that the many years of experience which he possesses will stand him in good stead in this new venture. He was originally with Cressy & Allen and later became salesman and manager for M. Steinert & Sons. For the past seven years he has conducted a general music store.

The Maine Music Co. carries a complete line of Victrolas and Victor records and represents a number of piano manufacturers. Radio sets and accessories also are merchandised in a successful manner.

## Will Handle Gretsch Line

BALTIMORE, MD., August 12.—Cohen & Hughes, Victor talking machine distributors, announced this week that they have entered the musical merchandise field and will distribute "small goods" in Maryland, Pennsylvania and other Eastern territories. The firm will represent the Fred. Gretsch Mfg. Co., of Brooklyn.

## Cline Music Co. Moves

ASTORIA, ORE., July 25.—New quarters in the Carruthers Building, at the northwest corner of Twelfth and Commercial street, have just been secured by the Cline Music Co.

## Utica Concern Bankrupt

UTICA, N. Y., August 5.—The Boucher Piano Co., of this city, has filed a petition in bankruptcy. Liabilities are \$10,069 and assets \$5,503.

# 100,000 Square Feet!

Devoted to the De Luxe Exhibition of the  
Very Newest in Radio and Phono-Radio

**SETS  
MODELS  
CIRCUITS  
ACCESSORIES**

Assembled by the manufacturers for observation  
by dealers, jobbers, and the public.

**FIRST TIME IN AMERICA**

Representative Displays by Famous Manufacturers of  
**ENGLAND, FRANCE, BELGIUM,  
ITALY, SWITZERLAND**

Direction U. J. HERRMANN and JAMES F. KERR

## WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

**POSITION WANTED**—Married man, ten years' sales experience, understanding all details of retail phonograph and radio business, wishes position as manager or salesman with reliable firm in or near New York City. Address "Box 1426," care The Talking Machine World, 383 Madison Ave., New York City.

**WANTED**—Commission salesmen, experienced, for a line of talking machines and piano benches. State age, territory covered, sales experience, lines sold, and send reference with answer. Salesmen covering one state thoroughly preferred. The H. Lauter Co., Indianapolis, Ind.

**POSITION WANTED**—A competent record making expert with a considerable knowledge of and experience in radio development seeks connection with a concern desiring services of such a man in recording laboratory for radio collected and amplified recording. Address "Box 1427," care The Talking Machine World, 383 Madison Ave., New York City.

**WANTED—TRAVELING SALESMEN**—Old established house, in the business 19 years, has an attractive opening for a high-grade salesman. Only capable man, accustomed to producing substantial income desired. Commission basis with drawing account. Exclusive territory. Must be experienced and acquainted in the music trade and able to promote the sale of portable phonographs among retail dealers only. Indicate your qualifications fully. Address "Box 1406," care of The Talking Machine World, 383 Madison Ave., New York City.

**WANTED**—Resident salesmen with following among music trade to sell highly efficient radio set and complete line of parts. Representation desired in following cities: Buffalo, Cleveland, Pittsburgh, Philadelphia, Boston, Washington, Baltimore, Atlanta, New Orleans and other populous centers. A real future for men of the right calibre. Write Box B. D., Room 416, 38 Park Row, New York City.

**POSITION WANTED**—Phonograph repairman on all makes (electric), 20 years' experience, wishes position as outside repairman. Highest credentials from present employers. Address "Box 1428," care The Talking Machine World, 383 Madison Ave., New York City.

**POSITION WANTED**—Talking machine man with all-round repairing, assembling and polishing experience; have the best of references. Address "Box 1429," care The Talking Machine World, 383 Madison Ave., New York City.

**POSITION WANTED**—Wish to connect with live wood-working organization, local or out of town. Fifteen years phonograph industry, construction, finish, mechanism and road. Capable of taking charge. References. Address "Box 1430," care The Talking Machine World, 383 Madison Ave., New York City.

### Capitol Distributing Co. Announces Song-Bird Panel

The Capitol Distributing Co., 25 West Eighteenth street, New York announces that it now

The  
Toledo Talking Machine Co.  
Toledo, Ohio  
Wholesale Victor  
Exclusively

### MUSIC BUSINESS AVAILABLE

Advertiser can put responsible party in touch with an excellent opportunity to take over a going and growing music business in a town of 22,000 in Indiana. Pianos, players, small musical goods, sheet music, Edison Disc phonographs and Edison records, Victrolas and Victor records. Business of several years' standing. Located on principal business street. An experienced piano and phonograph man—or partnership—can make a good thing of this chance. Ample territory in and around the town. Replies should include proper personal and bank references. This advertisement will appear only once. Address "Box 1425," care The Talking Machine World, 383 Madison Ave., New York City.

### RADIO MANUFACTURERS

I want a manufacturer's line of accessories, sets, or both, to sell to jobbers, department stores and other big buyers. Have wide acquaintance with this trade in Mid-West, South and Northwest and can secure maximum value. Can also handle job lots to advantage. Give preliminary details in reply. J. K. Morgan, 4206 No. Hermitage Ave., Chicago, Ill.

### FOR SALE

Beautiful American walnut wall case, for musical instruments or radio sets, dimensions about nine feet high, twenty feet long, twenty inches deep. Custom built. Will sacrifice. Call any time. International Phono. Co., 103 Essex St., New York City.

### PHONOGRAPHS FOR SALE

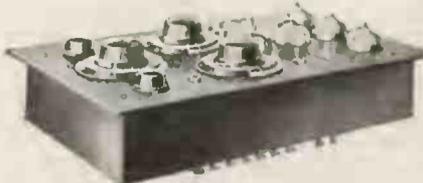
500 high-class mahogany varnish finish, 50-inch upright phonographs, all complete. Sacrificed prices in car loads or entire lot. Ship any time. The Houghton Mfg. Co., Marion, O.

### FOR SALE

Music business in prosperous city of 3,000 (Home of the Welch grape juice plant). No old stock. Finest location. Rent reasonable. (Crops were never better). Right place for right man. Good reason, and particulars on application. G. W. Kennan, Jewelry, Optometrist, Music. Springdale, Ark.

**POSITION WANTED**—Recording engineer with 25 years' experience and his own outfit is open for engagement. Address "Box 1435," care The Talking Machine World, 383 Madison Ave., New York City.

has ready for distribution the new Song-Bird phonograph panel, illustrated herewith, which has been especially designed to meet the demand for a radio set to be installed in modern phonographs. It is particularly suited for the



New Song-Bird Phonograph Panel  
Victrola No. 210, but can be adapted for any standard talking machine.

This new panel employs five tubes of tuned radio frequency and is mounted on a two-tone mahogany panel that will harmonize with the wood finish of most phonographs. Three tuning dials operate the set.

## WANTED

Wide-awake salesmen calling on the music, piano and phonograph trade in any part of the United States. Can easily make five hundred dollars a month. Must have established trade. This is a side-line commission proposition. Will allot exclusive territory. Sales will increase rapidly. Commission paid on all repeat orders. This is no experiment. Several salesmen are now making big money. This proposition will not interfere with your present work. Write today before the best territory is taken. Address "Box 1423," care The Talking Machine World, 383 Madison Ave., New York City.

### ADDITIONAL LINES WANTED

Sales organization covering the state of California and thoroughly familiar with the music and department store trade wishes additional lines of musical merchandise from manufacturers only on a straight commission basis. Address "Box 1434," care The Talking Machine World, 383 Madison Ave., New York City.

### FOR SALE

High grade shop handling leading line phonographs, records, radio and other musical instruments in Long Island's fastest growing town. Pressure of other business prevents personal attention. Excellent location and exclusive territory. Address "Box 1431," 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.

**BIG DISCOUNTS**  
On Nationally Advertised Radio  
Goods Make More Money for  
Dealers. Write for Bargain Catalog  
**AMERICAN RADIO CO.**  
Dept. 6 WEST 14<sup>TH</sup> ST. KANSAS CITY, MO.

**WANTED**—Salesmen now calling upon the talking machine trade to handle as a side line a small novelty nationally known in the trade. An excellent chance to add to your income. Sample will fit in your pocket. Write today for particulars. "Box 1415," care of The Talking Machine World, 383 Madison Ave., New York City.

**POSITION WANTED**—Manager, young man, 25, who sold phonographs and records in store doing annual business of \$50,000, desires connection where tact and initiative are appreciated. Can also trim windows. Address "Box 1433," care The Talking Machine World, 383 Madison Ave., New York City.

**POSITION WANTED**—By capable sales and advertising manager. Standard lines. Address "Box 1432," care The Talking Machine World, 383 Madison Ave., New York City.

Henry E. Dilcher, prominent in musical circles of Allentown, Pa., has purchased an interest in the music business of Frank Geary at 717 North Fifth street. The firm will be known as the Geary & Dilcher Music House and will handle a large line of instruments.

**TEST IT.**   
OUR VICTOR  
**Record Service**

has a reputation for efficiency.  
Suppose you try it.

**E. F. DROOP & SONS CO.**  
1300 G. STREET, WASHINGTON, D. C.  
231 N. HOWARD STREET, BALTIMORE, MD.



# EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY MANAGER

## More Settled Feeling Noticeable Among Gramophone Retailers and Manufacturers

Despite Adverse Factors Trade Generally Is Looking Forward to Better Times This Fall—Associations Propose Novel Trade Agreement—Columbia Exhibit at B. E. E.—The News

LONDON, ENGLAND, August 1.—Here we are within a few weeks of the opening month of the season, everybody busily preparing and looking forward optimistically to a good time. What are the grounds for this? One needs to probe beneath the surface for an answer, because at the moment there is really no visibly apparent cause.

The experience of merchants generally the last few months has been most unpleasant from the viewpoint of sales. The cost of living shows no material or early return to normal, and high rate of taxation in all official departments, coupled with still a great deal of unemployment (well over a million men and women remain on the labor bureau registers), eats up money, leaving the people no spending surplus for luxuries, etc. This is just a plain statement of fact, clearly indicating the reason why gramophone and record firms are not enjoying the prosperity of normal times.

Examining the situation further, we are faced with the adverse trade effect brought about by the repeal (on August 1) of the McKenna import duty on foreign goods. Perhaps, very naturally, dealers and the public imagined the result would be a general reduction of prices; hence the withholding of orders. The position is now getting clearer and the view developing that prices of gramophone goods will not be affected to any great extent. There may be a slight reduction on accessories, but chief components and standard lines are being listed in new catalogs at present figures. This is justified because German manufacturers, for instance, are taking advantage of the repeal of the tariff duty to pocket most of it to make good, in some measure, past losses on export business. Price increases have therefore been advised on certain German goods and Swiss manufacturers have also revised figures.

All this is becoming general knowledge and dealers now realize they must not expect to profit by delaying the placement of orders any longer. Hence do we find a more settled feeling and spirit of optimism pervading trade circles. Orders are now coming in and while no great rush can be expected yet awhile, gramophone and record firms are progressively busy. Al-

ready a number of new models have been announced and from inquiries made other new lines will be forthcoming within the near future.

### Novel Trade Agreement Proposed

Certain associations, including the M. T. A., which is a retail dealers' association, all affiliated with the Federation of British Music Industries, have under consideration a new trade idea, the primary object of which is to make possible a definite revenue for the federation. If this is so, it is a laudable object because the federation merits the support of all members of our industry. But one is forced to question the principles of the proposed agreement as a means to secure revenue. In effect the agreement seeks an undertaking from M. T. A. dealers to confine their purchases to members of the manufacturers' association, who, in turn, will agree to supply only dealers of the M. T. A. Seems to be a sort of mutual admiration society.

To understand the situation it should be stated that M. T. A. dealers represent only about one-quarter of the total number of retailers in the United Kingdom, and the association of manufacturers about half the manufacturers. It is true, that this scheme applies only to the piano-forte trade, but it involves the interest and freedom of M. T. A. dealers who, for the most part, also sell gramophone goods. The revenue would be derived by 2-shilling stamps issued by the federation, the cost to be equally divided between dealer and manufacturer, 1 shilling each on every instrument sold.

### Richard W. Lawrence Honored

Richard W. Lawrence, president of the Music Industries Chamber of Commerce of the United States, was the guest of honor at a luncheon tendered him by the Grand Council of the Federation of British Music Industries on July 21 and at which Frank B. Allen, president of the Council, occupied the chair.

In responding to an address of welcome by Colonel Tatton, the organizing director, who told of the activities of the British Federation, Mr. Lawrence outlined comprehensively, but briefly, the operations of the Music Industries Chamber of Commerce of the United States, stressing particularly the great work accomplished for the advancement of music while

keeping the movement free from any taint of trade influence.

Frank E. Wade, president of the Amphion Co., Syracuse, N. Y., who accompanied Mr. Lawrence to England, was also a guest.

### Emerson Records for England

The president of the Emerson Phonograph Co., Mr. Abrams, concluded his visit here last month and had the satisfaction of returning home with something in his pocket. I am not at liberty to divulge details at the moment, but can say that a mutually satisfactory agreement was fixed up between Mr. Abrams and a well-known London gramophone house for Emerson representation in this country. More anon.

### Columbia at the B. E. E.

Of the few gramophone firms exhibiting at the British Empire Exhibition, Columbia takes a leading place. The new Grafonolas and the New Process records are daily demonstrated by expert salesmen to a host of admirers, and in this way the company derives a big publicity for its products. The comparative value of this advertising is much greater and more direct, I should say, than that obtained through ordinary newspaper channels of publicity, because, in a sense, the cold print of advertisements is inanimate, being unable audibly to demonstrate the musical qualities of an instrument as is possible at the exhibition. Visitors go away attuned to a fine appreciation of Columbia machines and records and well supplied with literature for home study, all of which ensures good sales results.

The Columbia stand is decidedly attractive, the salon walls being decorated with a frieze of colored paintings representing well-known scenes, pictured in music, with art studies of the artists responsible for them.

### Manufacturers' Association Elects

At the annual meeting of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers, held on Wednesday, June 25, at the offices of the Federation of British Music Industries, H. J. Cullum M. B. E. (Messrs. Perophone & Lockwoods), was unanimously elected president for the ensuing year, with Geo. Murdoch (Murdoch Trading Co.), as vice-president. A vacancy on the gramophone section of the committee was filled by the election of C. W. Howell (Scala Record Co.). The accounts showed a satisfactory financial position.

### A Successful Cameraphone Trip

That wonderful little gramophone, the Cameraphone, the size of a camera as its name im-

(Continued on page 162)

**Vulcan**  
**MAINSRING**  
 MANUFACTURED BY  
**J. Stead & Co Ltd**  
 Established 1901  
 SHEFFIELD,  
 ENGLAND.

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 161)

**Hornless, Table Grand, Upright and Horizontal Cabinet Grands**

Actual Manufacturers Export a specialty

REX GRAMOPHONE COMPANY

59 Chiswell Street, LONDON, E. C., England  
Cable Address "Lyrecodisc, London"

plies, has made a second trip to the States in charge of Mr. Pollak. This gentleman reached London on July 16, after what he describes as a very successful trade tour through the States and around the West Coast. By all accounts it seems that the American trade is very keen to handle a gramophone of the novelty and size of the Cameraphone, which, by the way, is made here by the firm of Lee & Pollak, 11 Finsbury Square, London.

**Royal Visitors at Wembley Exhibit**

The "His Master's Voice" wonderful exhibit at the British Empire Exhibition, Wembley, continues to interest and attract a daily army of visitors, and it is no wonder that the companies regard this as a powerful advertising asset on a national—almost an international—scale.

Among early visitors were their majesties the King and Queen, and the Duke and Duchess of York. The King asked many questions, being interested to hear that the "H. M. V." factories at Hayes employ over 3,000 as against the pre-war figure of 800. Remarking upon the great improvement made in recent years, His Majesty thought that the recording (by the company) of his opening speech from wireless broadcasting was a great achievement.

**A New Needle Device**

Under the name of "Multiholder," a new device to avoid constant needle changing has just been marketed. It is in the form of a magazine, holding four needles, with shank

which fits into the stylus as one would fit an ordinary needle. After each playing it is only necessary to slightly turn the holder in order to bring into use a fresh needle. There is ample clearance on the record. The multiholder is ingenious and will cater to a wide public.

**Dealers Discuss Important Subjects**

At the monthly meeting of the Committee of the Gramophone Dealers' Association several important subjects came up for review. The question of wireless, which has been receiving the attention of the committee for some time, was again considered. Many points regarding the commercial possibilities of wireless to a gramophone dealer were discussed and the committee resolved to form a strong wireless committee to watch over the interests of members and advise them from time to time as to the best method of developing their wireless business. The committee strongly recommend gramophone dealers to take up the wireless business.

The report of the Folkestone meeting was reviewed and the various suggestions put forward at that meeting in regard to second-hand gramophones were considered. The committee strongly recommends dealers to make a special point of always thoroughly overhauling and reconditioning these machines before putting them up for sale again.

The "policy of sending records out on approval," which was also discussed at the convention, was again brought up for consideration. The opinion of the committee is that this system is a dangerous one, for it creates a deterioration in the newness of dealers' stocks. It was resolved that the following recommendation be made to gramophone dealers: "That it is in the best interests of the retail trade that dealers should not send records to customers on approval." It was further recommended that where dealers have customers who are unable to come to the shop (such as invalids) an assis-

tant should take the records to try over in the homes of such customers. This would obviate any possibility of the customer playing the records several times and then returning them.

The annual general meeting will be held on September 26 at headquarters.

**The Pixie Grippa**

With a kindly thought of the youngsters, the father of the now famous "Grippa" portable schemed to build an enchanting magic box for their especial use. Building better than he knew, and he knew "some," there evolved a true gramophonic achievement to which the Pixies, mightily pleased, gave their name.

Strongly built and receiving all the care that goes into the construction of a big machine, the Pixie Grippa was so successful as quite to belie its name in the matter of volume and detail of reproducing the music of the engraven disc. It is really wonderful for a small portable measuring but 10½ x 7½ x 4¼.

The specially designed tone arm has a gooseneck fitting and equipment includes large single spring motor, special sound box with amplifying horn additional to the sound chamber, the whole put up in a strong dovetailed box with cover of blue-grained waterproof leatherette. Other models are in solid oak, leather covered, and decorated nursery design.

Of particular interest is an ingeniously clever arrangement of sliding forward the turntable and motor to permit of playing twelve-inch records. Details, prices and illustrations are given in the Perophone Co.'s announcement elsewhere.

H. J. Cullum, the sole patentee, tells me that big orders have been placed for the home and foreign markets and that he is prepared to treat with a good organization in U. S. A. and Canada for manufacture of the Pixie Grippa under license terms.

Mr. Cullum is planning a trip to the States in the Fall to arrange contracts in good time for 1925 trade.

**The CAMERAPHONE**

**The PORTABLE of PORTABLES**

The Smallest REAL Gramophone in the World!

Full Volume Without Loss of Definition

THE PORTABLE WITHOUT A 'SCRATCH' OR 'BLUR'

No loose parts, no adjustments necessary, but always ready for immediate action.

**SPECIFICATION:—**

MOTOR—Genuine Swiss.

TONE ARM—Highly Plated Gooseneck.

CASE—In selected Oak, Mahogany or De Luxe Leather.



Fully Patented in all Countries

The Cameraphone Ready for Play

Note the special shell amplifier—the round chamber with the round tone.

**This Is the Biggest Dealer Line for Spring and Summer, 1924, in the Trade**

SAMPLES SENT ON RECEIPT OF CASH

**LEE & POLLAK**

11-12, FINSBURY SQUARE, LONDON, E. C. 2.

'Phone: Clerkenwell 7654



Dimensions over all 7x6x4¼

PRICE
In Oak
£3 3 0
In Mahogany
£3 10 0
In De Luxe Leather
£4 10 0
BUT WORTH DOUBLE Liberal Trade Discount

BRITISH MADE THROUGHOUT

# Special Announcement to U. K. and Colonial Buyers

# HOMOCHORD RECORDS

## REFLECT TRUE TONE VALUES

True tone is the outcome of perfect recording—Perfect recording is reflected in the sure test of the piano—Homochord piano recordings represent an amazing degree of fidelity hitherto thought impossible of achievement. All pre-conceived notions have been knocked on the head and we can truthfully aver that the difficult tones of the piano have at last been musically photographed on Homochord Records. This standard of tone perfection is the result of a new system of recording adopted in our laboratories which goes to insure a definite 100 per cent degree of fidelity in all HOMOCHORD RECORDS.

# BRING TRUE MUSIC *to the* HOME



10-in.  
12-in.  
Double-sided

Colonial and Foreign Traders Should Write for a Special Sales Proposition

*Regular monthly issues go to swell our big and up-to-date catalogue*

**THE BRITISH HOMOPHONE CO.**  
Limited  
19 City Road London, E. C., England



Chosen Solely for Reproduction



Perfect Pianoforte Renderings //



Real Concert Hall Effects //

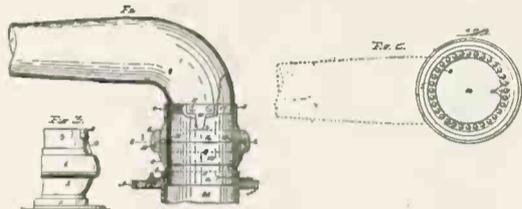


Perfect Syncopation

# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., August 9.—Tone Arm. Frank Stevens, Philadelphia, Pa., assignor to Charles R. Keegan, same place, Patent No. 1,492,761.

This invention relates to tone arms used on phonographs to convey the reproduced sounds from the sound box to the horn or amplifier within the cabinet, and its objects are to provide a universally movable arm, to eliminate friction in its motions, particularly to the lateral



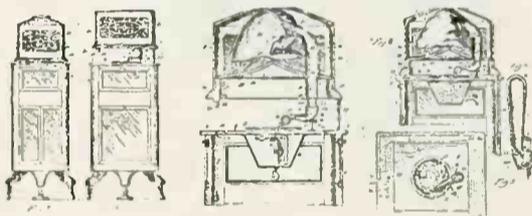
or horizontal motion produced by engagement of the stylus with the sound spiral and to afford other advantages.

Figure 1 is a side elevation, mostly in section, of the invention; Fig. 2, a plan view at the plane of line 2-2 in Fig. 1, with the portions thereabove removed, and, Fig. 3, a detail view showing the application of the stabilizing clips.

Phonograph. Charles S. Spitzer and John Gloub, Chicago, Ill. Patent No. 1,496,911.

This invention relates to phonographs. One object of the invention is to provide an improved phonograph in which the amplifier is enclosed and constructed so that the sound will be deflected through its enclosure in substantially all directions, this object being attained by providing an amplifier. Another object of the invention is to provide an improved amplifier and an improved tone arm.

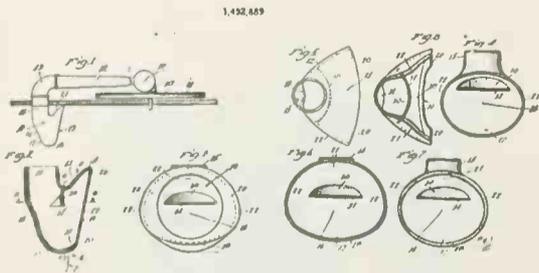
In the drawings: Figure 1 is a front elevation of a phonograph. Fig. 2 is a side elevation,



the cover containing the amplifier being shown in its raised position. Fig. 3 is a vertical longitudinal section. Fig. 4 is a side elevation of the amplifier, the cabinet and cover being shown in section. Fig. 5 is a horizontal section taken on line 5-5 of Fig. 2. Fig. 6 is a detail section of the tone arm.

Sound Amplifier. Alfred K. Miller, Los Angeles, Cal. Patent No. 1,492,889.

This invention relates to new and useful improvements in sound amplifiers and has for its object to provide a device for amplifying sounds but also a device which will, in accomplishing its purpose of amplification, not introduce into the amplified sounds other sounds which are



foreign to those received by the amplifier and which may be objectionable. On the other hand, it is, in some instances at least, an object of the invention to provide the device in such form that it will (relatively speaking) qualify the amplified sounds by bringing out more strongly certain kinds of sounds not amplified in an ordinary amplifier or phonograph horn, but weakly amplified, and are therefore comparatively lost or drowned out in the larger ampli-

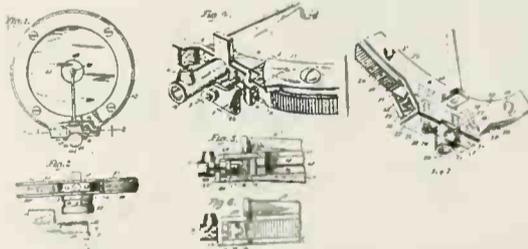
fication of other sounds. The particular construction and design shown in the accompanying drawings is one which has been found very effective for the clear amplification of vocal and instrumental sounds and tones of a phonograph; amplifying those sounds and tones and at the same time keeping their natural and proper qualifications and eliminating a great many of the objectionable sounds and tones that are usually prevalent in phonographic reproductions. For instance, in phonographic reproductions there is a distinct tonality, usually due to the horn or amplifier itself, and is one of the tonalities that enter into that characteristic tone quality that is known as "phonographic." The present sound amplifier does away with such objectionable tone qualifications.

Figure 1 is an elevation illustrating an arrangement of the sound amplifier with a phonograph machine; Fig. 2 is an enlarged longitudinal central vertical section of the sound amplifier; Fig. 3 is a front end elevation of the same; Fig. 4 is a vertical section taken as indicated by line 4-4 of Fig. 2; Fig. 5 is a plan of the amplifier; Fig. 6 is a section taken as indicated by line 6-6 on Fig. 2; Fig. 7 is a section taken as indicated by line 7-7 on Fig. 2, and Fig. 8 is a horizontal section taken as indicated by line 8-8 on Fig. 2.

Sound Reproducer. Frank C. Hinckley, Bridgeport, Conn., assignor by Mesne assignments to the Columbia Phonograph Co., Inc., New York. Patent No. 1,498,098.

The object of the invention is to improve sound reproducers by providing a new form of pivotal support for the so-called stylus-bar of the reproducer and by so arranging the support that certain of the co-operating parts thereof shall also function as housing means for the same. The pivotal support is such that it can be put under pressure without the use of springs and without at the same time materially, if at all, increasing the turning or rocking friction on the pivotal means. This latter accomplishment is particularly important since it insures that little or none of the sound energy is lost in overcoming frictional resistance in or at the pivotal bearing.

Figure 1 is a plan or face view of the reproducer with parts broken away and parts in dotted outline to more clearly show the hidden



construction; Fig. 2 is a section, taken on line 2-2 of Fig. 1; Fig. 3 is an end elevation of the stylus-bar bridge showing the intermediate and terminal knife edges as in the same straight line and in contact with their supports; Fig. 4 is a view exposing the bridge, and Figs. 5 and 6 are sections, taken on lines 5-5 and 6-6, respectively, of Fig. 4. Fig. 7 is a perspective view, showing in complete assembly the various parts comprising the invention.

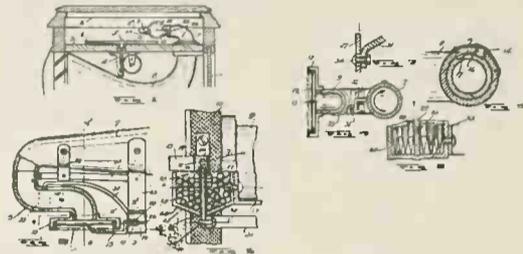
Talking Machine. Charles T. Ward, Cipar, Saskatchewan, Canada. Patent No. 1,498,003.

The object of this invention is to provide means whereby a used needle can be quickly replaced by a new needle and without requiring the releasing of an adjustable part, such as a jam screw, as is customarily employed.

A further object is to construct a device attachable to the tone arm and the sound box, the device providing a compartment for the storing of new needles and being arranged so that

the attendant by rotating the sound box can effect the discharge of the used needle and the insertion of a new needle selectively picked from the storage compartment.

Figure 1 is a vertical sectional view through the upper part of a talking machine and showing the tone arm and sound box in side elevation and with the invention mounted thereon. Fig. 2 is an enlarged detailed horizontal sectional view at 2-2' Fig. 1, certain parts being shown in plan view. Fig. 3 is an enlarged de-

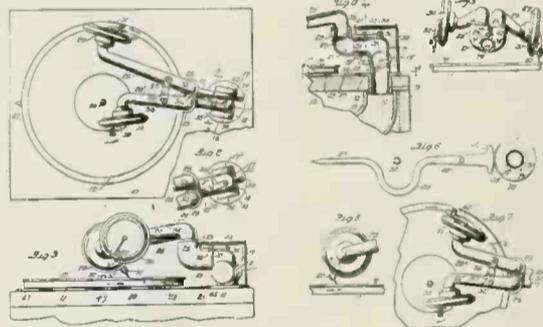


tailed vertical sectional view at 3-3' Fig. 2. Fig. 4 is a vertical sectional view at 4-4' Fig. 2. Fig. 5 is an enlarged detailed vertical sectional view at 5-5' Fig. 2. Fig. 6 is a horizontal sectional view at 6-6' Fig. 3. Fig. 7 is a horizontal sectional view at 7-7' Fig. 3.

Phonograph Repeater. Frank T. Sweigart, Chicago, Ill. Patent No. 1,498,700.

This invention relates to improvements in phonograph repeaters, and is especially concerned with the provision of means whereby an ordinary disk record can be repeatedly played with substantially no delay between the reproductions.

The objects of the invention are: (1) To provide a repeating mechanism which is entirely



automatic in its operation. (2) To provide a repeating mechanism comprising two reproducers and means for alternately bringing these reproducers into the proper co-acting relation with the beginning of the sound groove in a phonograph record, whereby the record can be repeatedly reproduced without interruption. (3) To provide a repeating mechanism of the character described which can be quickly and easily adjusted to repeat records of any size; and (4) To provide a repeating mechanism of the character described which is simple in construction, economical to manufacture, easy to operate and reliable.

Figure 1 is a plan view of a phonograph embodying the repeating mechanism, portions thereof being broken away showing one of the reproducers in contact with the record; Fig. 2 is a fragmentary plan view showing the position of certain portions of the mechanism when the other reproducer is in contact with the record; Fig. 3 is a side elevation of the improved mechanism; Fig. 4 is an enlarged sectional detail, portions of the mechanism being broken away; Fig. 5 is a vertical, transverse section taken on line 5-5 of Fig. 1; Fig. 6 is a horizontal section taken substantially on line 6-6 of Fig. 4; Fig. 7 is a plan view showing a modified embodiment of the invention; and Fig. 8 is a side elevation of one of the reproducers used in the construction shown in Fig. 7.

Automatic Phonograph. Roy Lynn Gerding, Philadelphia, Tenn. Patent No. 1,498,621.

The primary object of this invention is the

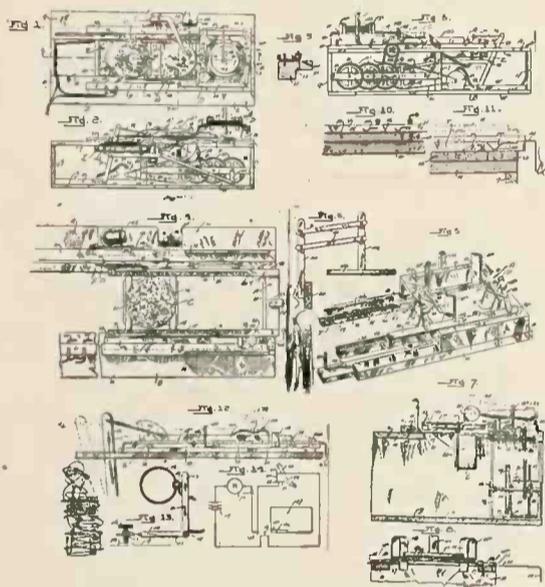
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 164)

provision of a phonograph embodying means for automatically playing a plurality of records independent of manual aid.

A further object is the provision of a compactly arranged phonograph embodying a playing mechanism, means for automatically supplying phonograph records to the playing mechanism, and means for removing records after being played, the various parts of the automatic phonograph co-operating in such an effective manner that but a very short period will elapse between the playing of different selections.

Further objects of the invention are a novel type of mechanism for individually dispensing the records from a supply container; an improved transfer mechanism which co-operates with record playing mechanism and record releasing mechanism in the automatic selection, playing, and disposal of records.

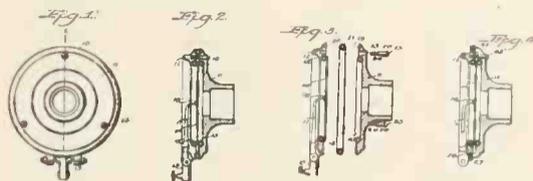
Figure 1 is a plan view of the improved phonograph showing the various details thereof in playing position. Fig. 2 is a longitudinal cross sectional view taken substantially on the line 2—2 of Fig. 1; Fig. 3 is a side elevation of the



improved phonograph showing the position of the various details thereof just prior to the placement of a new selection and reproducing means in co-operative playing relation. Fig. 4 is a fragmentary plan view, partly in section, showing the important details of this invention. Fig. 5 is a perspective view of an improved record supporting and release mechanism embodied in this invention. Fig. 6 is a side elevation of a follower member as utilized in connection with the apparatus illustrated in Fig. 5. Fig. 7 is a transverse cross sectional view, taken substantially on the line 7—7 of Fig. 1. Fig. 8 is a cross sectional view, taken transversely through important details of the record release mechanism, showing the manner in which the same are co-operatively arranged for supporting and dispensing records. Fig. 9 is a cross sectional view, taken substantially on the line 9—9 of Fig. 10. Fig. 10 is a fragmentary view, partly in section, showing a type of switch structure embodied in this invention. Fig. 11 is a fragmentary view, partly in section, showing the manner in which a portion of a carriage mechanism utilized in this invention is maintained stationary, in order that another portion of said carriage mechanism may move. Fig. 12 is a fragmentary view, partly in cross section, showing co-operating details of an improved type of carriage mechanism utilized in this invention. Fig. 13 is a side elevation of a type of switch structure utilized in connection with the tone arm of the improved phonograph. Fig. 14 is a diagrammatic representation of an electric circuit embodied in the actuating mechanism of the improved automatic phonograph.

**Sound Reproducer.** George W. Slight, Brooklyn, N. Y. Patent No. 1,500,008.

This invention relates to sound boxes for recording and reproducing machines. In the usual construction of sound boxes for reproducing and recording machines a sound box casing,



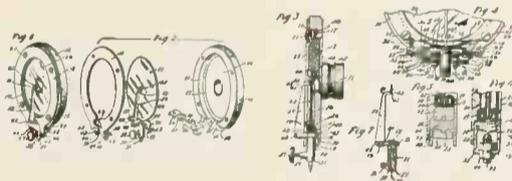
which is either one piece or two pieces rigidly connected, is provided, and a resilient member is mounted between the sound box and the tone arm so as to eliminate the possibility of rattling and to introduce a certain resiliency in the mounting of the sound box. The diaphragm is mounted in the rigid casing and the only vibrations transmitted into the tone arm are the vibrations of the diaphragm which take place between the center and the periphery of the diaphragm. The vibration of the diaphragm, which consists of the movement of the diaphragm as a unit, is practically eliminated by the rigid casing.

The general object of this invention is the provision of a simple and efficient sound box for recording and reproducing machines, adapted for projecting into the tone arm all the vibrations received by the stylus arm. This object is accomplished by providing a two-section casing, one section of which is adapted to be attached to the tone arm and the other section adapted to carry the stylus arm, interposing between the sections a resilient member and attaching the sections to one another so that the section carrying the stylus arm may move relative to the other section.

Figure 1 is a side elevation of the sound box; Fig. 2 is a section along the line 2—2, Fig. 1; Fig. 3 is an exploded view of the sound box as shown in Fig. 2; Fig. 4 is a modification of the sound box.

**Sound Box.** Theodore C. Roberts, New York, and Frank C. Hinckley, Stratford, Conn., assignors by Mesne assignments to the Columbia Phonograph Co., Inc., New York. Patent No. 1,499,946.

This invention relates to an improved sound box which can be used for sound recording, but is particularly suited for sound-reproducing machines. It has for its primary object the production of a sound box in which an accurate reproduction of recorded sounds will be produced with fidelity to the original quality, pitch,



and volume; and in which extraneous vibrations and other detrimental influences usually experienced in the mechanical reproduction of sound are eliminated. Heretofore, these deficiencies have been met—to an extent—by compromise, so that while a true reproduction of all kinds of musical sounds was never possible, the reproduction of certain qualities of sound was brought to a more or less perfect state; while, on the other hand, other sound qualities were sacrificed. In other words, the reproduction was attuned to a certain class of reproduction and could, therefore, only imperfectly reproduce other classes. This invention contemplates the perfect reproduction of all qualities of sound, and to this end its various elements are so co-ordinated as to produce a sound box of true universality.

An important feature of the invention is the pivotal mounting of the needle-arm in such a manner as to permit the greatest freedom of action; and which also permits adjustment to such accuracy as to practically eliminate all lost motion and looseness.

It is also an object to provide a sound box in which wear at the pivot is reduced to a negligible quantity, and which permits adjustments to certain pre-determined standards by mere assembling of the parts, and without dependence upon the skill or judgment of the assembler.

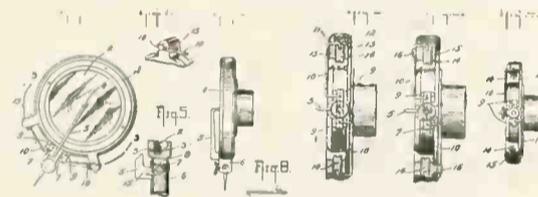
A still further object is to so inclose the parts as to protect them from dust, and prevent their being tampered with, or deranged.

Figure 1 is a perspective view of the completely assembled sound box, according to the present disclosure. Fig. 2 is an extended perspective view showing the several parts separated. Fig. 3 is a central vertical sectional view of the sound box, shown partly in elevation. Fig. 4 is a fragmentary front view of the lower portion of the sound box, shown partly in elevation and partly in section, and with the cover plate partially broken away, to disclose the constructional details. Fig. 5 is a sectional detail view taken along the line 5—5 of Fig. 4, and showing the arrangement of the upper knife edges of the pivotal support. Fig. 6 is a sectional detail view taken along the line 6—6 of Fig. 4, and showing the arrangement of the lower knife edges of the pivotal support. Fig. 7 is a vertical semi-sectional view of the needle-arm structure.

**Phonograph Reproducer.** Joseph Hoffay, New York. Patent No. 1,499,658.

This invention relates to sound boxes for phonographs, and more particularly to the means for mounting the stylus lever or carrier on the sound box, whereby the desired degree of tension on the diaphragm may be had.

The present invention is in the nature of im-



provement on devices disclosed in prior patents, as follows: 1,326,932, January 6, 1920; 1,291,887, January 21, 1919, and in prior application Serial No. 242,988 filed July 2, 1918.

In the present invention the free mounting of the stylus carrier disclosed in prior cases and held it to its bearing by resilient means is preserved. In the present invention yielding forces are also applied to the diaphragm, said forces acting in opposite directions so that the diaphragm is quickly responsive to vibrations and also quickly returns to its normal state when displaced therefrom. These yielding forces also hold the stylus carrier to its fulcrum.

An important feature of the present invention resides in the provision of means whereby these yielding forces may be readily adjusted, and preferably this adjustment is accomplished by providing spring arms extending from the fulcrum in opposite directions.

Fig. 1 is a front elevational view of the improved sound box; Fig. 2 is an end elevation of the same; Fig. 3 is a bottom view partly in section along the line 3—3, Fig. 1; Fig. 4 is a bottom elevational view; Fig. 5 is a section through the stylus carrier and showing particularly the knife edge for supporting the stylus carrier on the sound box; Fig. 6 is a view similar to Fig. 3, but showing a slightly modified construction, and Figs. 7 and 8 are a detail.

# REPAIRS

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# Advance RECORD BULLETINS for September, 1924

## Victor Talking Machine Co.

- LIST FOR AUGUST 1**
- 45421 Honey Chime (Lyman-Truerter), Lucy Isabelle Marsh 10  
 Mus-a-Bye-Baby (Sherwood-Arthur), Lucy Isabelle Marsh 10  
 19365 Ida! Sweet as Apple Cider, Frank Crumit 10  
 Kool them Koly Boly Eyes, Frank Crumit 10
- INSTRUMENTAL RECORD**
- 19364 Out of the Dusk to You, Victor String Orch. 10  
 Eleanor, Victor String Orch. 10
- DANCE RECORDS**
- 19374 Two Blue Eyes—Fox-trot, Jan Garber and His Orch. 10  
 Sally Lou—Fox-trot, Geo. Olsen and His Music 10  
 19369 Blackin' Blues—Fox-trot, Waring's Pennsylvanians 10  
 Ukulele Blues—Fox-trot, International Novelty Orch. 10
- RED SEAL RECORDS**
- 1025 The Song of the Swan (Il Canto del Cigno) (Piccini-Saint-Saens)—In Italian, Beniamino Gigli 10  
 Paquita (Spanish Serenade) (Buzzi-Peccia)—In Italian, Beniamino Gigli 10  
 1024 Scherzo (Tschaiakowsky), Jascha Heifetz 10  
 Vivace (From Quartet in D Major, No. 35) (Haydn-Auer), Jascha Heifetz 10  
 1023 Bird of Love Divine (Birch-Wood), Iluda Lashanska 10  
 Love Came Calling (Bainbridge-Zamecnik), Iluda Lashanska 10
- "FEATURE" RECORDS**
- 629 Capinera, La (The Wren) (Sir Julius Benedict)—In Italian; Flute Obligato, Galli-Curci 10  
 Caro mio ben (Canst Thou Believe?) (Giordani)—In Italian, Galli-Curci 10  
 18728 Valse Erica—Saxophone, Rudy Wiedoeft 10  
 Saxophobia—Saxophone, Rudy Wiedoeft 10
- LIST FOR AUGUST 8**
- 19378 Any Old Time at All, Lewis James 10  
 Weep in My Heart, Kathryn Bair 10  
 19350 (1) Music Everywhere, (2) The Bird of Passage, (3) Cradle Song, Anna Howard-Laura Littlefield 10  
 (1) Bella Napoli, (2) Jolly Miller, (3) Tempest, Anna Howard-Laura Littlefield 10
- INSTRUMENTAL RECORD**
- 19349 Cuckoo waltz, International Novelty Quartet 10  
 Lena—Schottische, International Novelty Quartet 10
- DANCE RECORDS**
- 19381 San—Oriental Fox-trot, Paul Whiteman and His Orch. 10  
 I Can't Get the One I Want—Fox-trot, Paul Whiteman and His Orch. 10  
 19377 Just Hot—Fox-trot, Waring's Pennsylvanians 10  
 Red Nose Pete—Fox-trot, Ted Weems and His Orch. 10  
 19380 June Night—Fox-trot, Waring's Pennsylvanians 10  
 Only You—Fox-trot, International Novelty Orch. 10
- RED SEAL RECORDS**
- 6464 Athalia—War March of the Priests (Mendelssohn), Mengelberg and New York Philhar. Orch. 12  
 Festival March of the Boyars (Einzugsmarsch der Bojaren) (Halvorsen), Mengelberg and New York Philhar. Orch. 12  
 6450 Hungarian Rhapsody No. 12—Part 1 (Liszt)—Piano Solo, Olga Samaroff 12  
 Hungarian Rhapsody No. 12—Part 2 (Liszt)—Piano Solo, Olga Samaroff 12  
 1026 I Love You (Harlan Thompson-Harry Archer), Reinald Werrenrath 10  
 Suppose I Had Never Met You (Thompson-Archer), Reinald Werrenrath 10
- "FEATURE" RECORDS**
- 6095 Humoresque (Dvorak)—Violin Solo, Mischa Elman 12  
 Serenade—Standchen (Schubert)—Violin Solo, Mischa Elman 12  
 55116 I Love a Lassie, Sir Harry Lauder 12  
 She Is My Rosie, Sir Harry Lauder 12
- LIST FOR AUGUST 15**
- 45422 Love Is Mine (Teschemacher-Gartner), Richard Crooks 10  
 For You Alone (O'Reilly-Geehl), Richard Crooks 10  
 19388 Hinky Dinky Parlay Voo, Billy Murray-Ed Smalle 10  
 We Don't Get Much Money, But We Have a Lot of Fun, Billy Murray-Ed Smalle 10
- INSTRUMENTAL RECORDS**
- 55223 Devotion (Herbert), Victor Herbert's Orch. 12  
 Sweethearts—Selection (Intro.: "On Parade," "Angelus," "Pretty as a Picture," "Cricket on the Hearth," "Jeannette's Wooden Shoes," "Sweethearts") (Herbert), Victor Herbert's Orch. 12  
 19348 (1) Broom Dance, (2) Bummel Schottische, Victor Herbert's Orch. 12

- (1) Gossiping Ulla, (2) On the Bridge of Avignon, Victor Band 10
- DANCE RECORDS**
- 19389 Walla-Walla—Fox-trot, Paul Whiteman and His Orch. 10  
 Dixie's Favorite Son—Fox-trot, Paul Whiteman and His Orch. 10  
 19386 Pickin' 'em Up and Layin' 'em Down—Fox-trot, The Benson Orch. of Chicago 10  
 The Doodle-um Blues—Fox-trot, The Benson Orch. of Chicago 10  
 19387 Rock-a-Bye My Baby Blues—Waltz, The Troubadours 10  
 Tears of Happiness—Waltz, The Benson Orch. of Chicago 10
- RED SEAL RECORDS**
- 6453 Good-Bye (Tosti), Rosa Ponselle 12  
 Serenade (Tosti), Rosa Ponselle 12  
 6451 Spanish Dance (Sarasate)—Violin Solo, Efreim Zimbalist 12  
 Humoresque (York Bowen)—Violin Solo, Efreim Zimbalist 12
- "FEATURE" RECORDS**
- 6360 On the Road to Mandalay, Werrenrath 12  
 Daunny Deever, Werrenrath 12  
 35725 Gypsy Love—Concert Waltz, International Concert Orch. 12  
 Gypsy Baron—Sweetheart, International Concert Orch. 12
- LIST FOR AUGUST 22**
- 45423 Three Fishers Went Sailing (Kingsley-Hullah), Kathryn Meisle 10  
 Afterwards (Lemon-Mullen), Kathryn Meisle 10  
 19392 Old Plantation Melody, Wendell Hall 10  
 Pickaninny Lullaby, Wendell Hall 10
- INSTRUMENTAL RECORD**
- 19395 Nearer, My God, to Thee (Adams-Mason), Mark Andrews 10  
 Abide With Me (Lyte-Monk), Mark Andrews 10
- DANCE RECORDS**
- 19391 By the Waters of Minnetonka—Fox-trot, Paul Whiteman and His Orch. 10  
 Meditation from "Thais"—Fox-trot, Paul Whiteman and His Orch. 10  
 19394 Africa—Fox-trot, Jack Shilkret's Orch. 10  
 Virginia—Fox-trot, Waring's Pennsylvanians 10  
 19393 My Beautiful Brunette—Fox-trot, International Novelty Orch. 10  
 Love Me—Tango Fox-trot, International Novelty Orch. 10
- RED SEAL RECORDS**
- 1020 A Love Song (Sears-Levey), John McCormack 10  
 Little Yvette (Weatherly-Wood), John McCormack 10  
 1027 Mazurka in F Sharp Minor (Chopin)—Piano Solo, Ignace Jan Paderewski 10  
 Mazurka in A Flat (Chopin), Ignace Jan Paderewski 10  
 1019 Lolita (Serenade) (A. Buzzi-Peccia)—In Italian, Titta Ruffo 10  
 Perjura! (Fickle Maiden!) (Miguel Lerda de Tejada)—In Spanish, Titta Ruffo 10
- "FEATURE" RECORDS**
- 797 Hungarian Dance No. 5 (Brahms), Stokowski and Philadelphia Orch. 10  
 Hungarian Dance No. 6 (Brahms), Stokowski and Philadelphia Orch. 10  
 45329 Lilly Dale (H. S. Thompson)—With Criterion Quartet, Kline 10  
 The Gypsy's Warning (Henry A. Coard), Baker 10

- Moonlight Memories (Rose)—Waltz, Columbia Dance Orch. 10  
 164-D Houston Blues (Thomas)—Fox-trot, Fletcher Henderson and His Orch. 10  
 Muscle Shoals Blues (Thomas)—Fox-trot, Fletcher Henderson and His Orch. 10  
 156-D Oh! Eva (Warren)—Fox-trot, Ferera's Novelty Trio 10  
 If I Stay Away Too Long From Carolina (Young-Squires)—Fox-trot, Ferera's Novelty Trio 10
- POPULAR SONGS**
- 149-D You Know Me, Alabam' (Ager)—Comedians, with Orch. Accomp., Van and Schenck 10  
 Shine (Dabney)—Comedians, with Orch. Accomp., Van and Schenck 10  
 151-D I Can't Get the One I Want (Handman)—Comedienne, with Orch. Accomp., Dolly Kay 10  
 Hard Hearted Hannah (Yellen-Bigelow-Bates)—Comedienne, with Orch. Accomp., Dolly Kay 10  
 162-D Maytime (Rose)—Tenor Solo, with Orch. Accomp., Lewis James 10  
 Land of My Sunset Dreams (Hall)—Tenor Solo, with Orch. Accomp., Lewis James 10  
 143-D I Wonder What's Become of Sally? (Ager)—Solo, with Orch. Accomp., Joe Schenck 10  
 Lena You're Leaning All Over Me (Lewis-Young)—Solo, with Joe Schenck at the Piano, Gus Van 10  
 159-D Often (Creamer-Anderson)—Comedian, with Orch. Accomp., Jay C. Flippen 10  
 Something Tells Me You Are Going Far Away From Here (Creamer-Anderson)—Comedian, with Orch. Accomp., Jay C. Flippen 10  
 154-D Jump Fritz (I Feed You Liver)—(Lentes)—Tenor and Baritone Duet, with Orch. Accomp., Billy Jones-Ernest Hare 10  
 It Looks Like Rain (Hall)—Tenor and Baritone Duet, with Orch. Accomp., Billy Jones-Ernest Hare 10
- NEGRO SPIRITUALS**
- 163-D Hope I'll Join the Band, Fisk University Jubilee Singers 10  
 You Better Get Somebody on Your Bond, Fisk University Jubilee Singers 10
- NOVELTIES**
- 145-D Lightning Express—Vocal Solo, with Guitar and Harmonica Accomp., Ernest Thompson 10  
 Jessie James—Square Dance, with Banjo and Harmonica, Ernest Thompson 10  
 147-D Little Brown Jug—Guitar and Harmonica, with Vocal Chorus, Ernest Thompson 10  
 How Are You Goin' to Wet Your Whistle? (Byrne-McIntyre-Wenrich)—Vocal Solo, with Guitar and Harmonica Accomp., Ernest Thompson 10  
 158-D Life's Railway to Heaven—Vocal Solo, with Guitar and Harmonica Accomp., Ernest Thompson 10  
 Yield Not to Temptation—Vocal Solo, with Guitar and Harmonica Accomp., Ernest Thompson 10  
 150-D Johnson's Old Grey Mule—Solo, with Fiddle and Guitar, Riley Puckett 10  
 Chicken Don't Roost Too High for Me—Vocal, with Fiddle and Guitar, Riley Puckett 10  
 I Don't Love Nobody—Vocal, with Fiddle and Guitar, Gid Tanner 10  
 146-D Shout Lou—Square Dance, with Banjo Solo, Samantha Bumgarner 10  
 Fly Around My Pretty Little Miss—Square Dance, with Banjo Solo, Samantha Bumgarner 10
- BAND SPECIALTY**
- 50010-D Tangled Tunes—Part I (Arr. by Alford)—Silver Stars Band 12  
 Tangled Tunes—Part II (Arr. by Alford)—Silver Stars Band 12
- SOME CLASSICS**
- 20020-D Song Without Words (Chant Sans Paroles) (Tschaiakowsky, Op. 2, No. 3)—Violin Solo, with Maurice Eisner at the Piano, 10  
 Prelude to "The Deluge" (Saint-Saens)—Violin Solo, with Maurice Eisner at the Piano, 10  
 20021-D Rock Me to Sleep, Mother (Leslie)—Mezzo-Soprano Solo, with Orch. Accomp., Barbara Maurel 10  
 Boy of My Heart (Rapoport)—Mezzo-Soprano Solo, with Orch. Accomp., Barbara Maurel 10
- RECORDS BY COLORED ARTISTS**
- 14025-D Pinchbacks—Take 'em Away (Smith-Johns)—Piano Accomp., Bessie Smith 10  
 Ticket Agent Ease Your Window Down (Williams)—Violin and Piano Accomp., Bessie Smith 10  
 14026-D Good Looking Papa Blues (Williams)—Clarinet and Piano Accomp., Clara Smith 10  
 Don't Advertise Your Man (Foster)—Ukulele

## Columbia Phonograph Co.

### COLUMBIA NEW PROCESS RECORDS

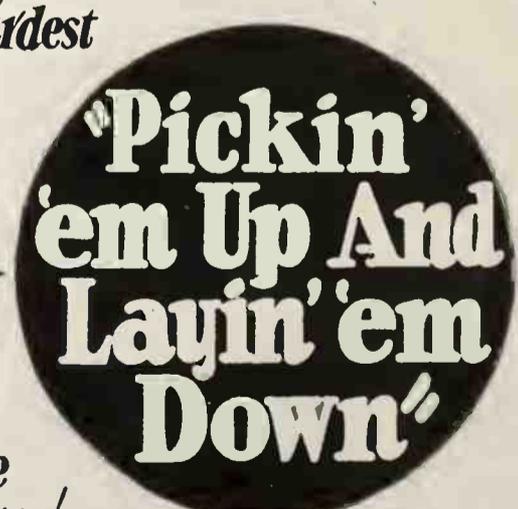
- DANCE RECORDS**
- 157-D June Night (Baer)—Fox-trot, Ted Lewis and His Band 10  
 I Wonder What's Become of Sally? (Ager)—Fox-trot, Ted Lewis and His Band 10  
 160-D I Can't Get the One I Want (Handman)—Fox-trot, Paul Specht and His Hotel Alamac Orch. 10  
 Mandalay (Burtnett-Lyman-Arnheim) Fox-trot, Paul Specht and His Hotel Alamac Orch. 10  
 153-D Where the Dreamy Wabash Flows (Baer)—Fox-trot, California Ramblers 10  
 You Know Me, Alaham' (Ager)—Fox-trot, California Ramblers 10  
 155-D It Ain't Gonna Rain No Mo' (Hall)—Fox-trot, The Original Memphis Five 10  
 Red Hot Mamma (Wells-Cooper-Rose)—Fox-trot, The Original Memphis Five 10  
 152-D—Before You Go (Schonberger-Lyman)—Fox-trot, Leo F. Reisman and His Orch. 10  
 Tell Me Radio (Silver)—Fox-trot, Leo F. Reisman and His Orch. 10  
 161-D Nightingale (Brockman)—Waltz, Columbia Dance Orch. 10



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- and Piano Accomp. .... Clara Smith 10
- 14024-D Black Star Line (A West Indian Song) (Dowell-Williams) .... George Roscoe 10
- My Jamaica (A West Indian Song) (Grainger-Monrose) .... George Roscoe 10

**Brunswick Records**

- 15079 Saetergentens Sondag (The Chalet Girl's Sunday) (Jorgen Moe-Ole Bull)—In Norwegian, Karin Branzell
- Synnoves Sang (Synnoves Song) (Bjornson-Kjerulf)—In Norwegian.....Karin Branzell
- 15080 At Night (Engel-Rachmaninoff)—Tenor, with Piano and Violin; Piano Accomp. by Frederic Persson, Violin Obligato by Frederic Fradkin .....Mario Chamlee
- Tell Me Why (Pourquoi?) (Tschaikowsky)—Tenor with Piano and Violin; Piano Accomp. by Frederic Persson; Violin Obligato by Frederic Fradkin.....Mario Chamlee
- 15081 Music Box (Op. 32) (Liadou)—Pianoforte Solo, Leopold Godowsky
- Blayera (Spanish Dance, Op. 5) (Granados)—Pianoforte Solo.....Leopold Godowsky
- 5199 Break o' Day (O'Reilly-Sanderson)—Soprano, with Orch. ....Virginia Rea
- Carmina Waltz (Walton-Wilson)—Soprano, with Orch. ....Virginia Rea
- 5200 Day by Day the Manna Fell (Conder-Gottschalk)—Baritone, with Orch. ....Lloyd Simonson
- Eternal Mind the Potter Is (Dayton-Spohr)—Baritone, with Orch. ....Lloyd Simonson
- 25018 An Irish Melody (Londonderry Air) (Bridge)—String Quartet.....New York String Quartet
- Molly on the Shore (An Irish Reel) (Grainger)—String Quartet.....New York String Quartet
- 2644 American Republic March (Thiele)—Concert Band.....Walter B. Rodgers and His Band
- Gate City March (Weldon)—Concert Band, Walter B. Rodgers and His Band
- 2645 My Lord's Going to Move This Wicked Race (Negro Spiritual)—Mixed Voices, Dixie Jubilee Singers
- Golden Slipper (Negro Spiritual)—Mixed Voices, Dixie Jubilee Singers
- 2646 Dog on the Piano (Shapiro)—Fox-trot, for Dancing.....Isham Jones Orch.
- Mahsi (Alford)—Fox-trot, for Dancing, Isham Jones Orch.
- 2647 Moonlight Memories (Rose-Terriss)—Fox-trot, for Dancing, Herb Wiedoeft's Cinderella Roof Orch.
- Chimes Blues (Rose-Johnson-Stafford)—Fox-trot.....Herb Wiedoeft's Cinderella Roof Orch.
- 2648 Barb-wire Blues (Trumbauer)—Fox-trot, for Dancing .....Mound City Blue Blowers
- You Ain't Got Nothin' I Want (McKenzie-Slevin)—Fox-trot, for Dancing, Mound City Blue Blowers
- 2649 Mexicali Rose (Stone-Tenney)—Waltz, for Dancing; with Vocal Duet, Castlewood Marimba Band
- I Miss You Most at Gloaming (Nobles-Harrison-Rose)—Waltz, for Dancing, Castlewood Marimba Band
- 2650 Mandalay (Lyman-Arnheim-Freed)—Comedian, with Orch., Al Jolson with Abe Lyman's California Orch.
- Who Wants a Bad Little Boy? (Fisher-Burke)—Comedian, with Orch., Al Jolson with Abe Lyman's California Orch.
- 2651 I Can't Get the One I Want (Handman-Rose-Ruby)—Comedienne, with Orch. ....Marion Harris
- There'll Be Some Changes Made (Higgins-Overstreet)—Comedienne, with Orch., Marion Harris
- 2652 Hard Hearted Hannah (Yellen-Bigelow-Bates)—Comedienne, with Orch. ....Margaret Young
- The Grass Is Always Greener (Egan-Whiting)—Comedienne, with Orch. ....Margaret Young
- 2653 Morning (Won't You Come 'Round?) (Silver; Vocal Arr. by Arthur Johnston)—Vocal Trio, with Orch. ....Keller Sisters and Lynch
- Where the Dreamy Wabash Flows (Friend-Baer; Vocal Arr. by Arthur Johnston)—Vocal Trio, with Orch. ....Keller Sisters and Lynch
- 2654 Oh! My! Yes (Austead)—Tenor-Baritone, with Orch. ....Ernest Hare-Billy Jones
- The Big Butter and Egg Man (Friend-Santly)—Tenor-Baritone, with Orch., Ernest Hare-Billy Jones
- 2655 Elder Low-Down at a Camp Meeting (Easton)—Comedian and Chorus, Ham Tree Harrington and Chorus
- If I Can't Come in, Please Don't Let Nobody Come Out (Harrington)—Comedienne and Comedian.....Cora Green-Ham Tree Harrington
- 2639 Jealous (Malie-Finch-Little)—Fox-trot, for Dancing; Vocal Chorus by Charles Kalev, Abe Lyman's California Orch.
- If You Do What You Do (Turk-Handman-Cantor)—Fox-trot, for Dancing, Abe Lyman's California Orch.
- 2640 I Want to Be Happy (From "No, No, Nanette") (Caesar-Youmans)—Fox-trot, for Dancing; with Vocal Quartet.....Carl Fenton's Orch.
- No, No, Nanette Medley (Intro.; "You Can Dance With Any Girl at All," "Tea for Two" and "Where Has My Hubby Gone Blues") (Caesar-Youmans)—Fox-trot, for Dancing; Piano passages by Phil Ohman, Carl Fenton's Orch.
- 2641 Rav and His Little Chevrolet (Grossman-Stanley-Baskette)—Fox-trot, for Dancing; Vocal Chorus .....Bennie Krueger's Orch.
- Forsaken Blues (From "Topsy and Eva") (Rose-Straight)—Fox-trot, for Dancing, Gene Rodemich's Orch.
- 2642 Maytime (De Sylva-Rose)—Fox-trot, for Dancing .....Rennie Krueger's Orch.
- June Night (Friend-Baer)—Fox-trot, for Dancing.....Bennie Krueger's Orch.
- 2643 Sally Lou (Frey-Field-Meskill)—Fox-trot, for Dancing .....Ray Miller and His Orch.
- I Can't Get the One I Want (Those I Get, I Don't Want) (Rose-Ruby-Handman)—Fox-trot, for Dancing.....Ray Miller and His Orch.

**Edison Disc Records**

ALREADY RELEASED SPECIALS

- 51357 Hard-boiled Rose.....Billy Jones-Ernest Hare
- He Looks at Her and Then He Goes Ha-Ha-Ha-Ha-Ha .....Billy Jones-Ernest Hare
- 51361 The Wreck on the Southern Old 97.....Vernon Dalhart
- I Wasn't Scared, But I Just Thought That I Had Better Go.....Ernest Hare
- 51363 Minstrelsy of Other Days—Part 1, Empire Vaudeville and Minstrel Co.
- Minstrelsy of Other Days—Part 2, Empire Vaudeville and Minstrel Co.
- 51366 The First Is the Last—Fox-trot from "Flossie," Atlantic Dance Orch.
- Won't You Dream of Me?—Vocal Waltz, Jos. Phillips and Harry Raderman's Dance Orch.
- 51365 What Has Become of Hinky Dinky Parlay Voo?

ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from page 166)

**"THE ROLL OF HONOR"**

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- Al Bernard and Chorus
- I'm Gonna Bring a Watermelon to My Girl Tonight .....Billy Jones-Ernest Hare
- 80796 Were My Song With Wings Provided (Si mes vers avaient des ailes), Gregor Skolnik and His Orch.
- Vienna, City of Departing Fairy Tales (Wien, Sterbende Marchenstadt), Gregor Skolnik and His Orch.
- 80800 Prelude in C Sharp Minor, Op. 3—Played on the Midmer-Losh Pipe Organ...Frederick Kinsley
- Liebstraum (Dream of Love)—Played on the Midmer-Losh Pipe Organ.....Frederick Kinsley
- 82325 (a) The Bird Song, (b) The Night Wind, Frieda Hempel
- Elf and Fairy.....Frieda Hempel
- 80801 Constellation Waltz.....Bellini Ensemble Unique
- Valse Russe.....Bellini Ensemble Unique
- 82323 Liebesfreud—Violin Solo .....Albert Spalding
- Souvenir Poetique—Violin Solo.....Albert Spalding
- FLASHES
- 51356 Somewhere in Napoli—Waltz; Song by Vernon Dalhart.....Harry Raderman's Dance Orch.
- In Dreams With You—Waltz; Song by Charles Hart.....Harry Raderman's Dance Orch.
- 51358 Monkey Doodle—Fox-trot; Song by Arthur Hall .....The Merry Sparklers
- When Katinka Shakes Her Tambourine (From "Vogues")—Fox-trot; Song by Arthur Hall, Nathan Glantz and His Orch.
- 51359 How You Gonna Keep Kool (From "Keep Kool")—Fox-trot .....Georgia Melodians
- In Spite of All—Fox-trot.....Georgia Melodians
- 51362 You'll Never Get to Heaven With Those Eyes—Fox-trot; Song by Billy Jones, Atlantic Dance Orch.
- I'll Keep on Dreaming (Until My Dreams All Come True)—Fox-trot; Song by George Wilton Ballard.....The Merry Sparklers
- GENERAL GROUP
- 51360 Tune in on L-O-V-E.....Billy Jones
- In Nineteen-Ninety-Nine.....Al Bernard
- 51367 Cold Weather Papa.....Emma Johnson
- Black Star Line (A West Indian Chant), Ernest Hare
- 51364 Swing Low, Sweet Chariot.....The Southern Four
- (a) Shout All Over God's Heaven, (b) Standin' in the Need o' Prayer.....The Southern Four
- 51370 Like a Star That Falls From Heaven, James Doherty
- On the Banks of the Wabash, Far Away, James Doherty
- TWO FINNISH RECORDS
- 59303 Syystunnelma—Autumn Sensation...Otto Pyykkonen
- Aamulaulu (Morning Song).....Otto Pyykkonen
- 59304 Kesailalla (A Summer Night).....Otto Pyykkonen
- Soipa kieli .....Otto Pyykkonen

**Edison Blue Amberol Records**

- 4887 Pal of My Dreams.....Charles Hart
- 4888 Teapot Dome Blues—Fox-trot.....Georgia Melodians
- 4889 Little Pal of Long Ago...Charles Hart-Helen Clark
- 4890 Bringin' Home the Bacon—Fox-trot; Song by Vernon Dalhart.....Kaplan's Melodists
- 4891 Savannah (The Georgianna Blues)—Fox-trot, Georgia Melodians
- 4892 Down Where the South Begins, Billy Jones-Ernest Hare
- 4893 Burning Kisses—Fox-trot.....Kaplan's Melodists
- 4894 Paradise Alley (From "Paradise Alley")—Fox-trot; Song by Arthur Hall, Harry Raderman's Dance Orch.

**Aeolian Records**

(VOCALION RECORDS)

- OPERATIC
- September, 1924
- 70040 Il Lacerto Spirito (Full of despair and desolate) (From "Simon Boccanegra") (Verdi)—Bass, in Italian; Aeolian Orch. Accomp., Virgilio Lazzari 12
- La Calunnia e un Venticello (Ah, Calumny is like a zephyr) (From "Barber of Seville") (Rossini)—Bass, in Italian; Aeolian Orch. Accomp. ....Virgilio Lazzari 12
- 38008 Ewig war ich (Deathless was I) (From "Siegfried") (Wagner)—Soprano, in German; Orch. Accomp. (Recorded in Europe), Helene Wildbrunn 12
- Isolde Liebestod (Isolde's Love-Death) (From "Tristan and Isolde") (Richard Wagner)—Soprano, in German; Orch. Accomp. (Recorded in Europe).....Helene Wildbrunn 12
- 24062 Walzer der Musette—aus "Boheme" (Musetta Waltz, from "The Bohemians") (G. Puccini)—Soprano, in German; Orch. Accomp. (Recorded in Europe).....Claire Dux 10
- Befreit, o welche Seligkeit—aus "Troubadour" (Oh Joy! He's Saved, from "The Troubadour") (Verdi)—Soprano-Baritone, in German; Orch. Accomp. (Recorded in Europe), Claire Dux-Joseph Schwarz 10
- STANDARD
- 60061 Alice, Where Art Thou? (J. Ascher)—Soprano; Aeolian Orch. Accomp. ....May Peterson 10
- Good-night, Good-night, Beloved! (Longfellow-Nevin)—Serenade—Soprano; Aeolian Orch. Accomp. ....May Peterson 10
- INSTRUMENTAL
- 35043 Artist's Life (Künstlerleben) (Joh. Strauss)—(Continued on page 168)

ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from page 167)

Waltz, in concert time (Recorded in Europe), Stern's Orch. (Hotel Adlon—Berlin) 12
Children of Spring (Frühlingskinder) (Waldteufel)—Waltz, in concert time (Recorded in Europe)...Stern's Orch. (Hotel Adlon—Berlin) 12
35044 Celebre Serenata (Toselli) (Recorded in Europe),.....Michailow with Ensemble 12
The Enchanted Song (Das Zauberland) (Erik Meyer-Helmund) (Recorded in Europe), Michailow with Ensemble 12
14844 Marche Lorraine (Ganne), Lt. F. W. Sutherland and His 7th Reg. Band Regiment de Sombre et Meuse (Turler)—French March, Lt. F. W. Sutherland and His 7th Reg. Band 10
DANCE
35042 (1) Oh, Peter; (2) Some of These Days (Wiedoeft-Brooks)—Fox-trot....The Ambassadors (3) June Night; (4) Ida (Sweet as Apple Cider) (Baer-Leonard)—Fox-trot...The Ambassadors 12
14834 Land of My Sunset Dreams (Hall)—Waltz, Vocal Chorus by Irving Kaufman, Ben Selvin and His Orch. 10
Moonlight Memories (Terriss)—Waltz, Ben Selvin and His Orch. 10
14833 Only You (From "I'll Say She Is") (Johnston)—Fox-trot, Emil Coleman and His Club Trocadero Orch. Forget-me-not (Means Remember Me) (Conrad-Gillen)—Fox-trot, Emil Coleman and His Club Trocadero Orch. 10
14830 Please (Young-Lewis-Cooper)—Fox-trot, The Bar Harbor Society Orch. 10
Love Is Just a Gamble (Cobey)—Fox-trot, The Bar Harbor Society Orch. 10
14829 Maytime (Vincent Rose)—Fox-trot; Under the direction of Louis Katzman...The Ambassadors Ukulele Blues (May Breen)—Fox-trot; Under the direction of Louis Katzman, The Ambassadors 10
VOCAL
14835 Bringin' Home the Bacon (Bannister-Colwell)—Accomp. by Selvin's Orch....Billy Jones A New Kind of Man (With a New Kind of Love) (Clare-Flatow)—Accomp. by Selvin's Orch. Ernest Hare 10
14836 Where the Dreamy Wabash Flows (Friend-Baer) Orch. Accomp. ....Irving Kaufman I've Got a Thousand Plovs and Cows and Chickens (Walter Donaldson)—Orch. Accomp. ....Irving Kaufman 10
14837 Where Is That Old Girl of Mine? (Kahn-Jones)—Ballad, Accomp. by Selvin's Orch., Irving Kaufman 10
What Did I Get by Loving You? (Collier-Reid)—Ballad, Orch. Accomp. ....Irving Kaufman 10
RACE (VOCAL)
14831 Barrel House Blues (Moore-Smith)—Piano Accomp. by Fletcher Henderson...Rosa Henderson My Right Man Blues (Henderson-Wilson)—Piano Accomp. by Fletcher Henderson, Rosa Henderson 10
14832 Chicago Monkey-man Blues (Lovie Austin)—Piano Accomp. by Edgar Dowell, Rosa Henderson 10
How'm I Gonna Get 'Em (When you keep on holdin' 'em back) (Edgar Dowell)—Blues, Piano Accomp. by Fletcher Henderson, Rosa Henderson 10
DANCE—RACE
14838 Do That Thing (Bechet)—Fox-trot, Vocal Chorus by Rosa Henderson, Fl. Henderson and His Club Alabam' Orch. Honky Tonky Blues (Dowell)—Slow Fox-trot, Fl. Henderson and His Club Alabam' Orch. 10
MEXICAN (DANCE AND VOCAL)
14824 Suenos De Tango (Tango Dreams) (Enrique Delfino—"Delfy")—Tango Argentino, The Ambassadors 10
El Rosal Enfermo (The Feeble Rosebush) (Pinto-Palmerin)—Ballad—Tenor, con orchestra ....Gaston Flores 10
FIDDLE RECORDS
14839 Cumberland Gap (Hoe-down)—Accomp. by Banjo Picker, Uncle "Am" Stuart (Old-time Fiddler) 10
Grey Eagle (Hoe-down), Uncle "Am" Stuart (Old-time Fiddler) 10
14840 Sourwood Mountain (Hoe-down)—Accomp. by Banjo Picker, Uncle "Am" Stuart (Old-time Fiddler) 10
Waggoner (Hoe-down), Uncle "Am" Stuart (Old-time Fiddler) 10
14841 Sally Gooden (Break-down)—Piano Accomp., Vocal Choruses by Gene Austin, Uncle "Am" Stuart (Old-time Fiddler) 10
Leather Breeches (Break-down)—Accomp. by Banjo Picker, Uncle "Am" Stuart (Old-time Fiddler) 10
14843 Billie in the low ground—Punchon-floor dance, Uncle "Am" Stuart (Old-time Fiddler) 10
Rye-Straw (or) The Unfortunate Pup—Punchon-floor Dance, Accomp. by Banjo Picker, Uncle "Am" Stuart (Old-time Fiddler) 10

Odeon Records

(RECORDED IN EUROPE)

3100 I Know a Lovely Rendezvous (Ich weiss ein entzuckendes Nachtlokal) (Nelson), Marek Weber and His Orch. 12
If You Cannot Dance (Wann du nicht Kannst) (Korner) ....Marek Weber and His Orch. 12
3101 Serenade (Moszkowski), Dajos Bela and His Orch. 12
Serenade (Gounod) . . .Dajos Bela and His Orch. 12
3102 My Old Kentucky Home (Foster), Edith Lorand and Her Orch. 12
Plantation Medley (Shine On; Old Black Joe; Kingdom Comin') (Arr. Maud Powell), Edith Lorand and Her Orch. 12
3103 Tres Joli (Waldteufel), Marek Weber and His Orch. 12
La Femme a la Rose (Woman Is Like a Rose) (Gaboroché) ....Marek Weber and His Orch. 12
3104 In the Rose Garden (Formanowsky), Dajos Bela and His Orch. 12
Carmencita (Weber) . . .Dajos Bela and His Orch. 12

Okeh Records

DANCE RECORDS

40130 Spain (Jones)—Fox-trot, Vincent Rizzo and His Hotel Sylvania Orch. of Philadelphia 10
Just Leave Me Alone (That's All I Ask of You) (Davis-Chapman)—Fox-trot, Vincent Rizzo and His Hotel Sylvania Orch. of Philadelphia 10
40130 Driftwood (Gold)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
Tammany Medley (Intro. "The Sidewalks of New York"; "The Bowery"; "In the Good Old Summer Time"; "Tammany")—Fox-trot,

Vincent Lopez and His Hotel Pennsylvania Orch. 10
40132 Sally Lou (Frey)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
Rubetown Frolics (Kaufman)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
40133 I Wonder Where My Easy Rider's Riding Now (Bayersdorffer-Brown)—Fox-trot, Johnny Bayersdorffer and His Jazzola Novelty Orch. 10
The Waffle Man's Call (Loyocano-Seaglione)—Fox-trot, Johnny Bayersdorffer and His Jazzola Novelty Orch. 10
40134 Step Henrietta (Meyer)—Fox-trot, Harold Oxley and His Post Lodge Orch. 10
Burning Kisses (Wenrich)—Fox-trot, Harold Oxley and His Post Lodge Orch. 10
40135 Nightingale (Brockman)—Waltz—Whistling Obligato by Sibyl Sanderson Fagan, Vincent Rizzo and His Hotel Sylvania Orch. of Philadelphia 10
Believe Me (Wolff)—Fox-trot, Vincent Rizzo and His Hotel Sylvania Orch. of Philadelphia 10
40142 Honolulu Rose (Heagney)—Waltz, Ferera's Hawaiian Quintette 10
Waikiki Is Calling Me (Platzman)—Waltz, Ferera's Hawaiian Quintette 10
40148 Mandalay (Burtnett-Lyman-Arnhelm)—Fox-trot, Fintel's Arcadia Orch. of Detroit 10
Lots O' Mama (Schoebel)—Fox-trot, Fintel's Arcadia Orch. of Detroit 10
40149 June Night (Just Give Me a June Night, the Moonlight and You) (Friend-Baer)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
Maytime (Rose)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
VOCAL RECORDS
40136 I'm Going Where the Climate Fits My Clothes (Austin-Bergere) Baritone with Orch., James Barton 10
Fabricatin' Phil (Wells-Cooper)—Baritone with Orch. ....James Barton 10
40139 Go 'Long, Mule (Creamer-King)—Novelty Duet, Charles Sargent and John Marvin 10
Farewell Blues (Schoebel-Ehrlich-Robbola)—Novelty Duet...Chas. Sargent and John Marvin 10
40140 Jump Fritz (I Feed You Liver) (Henshaw-Manuel-Jentes)—Tenor-Baritone Duet with Orch., Billy Jones and Ernest Hare 10
It Ain't Gonna Rain No Mo' (Hall) Baritone with Banjo Accomp. Ernest Hare 10
40141 My Daddy's Dreamtime Lullaby (Herscher-Keefer)—Tenor with Orch...Charles Harrison I Hate to Think What Would Happen to Me (If Anything Happened to You) (Landers-Wendling-Kortlander)—Tenor with Orch., Bruce Wallace 10
40143 The New River Train—Harmonica, Guitar and Singing ....Henry Whitter The Stormy Wave Blues—Harmonica-Guitar Duet ....Henry Whitter 10
40144 I Can't Get the One I Want (Handman-Rose-Ruby)—Baritone with Orch....Earl Rickard You'll Never Get to Heaven With Those Eyes (Clark-Leslie-V. Monaco)—Baritone with Orch., Earl Rickard 10
40145 When Dixie Stars Are Playing Peek-A-Boo (Bernard-Henning)—Baritone Solo—Yodel Obligato with Orch. Accomp., Al Bernard-Frank Kamplain 10
Eva (Won't You Roll Your Big Eyes?) Anderson-Lamont)—Baritone Duet with Orch. Accomp. ....Al Bernard-Ernest Hare 10
40146 I Wonder What's Become of Sally (Yellen-Ager)—Tenor with Orch. ....Bruce Wallace Why Live a Lie? (Gilbert-Kochler)—Baritone with Orch. ....Arthur Fields 10
40151 My Mother's Prayers Have Followed Me (Armont-Ackley)—Baritone Solo with Piano Accomp. by Mrs. R. L. Forster, J. Douglas Swagerty 10
My Mother's Hands (Mrs. M. E. Wilson)—Baritone Solo with Piano Accomp. by Mrs. R. L. Forster....J. Douglas Swagerty 10
7004 Dixie Cowboy—Fiddling Solo, Vocal Chorus, Fiddlin' John Carson 12
John Henry Blues—Fiddling Solo, Vocal Chorus, Fiddlin' John Carson 12
INSTRUMENTAL RECORDS
40138 Country Fair Polka Band (Recorded in Europe), Danubia Municipal Band 10
My Lisa (Polka) Band (Recorded in Europe), Danubia Municipal Band 10
40147 The Frolic of the Elves (Warren)—Piano Solo, Elinor Remick Warren 10
Dedication (Schumann-Liszt)—Piano Solo, Elinor Remick Warren 10
COMIC DIALOGUE RECORD
40137 Buddys (Brooks) Dialogue, Shelton Brooks and Company 10
The Old Veterans (Brooks)—Dialogue, Shelton Brooks and Company 10
LATEST RELEASES OF RACE RECORDS
8146 Every Woman Needs a Man (Martin-Weaver)—Contralto Solo with Guitar Accomp. by Sylvester Weaver ....Sara Martin 10
Got to Leave My Home Blues (Martin-Weaver)—Contralto Solo, with Guitar Accomp. by Sylvester Weaver ....Sara Martin 10
8147 Get Yourself a Monkey Man, Make Him Strut His Stuff (Butterbeans-Morton)—Contralto-Baritone Duet with Piano Accomp. by Clarence Williams ....Butterbeans and Susie 10
When My Man Shimmies (Edwards) Contralto-Baritone Duet with Piano Accomp. by Clarence Williams ....Butterbeans and Susie 10
8148 Room Rent Blues (Newton)—Fox-trot, King Oliver's Jazz Band 10
I Ain't Gonna Tell Nobody (Jones)—Fox-trot, King Oliver's Jazz Band 10
8149 You've Got to Prove It to Me (Tyus-Tyus) Contralto-Baritone Duet with Piano Accomp. by Clarence Williams....Effie Tyus-Chas. Tyus 10
I Want to Go Back to the Farm (Tyus-Tyus)—Contralto-Baritone Duet with Piano Accomp. by Clarence Williams....Effie Tyus-Chas. Tyus 10
8150 Michigan Water Blues (Williams)—Fox-trot, George McClellon's Jazz Devils 10
New Orleans Wiggle (Bocage-Piron)—Fox-trot, George McClellon's Jazz Devils 10

Gennett Lateral Records

5472 Address of Welcome to Benevolent Protective Order of Elks (Boston, July 7, 1924), Hon. James M. Curley 10
The Elks' Eleven O'Clock Toast, Hon. James M. Curley 10
5468 When the Wind Blows North (Then I Start Going South) (Davis-Shuster-Phillips)—Fox-trot ....Bernie Cummins and His Orch.

Jimminy Gee (Little-Mallie-Finch)—Fox-trot, Bernie Cummins and His Orch. 10
5477 Tenpenny Bit (Irish Jigs)—Flute, Piano Accomp. by Miss McGoldrick....Tom J. Morrison The Banks of Ireland and the Ships Are Sailing (Irish Reels)—Piano Accomp. by Miss McGoldrick...P. J. Conlon-T. Morrison-T. Higgins 10
I-5475 Nozze De I Zefiri (Vals) (Hall), Royal Marimba Band 10
La Croce Di Guerra—One-step, La Orquesta de Neva 10
5478 The Plains of Boyle—Hornpipe, Piano Accomp. by Miss McGoldrick, P. J. Conlon-T. J. Morrison 10
The Salt Hill Pipes—Jigs, Piano Accomp. by Miss McGoldrick, P. J. Conlon-T. J. Morrison-T. Higgins 10
5486 Perfect Rag.....Ferd (Jelly Roll) Morton New Orleans (Blues) (Morton), Ferd (Jelly Roll) Morton 10
5488 Chicken Reel—Fiddle Solo, with Piano Accomp. ....Tweedy Brothers Repaz Band—Piano Solo.....Charles W. Tweedy G-2544 A Huphata—Polka, Original Frankische Bauern Kapelle 10
Echoes Aus Der Heimat—Waltz, Original Frankische Bauern Kapelle 10
S-5489 Cielito Lindo—Vals.....Orquesta Texana La Paloma (Yradier), Marimba "La Centro Americana" 10
5494 Hard-hearted Hannah (Yellen-Bigelow-Bates)—Fox-trot.....Windy City Jazzers Bringing Home the Bacon (Bannister-Colwell-Van Schenk)—Fox-trot....Windy City Jazzers 10
5497 O Sole Mio (Capua)—Violin Accomp., The Golden Bird, Lorraine Evan 10
The Herd Girl's Dream (Labitzky)—Violin Accomp. ....The Golden Bird, Lorraine Evan 10
5498 I Need You (To Drive My Blues Away) (Wilson-Henderson)—Fox-trot, Birmingham Blue Buglers 10
Dancin' Blues (Biese-Altieri-Williams)—Fox-trot ....Birmingham Blue Buglers 10
5500 I Need Some Pettin' (Fiorito-King)—Soprano, Orch. Accomp. ....Vera Cole The Grass Is Always Greener (Egan-Whiting)—Soprano, Orch. Accomp. ....Vera Cole 10
5484 Irish Medley ("Believe Me If All Those Endearing Young Charms," "O'Brien's Favorite," "The Boys of Kilkenny")—Tenor and Irish Pipes, Piano Accomp. by Frank O'Neill, Dean-Mack 10
Irish Medley ("Last Rose of Summer," "Reels of Bogie")—Tenor and Irish Pipes, Piano Accomp. by Frank O'Neill....Dean-Mack 10
5499 Maria, Mari! ("Marie, Ah Marie") (Capua), Ferera's Hawaiian Serenaders 10
Moana Chimes (Costello-Motzan)—Waltz, Ferera's Hawaiian Serenaders 10
I-5478 Maldito Tango (J. M. Hernandez)—Tango Argentino ....Gennett Dance Orch. La Paloma (Chevalier de Yradier)—Spanish Serenade.....Gonzalez's Mexican Band 10
5504 June Night (Baer-Friend)—Fox-trot, Howard Lanin and His Arcadia Orch. 10
You Know Me, Alabam! (Ager-Yellen)—Fox-trot ....The Vagabonds 10
5502 Knock at the Door (Olson-Johnson-Kassel-Clark)—Fox-trot ....The Vagabonds Louise (Rush-Rowell)—Fox-trot...The Vagabonds 10
10093 The House of a Friend (Penn)—Tenor; Violin Obligato by Herbert Soman, Piano Accomp. by Thomas Grisel....Henry Moeller 10
Give Me One Rose to Remember (Callahan-Grey)—Tenor; Violin Obligato by Herbert Soman, Piano Accomp. by Thomas Griselle, Henry Moeller 10

Pathe Phono & Radio Corp.

(NEEDLE CUT RECORDS)

DANCE
036114 June Night—Fox-trot ....Lanin's Arcadians I Wonder What's Become of Sally?—Fox-trot, Dance Orch. ....Lido Venice 10
036115 You'll Never Get to Heaven With Those Eyes—Fox-trot ....Lanin's Arcadians Mimosas—Fox-trot ....Casino Dance Orch. 10
036116 Nightingale—Waltz...Harry Barth's Novelty Orch. Coppelia (Valse Lente)—Waltz, Max Terr and His Orch. 10
036117 Africa—Fox-trot ....Original Memphis Five Superstitious Blues—Fox-trot, Original Memphis Five 10
036118 The Grass Is Always Greener (In the Other Fellow's Yard)—Fox-trot, D. Onivas and His Orch. 10
036119 Frasquita—Fox-trot....D. Onivas and His Orch. Sally Lou—Fox-trot....Hollywood Dance Orch. Sun Kissed Cottage—Fox-trot, Hollywood Dance Orch. 10
036120 Yvonne—Fox-trot....Southampton Society Orch. Kota—Fox-trot....Southampton Society Orch. 10
036121 Somebody Loves Me (from "George White's Scandals")—Fox-trot....Golden Gate Orch. Caressing—Fox-trot....Golden Gate Orch. 10
036122 Charleston Cabin—Fox-trot, Fry's Million Dollar Pier Orch. 10
Where the Dreamy Wabash Flows—Fox-trot, Fry's Million Dollar Pier Orch. 10
036123 Mandalay—Fox-trot....Piedmont Dance Orch. A New Kind of Man With a New Kind of Love For Me—Fox-trot....Piedmont Dance Orch. 10
036124 Scotch And Soda—Fox-trot....Tuxedo Syncopators Please Tell Me—Fox-trot....Tuxedo Syncopators 10
036125 Dream Boat—Waltz....Jos. Samuels Orch. A Perfect Kiss—Waltz....Jos. Samuels Orch. 10
POPULAR VOCAL
032062 She's Everybody's Sweetheart....Frank Sterling A Man Never Knows When a Woman's Gonna Change Her Mind....Ernest Hare 10
032063 I Wonder What's Become of Sally?, Charles Warren-Frank Sterling 10
Sadie O'Brady....William Rundle 10
032064 Tune In On L.O.V.E....Billy Jones The Grass Is Always Greener (In the Other Fellow's Yard)....Billy Jones 10
032065 Why Live a Lie?....Frank Sterling The Last Sweetheart of Mine....Frank Sterling 10
032066 Put Away a Little Ray of Golden Sunshine for a Rainy Day, Frank Wright-Frank Bessinger (The Two Franks) 10
Rock-A-Rye My Baby Blues, Frank Wright-Frank Bessinger (The Two Franks) 10
INSTRUMENTAL
021124 Liberty Bell—Accordion Duet....Peppino-Perry Imp March—Accordion Duet....Peppino-Perry 10
021125 Kol Nidre—Violin Solo....Benjamin Scherzer Eili, Eili—Violin Solo....Benjamin Scherzer 10
YODLING
021126 Nightingale Song—Yodling, Frank Kamplain-A. Franchini 10
Cuckoo Song—Yodling..Frank Kamplain-A. Franchini 10

Emerson Records

LATEST DANCE AND SONG HITS
10773 1 Can't Get the One I Want—Fox-trot, Pennsylvania Syncopators

- Where Is That Old Girl of Mine?—Fox-trot, Emerson Dance Orch.
- 10775 Oh! Sarah! Won't You Please Pull Down That Shade?—Fox-trot.....Glantz and His Orch.
- Hinky Dinky Parlay Voo—Fox-trot, with Vocal Chorus by Jack Kaufman, California Melodie Syncopators
- 10776 It Had to Be You—Fox-trot, California Melodie Syncopators
- Maytime—Fox-trot.....Emerson Dance Orch.
- 10772 Oh! Desdemona—Blues Fox-trot, Pennsylvania Syncopators
- To Die for Love of You (Morir Por Tu Amor)—Waltz.....Pennsylvania Syncopators
- 10774 I Wonder What's Become of Sally—Tenor Solo, Orch. Accomp.....Arthur Fields
- Why Live a Lie?—Tenor Solo, Orch. Accomp., Arthur Fields
- 10781 You're in Love With Everyone But the One Who's in Love With You—Tenor Solo, Orch. Accomp.....Sidney Mitchell
- Dreamy Delaware—Tenor Solo, Orch. Accomp., Sidney Mitchell
- 10782 Wait'll You See My Gal—Fox-trot, The Original Memphis Five
- Red Hot Mamma—Fox-trot, The Original Memphis Five
- STANDARD AND NOVELTY SELECTIONS
- 10778 Out Where the West Begins—Baritone Solo, Orch. Accomp.....Royal Dammun
- Bedouin Love Song—Bass Solo, Orch. Accomp., Charles Laird
- 10779 Hunting Song (From "King Arthur")—Tenor and Baritone Duet, Orch. Accomp., Reed Miller-Lane Rogers
- Down the Trail to Home, Sweet Home—Tenor Solo, Orch. Accomp.....Walter Scanlan
- 10780 Castle Valse Classique—Novelty Waltz; Xylophone Solo, Orch. Accomp.....Geo. Hamilton Green
- "Llewellyn" Waltz—Novelty Waltz; Saxophone Solo, Orch. Accomp.....Rudy Wiedoeft

Regal Records

- 9679 Mandalay—Fox-trot.....The Chiclet Orch.
- You'll Never Get to Heaven With Those Eyes—Fox-trot.....Sam Lanin's Dance Orch.
- 9680 Charley, My Boy—Fox-trot, Fletcher Henderson and His Orch.
- Doodle-Do-Doo (Vocal Chorus, Bob Thomas)—Fox-trot.....Missouri Jazz Band
- 9681 He's a New Kind of Man—Fox-trot, Sam Lanin's Dance Orch.
- Hard Hearted Hannah—Fox-trot, Fletcher Henderson and His Orch.
- 9682 I Can't Get the One I Want—Fox-trot, Fletcher Henderson and His Orch.
- Charleston Cabin—Fox-trot...Six Black Diamonds
- 9683 June Night—Fox-trot.....The Chiclet Orch.
- The Grass Is Always Greener—Fox-trot, Fletcher Henderson and His Orch.
- 9684 Maytime—Fox-trot.....Sam Lanin's Dance Orch.
- Where the Dreamy Wabash Flows—Fox-trot, Fletcher Henderson and His Orch.
- VOCAL RECORDS
- 9685 The Grass Is Always Greener—Tenor Solo, with Orch. Accomp.....Billy Jones
- I Can't Get the One I Want—Baritone Solo, with Ukulele Accomp.....Arthur Fields
- 9686 He's a New Kind of Man—Tenor Solo, with Ukulele Accomp.....Vernon Dalhart
- Maytime—Baritone Solo, with Orch. Accomp., Arthur Fields
- 9687 Why Live a Lie—Baritone Solo, Orch. Accomp., Arthur Fields
- Main Street Wasn't Big Enough for Mary—Baritone Solo, Orch. Accomp.....Arthur Fields
- 9688 Where the Dreamy Wabash Flows—Baritone Solo, Orch. Accomp.....Arthur Fields
- Sweetest Little Rose in Tennessee—Baritone Solo, Orch. Accomp.....Robert Craig
- 9689 A Kiss in the Dark—Contralto Solo, Orch. Accomp.....Jane Bartlett
- Marcheta—Tenor Solo, Orch. Accomp.....Billy Burton
- VOCAL BLUES RECORDS
- 9690 Barrel House Blues—Comedy Solo, Piano Accomp.....Sally Ritz
- Clearing House Blues—Comedy Solo, Piano Accomp.....Viola McCoy

Domino Records

- 366 Maytime—Fox-trot.....Rialto Dance Orch.
- Hard Hearted Hannah—Fox-trot, Club Alabam' Orch.
- 367 Mandalay—Fox-trot.....Gotham Dance Orch.
- Where Is That Old Girl of Mine—Fox-trot, Gotham Dance Orch.
- 368 Where the Dreamy Wabash Flows—Fox-trot, Club Alabam' Orch.
- Doodle-Do-Doo (Vocal Chorus, Fred King)—Fox-trot.....Hal White's Syncopators
- 369 He's A New Kind of Man—Fox-trot, Rialto Dance Orch.
- Red Hot Mamma—Fox-trot...Club Alabam' Orch.
- 370 The Grass Is Always Greener—Fox-trot, Club Alabam' Orch.
- You'll Never Get to Heaven With Those Eyes—Fox-trot.....Rialto Dance Orch.
- 371 Charley, My Boy—Fox-trot...Club Alabam' Orch.
- Charleston Cabin—Fox-trot...Hal White's Syncopators
- 376 Why Did I Kiss That Girl (Vocal Chorus, Allen Craig)—Fox-trot...Lucky Strike Dance Orch.
- Somebody Stole My Gal (Vocal Chorus, Allen Craig)—Fox-trot...Lucky Strike Dance Orch.
- VOCAL RECORDS
- 372 I Can't Get the One I Want—Baritone Solo, with Ukulele Accomp.....Lee Knight
- Where the Dreamy Wabash Flows—Baritone Solo, with Orch. Accomp.....Lee Knight
- 373 Why Live a Lie—Baritone Solo, with Orch. Accomp.....Lee Knight
- Sweetest Little Rose in Tennessee—Baritone Solo, with Orch. Accomp.....Edward Clarke
- 374 He's a New Kind of Man—Comedy Solo, with Orch. Accomp.....Cliff Stewart
- The Grass Is Always Greener—Tenor Solo, with Orch. Accomp.....Billy West
- 375 Maytime—Baritone Solo, with Orch. Accomp., Edward Clarke
- Main Street Wasn't Big Enough For Mary—Baritone Solo, with Orch. Accomp., Edward Clarke

Banner Records

- 1383 Charley, My Boy—Fox-trot, Fletcher Henderson and His Orch.
- Hard Hearted Hannah—Fox-trot, Fletcher Henderson and His Orch.
- 1384 I Can't Get the One I Want—Fox-trot, Fletcher Henderson and His Orch.
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- Maytime—Fox-trot.....Roseland Dance Orch.
- 1388 Where the Dreamy Wabash Flows—Fox-trot, Fletcher Henderson and His Orch.
- The Grass Is Always Greener—Fox-trot, Fletcher Henderson and His Orch.
- VOCAL RECORDS
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U. S. Music Co.

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Brown Eyes—Fox-trot—Lee Sims...	Sullivan-Schwartz-Mintz	
Daisies—Medley.....	Kahn-Gold	
Driftwood—Fox-trot—Eubie Jones.....	Yellen-Bigelow-Bates	
Hard Hearted Hannah—Fox-trot—Horace O. Prell,	Rose-Ruby-Handman	
I Can't Get the One I Want—Fox-trot—Carl Ober,	Burnett-Lyman-Arnheim	
Mandalay—Fox-trot—Lee Sims...	De Sylva-Rose	
Maytime—Fox-trot—Eubie Jones.....	Johnstone-Johnstone	
Night Time in Araby ("Geo. White's Scandals")—	Cook-Johnstone	
Fox-trot—Robert Billings,	De Sylva-McDonald-Gershwin	
Oh! Papa! (Please Make John Behave)—One Step—	David Elman	
Tom Blake.....	Eubie Jones,	
Only You! (I'll Say She Is)—Fox-trot—Eubie Jones,	Johnstone-Johnstone	
Plain Jane (Plain Jane)—Fox-trot—Eubie Jones,		
Pretty Soon—Fox-trot—Eubie Jones.....	Malie-Finch-Little	
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There's a Sad Little Girl for Ev'ry Happy Little Boy	Ray Hibbeler	
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Durch Schlechte Chaverim—Zym Electric Chair—	Harry Berman	
Hebrew.....	David Meyerowitz	
Gam Se L'Toivoh—Hebrew.....	Rubin Dretor	
Geloibt iz Hinzler Boirele—Hebrew.....		
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Nieman Kogo—Waltz—Polish.....	Walenty J. Bonk	
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Wrrrrraz—Polka—Polish.....	T. Roszaka	

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—by using the ORO-TONE No. 4 Automatic Attachment



SHOWING POSITION FOR PLAYING VICTOR AND OTHER LATERAL CUT RECORDS

**"The FINEST Attachment made for playing ALL records on THE EDISON"**



**M**OST of your prospective customers will ask if you can play other makes of records. Then is when you can demonstrate the perfect operation and the rich tone quality of this marvelous Oro-Tone Attachment—positively the most perfect made—in appearance, in construction, in operation and in tone reproduction.

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**THE ORO-TONE SELF-ADJUSTING REPRODUCER.** Compression spring S is compressed by plunger P when pivot screws X are seated. The spring automatically releases or compresses as a result of contraction or expansion due to heat, cold or other causes. This spring tension insures perfect even pivot point contact under all conditions and permits a flexible vibration of the stylus bar without binding and without looseness. No other attachment offers this feature.

*Samples on 30 Days' Approval*

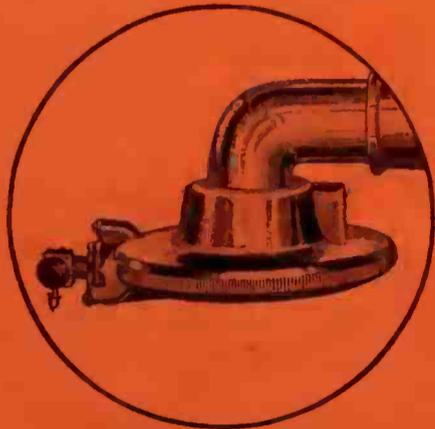
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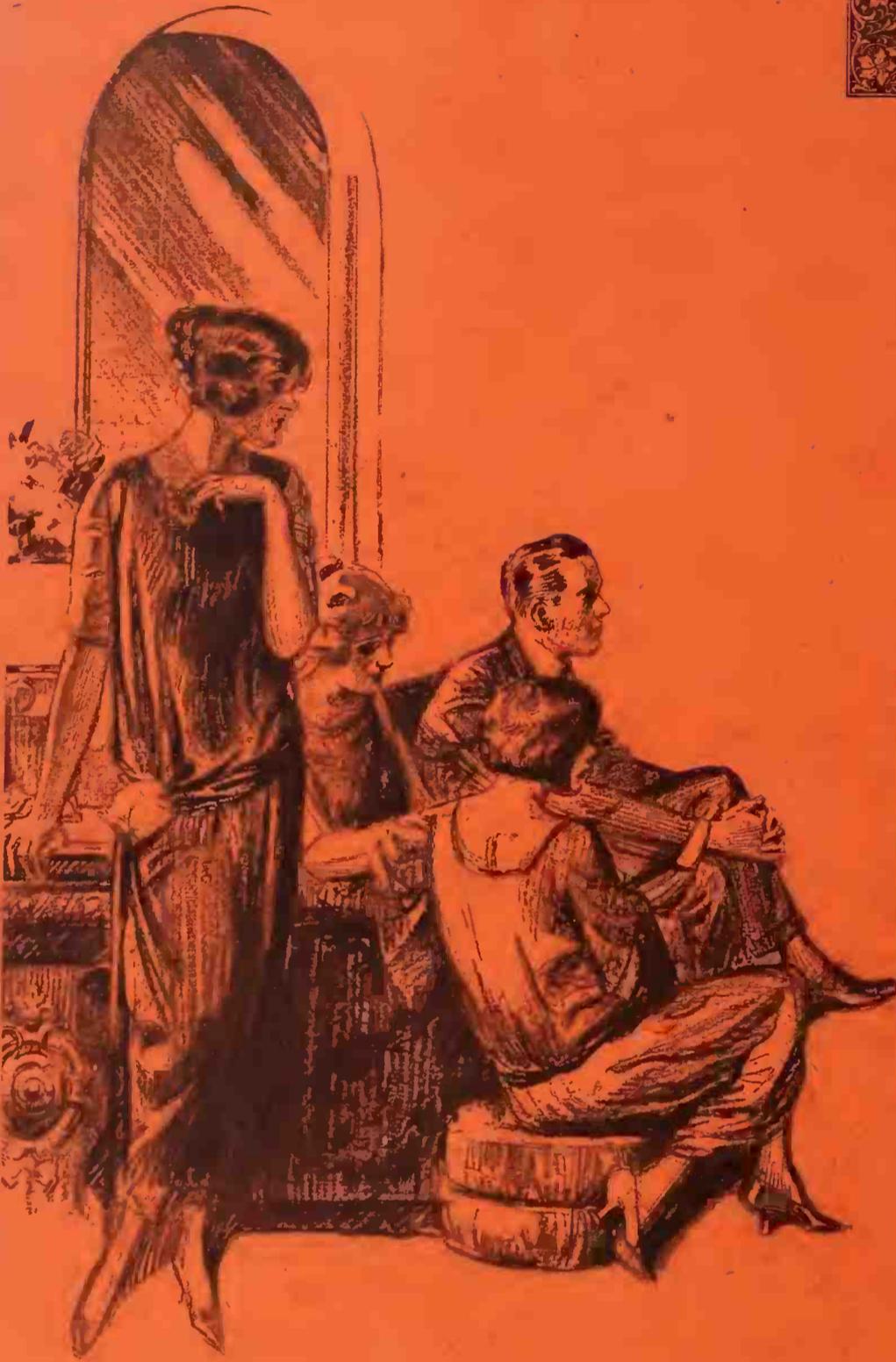
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QUALITY FIRST

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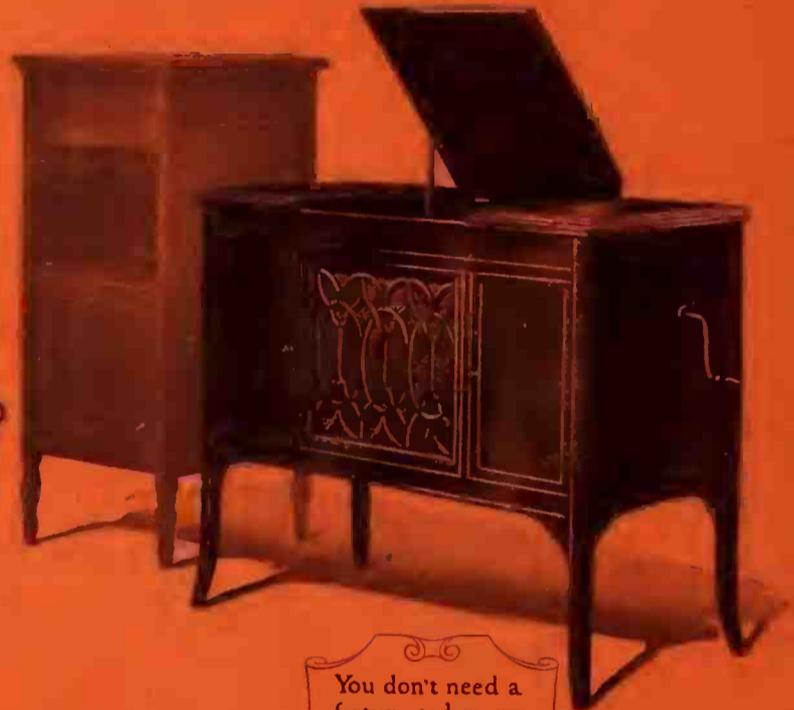
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*Read more about this plan  
on pages 36 and 37, inside*

**THOMAS A. EDISON, Inc.**  
Orange, New Jersey



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

*Jobbers of the New Edison Edison Records the Edison Diamond Amberola and Blue Amberol Records*

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