

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, January 15, 1925

Victrola

REG. U.S. PAT. OFF.

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

Victor Talking Machine Company, Camden, N. J.

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL




Serenade
\$150



Saginaw
\$100

Sonora Merchandise, of Highest Quality, is Priced to Move in Largest Quantity!

Of this Sonora dealers can be assured: The outstanding merit of the Sonora Phonograph, its exceptionally beautiful tone quality, perfection of reproduction and beautiful workmanship assure a prestige among music lovers which creates sale after sale. Sonora phonographs are recognized everywhere as the ultimate in sound reproducing instruments.

And when added to all this known superiority you can offer merchandise such as is shown above, at these moder-

ate prices, then indeed have you a proposition of such obvious appeal to the large medium-price market that your success with the Sonora Phonograph is bound to be only a matter of its proper presentation.



Sonora Radio Speaker, \$30

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

As further assurance of success, you have available the ever popular Sonora Radio-Phonographs and Radio Speakers, which enable you to meet every taste and requirement. Write today for complete details of Sonora prices, discounts and selling plans.

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

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

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

The Talking Machine World

Vol. 21. No. 1

New York, January 15, 1925

Price Twenty-five Cents

E. R. Strauss Heads the Vocalion Record Division

Office of Manager of Brunswick Vocalion Record Division Will Be Located at 799 Seventh Avenue, New York—Mr. Strauss Widely Known and Esteemed in the Trade

Edward R. Strauss, one of the veterans of the Brunswick-Balke-Collender Co.'s executive organization and well known throughout the talking machine trade, has been appointed general manager of the company's Vocalion record division. As announced in last month's World the Brunswick Co. is now the owner of the Vocalion record library, and under Mr. Strauss' direction an aggressive sales and merchandising campaign has been inaugurated. The offices of the Vocalion record division will be located at the Eastern Brunswick headquarters, 799 Seventh avenue, New York, and Mr. Strauss has been devoting the greater part of his time



Edward R. Strauss

the past few weeks to the supervision and handling of the many details incidental to the establishment of the new division which is under his management. Vocalion records will be merchandised as heretofore through jobbers, and C. R. McKinnon, who formerly traveled for the Aeolian Co.'s Vocalion record division, has been appointed to a similar position in the Vocalion record division of the Brunswick Co.

Mr. Strauss has been associated with the Brunswick-Balke-Collender Co. for the past twenty years and is popular with the organizations in both Chicago and New York. For several years he has been vice-president of the New York division of the Brunswick Co., and his thorough familiarity with Brunswick marketing policies and plans insures his success in his new work.

Plan Syracuse Radio Show

SYRACUSE, N. Y., January 10.—The first annual radio exposition to be held in this city will take place at the State Armory from February 18 to 21. The exhibition will be produced through the courtesy of the Syracuse Herald, with the co-operation of the Syracuse Radio Dealers' Association, and considerable interest is being manifested in the plans for the show.

Vorbach Bros. Incorporate

Vorbach Bros., Queens, N. Y., were recently incorporated at Albany, N. Y., to manufacture musical instruments with a capital stock of \$50,000. The incorporators are J. L., C. J. and L. Vorbach.

Caswell Co. Marketing Complete Portable Line

New Company Headed by L. B. Casagrande—John Casagrande Is Vice-President—Small Phonographs Have Distinctive Features

The Caswell Mfg. Co., with offices and factory at St. Paul avenue and Tenth street, Milwaukee, Wis., has just placed on the market a complete line of portable phonographs, which will include the most up-to-date and advanced constructional ideas in this important field. L. B. Casagrande, formerly sales manager of the Carryola Co. of America, is head of the new company, and John Casagrande is vice-president. Both of these executives are thoroughly familiar with the manufacturing and marketing of portable phonographs, and they are now completing plans which will enable them to co-operate efficiently with the jobbers and dealers.

Caswell portables have many distinctive features, with the outside coverings of genuine Dupont fabrikoid in blues, grays, browns, red, green and black, and the inside coverings in harmonizing colors. The Heineman motor is used in these portables, with a full throwback universal tone arm and the new Caswell Micro-tone reproducer. There is ample carrying room for eighteen records, and the design of the instrument has won the enthusiastic commendation of jobbers and dealers who have visited the company's headquarters. Important accounts have already been established throughout the country, and the company has opened offices in Denver, Salt Lake City and Los Angeles. John A. Wellensgard, a vice-president of the company, maintains offices in the Oakland Tribune Tower, Oakland, Cal., and is in charge of Western sales.

H. Don. Leopold Joins the Army of Benedicts

Popular Manager of Dealer Service Department of Brunswick-Balke-Collender Co. Receives Congratulations of Friends

H. Donaldson Leopold, Jr., manager of the dealer service department of the Brunswick-Balke-Collender Co., Chicago, and one of the most popular executives in the Brunswick organization, is receiving the congratulations of his many friends in the trade upon his marriage on December 29 to Miss Madonna Potts, of Chicago, Ill. The wedding was held in the Belden Room of the Edgewater Beach Hotel, Chicago, and was attended by many friends, including Mr. and Mrs. P. L. Deutsch, A. J. Kendrick, Harry A. Beach, Mr. and Mrs. W. C. Hutchings, Mr. and Mrs. J. F. Ditzell and Howard Schendorf, of the Brunswick organization. Mrs. George W. Moodie, mother of Mr. Leopold and residing in Philadelphia, attended the wedding, together with A. Caldwell van Roden, of Philadelphia, one of Mr. Leopold's lifelong friends, who officiated as best man. Miss Potts, who is the daughter of Judge and Mrs. Rufus M. Potts, is well known in Chicago social circles and has a host of friends throughout the city. Mr. and Mrs. Leopold will reside in Chicago and will be at home after February 1.

Dynamotive Corp. in Trouble

T. Paul McGannon was appointed receiver for the Dynamotive Radio Corp., New York, which was recently placed in bankruptcy with liabilities of \$50,000 and assets estimated at \$25,000. The receiver states that he is seeking to co-operate with the creditors to continue the business and reorganize.

James P. Duffy Becomes Columbia Advertising Mgr.

Vice-President Fuhri Makes Important Announcement Regarding New Advertising Manager—Has Had Extensive Experience

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., announced on January 1 the appointment of James P. Duffy as advertising manager of the company, with headquarters at the company's executive offices, 1819 Broadway, New York. Mr. Duffy has already assumed his new duties and his plans for the coming year include practical co-operation with Columbia dealers and branches that should make the 1925 Columbia advertising campaign an outstanding success in the phonograph field.

The appointment of Mr. Duffy as Columbia



James P. Duffy

advertising manager should be welcome news to Columbia dealers everywhere, for he brings to his new work an exceptional knowledge of advertising and sales promotion plans that can be used to splendid advantage in the development of the Columbia advertising and publicity campaign. Included in Mr. Duffy's extensive experience is an association with Robert H. Ingersoll & Bro., manufacturers of the famous Ingersoll watch, where he was the editor of the house organ issued by this well-known concern, and was also active in the company's sales promotion work. For a number of years Mr. Duffy was associated with Eberhard Faber, prominent pencil and penholder manufacturer, resigning from this organization to join the Columbia Phonograph Co., Inc. As advertising and sales promotion manager for Eberhard Faber, Mr. Duffy was in close touch with all details incidental to the use of adequate publicity for a manufacturer of nationally known products. His experience is thorough and exhaustive and Columbia dealers will find in Mr. Duffy's work a reflection of his exceptional training as an advertising and sales promotion executive.

Brunswick Declares Dividend

The Brunswick-Balke-Collender Co. has declared an initial dividend of 90 cents a share on the no par common stock, payable February 15 to stock of record February 5. The stock is now on an annual dividend basis of \$3.60 a share, against \$7 on the former stock. The exchange was made on a basis of 2 for 1.

Continue the Pre-Holiday Drive in 1925

Merchandising Factors Which Will Make the Next Year Profitable for Dealers Who Plan Carefully and Launch Vigorous Campaigns

The year-end holiday business rush is now history and the trade, figuratively speaking, has a clean page on which to write the achievements of 1925. What this message of accomplishments will be depends upon the trade itself. In past years experience has proved that the rewards come to those who work for them with foresight and energy and this year will prove no exception. As in the past the chair-warmer type of dealer will be the one who wails the loudest about lack of business, the others will look with satisfaction on their profits.

Dealers in Fortunate Position

One fact stands out above all else in the talking machine business at the present time, and that is the advantageous position in which dealers find themselves. Talking machines are now unsurpassed in beauty of design and perfection of reproduction, great strides have been made in recordings of some of the finest and most enduring music the world has ever known. Radio receiving sets have reached the point where they are a credit to the finely-equipped talking machine store and beautifully designed instruments are equipped to grace the finest homes. Musical merchandise and sheet music are in a better position than ever before to play an important part in bringing the retail sales volume up to the maximum point. All of these factors will influence business in 1925, but, and here is the paramount consideration, the responsibility of cashing in to the greatest possible extent rests with the dealer himself. The retail merchant who realizes that the appeal of the products he handles is wider than has ever been the case in the past and who makes every effort to bring the merit of his products to the

public is sure to profit in a satisfactory way during the next twelve months.

Continue the Pre-Holiday Campaign

During the few weeks immediately preceding the holidays every dealer recognized the opportunity by intensive and unusually energetic efforts to secure a portion of the gift-business. Special advertising campaigns sent the appeal of the talking machine, radio, records and other products handled by talking machine dealers into thousands of homes. Special window displays featuring these products as excellent and appropriate gifts made passers-by stop to look and the idea germinated by the displays often resulted in sales, thus adding materially to the year-end profits. Special literature made fathers, mothers, sons and daughters think of music as the ideal gift for a loved one, and the hold music has on the public was manifested in the thousands of musical instruments which went into homes during the holidays. Also, many persons induced perhaps by this publicity manifested their interest in something which the talking machine dealer has to sell by visiting the store and making inquiries. Here is an excellent opportunity for dealers who were wise enough to get the names and addresses of these prospects to start the New Year campaign by making a strenuous effort to bring these hesitating ones to the point of buying.

No one will deny that these unusual pre-holiday drives stimulated business to a remarkable extent, and yet strangely enough as soon as the old year passes into memory invariably dealers sit back and contemplate complacently how successful the drive was and then fail to realize that continuation of this promotion work

must certainly have a beneficial effect on business, even though the public is not in the streets en masse looking for ways and means of spending money. Make this year an exception, you dealers who are inclined to lean back in your easy chairs during the first few months of the new year, and continue the good work started before the holidays. The results in the way of sales will be surprising and gratifying, to say the least.

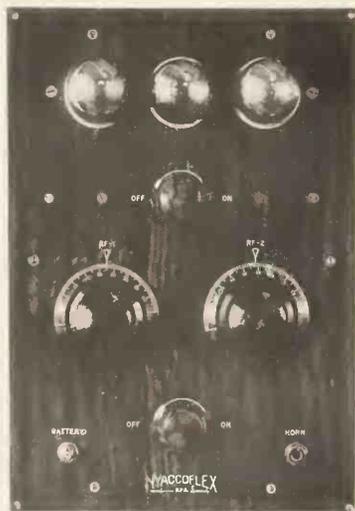
Repeat Business From Holiday Buyers

In addition to new business, during the next few months dealers will do well to consider the possibilities of securing repeat business from holiday customers. Where talking machines have been sold it is a simple enough matter to interest the new owners in records; radio offers other possibilities, as does the other merchandise usually handled by talking machine dealers. At any rate, dealers who realize the value of follow-up in the case of these patrons and then act to exploit the field will have no cause to regret their effort.

Hammer Away to Boost Sales

The possibilities are endless and there is no necessity of going into further detail. Suffice to point out that 1925 should result in eminently satisfactory sales volumes for dealers who utilize intelligent promotion methods and keep hammering away in one continuous twelve-months' sales drive. Regardless of general economic conditions the retailers who go after sales the hardest and use gray matter in the process will get the bulk of business. This is not an idle statement but is based on the records of successful talking machine retailers in past years.

NYACCOFLEX
R. P. 3.



Radio Panel for Console Phonographs

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

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

NYACCO radio reflex receivers, R. P. 1 and R. 2, combine the best features of the most powerful present-day circuits; two tubes do the work of five. Cuts battery cost 60 per cent. OPERATES A LOUD SPEAKER. Gets distance, volume, is selective, and can be logged.



Dealers—write your jobber for details or address

New York Album & Card Co., Inc.

New York: 23-25 Lispenard Street

Chicago: 415-417 S. Jefferson Street



Victrola No. S 215 (Special), \$160
Mahogany, oak or walnut

You can quickly equip a Victrola with whatever radio set you prefer

The four Victrola models shown here are specially designed to provide for the installation of radio equipment. Practically all Victrola instruments can be adapted to radio installation with ease.

Such a combination is the best possible solution of the dealer's radio problem, for it enables him to furnish the Victrola with the radio set the customer prefers, and permits him to handle the radio sets he prefers.

The radio equipment may be placed under the left lid which raises, exposing a removable panel. A panel extending across the entire rear of the instrument is also removable, revealing ample space for radio apparatus.

In the present state of radio reception, experimentation holds a large part of the radio owner's interest. The Victrola-Radio combination has absolute flexibility, does not restrict the "radio-fan" to any one set even after it is installed, and allows him plenty of opportunity for changes in, and additions to, his set.



Victrola No. S 405 (Special)
Walnut, \$265; electric, \$305

Victrola No. S 400 (Special)
Mahogany, \$265; electric, \$305

Victrola No. S 410 (Special)
Mahogany, \$315; electric, \$355

Real Victrolas are marked Victrola



Victrola

Victor Talking Machine Company, Camden, N. J.

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

THE
FAVORITE
MASTER ADAPTER FOR
EDISON

To Play Lateral Cut Records



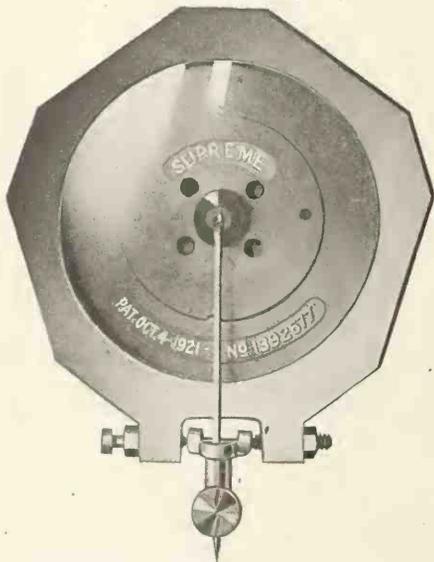
ATTACHMENT

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

PRICES:

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

Special Prices to Quantity Buyers



FAVORITE MFG. CO.

C. KRONENBERGER, Pres.

105 East 12th Street, New York

Telephone Stuyvesant 1666

**Death of Samuel S. Schiff
of Vitanola Co. Regretted**

Vice-President of Vitanola Co. Was Pioneer in Talking Machine Industry of West—Kindly Manner and Congenial Personality Had Won Hosts of Friends Throughout the Trade

The music trade will learn with deep regret of the death of Samuel S. Schiff, vice-president of the Vitanola Talking Machine Co., of Chicago, Ill., which occurred at the West End Hospital in that city on Saturday, December 27, as a result of an operation, and after an illness of several weeks.

Mr. Schiff was born in Chicago, on February 22, 1881, and spent his entire life in the city of his birth. He was educated in the city schools, and in his youth entered the furniture business. In 1915, with his brother, M. C. Schiff, he organized the Vitanola Talking Machine Co., and has been one of its officers from the outset. Offices were opened on South Wabash avenue, and factories established both in Chicago and Saginaw, Mich.

He was a pioneer in phonograph manufacture in the West, being one of the first to open a factory in Chicago, and he rapidly rose to a position of national prominence in the trade. He was a man of poise and great reserve force which enabled him to hold firm the helm of his organization in times perilous to the industry. His abiding faith was a strong factor in holding the firm intact during the post-war slump in 1919, and building it up during the succeeding years to the prominent rank which it now holds.

While he was principally concerned with the development of sales and distribution, he took a vital interest in the factory at Saginaw and spent considerable time there. He did much toward improving the artistry as well as the acoustic properties of his instruments. His kindly manner and congenial personality won for him a host of friends both in the trade and in other fields of endeavor.

Believing service to be the true foundation of all business, he placed its spirit in his everyday work, and his efforts in the interest of both customer and employe won for him their confidence and respect. That he placed his belief in actual practice is reflected in some measure by the flood of messages of sympathy and condolence which poured in upon both the bereaved family and the executives of his firm.

The funeral services were held at Piser Chapel, 4934 Broadway, and were attended by many friends, including a large number of members of the talking machine trade. Services



The Late Samuel S. Schiff were conducted by Rabbi Joseph Stolz, and interment was at Rose Hill cemetery. The deceased is survived by his widow, four children, and his brother, M. C. Schiff.

**Daniel DesFolde Busy
in New Columbia Post**

Daniel DesFolde, who, as announced in the December issue of The World, has been appointed sales manager of the foreign record department of the Columbia Phonograph Co., Inc., assumed his new duties the first of the year, and is already working in close co-operation with the Columbia organization in developing this important branch of the business. Mr. DesFolde is ideally qualified for his new work, for his previous experience in the Columbia Co. consisted exclusively of specialization in the sale of foreign-language records. He was associated with the Columbia Co.'s Cleveland branch for a number of years, and for his excellent work in the foreign-language record division he well deserved the promotion which he received.

Immediate Service!

MAIL or telephone orders sent to Greater City are shipped the same day as received.

This is but one example of the Greater Service Greater City can give you on

Freed-Eisemann

Crosley Sonora
Balkite Freshman
Ray-o-vac Philco

Cunningham Tubes

and other standard phonograph and radio products.

It's Greater City for Greater Service!

GREATER CITY
Phonograph Co.,
INCORPORATED
234 West 39th Street
NEW YORK

Fitzroy
1446
1447
1448

Victor supremacy is the supremacy of performance



Victrola IX, \$75
Mahogany or oak



Victrola VI, \$35
Mahogany or oak

Victor history is one continuous series of great musical achievements. Each successive accomplishment marking another step forward in the progress of dealers in Victor products.



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



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



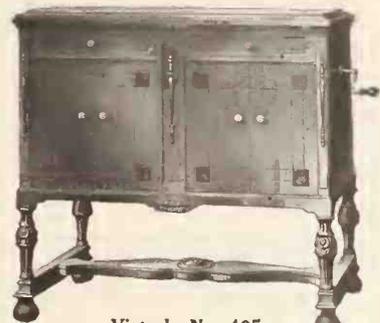
Victrola No. 215
\$150

Mahogany, oak or walnut

Victrola No. S 215 (Special) \$160
Specially designed to accommodate any radio receiving set



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



Victrola No. 405

Walnut, \$250; electric, \$290

Victrola No. S 405 (Special)

Walnut, \$265; electric, \$305

Specially designed to accommodate any radio receiving set

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



"HIS MASTER'S VOICE"

Victrola

TRADE MARK

REG. U.S. PAT. OFF.

Victor Talking Machine Company, Camden, N. J.

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

Clinton's Ads Strike Public's Funnybone

Experience of Live Hartford, Conn., Dealer Shows the Vital Need and Effectiveness of Originality in Selling Through Advertising

These are days of keen competition in the talking machine field and every live merchant is striving to do the greatest possible volume of business in his territory. Of the various means of sales promotion advertising is probably of outstanding importance. This, briefly,

"SAY BILL"
"DON'T MAKE A MISTAKE —"
GO DIRECT TO CLINTON'S
227 ASYLUM ST

PIANOS AND VIOLINS



Daily Newspaper Reader

is the opinion expressed by N. C. Strouse, manager of the A. B. Clinton Co., which operates stores in Hartford and New Haven, Conn. "The right kind of advertising, properly placed and the liberal use of white space, is the best and most consistent business getter," according to this live executive, and he speaks with authority, for he has been in charge of the Hartford store since its opening nine years ago, and his original methods of publicity and sales promotion have been an important factor in the success of the establishment.

Get Away From Stereotyped Copy

In the fight for business the dealer who uses the most effective, eye-arresting, interesting and original publicity will undoubtedly get the best results. The usual stereotyped style of copy, which is so much the same as that which has gone before and has nothing distinctive to make it stand out from the other publicity in the newspapers, etc., does not merit, nor will it receive, any special attention from newspaper readers. On the other hand, the unusual always stands out and because of its very difference it is bound to make the reader sit up and take notice. This has been the experience of the A. B. Clinton Co. over a period of a number of years.

Herewith are reproduced three of the strikingly original cartoon advertisements which this concern is finding a paying advertising investment. The space occupied by these advertisements is from two to six inches, but the results are proving better than where considerably larger space is used in connection with the ordinary type of copy. This publicity is run both

in newspapers and theatre programs, and so wide is the attention which it attracts, according to Mr. Strouse, that when the company discontinued its use for a time many people visited the store to ask why the cartoon advertising had been dropped. Other merchants in Hartford realize the pulling power of these "cartoons," and one of the leading retail clothing houses approached Mr. Strouse with the request that he prepare an advertisement for them.

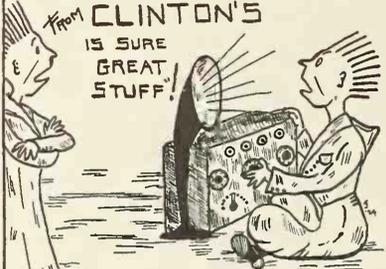
There is rather an interesting story in connection with the manner in which this advertising originated and it also shows in a concrete manner how effective it is. During the war there was a shortage of needles. The needle

comparatively little expense is through the classified columns of the local newspapers. The A. B. Clinton Co. is finding this a most effective method of stimulating sales. People who are looking for bargains invariably turn to the classified section of the newspaper. And this is one kind of advertising where the dealer can get a fairly accurate check on results. The same rules regarding originality hold good here, because as in all other publicity that which stands out above the mass and first attracts attention is bound to be read.

The Mass Appeal

It goes without saying that the advertising which reaches the greatest number of potential customers is the most productive of actual sales, provided, of course, the advertisement is read. A newspaper may have a circulation of many thousands and the dealer may utilize large space and still get less satisfactory returns than the dealer who advertises in a medium with a smaller number of readers but whose copy is striking enough so that it is read. It is a wise dealer who strives for effective advertising. Merely throwing a cut and announcement, together with the name of the company, into the paper and calling it an advertisement is an excellent way for the dealer to waste his advertising appropriation. It takes time, experience and imagination to prepare a sales producing and imagination to prepare a sales-producing requisites had better secure the services of some one who has them. It is cheaper in the long

"SAY BILL"
"THIS HERE RADIO WE GOT FROM CLINTON'S IS SURE GREAT STUFF!"



"I JUST HAD HONOLULU AN' THE DAMES ARE OUT ON THE BEACH AT WAIKIKI! LET'S GO!"

CLINTON'S
227 ASYLUM ST

Radio Ad in Theatre Program

stocks of music stores were depleted and it was almost impossible to replenish them. However, Mr. Strouse finally managed to secure a fair supply and in order to make the fact known to talking machine owners he decided to run some special advertising. He sketches very well and, accordingly, he tried his powers in preparing an advertisement which would attract instant attention. The first cartoon advertisement was the result. It pictured a sailor with cupped hands filled to overflowing with needles. The heading of the advertisement, "Say, Bill," was the same as it is now. The entire stock of needles was sold as a result.

Classified Ads as Sales Pullers

Another method of reaching the public at

"SAY BILL"
"WE JUST GOT TO GET A

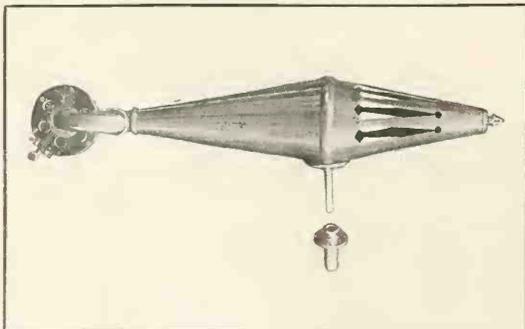
PLAYERPIANO AND CLINTON'S IS THE PLACE TO GET IT. COME ON, LET'S GO!"



CLINTON'S
227 ASYLUM ST

Another of the Cartoon Ads

run, for, after all, it is better to spend money and actually secure business than to spend without any returns.



HERE IT IS!

The last word in Phonographs. The Minnelli Tone Arm, a new invention that revolutionizes the entire industry.

The Minnelli Tone Arm can be placed on any kind of machine, either small or large. The Minnelli Tone Arm can also be placed on a table, writing desk, or any place that you wish, for it has a motor to turn the records. After placing the Minnelli Tone Arm you can obtain the best and the softest tone you have ever heard. Better information can be obtained by writing. We are interested in both dealers and manufacturers.

Complete samples will be sent to any part of the United States for \$10.00.

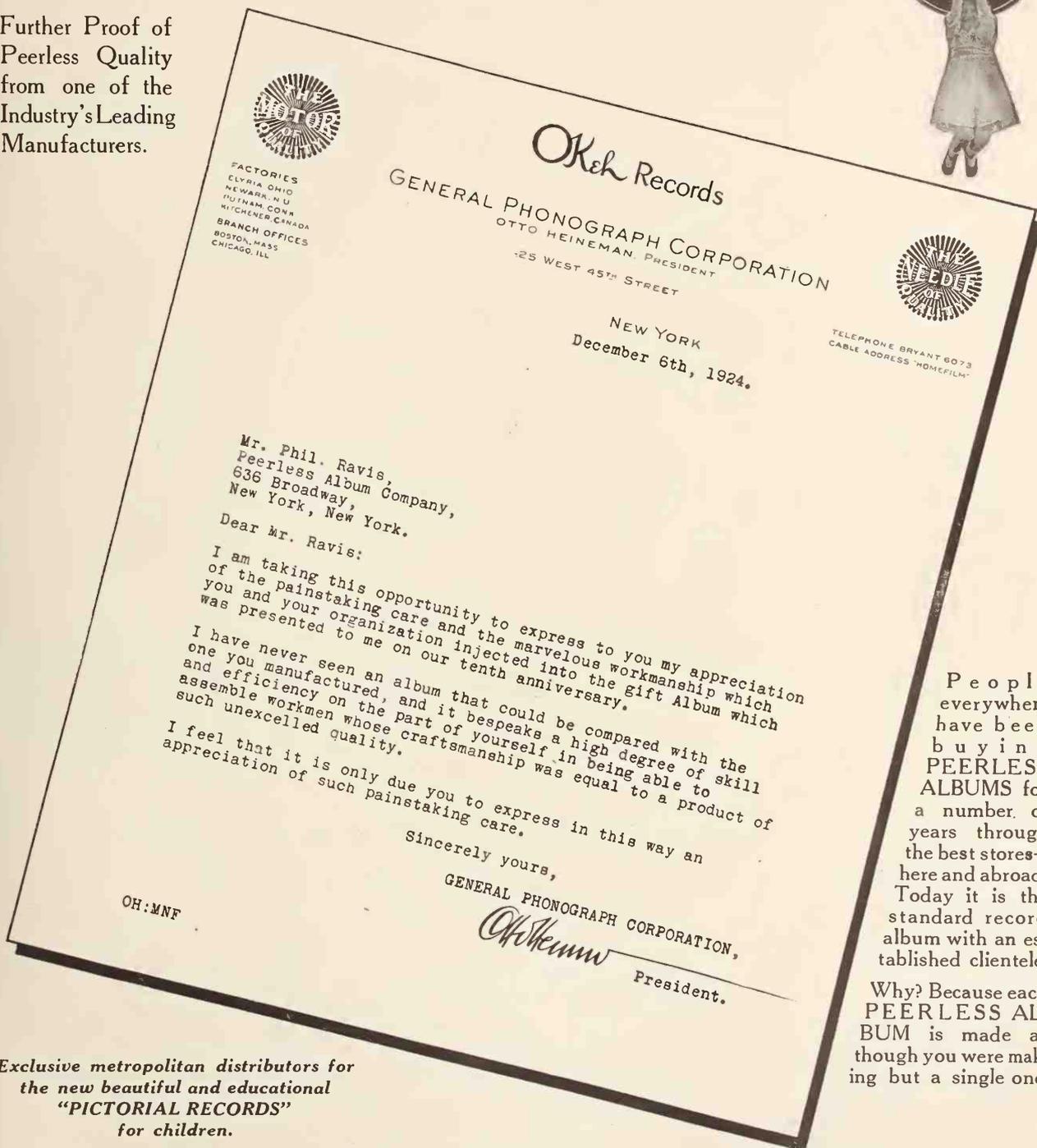
MINNELLI PHONOGRAPH CO., Inc.

Pittston, Pa.

PEERLESS ALBUMS ARE THE WORK of Artists and Craftsmen



Further Proof of Peerless Quality from one of the Industry's Leading Manufacturers.



FACTORIES
 ELYRIA, OHIO
 NEWARK, N. J.
 HUNTERDON, N. J.
 KITCHENER, CANADA
BRANCH OFFICES
 BOSTON, MASS.
 CHICAGO, ILL.

Okeh Records
 GENERAL PHONOGRAPH CORPORATION
 OTTO HEINEMAN, PRESIDENT
 25 WEST 45TH STREET
 NEW YORK



TELEPHONE BRYANT 6073
 CABLE ADDRESS 'HOMEFILM'

December 6th, 1924.

Mr. Phil. Ravis,
 Peerless Album Company,
 636 Broadway,
 New York, New York.

Dear Mr. Ravis:

I am taking this opportunity to express to you my appreciation of the painstaking care and the marvelous workmanship which you and your organization injected into the gift Album which was presented to me on our tenth anniversary.

I have never seen an album that could be compared with the one you manufactured, and it bespeaks a high degree of skill and efficiency on the part of yourself in being able to assemble workmen whose craftsmanship was equal to a product of such unexcelled quality.

I feel that it is only due you to express in this way an appreciation of such painstaking care.

Sincerely yours,
 GENERAL PHONOGRAPH CORPORATION,
Otto Heineman
 President.

OH:MNF

People everywhere have been buying PEERLESS ALBUMS for a number of years through the best stores—here and abroad. Today it is the standard record album with an established clientele.

Why? Because each PEERLESS ALBUM is made as though you were making but a single one.

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

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

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

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



(Registered in the U. S. Patent Office)

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

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

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

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

NEW YORK, JANUARY 15, 1925

The Trade Outlook at Opening of New Year

IT is obviously too early to cash in on the optimistic prophecies prevalent for 1925, inasmuch as post-holiday business does not offer any sort of an accurate guide as to what the New Year holds in store so far as retail trade is concerned. However, there are certain fundamental conditions that may be accepted as indicating the trade trend, such as character of retail stocks, volume of orders for early delivery and other factors that emphasize concretely the assurance of trade in the future.

In the first place, those inventories that have been taken immediately after the first of the year show that the majority of stocks are in a healthy condition, though there has been an increase in inventories on certain records. To find a stock of standard make machines that is top heavy, however, is somewhat of a rarity, not, perhaps, because buying was particularly strong, but because dealers have shown an inclination to sail pretty close to the wind for the past few months, placing orders only in small quantities as warranted by demand, and forcing wholesalers and manufacturers to "hold the bag," so to speak, insofar as surplus and reserve stocks were concerned.

Although the hand-to-mouth buying by certain retailers caused considerable trouble and worry to the wholesale trade in the past, the practice has at least had the advantage of keeping stocks down to bed rock and insuring a steady run of orders, even though they be moderate, during the months to come.

Some manufacturers have announced production programs for the year that call for a material increase in output, while others, and they are in the majority, are working along on a normal basis and postponing any definite plans for expansion or contraction of factory activity until their distributors, wholesale and retail, have had a chance to cast up accounts, complete inventories and make some adequate estimate regarding their requirements or anticipated requirements.

This course of watchful waiting is not to be accepted as an indication of pessimism, but rather a movement calculated to protect the market so far as possible from surplus or shortage regardless of what may develop during the twelve months. Certain it is that in the plans of the talking machine factories radio and its

appeal is being taken into full consideration, which will have a bearing upon the types of instruments that are produced and offered to the trade.

Even at this early date there has been observed one good sign and that is that the demands upon the wholesalers did not cease abruptly with the passing of Christmas or a few days before, but have kept up surprisingly well to date. This in itself testifies to the fact that although holiday business may not have broken records, it at least served to deplete many retail stocks to a satisfying degree, making replenishment necessary. Likewise, there is reported in the retail trade a continuation of buying by the public, a factor that is deserving of considerable thought in view of the growing practice of various corporations and companies of paying bonuses to employees on the first of the year or just before.

For those dealers who have successfully combined the handling of radio and talking machines, and they are legion, the present year seems to hold great promise in view of recent and anticipated developments in the field of broadcasting, to say nothing of the continued stabilization of radio receiving sets to a point where they may be handled with confidence and assurance. The radio and talking machine trades are steadily being brought into closer association, which appears to be natural. With the talking machine record artists lending strength to radio programs and those programs in turn serving to popularize the artists and the records they make, the future seems full of rare possibilities.

Putting Noted Record Artists "On the Air"

DURING the past few months there has developed a most interesting situation in the relationship of the talking machine and radio through arrangements made by various prominent record companies to have their internationally famous operatic and concert recording artists broadcast through various radio stations. The work in most cases in the field of popular music has developed considerably beyond the experimental stage, with the result that the companies are continuing broadcasting for the actual results obtained.

The first highly ambitious broadcasting programs by operatic record artists were those inaugurated some weeks ago by the Brunswick-Balke-Collender Co., whereby prominent Brunswick artists of the operatic, concert and even more popular types have given, each week, through station WJZ, New York, in association with several other stations operated by or in co-operation with the Radio Corporation of America what is programmed as "The Brunswick Hour of Music." In this work the Brunswick Co. enjoys a double opportunity, first in popularizing its greatest artists and its records, and secondly in developing a greater interest in the Brunswick-Radiola for receiving the broadcast programs.

Shortly before the close of the year much publicity was given in the daily press to the announcement by the Victor Talking Machine Co. that it would, on January 1, begin a series of bi-weekly broadcasting concerts through station WEA, New York, in association with broadcasting stations in Pittsburgh, Buffalo, Washington, Boston, and other cities under the control of the American Telephone and Telegraph Co.

The Victor Co. did not commit itself to any definite contract in the broadcasting of its artists, but frankly admitted that the first concert would be given in the nature of an experiment and continuance would depend upon the results obtained.

While definite data are not procurable at this writing, it is an unquestioned fact that the public is, and has been, interested deeply in the broadcasting of good music and the appearance of famous artists before the microphone, resulting in a marked stimulation in the demand for records by the artists who have broadcast.

Indeed, the experiences of the companies mentioned and of the other record companies who have used radio during the past year indicate the possibilities of making the radio a direct ally of the talking machine business. It is an admitted fact that radio manufacturers find the talking machine trade affording a most desirable retail outlet for their product, dealers having the store equipment and experience necessary for handling receivers on a sound, legitimate basis. With the talking machine recording artists to lend attractiveness to radio programs and at the same time popularize their own products, the combination would seem to be completed.

It is significant that the attitude of the entire trade towards

radio appears to have undergone a complete change. At the outset radio was regarded by some more or less in the light of a bugbear threatening the existence of the talking machine industry. Then as things progressed it was found out that radio receivers and talking machines combined very acceptably from the merchandising angle. Now radio is accepted as a means for popularizing records and record artists, while at the same time increasing its appeal through the presentation of those artists.

Developments have come, and are coming so thick and fast that it is difficult to prophesy just what the coming months will bring forth, but it is safe enough to assert that the affiliation of these two music-producing and music-disseminating interests will become closer as time goes on.

Establish a Code of Retail Ethics

“NO names of makes of used phonographs and used pianos shall be advertised except those regularly handled by a dealer.” This is paragraph number one of a code of retail ethics adopted by music merchants of Los Angeles, Cal., at the instance of Ferris R. Miller, manager of the Better Business Bureau of that city. This is good common sense and is regarded as such by every dealer who has the interests of his business at heart and who seeks to maintain the confidence of the public in that business. Yet how little has been done heretofore to crystallize that opinion into a direct and binding agreement.

This code of ethics of Los Angeles bars the expression “and up” in advertising where such advertising shows a price range, and provides that all comparative prices and values in advertising shall be completely eliminated, including such expressions as “half price,” “third off,” “worth double,” etc. Both rules lived up to will naturally place the business on a higher plane.

This idea of a code of ethics bound by either verbal or signed agreement is not in any sense new, for various local associations have endeavored at various times to put similar rules into effect, with the result that the rules were obeyed by most of the members but disobeyed to their own advantage by outsiders. If the Los Angeles plan works out and it has the force of the Better Business Bureau behind it—then it might be well for groups of dealers in

other cities to frame a similar code and make for better business conditions.

It is to be remembered that at this time conditions are such that talking machine dealers are not alone competing within their own ranks, but are competing more strongly with those in other lines of business, ranging from radio to the vacuum cleaner dealers. When some standard of ethics fair to all hands can be agreed upon and observed, then it leaves the dealer free to combat that outside competition without the necessity of watching the fellow dealer in his own line, who should be lined up with him in the fight instead of being ready to attack him from behind.

Great Publicity for Talking Machine Industry

THE broadcasting of the voices and art of celebrated operatic and concert artists by two of the leading talking machine companies has aroused a discussion which is raging fast and furious in the daily papers, and out of it all has come some great publicity for the talking machine and artists who sing for it. Naturally the “fans” have been enthusiastic over the opportunity of hearing nationally known operatic and concert artists over the radio, while the theatrical and concert managers appear to see in the new types of radio programs in which distinguished artists figure a menace to their respective businesses.

That this excitement will calm down after a while is inevitable. Then everyone concerned will be able to get a fair perspective of the situation. People are apt to draw hasty conclusions at the introduction of new ideas in any line of business.

IT might be well for members of the talking machine trade, individually and through such organizations as exist in the industry, to keep in touch with what is being done in Washington to bring about a simplification of business practice and to provide definite and authoritative information regarding business methods and procedures calculated to steer the retailer, as well as the manufacturer, away from many pitfalls.

During the past few months the department has paid particular attention to the problems of the retail dealer and has issued an interesting series of reports calculated to help dealers.



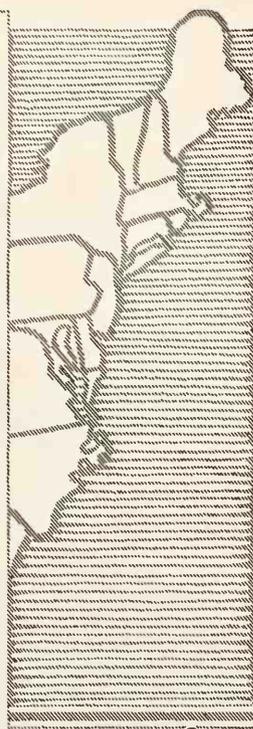
Sherman, Clay & Co.

*Victor Distributors
on the Pacific Coast*

*Victrolas Victor Records
Victor Accessories*

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

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



5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

How H. Batterman Co. Went "Over the Top"

Widespread Canvassing Based on the "Advance Man" Idea and Public Demonstrations Helped to Build \$375,000 Year's Business

While some dealers sit back in their easy chairs and mourn over the lack of business, other more aggressive retailers are out in the field "digging" for sales. If the latter type of merchant is successful in overcoming the obstacles in the way of business, especially during such a year as has just come to a close, there is much of value regarding policies and sales promotion which is worth passing along to the trade. F. J. Ennis, manager of the talking machine department of the H. Batterman Co., Brooklyn, N. Y., is just this kind of merchandiser, as evidenced by the fact that during the twelve months of 1924 he succeeded in bringing the sales volume of his department to the tremendous figure of \$375,000, of which \$250,000 represented talking machine business and \$125,000 radio sales.

The Answer to Big Sales Volume

Salesmen of the intelligent and aggressive type, canvassing which was both thorough and unusual, and advertising are the three reasons for the success achieved by Mr. Ennis in his consistent drive for business. Each man connected with the Batterman talking machine and radio sales organization is selected for his ability, determination and personality. Without these requisites the chances of getting maximum results per salesman are almost impossible. The right men on the sales staff spell the difference between success and failure. It is the salesmen and women who go out and actually make the sales, and no matter how well defined and carefully planned is the sales campaign it will not succeed unless the plans are executed intelligently and effectively.

Canvassing and Closing

Canvassing throughout the city in which is located the Batterman store and within a territory covering a fifty-mile radius has been responsible to a large extent for the unusual volume of business enjoyed by this concern during a year when many dealers were doing practically nothing. The Batterman department, under the direction of Mr. Ennis, works the canvassing game differently than most dealers. In the first place, a large crew of salesmen is

employed to cover the territory in trucks. A new twist was given to canvassing last year when Mr. Ennis sent an advance man into the territory through which he planned to send his canvassers. This man was in reality a press agent who announced through newspaper advertising, posters, etc., the date on which a public demonstration of talking machines and radio receiving sets

When a retailer does a business in talking machines of \$250,000 and in addition enjoys a radio sales volume in the neighborhood of \$125,000 in a dull year, which was the achievement of the H. Batterman Co., of Brooklyn, N. Y., in the year which has come to a close, there are sound merchandising reasons for it. How F. J. Ennis, manager of the Batterman department, succeeded in piling up this tremendous volume of business is an interesting and instructive story. His methods are worthy of analysis and emulation by the trade.

would be held. This man also made arrangements for a hall, store or other place suitable for the event. So effective did this advance advertising prove that invariably on the evening of the demonstration hundreds of people came from the various towns in the vicinity and many sales were closed on the spot. On the day following the crew of salesmen visited the town in which the demonstration had been held, as well as all of the communities surrounding it. These men found little difficulty in closing sales among those who had shown their interest the evening before. The good old-fashioned house-to-house canvassing also played an important part in swelling the sales volume.

Advertising Which Sells

The business-getting campaign of the Batterman store is rounded out by widespread advertising in the local newspapers, as well as newspapers in surrounding towns, so that the message of the talking machine and the advantages of doing business with such a large, well-established concern as Batterman's consistently

reaches thousands of homes. There are two reasons for the success of this publicity, according to Mr. Ennis. The first, regularity of advertising and, second, every ad is a "salesman" in that it sets forth the quality of the products, prices, terms and makes it easy for those interested to have a demonstration. The coupon is used with good effect in the newspaper advertising. This coupon is for those who are interested in a talking machine or radio outfit and who desire further information. As soon as possible after the receipt of one of these coupons torn from one of the Batterman ads by an interested prospect the name is turned over to a salesman for follow-up.

Aside from these mediums for stimulating business Mr. Ennis utilizes all the usual methods which have proved effective. Window displays frequently are devoted to the talking machine, records and radio receivers and the record department occupies the main floor of the store and the latest popular selections are played all day long. As an example of trying every possible method to increase the efficiency of the sales organization, a recent experience of Mr. Ennis's might be interesting. Several of the outside men had complained that in some homes it was impossible to gain the attention of the housewife to interest her in the purchase of an instrument. Feeling that in cases of this kind a woman would secure results, he immediately added an experienced saleswoman to his staff of outside workers. The wisdom of this move soon became apparent. The saleswoman easily established contact with prospects whom the salesman had found impossible to approach, thus providing another means of swelling sales.

Noted Artists Close Tone Test Campaign in Maine

Miss Spencer and Lucille Collette Co-operate With Edison Dealers—Good Results Secured

Miss Elizabeth Spencer and Lucille Collette, Edison artists, have just completed a tone-test tour of Maine, giving recitals in the following cities in conjunction with some of the local dealers: S. B. Emery Co., Sanford; R. A. Wing Co., Livermore Falls; J. N. & I. J. Smith, Skowhegan; Otis Skinner Opt. Co., Waterville; H. F. Twombly Co., Augusta, and W. J. Wheeler Co., South Paris. The interestingly arranged programs, prepared for the tone-tests by these artists, were enjoyed by over 7,000 people in Maine, and very satisfactory business results have been reported by the dealers who co-operated in this campaign.

Finance Plan Pleases

The Brunswick-Balke-Collender Co. has received a large number of letters from dealers expressing a great deal of satisfaction regarding the special financing facilities opened to Brunswick dealers through the Brunswick-Commercial Investment Trust, Inc.

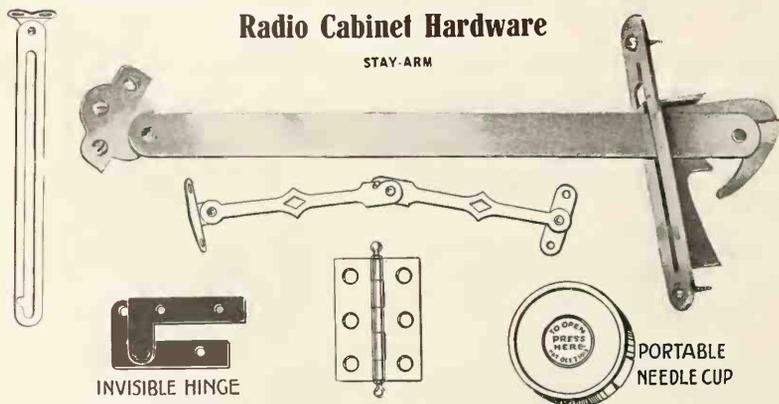
Cabinet Company Chartered

The Cortlandt Cabinet Co., New York, was recently incorporated at Albany, with a capital stock of \$5,000 to manufacture phonograph and radio cabinets. The incorporators are J. Rothstein, M. and A. Greenberg.

The DeForest Phonofilm Corp., New York, recently increased its capital from \$5,500,000 to \$22,000,000.

FULL LINE of HARDWARE

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

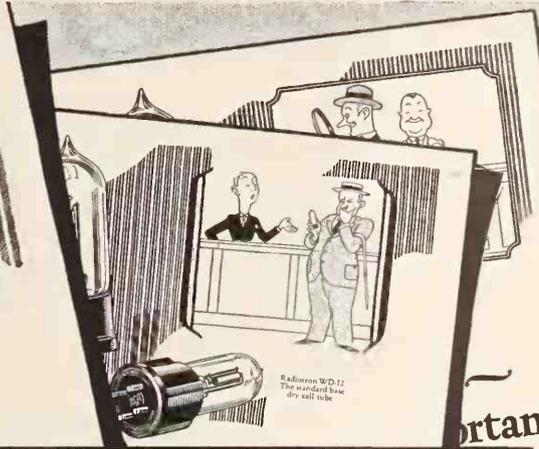
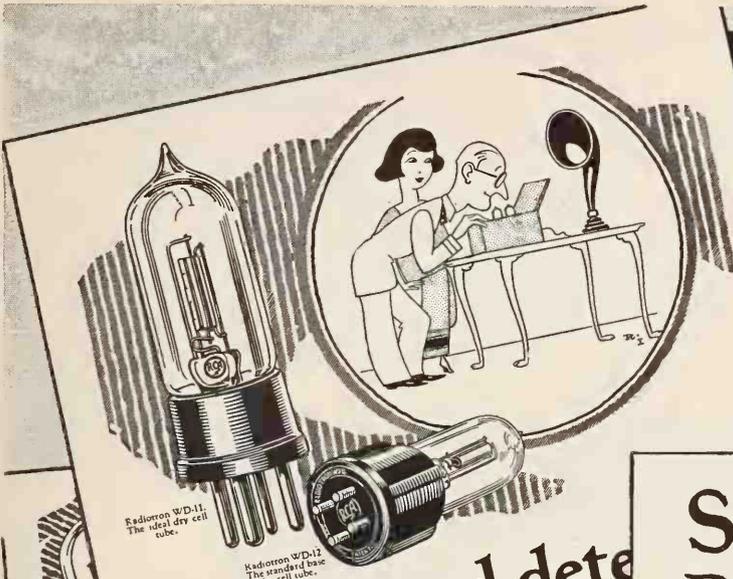


We have been catering to the hardware needs of the talking machine and radio industries for a number of years. Consequently we are in a position to give attention and service of the highest calibre.

H. A. GUDEN CO., Inc.

227 CANAL STREET

NEW YORK, N. Y.



Get a good detector

For a good detector—a Radiotron which one? What will the WD-11 do as detector? These are the different bases. First—they are signals—superlatively sensitive, performance shows in those sets. Second, they are good "os is important in regenerative c they are quiet in operation noises to the music, or speech and WD-12 are famous as— frequency amplifiers—too—and the hundreds of thousands of that are in use today. The ception—over big distances

Radiotron WD-12 has a standard navy-type base. Use it to change your set to dry battery operation. Ask your dealer today.

Radio Corporation of America
Sales Office
10 So. La Salle St., Chicago, Ill.

233 Broadway, New York



This symbol of quality is your protection

Radiot
REG. U. S. PAT. OFF.

All Radiotrons reduced to...

It isn't a genuine unless it's a Radiot
It isn't a genuine unless it's a Radiot



This symbol of quality is your protection

Radiotron
REG. U. S. PAT. OFF.

...in manufacture means standard production. And look for the marking.



This symbol of quality is your protection

Radio Corporation of America
Sales Offices:
233 Broadway, New York 10 So. La Salle St., Chicago, Ill. 433 California St., San Francisco, Cal.
Radiotron
REG. U. S. PAT. OFF.

Sell *genuine* Radiotrons. Call attention to the name and the RCA mark. The tube you sell is the quality standard your public judges you by. Sell *genuine* Radiotrons only.

These Radiotron ads run monthly in the radio fan papers—and continuously in the newspapers of ten important cities. Many dealers clip them and paste them in their windows. They get attention! Watch for the Radiotron ad in the January 24th issue of the Saturday Evening Post.

RADIO CORPORATION OF AMERICA

Sales Offices:

233 Broadway, New York 10 So. La Salle Street, Chicago, Ill. 28 Geary Street, San Francisco, Cal.



This symbol of quality is your protection

Radiotron
REG. U. S. PAT. OFF.



This symbol of quality is your protection

Right Lights Make Salesmen of Windows

Kenneth Curtis, of Curtis Lighting, Inc., Describes the Various Window Lighting Effects and How Lights Make or Break a Display

All advertising has for its purpose attracting the attention, holding the attention, creating mental pictures and, finally, inspiring the desire for possession. The success with which this purpose is accomplished is determined by the "make-up" of the advertisement, whether a printed one or a window display.

Something unusual, beautiful or interesting is bound to attract attention, but when the interest is to be held there must be some few things brought out to catch the eye and lead the interest on from one point to another. In printed advertisements paragraphs, italics and different sizes of type are used to bring out the important points that will create the mental pictures. In show windows the interest must be sustained in a different way and we use light as the means of showing the importance of the various articles on display.

How Lights in Windows Attract

If everything in the window is lighted to the same intensity the effect is just the same as a column of newsprint without any headlines or italics. This does not mean that we may not be interested in it, but that our eye will not be attracted to it as easily, and if we are in a hurry we will pass it by without notice. To put in the "headlines" we use a spot light and the eyes are turned at once to the center of attraction that has been pointed out by the finger of light.

Use of Colored Lights

Another means of attracting attention is through the use of color. We all look at the colored picture advertisements in the magazines because they contrast with the black and white and because we all like color, and are instinctively drawn to it. This is why we use colored light in show windows; it makes the window different from all its neighbors and at the same time pleases the eye.

Colors are also used because they convey ideas better than black and white. For instance, we associate red and green with Christmas, orange and black with Halloween, green with St. Patrick's Day, etc. Then, too, we think of bright colors, red and yellow, when we think of warmth, gaiety and happiness; blue when we think of snow and ice; green, as the color of Spring with its sunshine and flowers; colors in this way create the background for our ideas and consequently reinforce them.

This is an important point for the man responsible for the window displays to keep in mind. Color helps in getting attention, and then aids in holding it because it puts the mind of the observer in harmony with the ideas conveyed through the display.

In this, as in many other respects, the show window can be compared to the stage on which the merchant places his goods to sell themselves. No matter how fine their quality may be, they can not be appreciated unless they are put in the right settings and the "stars" are made as conspicuous as they should be by spot-lighting.

It is a good thing to get people in the habit

of looking at your windows. This requires frequent changes and perhaps a little more expense of time, thought and money, but it keeps your sales up all the year round. The display equipment need not be elaborate, but it should be adaptable for procuring a variety of effects. This is one reason why an investment in good lighting equipment will yield bountiful returns. Good equipment lasts for years, and through the variety of effects that can be produced a great

displays that need a strong light in the lower portion of the window. Some very attractive displays have been arranged by using footlights and a single floodlight from above. These footlights can be obtained in short sections, and are concealed by a metal housing that is inconspicuous and durable.

Strong Displays in Small Windows

To show the possibilities of a small window, the display of the radio equipment of the Curtis-



How Proper Lighting Makes Curtis-Leger Co. Display Stand Out

saving can be made on the backgrounds because the same background may be used many times but merely "painting" it with light.

Necessary Window Lighting Equipment

Window lighting equipment should consist of silvered glass reflectors spaced closely enough together and supplied with lamps of sufficient wattage to flood the window with a high intensity of clear light at all times. With but small additional cost these units may be fitted with gelatine color screens of red, blue, green and amber, for color lighting. The screens can be inserted in a metal frame without any inconvenience and the effects can be changed as frequently as the remainder of the display. By using alternate colors, such as yellow and blue, blended light of a different color may be produced.

It has been found that, for the same amount of current consumed, color lighting is 40 per cent more attractive than clear white light.

A spotlight or a window flood light with a "center spot beam" is another piece of valuable window lighting equipment that is indispensable now. In large show windows two or more of these may be used to advantage. These floodlights may also be fitted with color screens so that colored light may be thrown onto a clear light background as well as a clear spot on a color lighted background. The holders for these units are adjustable to any angle and can be placed at any position in the window.

Footlights are also indispensable for some

figures and the radio set on the table between them made the radio the center of attention. But the attention was not held on this point alone. The dog was another object of human interest and the attention was led on a little farther to take in another receiving set that showed the internal mechanism. On the opposite side of the window a third center of interest was built around the Christmas tree and the little boy who looked into it with admiration. No spotlight was directed onto the Christmas tree because the tinsel caught the light and reflected it back in sparkling brilliancy.

Although this window is smaller than the ordinary, it attracted the crowds because it showed something of universal interest in an unusual and beautiful setting. The colored light and the lifelike dolls made the window different from any along the street and the display seemed to reach out into the street with a magnetic appeal for blocks around.

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Victor Foreign Release

The Victor foreign language record releases for the month of January include recordings in the following tongues: Italian, Hebrew and Yiddish, Arabian, Bohemian, Croatian, Finnish, French-Canadian, Greek, Lithuanian, Polish, Portuguese, Serbian, Slovak, Swedish, Ukrainian, German and Mexican, including Spanish selections recorded for Mexico.

STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

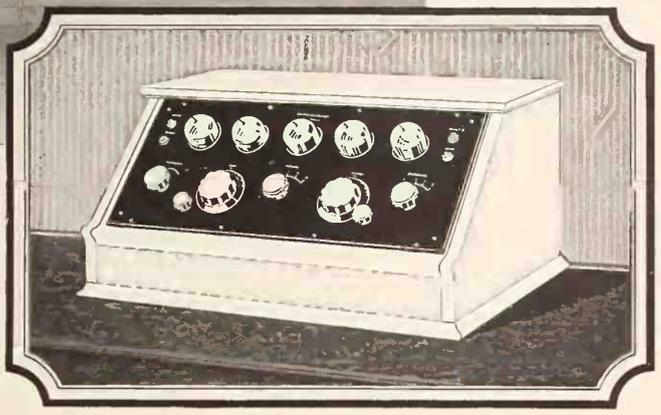
Established 1872

Richmond, Indiana



MODEL XV
 (Using tuned radio frequency)
 A super-selective set that is amazing users with its long range and wonderful ability to bring in distant programs while powerful local stations are broadcasting. Increases the number of stations that can be reached. Simplified tuning on two dials. When the dial setting for a station is once determined, that station always comes in on its own setting. Abundant volume under perfect control. It is non-radiating.

Retail { without accessories } \$142.50
 On the Pacific Coast . \$145.00



Why do Pacific Coast dealers buy Kennedy Receivers in carloads?

HERE'S proof that some prophets are honored in their own land. For years before Kennedy radio equipment became nationally famous, the sunny coast was our home. Every Kennedy model ever made found favor in that keenly contested market.

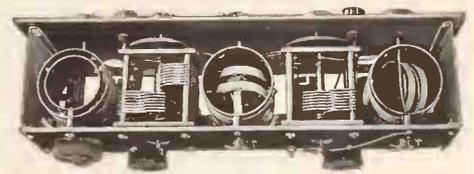
Pacific Coast dealers and public found the Kennedy trademark always guaranteed the most advanced principles of radio engineering. These friends who have known us longest continue to be among our most loyal supporters.

In a sentence, the reason Pacific Coast dealers buy Kennedy receivers in carloads is that *we have never disappointed them*. Kennedy quality has been consistent. Every new development is thoroughly tested out before it goes on sale and any Kennedy model several years old is a salable set today.

Like promissory notes, claims and guarantees are only as good as their backers. It is the year after year reliability of Kennedy equipment that establishes this company as a leader among radio manufacturers. A good company to associate yourself with, for the sets you sell today are making your business reputation for tomorrow.

As it was with motor cars, so it is sure to be with radio receivers. There will be "orphan radios" as there are "orphan cars". Who supports a guarantee and gives service over the years after the manufacturer quits? The solid business standing of the manufacturer is a stronger guarantee than words!

It is a privilege worth having to be known as the Authorized Kennedy Dealer in your locality. Ask us for further information.



INBUILT STURDINESS—Kennedy construction does not follow the beaten path. It strikes out along original engineering lines, giving greater simplicity, fewer parts and complete freedom from loosened parts.

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

KENNEDY



2020-1

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

How Modern Ideas Made Luscher Success

For Twenty Years the Luscher Music Store Barely Held Its Own
and Then in a Brief Period of Five Years It Forged to Success

In the talking machine field there are any number of instances of dealers who, starting their establishments in a small way, in a humble store and with a limited amount of merchandise, through definite policies and consistent effort, have built up organizations which now occupy commanding positions in the community in which they are located. On the other hand for every one of these successes there is a far greater percentage of talking machine stores which, although starting under similar circumstances and facing the same conditions, have either failed to progress and expand, or else have disappeared from the business world entirely.

Just wherein does the difference lie? Are short-sightedness, overcaution, or bad business policies responsible for so many dealers' failures to achieve the position which their competitors have reached? Or does the matter simmer down to unfortunate conditions over which the dealer has no control? An interesting example of how a talking machine retail establishment, founded twenty-five years ago, in the infancy, one might say, of the trade, went along for twenty years on an even keel, remaining practically stationary, and then with the injection of new policies and the infusion of modern ideas expanded rapidly in business volume and size is that of the Luscher Music Store, New York.

A "Standstill" Business

In 1899 M. Luscher established a music store at 2722 Third avenue, carrying a line of phonographs of the old cylinder record type. The store was located in the center of the block, and through clean selling and courteous treatment the store prospered and the first year netted a fair profit. A few years later, with the introduction of the talking machine playing the disc records, the store secured the agency for a line of these instruments. The history of the store for the first year was duplicated practically during the remaining twenty years in which it remained under the management of the founder. No effort was made to expand.

Occasionally advertisements of the concern appeared in the local papers, but no definite advertising campaign was indulged in. No attempt was made to widen the territory served by the establishment and the twenty years passed with no real history of achievement.

Advertising Increases Business

In 1920, upon the death of M. Luscher, two sons, William and Frank, took over the business and in the four years under their manage-

There comes a time in the life of every business, new or old, when no perceptible progress is made. In other words, the business descends to the "standstill" class. Some stores enjoy meteoric progress and reach the pinnacle of success in a brief period. Others drag along from year to year and never expand. The Luscher store was of the latter type for a fifth of a century. Modern merchandising principles and real business-getting ideas pulled the store from the slough and brought success, and although this establishment does a purely neighborhood business the sales volume last year reached the \$65,000 mark. The accompanying article tells just how it was done.

ment the store has progressed rapidly. Within one year the store was moved to a corner location, where the floor space was more than doubled. A dozen demonstration booths were installed and before the year was over an extension had to be built in the rear to provide extra display rooms. The mailing list, which was a negligible factor at the old store, consisted of but a few hundred names. This was increased to some 2,500 more or less regular customers and prospects. The main factor in the growth of the business was a regular advertising policy—the advertising appropriation being increased 300 per cent—which, besides bringing in cash business, increased the outstanding cash on instalment sales more than 600 per cent.

Another factor to which William Luscher attributes a goodly share of the store's success is the proper use of the window display space. Scarce a week goes by but the dress of both of the windows of the store are changed completely. So effective are the displays arranged by Mr. Luscher that several prizes have been awarded to him in competition with hundreds of other dealers. Dealers in all lines in the neighborhood have made a practice of asking Mr. Luscher's opinion when they plan unusual displays.

Does \$65,000 Neighborhood Business

At the present time the store does an average business of \$65,000 a year in straight talking machines. The business is purely a neighborhood one, as the location of the store does not lie in the way of a transient trade. Payments on instalment sales are usually completed within twelve months and in handling collections the establishment follows the policy of having the customers call at the store to make payments. No regular collection system is used, a friendly letter informing the customer of the payment due being sent a few days after the date due being all that is necessary in 99 per cent of the cases.

Records form a good share of the business. Situated in a section where live a large number of foreign-born, the Luscher Music Store has built up a good foreign record business through cultivating these record buyers and sending them regular listings of releases. About 12,000 records are carried in stock, including large libraries of German, Swedish, Polish and Italian records, in addition to the regular classical, standard and popular selections.

Radio Completes Line

The problem of handling radio merchandise was carefully studied before any lines were taken on, and upon deciding that it would be a profitable addition to the business proper measures were made to display and demonstrate the various sets. Two booths were turned into radio demonstration rooms and an extra floor in the building was taken over by the store. This extra floor space permitted the proprietors to equip three display rooms in an appropriate manner with home furnishings.

It might be interesting to note that the building now occupied by the music store has been purchased by the Luscher brothers, and they are confident that the coming years, with the additional revenue which they feel will be the undoubted result of their aggressive policy in merchandising radio sets, will see a much further expansion in the business.

Edison Medal Awarded

John White Howell, of Newark, N. J., was awarded the Edison Medal for 1924, a trophy given by the American Institute of Electrical Engineers and named in honor of Thomas A. Edison. Mr. Howell was connected with the famous inventor for many years. In granting the award the Institute stated that it did so because of Mr. Howell's "contributions toward the development of the incandescent lamp."

In Hands of Receiver

Schwartz & Chakrin, Inc., talking machine and radio dealers, Brooklyn, N. Y., recently were placed in the hands of a receiver through the filing of a petition by Louis Chakrin for \$5,000. William J. Wilson was appointed receiver.

GOOD WINTER SALES

Cash in on the tremendous volume of business that is done with children's talking machines during the winter months when the youngsters stay indoors.

THE BABY CABINET PHONOGRAPH Retails for \$10.00

It is a beautiful little ornament for the nursery and a splendid talking machine in every way. It stands 17 inches high, weighs but 10 lbs., and is painted ivory white with brightly colored nursery figures.

Then, to retail for \$5.00, there is the GENOLA. Both machines will play any flat records up to and including 10 inch size. On these two models alone you can add materially to your toy department sales.

The General Phonograph Mfg. Co.
Elyria, Ohio



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

Victor Artists Appear Before Microphone in Series of Bi-Weekly Broadcast Programs

Victor Co. Is Latest Record Making Concern to Turn to Radio as a Means of Publicity—McCormack and Bori With Victor Salon Orchestra in Initial Concert on January 1

The latest concern to turn to broadcasting of its most distinguished artists as a means of publicity is the Victor Talking Machine Co., under whose auspices a series of fortnightly broadcast concerts were inaugurated on January 1, when John McCormack and Mme. Lucrezia Bori, prominent Victor recording artists, rendered a program through Station WEAF of the American Telephone & Telegraph Co., the program being broadcast simultaneously from WEAF, New York; WCAP, Washington; WJAR, Providence; WNAC, Boston; WDBH, Worcester, WGR, Buffalo; WFI, Philadelphia, and WCAE, Pittsburgh.

The McCormack-Bori concert, with accompanying artists, including the Victor Salon Orchestra under the direction of Nathaniel Shilkret, attracted wide attention. The program included the playing of "Out of the Dust," and "Chanson Bohemienne" by the orchestra, the singing of "Adeste Fideles" by McCormack, with the Shannon Quartet, and the "Berceuse" from "Jocelyn" by the same artist with cello obbligato. Mme. Bori sang "La Paloma," "When Love Is Kind," and "Addio Del Passato" from "Traviata," and as a duet with McCormack "Parigi o Cara" from "Traviata."

Next the orchestra played several popular dance numbers and the program ended with the singing of "Marcheta" and "Mother Machree" by McCormack, who, as an encore, sang a new number, "All Alone," soon to be released in record form. The artists were introduced by Calvin G. Child, Victor Co. director, who, in the course of his talk, emphasized the fact that all the numbers sang and played were available on Victor records. It was also announced that other famous Victor artists would appear before the microphone on Thursday evening of every other week.

The turning of the Victor Co. to radio broadcasting as a publicity medium was formally announced by President Eldridge R. Johnson, of the Victor Co., and Edgar S. Bloom, vice-president of the American Telephone & Telegraph Co., on December 23. In making the announcement Mr. Johnson stated that the Victor Co. had nothing to say at the present time regarding the marketing of radio receiving apparatus under the Victor name, the broadcasting being primarily for the purpose of popularizing the company's records. The extent to which the Victor Co. will go into the broadcasting movement depends, it is frankly stated, upon the response of the public to the class of concerts to be offered.

In addition to McCormack and Bori, the Victor Co. originally announced the following artists to appear in the course of the broadcast

concert series: Feodor Chaliapin, the Russian bass of the Metropolitan; Renee Chemet, the French violinist; Alfred Cortot, the French pianist; Emilio de Gogorza, the Spanish concert baritone; Mischa Elman, the violinist; Amelita Galli-Curci, coloratura soprano; Beniamino Gigli, tenor; Jascha Heifetz, violinist; Maria Jeritz, Viennese soprano; Giovanni Martinelli, tenor; Titta Ruffo, baritone; Tito Schipa, Chicago Opera Company tenor; Antonio Scotti, baritone, and Reinald Werrenrath, the American baritone.

Subsequent to the original announcement the Victor Co., on December 31, published advertisements designed to correct so-called misstatements regarding its broadcasting plans which had appeared in newspapers and stated that, of the list of artists who had been announced as being included in the broadcasting programs, several, among them Chaliapin, Chemet, Cortot, Elman, Galli-Curci, Gigli, Heifetz, Kreisler, Rachmaninoff, Ruffo, Schipa and Werrenrath had not yet agreed to broadcast.

Edison Branch in Kansas City Adds to Territory

Des Moines Territory Merged With Kansas City District of Edison Phonograph Distributing Co.—Other Edison Activities

KANSAS CITY, Mo., January. 9.—The Edison Phonograph Distributing Co., which was made a factory distributing branch of Thos. A. Edison, Inc., following the purchase by that company on December 1 of the Phonograph Co., of Kansas City, Edison distributor, has expanded its territory by adding the Omaha zone and more recently the Des Moines zone. Thus the local distributing organization will cover an extremely large territory in the interest of Edison phonographs and records.

Since Thos. A. Edison, Inc., took over this branch, business has been eminently satisfactory, according to Clarence L. Smith, manager. In fact, Edison business in this section was excellent throughout 1924, many dealers adding this line of phonographs and records and pushing them vigorously. During the closing months of the year especially good business was enjoyed by the Edison fraternity, and as a result there is a strong feeling of confidence over the outlook for the next few months. Plans of the branch for 1925 include the acquisition of extra salesmen in order to adequately cover the territory. The popularity of radio has had a favorable effect on the demand for records, said Mr. Smith.

M. O. Giles in New Post With Thermodyne Corp.

Made Sales Promotion Manager of Plattsburg, N. Y., Radio Manufacturing Concern—Thermodyne Growing in Popularity

M. O. Giles, well known throughout the talking machine industry, has been appointed sales promotion manager of the Thermodyne Corp., Plattsburg, N. Y., manufacturer of the Thermodyne radio set. Mr. Giles is ideally qualified for this new work, for during the past seven years he has been in close touch with phonograph jobbers and dealers from coast to coast. During this period he was associated with the General Phonograph Corp. and the Emerson Phonograph Co., doing special sales promotion work for both of these well-known concerns. Mr. Giles numbers among his personal friends the leading distributors and dealers in all of the important trade centers and in his new work he will have unlimited opportunities to use his sales knowledge to advantage.

The Thermodyne Corp. has obtained very gratifying success in the marketing of the Thermodyne set, which embodies many distinctive constructional features. It is a six-tube one-dial control set that has proved very satisfactory under exacting conditions, and in order to co-operate with its jobbers and dealers the company has sponsored an extensive advertising campaign that has proved a signal success. Leo Potter, president of the company, is an active figure in the radio industry and is responsible for the rapid strides that the company has made during the past year.

New Wm. Phillips Tone Arm

With the new year is added a new model to the phono-radio tone arm line manufactured by the William Phillips Phono Parts Corp., New York City. This tone arm, known as the Phillips Special, is imposing in appearance and equipped with a large radio inlet. A new feature introduced in this model is a modifier on the arm itself for both the radio and the phonograph.

William Phillips, president of the company, returned the first of the year from a successful trip through the Middle Western territory. Mr. Phillips called upon the many manufacturers in the mid-West who used the Phillips tone arm and returned with a very substantial volume of contract business covering 1925. The entire line is moving well with a marked increase in the demand for portable arms.

A Christmas message from Thomas A. Edison, presented in a most unique manner, as well as messages from factory and sales department heads, was received by this and other branches. The message was in the form of a special record, bringing Mr. Edison's thoughts home in a strong manner to those who heard it.

National Record Albums

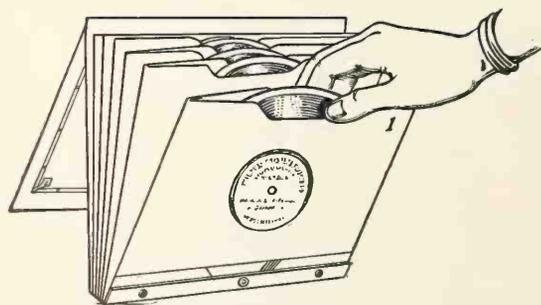
are

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

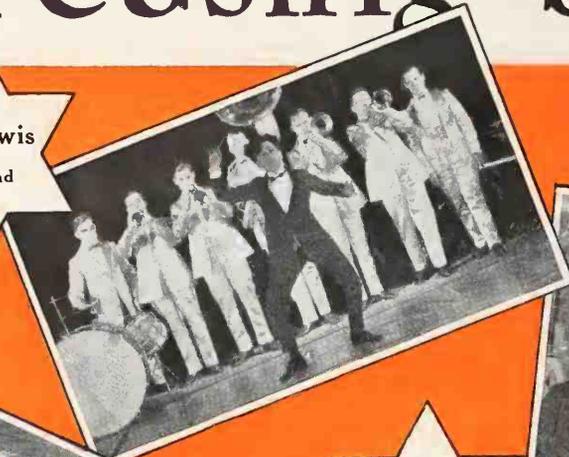


THE PERFECT PLAN

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

These Columbia increasing business

**Ted Lewis
and
His Band**



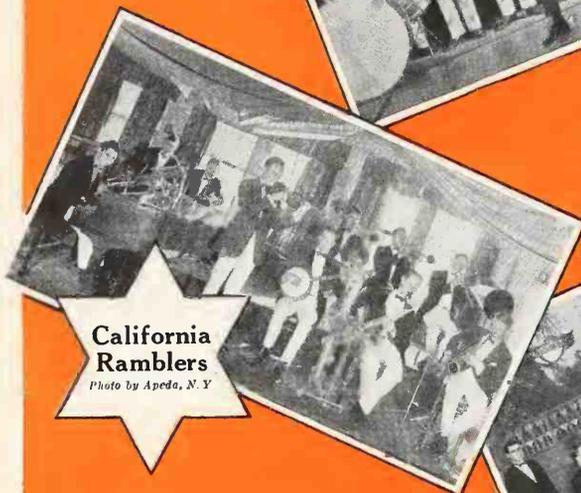
**Paul
Specht
and His
Orchestra**
Photo by Apeda, N. Y.



**Leo F.
Reisman
and His
Orchestra**



**California
Ramblers**
Photo by Apeda, N. Y.



**Art Kahn
and His
Orchestra**
Photo by Bloom, Chicago



**The
Georgians**
Photo by Apeda, N. Y.



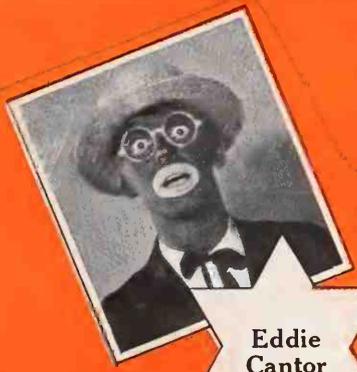
THE CAVALIERS
THE ROMANCERS
THE COLUMBIANS
THE COLUMBIA NOVELTY ORCHESTRA

**Other
exclusive
Columbia
orchestras**

**The
Little
Ramblers**



stars ★ will bring to you



Eddie Cantor
Photo by White Studio, N. Y.



Van and Schenck
Photo by Apeda, N. Y.

Dolly Kay
Photo by Stroud, N. Y.



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

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

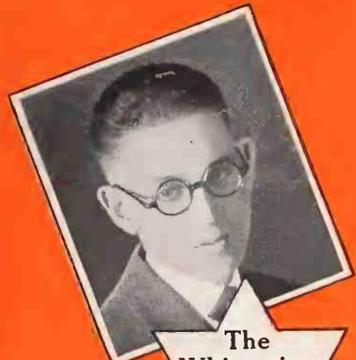
These stars and their records of the latest hits will bring increasing business to all Columbia Dealers in 1925. Columbia Phonograph Co., 1819 Broadway, New York.

Blossom Seeley
Photo by Bloom, Chicago



Write to the Columbia branch or distributor nearest you

- Atlanta, Ga., 561 Whitehall Street
 - Boston, Mass., 1000 Washington Street
 - Chicago, Ill., 430-440 South Wabash Ave.
 - Cleveland, Ohio, 1812 East Thirtieth Street
 - Dallas, Texas, 2000 North Lamar Street
 - Kansas City, Mo., 2006 Wyandotte Street
 - Los Angeles, Cal., 809 S. Los Angeles Street
 - New York City, 121 West Twentieth Street
 - Philadelphia, Pa., 40 North Sixth Street
 - Pittsburgh, Pa., 632 Duquesne Way
 - San Francisco, Cal., 345 Bryant Street
 - Buffalo, N. Y., 700 Main Street
 - Detroit, Mich., 439 East Fort Street
 - Minneapolis, Minn., 18 North Third Street
 - Seattle, Wash., 911 Western Avenue
- COLUMBIA WHOLESALERS, Inc.**
205 West Camden Street, Baltimore, Md.
- TAMPA HARDWARE CO.**
Tampa, Fla.
- COLUMBIA STORES CO.**
1608 Glenarm Avenue, Denver, Colo.
221 S. W. Temple, Salt Lake City, Utah
- W. W. KIMBALL CO.**
Wabash Avenue and East Jackson Boulevard,
Chicago, Ill.
- COLUMBIA DISTRIBUTORS, Inc.**
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.
- COLUMBIA PHONOGRAPH CO., LIMITED**
22 West Front Street, Toronto



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



William Kennedy
Photo by Aldene, N. Y.

Columbia

PHONOGRAPHS AND



NEW PROCESS RECORDS

Retailers' Co-operative Drives Profitable

When Retailers Combine Forces to Better Conditions All Profit —Co-operative Campaign of Gotham Dealers Popularizes Radio

That old saying, "In union there is strength," might be paraphrased to read, "when talking machine dealers in a community get together for their common good there is profit." Talking machine dealers in a neighborhood or section who combine to exploit the merchandise which they sell or to, in some way, better trade conditions, are working for the common good of the business in general, and betterment of the business of each dealer will result, as past experiences have proved. It is true that in many cities throughout the country there are in operation associations which function to improve trade conditions, but a city-wide organization is, many times, far too unwieldy to handle sectional or neighborhood problems. Again, there are many opportunities where the dealers who sell one make of instrument can by their joint efforts greatly stimulate sales. An instance of this are the continued and always highly successful tours of the Eight Popular Victor Artists, who, for many years, have made concert tours, appearing in hundreds of cities and towns under the auspices of Victor dealers, with the result that the prestige of the dealers is increased through providing the townsfolk with an attractive and interesting concert, and the material increase in the demand for records of the different artists who appear makes for greater profits.

Co-operate to Secure Publicity

Another matter in which dealers can profitably co-operate is the problem of having the local newspapers devote space frequently to happenings in the talking machine trade, news items concerning new artists, or a résumé of the monthly record releases. In every section

of the country the local newspapers carry advertising of talking machine dealers and in many cases the advertisements are not backed up in any way by news comment. This is in large part, undoubtedly, the fault of the dealers for not insisting upon securing such service when placing their advertising contracts. The publicity departments of the record manufacturing concerns prepare for the benefit of newspapers special articles on interesting events in the talking machine field. New record releases are announced so that the high lights of the different selections and artists are told to the public in an interesting manner with the result that the demand for these records is greatly stimulated. Many papers throughout the country make use of these prepared articles and often the article appears in the regular music department, grouped with the reviews of concerts and musical events. The value of publicity of this character is incalculable.

Co-operative Paid Advertising

Co-operative advertising is still another form in which dealers can combine to mutual advantage. There have on various occasions appeared in the columns of *The World* articles describing the successful co-operative efforts of dealers to stimulate interest in their merchandise, either in a general way, or in one particular record or to draw attention to the thought of music.

How Gotham Dealers Solved Problem

A recent form of dealer co-operation shows clearly the beneficial effect that the united efforts of a half-dozen or more dealers can have. A group of New York talking machine dealers whose customers are composed of ninety or

more per cent Jewish trade were hampered in their handling of radio merchandise by the fact that the Jewish papers seldom mentioned radio, with the consequence that the Jewish-speaking people had only a hazy and distorted idea of a radio receiver, imagining it to be something that required technical skill and a course of preparation before its benefits could be completely realized. Daniel Broad, credit manager of the International Phonograph Co., an establishment which deals almost exclusively with a Jewish trade, arranged for a meeting with a half-dozen other talking machine dealers who were similarly situated. They threshed the problem out and finally decided that it was necessary to secure some action from the newspapers. A second meeting was held at which a representative of the leading Jewish newspaper, the *Forward*, was present. The dealers asked that a radio section be added to the paper, showing that the firms interested were all heavy advertisers in that paper. These firms included Saul Birns, Baim Bros. & Friedberg, International Phonograph Co., Parnes & Jacobs, Max Mandel and others.

The result was that this paper, the *Forward*, in its issue each Saturday, now devotes an entire page to radio, with the program for the day and a number of interesting articles on radio topics. This feature was started the latter part of November and almost immediately the interest in radio receivers was noticeable at the various stores in the lower East Side, where the population is almost 100 per cent Jewish. Mr. Broad, who is responsible for the move, stated that the increase in the demand for radio is now almost unbelievable.



They Stand the "Warehouse Test"!

The way Audiophones are going out of our warehouses is one of the frankest testimonials to the power of magazine advertising backed by good distributors and dealers we have ever seen. Like a fractious horse, demand has the bit in its teeth, and we urge you to order as far as possible ahead of the date you will actually need the goods on your floor.

Five Audiophones, retailing from \$12.50 to \$30.00, meet every possible call.

THE BRISTOL COMPANY
Waterbury, Conn.



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

A STATEMENT

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

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

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

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

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

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



Canadian Distributors

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

Other Representatives in
Foreign Countries

Honest

TRADE MARK REGISTERED

There's a reason for it's Supremacy

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

1. Quality:

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

2. Service:

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

3. Confidence:

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

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

4. Price:

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

5. Organization:

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

EVERYBODY'S TALKING MACHINE CO., INC.

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

810 ARCH STREET

PHILADELPHIA, U. S. A.

Quaker

Main Springs
And Repair Materials

Mail Drive Sells 250 Machines in a Year

Consistent Direct Mail Campaign of Gallup & Alfred and System of Follow Up of Prospects Found Best Method of Boosting Sales

When planning their sales promotion campaigns talking machine dealers often overlook the possibilities of boosting sales volume through direct mail publicity and presentation of the sales argument. That direct mail, properly prepared and distributed, is a thoroughly effective way of securing new business and retaining the patronage of old customers, as well as building up and keeping alive the prospect list has been demonstrated by live retail concerns in practically every line of business, and nowhere has it been found more productive of results than when used by progressive talking machine dealers.

How Gallup & Alfred Use Direct Mail
A retailer of this character is the firm of Gallup

How many horn type talking machines do you still sell?



Thor Speaker Lamp

[Patents Pending]

is changing the complexion of Radio sales—especially among the better class musical stores—in exactly the same manner as did the introduction of the cabinet type talking machine. Yet it's logical! Who wouldn't prefer an exquisite table lamp of such a high character—a lamp which serves both the purpose of an electric lamp and a loud speaker—rather than to be faced with the necessity of sitting directly before an awkward, ugly, unsightly black horn in order to hear distinctly?

Thor Speaker Lamp is the original combination loud speaker and electric lamp. All others are imitations.

It is gracefully proportioned—handsomely made and sold on sound, merchandising principles. All the better musical houses on the Pacific Coast realized its tremendous sales possibilities during the present Christmas season—just as you will, too, once you display one in your store.

Thor Speaker Lamp has ample volume for dancing, or for entertaining—without anyone being compelled to sit directly in front of it. It comes with either parchment and any color silk shades—lists for no more than the ordinary horn type speakers (\$35 Table Model) and allows the dealer a handsome margin of profit. **Full details regarding dealer and jobber franchises upon request.**

Begin the New Year right—
Order Thor Speaker Lamps today.

THOR Radio Division
of the GOLDEN GATE
BRASS MANUFACTURING CO.
1239-1243 SUTTER STREET
SAN FRANCISCO

(123)

& Alfred, of Hartford, Conn., which utilizes several new twists to direct mail sales promotion. This concern has a mailing list of approximately 10,000 names and, during the year just past, mailed in the neighborhood of 100,000 pieces. This intensive drive, supplemented by canvassing and outside follow-up of prospects thus secured, resulted in placing 250 talking machines in the homes of the people in Hartford and surrounding communities, including the rural districts. Of this number between 80 and 90 per cent remained sold. Another important feature of the drive was that instruments were placed only with people who were found to be responsible from the credit standpoint. This is very important as it is not a difficult matter to dispose of instruments to people who are far from responsible financially, resulting in collection trouble and repossession and, in the last analysis, loss of profits.

50 Per Cent Direct Mail Return

A 50 per cent return on a piece of direct mail is truly remarkable, especially when it is considered that in 90 per cent of the number of replies an instrument was placed in the home for demonstration, and of this number 50 per cent remained sold. The following letter, which may be adopted by dealers in almost any community, accomplished this result:

"Dear Customer—I am hereby offering you a remarkable chance to greatly increase your library of records for your phonograph, at no expense to you.

"Among your friends and acquaintances there must be someone who has expressed a desire to own a phonograph like the one you have. I want to learn of these people, so that I can offer them a free, three-day demonstration of either the new Edison, the Brunswick, or the Brunswick Radiola.

"A stamped reply envelope is inclosed. Will you kindly list on the accompanying card the names and addresses of those whom you believe will appreciate the chance of the home trial? Then I will call on them and offer to place any of the above-named instruments in their homes on demonstration. If a sale results from this, you are entitled to select any five records you like from either the Edison or Brunswick catalog, as a recompense to you for your kindness.

"May I have an early reply? Cordially, M. P. Jackson."

This letter was mailed only to customers and the number of replies indicates how eager they were to secure the records. Prospects secured were immediately followed up by Mr. Jackson, manager of the phonograph department, and his assistant. Instruments were loaded into a truck and the homes were visited, with the result mentioned above.

Selling Demonstration by Mail

Direct mail has been found effective in selling prospects on the idea of home demonstration of a phonograph. Recently in connection with a drive on Edison phonographs Mr. Jackson sent out the following letter:

"Dear Friend—We believe that practically everyone loves music. Acting on this belief, we are planning to introduce a model of

THE NEW EDISON PHONOGRAPH
into every home in the State where real music is enjoyed, on a free three-day trial plan, during which we will prove that

THE NEW EDISON PHONOGRAPH
is the World's only re-creator of music. The mechanical and scientific advancement that is embodied in

THE NEW EDISON PHONOGRAPH
makes its performance one of much wonder and amazement to one who is not familiar with the tone of the New Edison.

"The plan is very simple. You will find with this letter a catalog showing all models of the New Edison that we carry in stock. Other models can be had upward in price to \$5,500. We want you to select from the catalog the Edison model that pleases you in the point of appearance and furniture value. We will deliver the model you select to your home, with a fine set of records, comprising every type of music. After that, for **THREE DAYS, YOU ALONE** are to be the judge

as to whether or not The New Edison Phonograph is the best you have ever heard.

"We will gladly arrange convenient monthly payments if you do not want to pay cash. Read the first page in the catalog. It tells what to expect of the Edison. Its diamond point, non-breakable records, automatic tone arm feed, long playing records (a twelve-inch Edison record plays about 8 minutes to a side), universal playing, using EVERY make of record, and other features, will interest you. The writer will explain these on delivery of the instrument. Take advantage of this offer. You have nothing to lose, and much to gain. This free trial will make your phonograph buying safe. Reply envelope is inclosed. Cordially, GALLUP & ALFRED, INC., per M. P. Jackson, Edison Dept."

Follow-Up of Direct Mail Returns

The important consideration in making the direct mail drive for business a success, according to Mr. Jackson, is the vigorous follow-up of prospects secured in this manner. As has been mentioned, Mr. Jackson loses no time in getting to the prospect's home with an instrument, which once placed in the house is very likely to remain there. Gallup & Alfred cover the entire State in their efforts to secure business. In the rural districts house-to-house canvassing is resorted to with excellent and profitable results. In view of the fact that many of the company's customers are located miles from the store each is given a small booklet in which are recorded the payments as they are made. The customer is requested to mail his booklet to the store with money order or check as each payment falls due. After the payment has been recorded in the book it is returned to the customer. This eliminates the necessity of employing profit-eating collectors and the expense of travel. Delays in payments are few and far between and repossessions are conspicuous by their absence because great care is exercised in selling phonographs only to people who are financially responsible and who are good credit risks.

Additions to the David Grimes Organization

G. McK. Douglas, formerly associated with the Radio Corp. of America, is now representing David Grimes, Inc., in Southwestern territory, making his headquarters in Houston, Tex.

David Grimes, Inc., has also appointed N. D. Furnadjeff as manager of Middle West territory, making his headquarters in Chicago, and Elmer B. Everiss, of East Orange, N. J., has been added to the Grimes local service department. Helene Celeste R. McConnell has been appointed manager of the personal service advertising department of David Grimes, Inc., and will make her headquarters in the executive offices of the company in New York City.

Dunlap Holds Opening

OSSINING, N. Y., January 6.—The new talking machine store of R. P. Dunlap was opened here recently with appropriate ceremonies. A series of concerts were given, which were attended by hundreds of people living in this city and vicinity. The new store is complete in its appointments and in the stock carried. H. M. Brown, sales promotion manager of C. Bruno & Son; E. S. Palmer, of the Deakman Talking Machine Co., and Art W. Deas, Jr., of the Victor Co., were in attendance.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

PAL *The all-year-'round Portable Phonograph*

**PAL Sells
Every Month
of the YEAR**

Here's the Proof—

During December one store in New York sold in two weeks more than two hundred PAL portable phonographs against a comparatively small number of six other well known makes combined. This again conclusively *proves that PAL is the easiest selling portable* and is the best machine made—irrespective of price.

\$25.00 !

Retail !

**DEALERS' PRICE
\$15.00 f. o. b. New York**



**Popular-Priced
Portable**

Regal

For those who do not care to spend more than \$15.00 for a portable phonograph the new REGAL fills their requirements.

The REGAL in comparison with its price is as good a value in all respects as the PAL.

\$15.00

Retail

**DEALERS' PRICE
\$9.00 f. o. b. New York**

*Order a sample machine to-day, and see for yourself
how good a REGAL really is*

PLAZA MUSIC CO., 18 West 20th St., NEW YORK

Price Phases of Radio Demand Analyzed

Retail Price Ranges of Radio Receivers That Proved Most Popular With the Public Shown in a Survey Conducted by The World

Radio has for a number of months been an established factor in the talking machine trade and many of the problems first connected with the handling of that product have been eliminated through the medium of good merchandising and the ability of the dealers to profit by experience. Having reached the stage where the radio business may be said to be stabilized there has been considerable conjecture as to just what type of apparatus from the price standpoint provides the most rapid turnover for the dealer and what percentage of the sales of the average talking machine store conducting a radio department should be directly credited to that new department.

In order to get exact and direct information on this important subject, The Talking Machine World has conducted an exhaustive survey among representative dealers and the results have been both interesting and enlightening. It is to be assumed, of course, that the dealers solicited had passed beyond the first excitement of delving into radio as an unknown field and had settled down to the handling of the product on a sound economic basis. It was assumed also that dealers continued to handle talking machines and gave the proper attention to that work.

Analysis of the Radio Demand

The dealers who had been inclined to regard radio receivers as being divided into two classes, those too low priced to provide an adequate profit and those too high priced to produce a satisfactory turnover will be interested to learn that, according to the reports from the trade itself, 45 per cent of the demand is for receiving sets selling at between \$100 and \$200, or a price comparable with that averaged during good years in the talking machine field. Thirty and five-tenths per cent of the demand is and has been for receivers selling at less than \$100, which price limit includes some very popular and successful receiving units of the smaller type, and 13 per cent of the demand was for

receivers selling at more than \$200, which may be taken to include a majority of the combination talking machine and radio outfits. The remaining 16.5 per cent of sales have not been classified, but the figures available certainly give an excellent idea of the character of the general demand.

Radio-Talking Machine Combinations

As to the demand for the combination radio-talking machine sets, 32.5 per cent of the deal-

The secret of successful merchandising lies in handling those products that have the greatest appeal for the public and insure rapid and profitable turnover. The accompanying information on the demand for radio receivers in three classifications as to price should prove invaluable to the dealer in the adjustment of his line of receivers with a view to catering most efficiently to radio prospects in the territory from which he draws trade.

ers interviewed in the survey were enthusiastic over the possibilities for such combinations, as indicated by actual sales, the majority of them being representative of the leading talking machine companies featuring such outfits complete under their own names. Sixty-seven and five-tenths per cent reported that they experienced no great demand for the combinations but admitted they gave more attention to the selling of individual receiving units, and failed to feature combination sets, thus failing to realize the full selling value of these instruments.

Where the Profits Are

With trade discounts of 35 to 40 per cent prevailing, there is reason to believe that a price average of from \$100 to \$200 on the majority of radio receiving sets means a very profitable business for the dealer who goes after it intelligently and promptly, and the 30 per cent who favor machines selling under \$100 includes a

majority of those who are quick to buy outfits retailing complete at from \$75 to \$100, so they, too, may be classed in the profitable group.

The market for the higher priced outfits is naturally more or less limited for the reason that all prospects are not in a financial position to pay several hundred dollars for radio receivers and sales can only be made to those with the ability to pay, although the replies indicate that this is a field which is capable and worthy of great development.

Out of all those interviewed there were only a few, less than ten, as a matter of fact, who are handling radio simply from necessity and who were not more or less impressed with the merchandising possibilities. The great majority, though many of them had lost money at the outset through lack of knowledge in merchandising the new product, have become convinced of the fact that, intelligently handled, radio has real possibilities. They have succeeded in solving, first, the service problem, either by making a fixed semi-annual charge for service or impressing the customer with the fact that only service on faults in the instrument itself will be rendered free within a limited period and that adjustment of battery and tube trouble must be paid for.

Financing Problem Solved

Then, too, the question of financing has been solved very successfully. Not only are the majority of dealers getting short terms, averaging from six to eight months, on radio outfits, but they are demanding from 20 to 35 per cent down as a cash payment and thus providing against any loss on accessories or on the set itself through possible repossession. The main thing is that the great majority of better known receivers are now made under a factory guarantee and are so constructed as to be practically fool-proof. They operate under varied conditions and thus bring the dealers' problem down to one of straight merchandising rather than of service.

Character of the Business

On the whole, the popular impression that prevailed in the trade some time ago that retailing radio was primarily a proposition for the gyp dealer has been dispelled. The newspapers are full of advertisements offering parts and certain types of sets at low prices, but the manufacturers themselves, at least those making the well-known trade-marks, and advertised receivers, are seeing to it that only legitimate merchants are given official representation for their outfits, and this is improving conditions rapidly and steadily.

Thousands and thousands of sets are being sold at \$100 or less, which is an excellent thing, for it promotes mass selling and rapid turnover. But the fact that nearly half of the radio outfits sold by the dealers interviewed average from \$100 to \$200 in price shows better than any other argument the calibre of the business. Apparently there is nothing picayune about it.

Ackerley Opens New Store

PATCHOGUE, N. Y., January 8.—Jerome W. Ackerley recently opened his new music store in the heart of the Patchogue business district. The new establishment occupies the corner of a new building erected by Mr. Ackerley and is modernly equipped throughout. Among those active in talking machine circles who attended the opening ceremonies were: J. Newcomb Blackman, of the Blackman Talking Machine Co.; H. M. Brown, of C. Bruno & Son; George Kelly and C. A. True, of the New York Talking Machine Co.

The Tube With the UNCONDITIONAL GUARANTEE

Every VOLTRON tube has a refund value at the factory, under the wide terms of

The VOLTRON GUARANTEE

"VOLTRON tubes are guaranteed against manufacturing defects. Return for free replacement, if defective, before thirty days from purchase; after thirty days return for an adjustment based upon actual usage. IN EVERY CASE AN ALLOWANCE WILL BE MADE regardless of condition of tube. Return direct to the VOLTRON Manufacturing Company."



VOLTRON SALES COMPANY

227 Fulton Street

New York City, N. Y.

VOLTRON MANUFACTURING COMPANY, Newark, N. J.

Two Years Ago and Now—

ESTABLISHED 1880
Grinnell Brothers
INCORPORATED 1912
 Michigan's Leading Music House

Victor Dealers, Operating Over 40 Stores in the State of Michigan



AUDAK RECORD SERVICE DEPARTMENT
 WOODWARD AVENUE STORE

GRINNELL BROS., DETROIT, MICH., Showing a Line Up of No. VI AUDAK Equipments

Now read this extract from their letter:

Gentlemen:

Two years ago we were reluctant about the installation of AUDAK equipment, but like everything new, it took time for it to take hold.

Several months ago we went into the matter wholeheartedly and today in our Woodward Avenue store alone there are 32 AUDAK units.

We are frank to say that if we could not purchase others, we would not part with these at any price.

With best wishes for the continued success of the AUDAK system, we are,

Very truly yours

GRINNELL BROS.

[Handwritten Signature]
 Manager, Victrola Department

HWP:

Don't you make the mistake of waiting two years.

Profit by the experience of other leading music merchants.

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

No. VI Audak Equipment Complete \$39.00

AUDAK CO., 565 Fifth Ave.

New York, N. Y.

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

Are You Overlooking Accessories Profits?

Handling Accessories Can Be Made Profitable Investment—Sell by Suggestion—Displays Create Sales—Quick Turnover Possible

Most retail talking machine dealers handle accessories, but they do not merchandise them. Considering the investment involved in securing and displaying an adequate stock of these small necessities to talking machine owners and the ease with which they can be sold from time to time when customers drop into the store to purchase records, etc., accessories of all kinds—needles, record cleaners, tone arms, sound boxes, record repeaters and novelties, oil, and the various other items that come under this category—are worth while pushing in a systematic manner. Every sale means a profit and every mite added to the profits of the dealer is worth going after. Accessories probably can not be sold in large enough quantities to make it worth while to launch a sales promotion campaign or expend a great deal of money to create a demand, but they can and should be sold by suggestion.

Every Machine Owner a Prospect

The tremendous profit enjoyed by the Woolworth five-and-ten-cent stores is built on the sale of small items and quick turnover, and although the talking machine dealer is concerned principally with the merchandising of instruments and records the small items of his stock should not be overlooked. If salesmen and saleswomen suggest to each record customer these needed accessories they can easily enough be sold in sufficient volume to net the dealer a tidy profit over a period of a year. At the time a talking machine is sold an attempt should also be made to sell the accessories which go with the machine. Certain of these small items are really necessary for the

complete enjoyment of the instrument, and as in the case of needles, it is necessary to replenish the supply from time to time, so that the dealer can look forward to doing a steady business in certain accessories.

Display Accessories

It is noticeable that those dealers who sell a fair volume of accessories are the ones who have them displayed on the counters and in the show cases where the customers who visit the talking machine department cannot fail to see them. This is the best kind of suggestive selling because each time the customer visits the establishment he or she is forcibly reminded of these items. A needle display which is selling thousands of packages of needles consists of a small case which is placed on top of the service counter or show case. The case has a glass front and in it are all kinds of needles. Another retailer has a small glass show case in which he stocks all kinds of accessories. He literally displays them and in the most attractive manner possible.

The wrong way to sell accessories is to hide them behind the counter or place them on a shelf where they cannot be seen. Usually a record customer pays little or no thought to needles, record brushes, etc., unless they are brought to his or her attention either verbally by a salesman or through the medium of a display. Hiding the accessories will not sell them. Therefore, they must be displayed and exhibited in an attractive manner.

Profiting Through Album Sales

As a vital necessity to the talking machine owner and as a product which it pays the

dealer to push vigorously, the record album cannot be surpassed. Every owner of a talking machine needs albums. In some cases a few albums go with the instrument, but should the talking machine owner's record collection be sufficiently large to fill these albums new records purchased must be put some place and the record album is the safest and best place for them. On the other hand, many instruments, including those with radio installations, are sold without albums, and here is a golden opportunity for the live retailer to get busy and cash in on this not inconsiderable potential business. Then, too, as has been mentioned before in the columns of *The World*, there is a big field for dealers to stimulate the sale of records and at the same time bring up the volume of album business by featuring complete sets of records in albums and selling them on the "group" plan. The *World* advocated this plan several years ago and since that time several of the larger record manufacturing companies have placed on the market albums filled with special sets of records which dealers are finding very much worth-while to get behind with some real sales promotion. There is no limit to the development of the record business in combination with the sale of albums, and dealers who realize this and get busy will find that they sell at all times and especially are they suitable as gifts.

Start Now!

The beginning of the present year is an ideal time to start merchandising accessories along intelligent and profitable lines. Many people have just purchased talking machines, others contemplate doing so and many more have all of their available album space filled. The new owners of instruments as well as the old customers need accessories of the kind the dealer has to offer and these people will buy, provided the dealer does his share and brings these products to their attention. So, get busy and take the small profits as well as the large ones in 1925.

Watkins Bros.' One Day Drive Brings in \$50,000

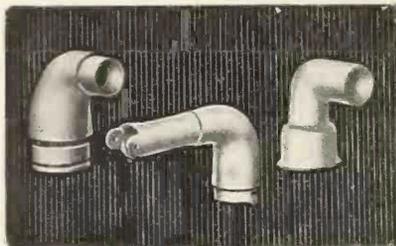
Dealers With Music Stores in Hartford and Bristol and Furniture Store in So. Manchester, Conn., Celebrate Anniversary

HARTFORD, CONN., January 7.—Watkins Bros., successful music dealers of this city and who also operate a store in Bristol and a large furniture store in South Manchester, recently celebrated their fiftieth anniversary by making a one-day drive for business, the object being to do a \$50,000 business in one day—\$1,000 for each year the firm has been in existence.

Direct-mail announcement of the event was made to a selected group of people numbering 10,000. This was followed by large advertisements in various newspapers throughout the section of the State in which the company operates its stores and from which it secures business. Special booklets were printed outlining the progress of the business during the fifty years of its existence and these also were distributed to the people whose names appeared on the mailing list of the firm's various stores. The result of this intensive effort was evident as soon as the doors of the store were thrown open to the public on the day of the drive. It was unquestionably one of the busiest days in the history of the business and when the last order had been taken in the evening the mark set for the day had been passed by a comfortable margin.

DOEHLER

The World's Largest Producer of
DIE-CASTINGS



Performance is the supreme test of a machine or of a machine part. And since purchase must always precede performance, buying is largely a matter of faith in the ability and responsibility of the producer.

Doehler Die-Castings are found to be incorporated in machines of extremely diverse character and purpose, but all alike in the fact that they are known for their high-class performance.

This fact should bear substantial weight with those who, in considering the purchase of die-castings, are seeking grounds for faith in the producer from whom they will buy.

DOEHLER DIE-CASTING CO.

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



Synchrophase
with Battery-base

IT IS WRITTEN:

"A slight deviation
leads to a great er-
ror."

There are no devia-
tions, however slight,
in the making of a
Synchrophase; each
is a masterpiece.

Doctor M.H.

THE GREBE SYNCHROPHASE

TRADE MARK



Synchrophase Secrets
No. 2 The S-L-F Condenser
(Straight line frequency)

This ingenious device elim-
inates the crowding of low
wave stations toward the slight
end of the dials; the settings
for the various broadcast sta-
tions being spaced at equal in-
tervals around the dials. The
circuits are so arranged that
the settings for a given station
are identical on all three dials.

The S-L-F Condenser makes
the Synchrophase a receiver
that is unrivalled in its sim-
plicity and ease of dependable
operation.

INTO this masterpiece of design and craftsmanship are
built the knowledge and experience gained during
fifteen years by the manufacturer who stands pre-emi-
nent in the industry.

Binocular coils give the Synchrophase a degree of
selectivity found in no other receiver. Two stages of bal-
anced tuned radio frequency—the result of exhaustive
research—are responsible for its unsurpassed sensitivity.
Its thorough ease of operation is made possible by the
S-L-F condensers and a volume control giving an un-
broken range of six variations of audio amplification.

To see the Synchrophase is to appreciate its charm;
to operate it, is to realize its true excellence.

The more progressive jobbers and dealers sell the Synchrophase. Write us.

A. H. GREBE & COMPANY, INC.

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

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

All Grebe apparatus is covered by patents granted and pending.



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

THIS COMPANY OWNS AND OPERATES STATION WAHG.

TUNE IN MORE TRADE

with **APEX VERNIER DIALS**

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

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

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

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

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

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

APEX ELECTRIC MFG. CO.
Dept. 117
1410 West 59th St.
Chicago

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

on the dot!

W. H. Ingersoll Talks on "Business Is Service"

Vice-President of De Forest Radio Co. Gives Interesting Talk at Boston Radio Show on the Success Which Attends Public Service

An interesting address given by William H. Ingersoll, vice-president in charge of sales and advertising of the De Forest Radio Co., New York, on the subject "Business Is Service," was broadcast through station WNAC, Boston, Mass., during the Boston Radio Show. The opening remarks of the talk were on the interdependence of all classes of trade and industry on one another. Mr. Ingersoll cited the oft-expressed statement of how the business man's welfare is dependent on the welfare of the farmer, but he also said that the farmer is in turn dependent on the business man, and his efforts in preserving regularity of employment and good wages have their effect on the market price of what the farmer sells.

In furtherance of this thought Mr. Ingersoll pointed out that those who do the most for others are the greatest successes. As proof of this assertion he pointed out that the men at the head of the leading industries, men who are unquestioned successes, are putting forth their talents and energies in the general welfare. As instances of this assertion he mentioned the labors of Thomas A. Edison, Eldridge R. Johnston, King C. Gillette, Cyrus Curtis and several others. He detailed the services which Mr. Edison has rendered the public in inventing the phonograph, the electric light and the moving picture and the important contributions he has made in other fields. In mentioning the part that Mr. Johnston, of the Victor Talking Machine Co., has played in giving the talking machine the place it now occupies in the home, Mr. Ingersoll stressed the imagination, tenacity and skill which Mr. Johnston exhibited in lifting the instrument to public recognition.

In passing to the subject of radio the speaker pointed out that those engaged in the manufacture and retailing of radio sets are in a similar position to those men whom he mentioned. Their efforts are educational endeavors, like those of the pioneers in other industries whose merchandise was in the form of a public utility. As proof that radio does occupy such a position, Mr. Ingersoll quoted from a recent utterance of Herbert Hoover: "Radio has passed from the field of adventure to that of a public utility. Nor among the utilities is there one whose activities may yet come more closely to the life of each and every one of our citizens, nor which holds out greater possibilities of future influence, nor which is of more potential concern. It must now be considered as a great agency of public service."

In conclusion Mr. Ingersoll stated that the dealer, as well as the manufacturer, has the duty of rendering service to the community which he caters to. Again reverting to the thought of interdependence he stated that without the co-operation of the dealers in every community the efforts of Edison, Johnston, Curtis, Gillette and other leaders would be to a very considerable extent minimized.

Gulbransen Products Admired

The Curran-Wooster Music Co., of Sharon, Pa., has recently secured the agency for the Gulbransen registering pianos, and recently had a very artistic window display of the Gulbransen products in its windows, which excited the admiration of the people of that city and caused considerable comment.

Midget Corp. Incorporates

The Midget Radio Corp., Wilmington, Del., was recently incorporated at Dover, Del., to manufacture radio equipment, with a capital stock of \$100,000.

Nick Lucas, Broadcast Star, Exclusive Brunswick Artist

First Recordings for Brunswick Co. Made by Popular Radio Entertainer

Announcement has just been made by the Brunswick Co. of its first recordings of "My Best Girl" and "Dreamer of Dreams," by Nick Lucas, who is prominent because of his excellent banjo and guitar work as a soloist of the Oriole Orchestra. It is predicted that the vocal records by Lucas will prove quite a sensation. His style of singing and interpretation, along with his own guitar accompaniments, are differ-



Nick Lucas

ent from any other vocal records ever issued by the Brunswick Co. For some time past Mr. Lucas has been heard from the broadcasting station WEBH, Edgewater Beach Hotel, Chicago, and he is quite a favorite with the radio fans. In his recording work Mr. Lucas has been coached by Walter Haenschen, musical director of the Brunswick recording laboratories, and his first record shows that this training has been of great value.

The Dixie Supply Co., New York, manufacturer of radio receiving sets, was recently incorporated at Albany, N. Y., with a capital stock of \$10,000. The incorporators are H. and A. Schiff and I. Kreiger.

The Supertron Mfg. Co., New York, was recently incorporated at Albany to manufacture radio apparatus, with a capital stock of \$10,000. The incorporators are J. S. Fay and C. F. Lepard

RADIO DEALERS

TALKING MACHINE DEALERS, PIANO DEALERS, Etc.

Get our new No. 26-R Catalog and Wholesale Price List.

Dealers who have this say it is the finest and most complete Radio Catalog they have ever seen.

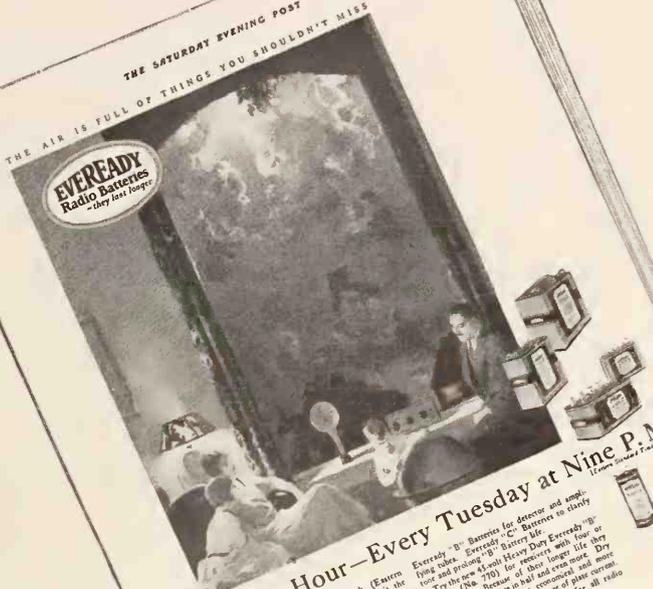
All standard quality "tried and proven" lines listed. Discounts liberal.

A real policy of merchandise "backs up" our Catalog, our Dealers and our Salesmen. viz.—"Wholesale Only."

Send quick for this Catalog and try us on your next order. Prompt shipments guaranteed.

OHIO RUBBER
228 W. 7th St. Cincinnati

THE AIR IS FULL OF THINGS YOU SHOULDN'T MISS

Eveready Hour—Every Tuesday at Nine P.M.

“EVEREADY HOUR” Nine o’clock (Eastern Standard Time) every Tuesday evening is the hour set apart for the most unusual and interesting of Eveready programs through a chain of prominent interconnected radio stations and here to the tune in one of these stations, and here to the delightful programs of the “Eveready Group” which will bring the harmonies of the vocal and instrumental world to your ears.

Be sure that the batteries for your radio receiver are full of power and pop in that your enjoyment may be complete. Use Eveready “A” Batteries for lighting the filament of the vacuum tubes.

Eveready “B” Batteries for detector and amplifying tubes. Eveready “C” Batteries to steady and prolong “B” Battery life.

Try the new 4- and 5-cell Heavy Duty Eveready “B” Battery (No. 770) for records with four or more holes. Because of their longer life they are more economical and more dependable than any other source of power.

The Eveready Radio Batteries for all radio purposes—full and complete information see page 10.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, Inc.
 New York
 Headquarters for Radio Battery Information
 San Francisco
 Great Britain: Union Carbide & Carbon Co., Limited, London, England

Announcing the Eveready Hour in the January 10th Saturday Evening Post

Tell your customers about the Eveready Hour

Every Tuesday evening from 9 to 10 (Eastern Standard Time) is the hour when Eveready radio programs are broadcast simultaneously through these prominent interconnected radio stations: WEA, New York; WJAR, Providence; WEEI, Boston; WFI, Philadelphia; WCAE, Pittsburgh; WGR, Buffalo.

The unusually large number of letters expressing appreciation of our programs convinces us that the Eveready Hour has met with unusual favor and

that these programs have added considerably to the entertainment of listeners-in everywhere in the country.

Tune in yourself and tell your customers to do likewise. The Eveready Hour is provided for the enjoyment of all.

For best results, sell your customers Eveready Radio Batteries—they last longer.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, Inc.
 Headquarters for Radio Battery Information
 NEW YORK SAN FRANCISCO
 ATLANTA CHICAGO DALLAS KANSAS CITY
 Canadian National Carbon Co., Limited Toronto, Ontario

How Shafer Wins Trade of Young People

Frank H. Williams Tells How This Dealer Has Made His Store Headquarters for the Younger Element, Building a Large Patronage

The Shafer Music House of Santa Ana, Cal., has been particularly successful in working up a big patronage among the young people of its territory for its phonograph department, and, undoubtedly, it will be of interest and value to other music and phonograph stores to learn about the methods used by this concern.

Features Jazz Records

It has been found that over 90 per cent of the phonograph record purchases made by young people—that is, by youths of the high school and college age—are of jazz records. Consequently it is evident that if the music house or phonograph store wants to get a big patronage from the young people in its territory it is necessary at all times to carry a large stock of jazz records, to get in the new records in considerable quantities as soon as they come out and to make the young people of the territory realize that the store is headquarters for jazz records.

It has also been found that while the young people like vocal selections which are popular, they do not care for any selections, as a rule, which are not suitable for dancing. Consequently it is to the immense advantage of the store which desires young people's patronage to feature dance records more strongly than any other kind of records. The Shafer Music House realizes all these things thoroughly and governs itself accordingly.

There are always piles of jazz records, with dance records predominating, at hand near the demonstration phonographs, and during the noon hours and after school there is nearly always a group of young people trying out the new records and making purchases.

The young people have come to realize that this store has all the latest records and that it doesn't keep them on the shelves where they must be asked for before being tried out, but that it has them ready for visitors to try out whenever they want to do so. Also the young people realize fully that the Shafer Music House is glad to have them come into the store and try out all the new records. They can't help realizing that this is the fact because Mr. Shafer

not only keeps constantly telling them that this is the case, but he also makes things so easy for them to try the records that they feel perfectly at home when in the store. All this has been splendidly effective in bringing many young people to the phonograph department and in building up trade.

During the formation of a municipal band,

Young people predominate in every community and the talking machine dealer who makes an effort to interest them in things musical will find that their patronage is worth while cultivating. The methods of the Shafer Music House are unusual, but the fact that this dealer has built his success largely on business among the young people indicates that his theories are sound. Shafer believes in giving his customers what they want. The youngsters want jazz, so he supplies them with the latest hits. He makes it easy for them to buy. He permits local musicians and bands to use his quarters for practice. He has found this type of service most effective from the standpoint of publicity and sales-building, and other dealers who work along the same lines also will profit.

in which the principal members were young men, the Shafer Music House was the place where most of the practicing for the band was done. This brought considerable numbers of young men to the store, two or even three times a week and familiarized them with the store. And while the young men were waiting for practicing to begin, or after the evening's practice was over, they tried out the different phonograph records on the demonstration machines and thus became familiar with the sort of records regularly featured by the store.

There is no doubt in the world that the act of the store throwing its doors open to the band for all of its practicing went far toward building up the patronage of the phonograph depart-

ment, because all of the young men who practiced at the store felt very kindly toward the dealer and made whatever purchases they had to make in musical lines at the establishment. And, of course, all people who are interested in music are heavy purchasers, as a rule, of phonograph records, and so this stunt was particularly effective in building more business for the phonograph department.

In addition to throwing the store open for the use of the young people who were practicing for the municipal band, the house also makes a practice of allowing other musicians to use the store for study and for other events. All of which makes more young people friendly toward the store, and all of which helps materially in boosting the sales of phonographs and records.

Interest in Young People's Events

An unailing method of bringing young people to the talking machine store or department is to sell tickets for various events in which the young people of the city and territory are particularly interested. This the Shafer Music House does constantly.

In Santa Ana the women of the city have recently erected a handsome club house for the Ebell Club—the leading women's club of the city. This structure cost in the neighborhood of \$100,000 and contains both a theatre and a fine dance hall. And, of course, various events—amateur theatrical performances, dances and affairs of various kinds—are being constantly held in the club house. The Shafer Music House cashes in on some of these events by selling the tickets for the affairs at the phonograph department of the store. This has the effect of bringing more people into the establishment, and increased sales result.

For instance, just recently a Los Angeles orchestra was brought to Santa Ana for the purpose of playing for a dance at the club house under the auspices of the Ebell Club.

The Shafer Music House sold the tickets for this event. Many people came into the store who otherwise wouldn't have come. In addition the store secured some fine, free publicity. The members of the club talked about the place where the tickets were being sold and so, too, did all of the people who were planning to go to the affair. And the newspapers, in commenting upon the dance, mentioned the store as the place where the tickets were being sold. Also the phonograph department, before and after the dance, featured the selections played for the dance. Of course, many of the people who were at the dance wanted records of the selections played by the orchestra, and the natural place for them to secure such records was at the Shafer Music House. Selling tickets for affairs in which the young people of the city and territory are particularly interested involves some time and effort, but the returns well pay for everything that is expended.

Speed is the watchword of present-day youth. This store realizes this fact to the fullest possible extent and gets all possible speed into the process of procuring desired records for young people when such records are not in stock.

Stephens in New Quarters

NORRISTOWN, PA., January 6.—A reception was held on the occasion of the opening of the enlarged and remodeled quarters of the music school and talking machine shop of Professor Samuel Stephens at 217 West Main street. The establishment was founded twenty-five years ago and has had a steady growth throughout this long period.

An Immediate PLUS A Future PROFIT!



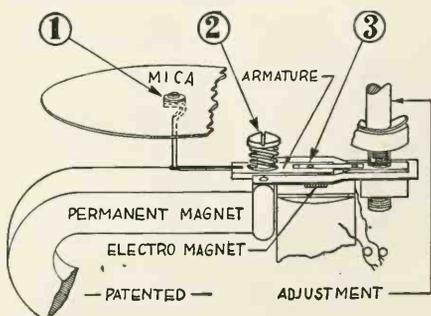
WHEN you sell your customers the O'NEIL AUDIPHONE you increase their satisfaction with the set you sold and you multiply your good-will, the invaluable asset that no amount of money can buy. You lay the groundwork for future sales because the Audiphone reproduces the entire tone range. Designed along phonographic reproduction principles. The exclusive *three-way control, balanced armature* is the great difference between this new type reproducer and the usual head-phone type of loud speaker.

Get our proposition NOW!

List Price

With 14-inch
Bell Horn
\$28

With 12-inch
Bell Horn
\$25



O'NEIL MFG. CO.

4736 Hudson Boulevard

WEST NEW YORK, N. J.

What Edison is to electricity De Forest is to radio

THE name De Forest is linked inseparably with radio progress and achievement. Lee De Forest gave to the world the vacuum tube that made modern radio possible.

In the De Forest Tube today dealers sell a tube that in every respect is worthy of this great name. The De Forest Tube is helping many merchants build a greater tube business. You have the same opportunity.

If you become an agent for De Forest Tubes you have three important advantages:

1. Characteristics of De Forest Tubes. These tubes are noted among radio experts and amateurs alike for their uniformity—their constantly uniform performance in both laboratory and in the home set. Test after test is made before any of them leave the factory. Thus you and your customers can rely on De Forest Tubes to help reproduce the full volume and beauty of the voice or music—to be remarkably non-microphonic—to withstand overloads of current without injury. De Forest Tubes are interchangeable in all standard circuits and can be used as both detectors and amplifiers in the same circuit.

These are characteristics that make purchasers of De Forest Tubes satisfied customers and also salesmen for the dealer from whom they buy.

2. The De Forest name. Veteran radio fans in your community know De Forest Tubes as standards of excellence.

3. Advertising. Set buyers and owners throughout the country who do not know the characteristics and superior qualities of De Forest Tubes are being educated through the medium of De Forest advertising in national radio magazines and in newspapers of radio centers. This advertising will point the way to De Forest agents and help to make it still easier for merchants to build a larger tube business.

There are only two types of De Forest Tubes to carry—only two are necessary, the DV-3 for dry batteries and the DV-2 for storage batteries. Both are shown on this page.

Write to us *now*, immediately upon reading these words, for complete information as to how you can become a De Forest agent. If you are already a De Forest agent, check your stock of tubes so that you will be prepared for the holiday buying season.

DE FOREST RADIO CO., JERSEY CITY, N. J.

Makers of the Famous De Forest Radiophone



De Forest DV-2 for storage batteries. Filament consumption .25 of an ampere. Amplification constant 7.2. Standard four-prong base.



De Forest DV-3 for dry cells. Filament consumption .06 of an ampere. Amplification constant 6. Standard four-prong bakelite base.

Both these tubes are interchangeable in all standard receiving circuits and can be used as both radio and audio frequency amplifiers and as detectors.

DE FOREST TUBES

REG. U.S. PAT. OFF.

The "Magic Lamp" of Radio

Turn Radio Owners Into Repeat Customers

Needed Radio Accessories Open a Profitable Field for Live Retailers, Says Edgar H. Felix—How Radio Tie-Up Sells Records

Music dealers frequently neglect to observe certain basic merchandising principles in the marketing of radio lines; principles upon which their success as dispensers of musical necessities are founded.

No music dealer would stock phonographs without selling records and needles; in fact, he frequently relies upon his follow-up sales to yield the major part of his ultimate profit. Yet the same dealer frequently markets radio sets without the slightest efforts to retain the customer for his future purchases of vacuum tubes and B batteries. Radio stores find these lines their principal profit producers. Many a store pays the rent through B battery sales.

Sell the Complete Set

Radio sets, as marketed to-day, are far from complete. There are two prices; the set price and the "ready to use" price. When quoting prices to radio customers, get all the profit, by knowing both prices. Every make and type of set requires certain accessories which sell at a definite price. Learn to quote them without lengthy calculation. Too often the salesman sells the set and then unsells it again by getting out a pad and paper and beginning to calculate.

"The set will cost you \$100," says the salesman.

"I'll take it," responds the customer.

"Do you want it complete?"

"Of course," responds the customer.

"Well, let me see. You need five tubes. That will cost you \$4.00 each or \$20.00. Have you an antenna? No? Wire will cost \$1.00; four insulators, \$.60; storage battery, \$12.00; B batteries, \$7.50; loudspeaker, \$25.00. We'll total it up. \$166.10."

At this point the customer is ready to shop elsewhere for his accessories, in the hope of getting lower prices.

Had the salesman's answer been, "\$100 with-out accessories; \$166.10 ready to use," he would have closed the sale.

Two Reasons for Marketing Radio

There are two definite objectives which lead

the phonograph dealer to establish a radio department for his store—two objectives which are sometimes overlooked when actually stocking and preparing to handle the radio trade. The first is that he wishes to establish the habit of making his music store the logical place to buy anything pertaining to music, and, second, he

After the first sale it is through repeat business that the dealer makes his real profit. Certain accessories should be handled by dealers who sell radio, first, because this completes the dealer's stock, and, second, because it is through accessories that the dealer is enabled to go after repeat business. Mr. Felix also describes methods of dealers who have made radio sell other merchandise, thus facilitating general sales and adding to profits.

wishes to participate in the profits which are his through the marketing of radio apparatus.

The range of prices of radio sets is so wide as to provide a good one suitable to every purse.

Radio Accessories Are Profitable

The accessories in the radio field are profitable. To hold the radio market it is not only necessary to stock B batteries, but to stock fresh batteries of well-known and nationally well-advertised and distributed make. The successful dealer sells the correct battery for the particular set which his customer uses. He loses no opportunity to emphasize the value of the service which he renders.

Radio stores frequently neglect to analyze a purchaser's B battery requirements. When a customer offers his money the dealer sells him just any battery. The very act of attempting to ascertain the most economical B battery for your customer's service will enable you to make him a permanent buyer. And that means not only radio sales, but phonograph records and music supplies.

In general, B batteries are made with four

sizes of cells, small, intermediate, large and extra large. The cost of materials is proportional to the size of the cell and battery, but the number of operations determines the labor cost. There are practically as many operations in making the smallest battery as there are in making the very largest battery of the same voltage. Consequently there is considerable advantage in purchasing the largest size of battery that will give the required service without suffering from shelf depreciation.

If your customer asks for a battery made of the smallest size of cells, ask him if portability requires that he buy a battery of that size. It is under no condition economical and it should not be sold unless space requirements make it absolutely necessary. The intermediate size of cell is used in batteries designed especially for small portable sets. They will last twice as long as the smallest B batteries and cost only a little more.

The large cell is used in the most familiar size of battery, which in twenty-two and one-half-volt units is six and three-eighths by four and one-eighth by three and three-sixteenths, and is also available in forty-five-volt types. In general, this size of battery should be sold for all sets having more than one tube, excepting those having a very heavy current drain of fifteen milliamperes or more. This includes four-tube sets having no C battery, and those having five or more tubes. These require the extra large heavy duty battery for most economical operation.

Train your salesmen to ask your radio customers who their favorite radio artists are. In a small store in up-State New York I saw an example of good selling methods which is worthy of imitation. A customer had come in for a fresh B battery. The salesman knew what size to give him, for he knew what set had been sold originally and what its battery requirements were.

"Who is your favorite radio artist?" he asked as he wrapped up the battery.

"Vincent Lopez and His Orchestra," was the immediate response.

"Would you like to listen to some of our Lopez records?" asked the salesman. Before the customer had left the store two more records had been converted into cash.

Sells Records to Radio Fans

Another enterprising store owner who saw an opportunity and not a danger made a practice of posting the radio programs in his window with the names of the selections to be played. After each selection he neatly typed the number of the record in which that particular feature was used. By means of this tie-up he sold not only records, but implanted in the mind of every radio fan who looked into the window the thought of purchasing records by his favorite radio artists.

Sell the idea of bringing your radio favorites permanently into the home, available whenever they are wanted. Post a list of popular radio artists and the number of the records on which their work appears. Cash in on the popularity of radio artists.

Avoid Parts for Constructors

There is one field of radio sales which obviously does not belong in the music store. It is the sale of radio parts for constructors. Well-qualified sales experts report a constantly decreasing percentage of radio listeners made up of those who make their own apparatus. During the early period of the radio enthusiasm, while there were no generally recognized and accepted types and styles of sets, there was adequate reason for experimenting with home-built

(Continued on page 34)



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT POPULAR VICTOR ARTISTS

In Concert and Entertainment

Personal Appearance of

Eight Popular Favorites on One Big Program

A live attraction for live dealers and jobbers

Bookings now for season 1924-1925

Sample program and particulars upon request

PHILIP W. SIMON Manager

1674 Broadway

New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



RUDY WIEDOEFT



FRANK BANTA

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

Merchandise That Moves!

When a Jewett Product passes our test and goes into manufacture, we know it for what it is, and what it will do.

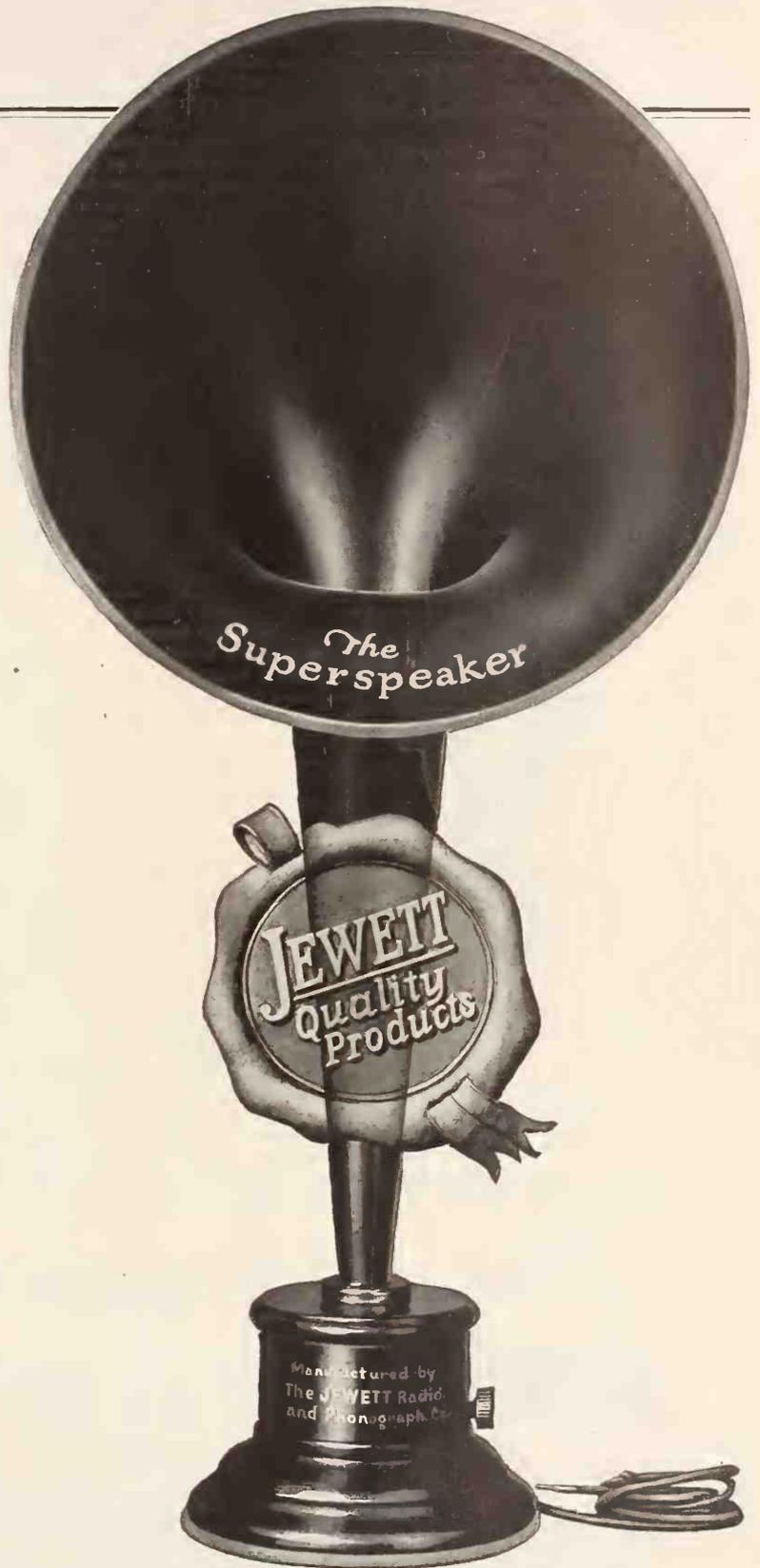
No article in the Jewett line has ever been discontinued. Adequate precautions, in advance of production, have assured its lasting popularity.

For the same reason, no article in the Jewett line has ever been reduced from its original list price. Active demand and generous value always have, and always will, move merchandise. Bargain offers and profit sacrifices are never needed to sell LEADERS.

Merchandise that moves is money-making stock for you. The Jewett line fills the bill. Ask us to put you in touch with the distributor best fitted to supply you.

"Compare Them, You'll Buy"

JEWETT RADIO & PHONOGRAPH CO.
5680 TWELFTH STREET DETROIT, MICHIGAN



The

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

THE SUPERSPEAKER TYPE C
Houses Any Set and Equip-
ment—Superspeaker built-in.

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

Superspeaker

Trademark
Registered

More Sales to Radio Owners

(Continued from page 32)

receivers. But the time is already here when home-made sets do not approach the quality and price of the highly specialized and quantity-produced manufactured article.

The sale of parts for home construction involves an entirely different sales effort from that required for the sale of a complete set. The former is a technical problem and requires an intimate knowledge of radio engineering and practical construction work. The sale of a complete radio set is a music sale and the sale of an article of furniture, while stocking of accessories is justified because they really form a part of the set itself.

The music store naturally attracts the kind of customer who buys a radio set because it is a musical instrument. The phonograph dealer is the logical salesman of the high-grade set finished in the expensive cabinet.

An enterprising phonograph dealer handling radio succeeded in building up his sale of main-

tenance accessories by a novel and ingenious method. Each time he sold a receiving set he made out a follow-up card with the customer's name, address and telephone number, the type of set and its B battery requirements. By giving him the right size of battery he was able to determine with a fair degree of reliability how long the battery equipment would last. Before the estimated time was up he called his prospect by telephone, asked how the set was working and reminded him that he would soon need B batteries. If he did not receive the order at the same time of making the telephone call it came within a few days. This may appear to be a lot of trouble for a \$7 sale, but the habit once established, with only ten customers a week, means B battery profit on a total sale of over \$3,000 a year.

Show your customers a personal brand of selling and it will distinguish your service from that of your rivals.

R. C. A. Vice-President Analyzes 1925 Outlook

David Sarnoff Points to Continued Growth in Sales Volume—Greatest Problem in Improvement of Transmission and Programs

"In general, I think it may well be assumed that the radio business will be larger in 1925 than it has been in 1924. All signs point to a steadily increasing volume of radio sales," said David Sarnoff, vice-president and general manager of the Radio Corp. of America, in a recent interview. "The year 1925 will, in my judgment, draw a sharper line than any previous year has done as between the sound and unsound manufacturer and merchant in the radio field.

"The public is becoming more discriminating and more familiar with values and reputations. It will, therefore, be able to distinguish with greater ease in 1925 than it has been able to in previous years as between what is sound and what is not. It will be a good year for organizations striving conscientiously to serve the public, and such concerns will make even greater progress in 1925 than they did in 1924.

"The greatest problem for the industry itself, in my mind, is the problem of improved broadcast transmission and improved programs. Responsible factors in the industry will recognize this; because the success of the radio industry itself depends upon its ability to furnish the public with a proper and satisfactory program service. Radio instruments are only a means towards this end. I look forward with confidence to healthy development and steady progress in every branch of the radio art during the coming year."

Grimes Travelers Enjoyed Holidays in Gotham

William A. Lovelace, traveling representative for David Grimes, Inc., spent the holidays in New York City and at the home office of the company following an extended trip through West and Middle West territory. Both Mr. Lovelace and John D. Corrigan, of the Grimes staff, have visited all the Grimes distributors in the larger trade centers and brought back some favorable reports, not only regarding the activities of Grimes jobbers and their dealers, but of the unusual interest in the Grimes 3XP shown by radio fans throughout the territory visited.

"Ukulele Ike" Signed as Exclusive Pathé Artist

Cliff Edwards, Famous Ukulele and Vaudeville Headliner, to Continue to Make Pathé Records

Cliff Edwards (Ukulele Ike) has again signed a contract with the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., as exclusive Pathé record artist. Mr. Edwards' rise to fame has been phenomenal and would form the basis of an interesting novel that might be entitled "From \$12 Counterman to \$50,000 Uke Star." In an interesting article in the New York News Cliff



Cliff Edwards

Edwards describes his rise on the ladder of success. He stated, in part, that he was born in Hannibal, Mo., with itching feet and a good idea of rhythm. When a youth he left his home town to make his own way in the Southern metropolis of St. Louis, later coming to New York. In the meantime for his own amusement and the entertainment of his friends he had become quite proficient on the "uke," which gained for him a position at \$50 a week in a Chicago cabaret. This was really the first step in his advancement to fame, as after this he broke into vaudeville and then contracted as an exclusive Pathé artist at \$1,000 a record and a percentage on its sales. Ukulele Ike is now popular not only as a Pathé record artist and as a radio broadcaster, but he occupies an important role in the new New York theatrical production, "Lady, Be Good."

Ukulele Ike's recordings on Pathé records have proved so popular that the resigning of the contract was mutually advantageous.

Miller Opens Branch Store

ANSONIA, CONN., January 8.—A branch store of Miller's Music Shop, New Haven, was opened here recently under the management of Oscar Feinberg, who has been connected with the New Haven establishment for a number of years. The new store will carry a full line of musical instruments, featuring the new Columbia phonographs and the Columbia New Process records.

Moon Record Corp. Chartered

The Moon Record Corp., New York, was recently incorporated at Albany, N. Y., to manufacture phonographs and records, with a capital stock of \$300,000. The incorporators are E. W. Jones, M. M. Nassau and J. J. Hanrahan

"ROYALFONE" KING OF ALL

The Loud Speaker Unit with the Acoustic Control

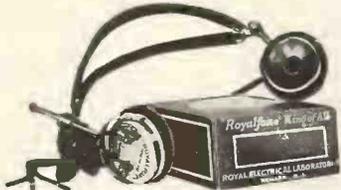


The Royalfone Loud Speaker Unit has an adjustment which gives complete control of volume from very soft to extreme intensity of sound—without muffling or distortion.

Price Unit, including heavily nickel-plated nozzle and ample connecting cord \$5.00

Royalfone Unit with fixed adjustment \$4.50

"ROYALFONE" KING OF ALL HEADSET



Greater distance by using the Royalfone Headset because it reproduces the faintest signals your set can detect.

LIST PRICE \$4.50
ROYALFONE UNIT
Phonograph and Radio
Manufacturers

Perfectly adapted for the built-in loud speakers in your cabinet and console models. Will triumph in every electrical, mechanical and acoustical test you care to make. Dependable, uniform quality. Write for demonstration arrangements before your own engineers.

Royal Electrical Laboratories
NEWARK NEW JERSEY
DEPT. T. W.

MAKE 1925 A QUALITY YEAR

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

COTTON FLOCKS FOR PHONOGRAPH RECORDS

Write to
CLAREMONT WASTE MFG. CO.,

CLAREMONT, N. H.

BRUNSWICK RADIOLA

The only phonograph equipped with, and designed for, the famous Radiola Super-Heterodyne

THE world-noted Super-Heterodyne, of the Radio Corporation of America, is conceded the latest and greatest triumph of radio engineers. There is no phonograph "designed" to accommodate this set except the Brunswick Radiola.

* * * *

The Brunswick Radiola is a factory-built, scientifically constructed unit. Built and designed by highly experienced radio engineers, and by Brunswick phonograph experts, the Brunswick Radiola is absolutely and unqualifiedly guaranteed both by the Radio Corporation of America and by the Brunswick-Balke-Collender Company. Thus it is warranted to you as the finest in radio and phonographic reproduction. The joint achievement of the leader in each field.



The Brunswick Radiola No. 60
(Super-Heterodyne)

Two new Brunswick Radiolas—
No. 60 and 460, both Super-Heterodyne type

The famous Brunswick Radiolas bring to the Brunswick banner the superlative in radio reception, just as Brunswick Phonographs and Brunswick Records have for years represented the best that men know in recorded musical reproduction.

Unusual radio tone and the exclusive dual-purpose horn

The famous "dual-purpose horn" was created by these experts, utilizing the famous Brunswick Method of Reproduction — the Oval Tone Amplifier, for radio reception, as well as for phonographic rendition.

You change no parts to operate it. It changes from phonograph to radio — with the dual-purpose horn — simply by turning a lever. The loud-speaker unit, the loop antennae, batteries and all integral parts are built into the instrument itself. No outside wires with Super-Heterodyne models.

Next to its amazing clarity and tone, the important and biggest factor of the Brunswick Radiola is its simplicity of operation.

There is but one Brunswick Radiola.

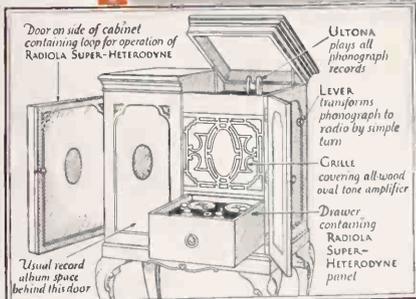
THE BRUNSWICK-BALKE-COLLENDER CO.
Manufacturers—Established 1845

General Offices: CHICAGO Branches in all Principal Cities

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

The Sign of Musical Prestige
Brunswick
PHONOGRAPHS · RECORDS · RADIOLAS

A Scientific Product



The Brunswick Radiola No. 460
(Super-Heterodyne)

The Sign of Musical Prestige

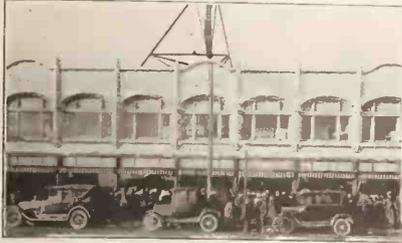
Brunswick

PHONOGRAPHS · RECORDS · RADIOLAS

Blumberg's New Store in Waukegan, Ill., Is Opened

Some Twelve Thousand People View Departments—Brunswick Line Handled

WAUKEGAN, ILL., January 5.—The recent formal opening of the new five-story building owned and operated by J. Blumberg attracted a crowd, estimated at some twelve thousand people, that viewed the interesting displays in the various departments. In connection with the opening there was a rather novel feature in the form of a completely equipped bungalow, and included



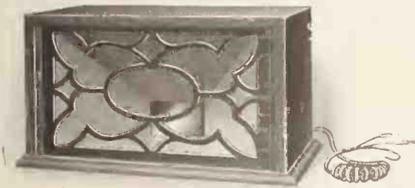
Blumberg's New Store

in the attractive living-room setting was a Brunswick-Radiola No. 360, which caused much favorable comment. There was also a very beautiful window display featuring the Brunswick line exclusively. The store throughout gave evidence of its being in charge of "live wires."

New Starr Loud Speaker Is Now Being Marketed

The Starr Piano Co., Richmond, Ind., manufacturer of Starr phonographs, Gennett records and Starr pianos, has just placed on the market the Starr loud speaker, style XXV. This company is one of the best-known musical instrument manufacturers in America, and through its long association with the production of musical products is in a splendid position to produce a loud speaker that will meet with the approval of talking machine dealers.

The Starr loud speaker embodies the scientific principles of tone amplifying which have been incorporated in all Starr musical instruments. The horn is fashioned from silver grain spruce, used in the production of Starr phono-



New Starr Loud Speaker

graphs. In a circular announcing the new loud speaker the company said: "The Starr loud speaker horn is carved to scientific proportions, hanging free and is suspended to perfect balance so that the tone is not only full and clear but is delivered in all of the faithfulness of the original."

To Make Radio Sets

Rossiter & Co., New York, were recently incorporated at Albany, N. Y., to make radio receiving sets, with a capital stock of 1,000 shares of preferred stock at \$100 per share, and 2,000 shares of common stock of no par value. The incorporators are T. R. Pusche, R. Del and R. W. Branch.

Chas. Freshman, New York, was recently incorporated at Albany to manufacture radio apparatus, with a capital stock of 225,000 shares of common stock of no par value. The incorporators are: A. W. Franklin, M. Goldsoll and C. Freshman.

"Memory Stimulator" Brings in the Money

A. B. Clinton Co., of Hartford, Conn., Sends Brief Notice to Customers Before Instalment Payments Are Due and Money Rolls In

HARTFORD, CONN., January 7.—In order to remind its customers that their instalment payments are about to fall due the A. B. Clinton Co. sends out a few days in advance a small typewritten form which reads as follows:

"The payment on your instalment account for the month of will be due the of this month. Yours truly."

In most instances this results in bringing in the money when it is due. However, should it fail to do so a follow-up letter is mailed to the customer by the collection department. In all, three letters are sent to the delinquent, each one more insistent than the last, before more drastic action is taken.

The letters sent out are prepared to fit the case of each individual. The company has found this the most effective way of handling delinquents, contending that the "collection letter or form to fit all cases" is not productive of the best results.

Morris R. Lamb General Manager of Clark Music Co.

Former Manager of Wanamaker Department, New York, With Syracuse, N. Y., Concern

SYRACUSE, N. Y., January 5.—Morris R. Lamb, formerly manager of the piano department of the John Wanamaker store, New York, has been appointed general manager of the Clark Music Co., this city, and he assumed his new duties on January 1. Before leaving the piano department of Wanamaker's last year Mr. Lamb had spent twenty-four years there, having joined it soon after it first opened.

RESAS Tone-A-Dyne



We Give Back 48% of Your Money

Think how many more sales you could make if you could say to your customers, "Here's a set that will do everything any \$150.00 set will do, and we'll give you back \$72.00." You can safely make that claim when you sell the Resas Tone-A-Dyne.

Put a Resas Tone-A-Dyne side by side with any set selling for twice the price and let your customers compare them for performance. They're sure to select the RESAS TONE-A-DYNE.

On indoor and outdoor antenna, this 5-tube set will give unexcelled volume and clarity. In addition, the tone and volume can be regulated by simply turning a knob—an exclusive Resas feature.

It is easy to tune and works right through local stations. District stations are always at your command.

The cabinet is mahogany, handsomely finished, 26½" x 8½" x 9½".

In everything except price it's a \$150.00 set. And it is fully guaranteed for one year.

Don't let another day pass without investigating the truth of our claims. Send for a sample now at regular dealers' discount. If you are willing to part with it after a five-day trial, send it back, and the trial won't cost you a cent.

\$78

LIST

RESAS, Inc.

112 Chambers Street New York, N. Y.

RESAS, Inc.
112 Chambers
St., New York.

Send one Resas
Tone-A-Dyne set
at \$78.00, less reg-
ular dealers' dis-
count, with the under-
standing that it may be
returned in five days and
no charge made if we are
not entirely satisfied with it.

Name.....
Street.....
Town..... State.....

◆ ◆ ◆ and she knows



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

The

NEW

P

H

O

N

O

she's picked the best!

IF you're a broad-gauged, far-seeing dealer, you want to make not only money, but friends, by selling the New Edison.

The easiest, most certain way of doing both is to let the customer have a New Edison, on approval, in her own home, for side-by-side comparison with *any* other phonograph.

She makes her decision on the evidence of her own ears—and she *knows* she's picked the best!

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



EDISON

G R A P H

Record Department Is "Key" to Prosperity

Progress in the Talking Machine Business Demands Intelligent and Consistent Efforts to Sell Records, Says W. Braid White

There is opening for the talking machine business a new era, in the course of which undoubtedly will be developed new methods directed along wholly new channels of effort. This is not a mere rhetorical statement; it is strictly and accurately in accord with facts.

The point is this: The talking machine business has established itself. It has taken hold upon the imagination and the habits of the people. It is not by any means yet so widely distributed as might be expected; yet it is universally known and its sales run into vast figures annually, even as compared with the figures of other greater industries. In these figures of course are counted sales of records, which form an integral part of the talking machine business and perhaps the more important part at that.

Now this big business has outgrown methods for its exploitation and development which at first were quite adequate. It has come to the point beyond which older methods will no longer suffice and the wisest heads in it are prepared to make such developments in their own points of view and in their own policies as shall suffice to meet the conditions which are now pressing upon the industry and which demand immediate treatment.

Selling Is the Vital Problem

In the talking machine business the capacity of production is ever tending to increase. For years the job has not been to sell but rather to produce enough goods to fill demand. To-day the job is being steadily turned around. It is becoming a question of developing a selling organization, nationwide in scope, to enable the industry to go on steadily increasing its output, without having to come to a disastrous slowdown or a still more disastrous stop. In a word, we have to think to-day of the merchandising problem in its largest feature. Here is the outstanding question of the talking machine industry.

The Key Position

In every situation there is some key position. A strategist controlling the movements of an army in action settles his own rank among

commanders by his ability to pick out a key position in the field of battle and by his readiness to seize upon it. A chess player often sees, many moves ahead, what will be the key-move of the game, and works accordingly to the end of placing himself in a position to make it. The business strategists of the talking machine industry have already perceived the key-position and have taken steps to seize and hold it.

This key-position is to be found in the record department of the talking machine industry. Here and here alone is to be found the solution of the strategical problem which the leaders of the industry are now considering. The talking machine industry of to-morrow is to be built up to hitherto unimagined heights of prosperity upon the basis afforded by a new conception of the importance and position of the record.

This is something to be carefully pondered. It is not a matter of the remote future. It is a matter of the present. The talking machine record stands in the key-position of the talking machine industry.

Every industry depends upon sales, of course, and that simply means that the people's interest must at all times be maintained and even increased; unless sales are to drop and with them the profits. To maintain the interest of the people in the talking machine and, more, to build up that interest to an even greater intensity, thus maintaining the steady increase in production, sales and profits, which every healthy industry has a right to anticipate year by year, is the great task before the leaders of the industry. These men are wise and they see that what they have set out to do can be done best, and perhaps only, by developing the recording of music to such a pitch of perfection, variety and universality, that it will be impossible for a music-lover anywhere in the country to resist the lure of the talking machine. Just that is the conviction of the wisest men in the industry.

"Worthy of Wise Men"

And it is a belief worthy of wise men, for it is a belief founded upon the most solid basis.

That which makes the talking machine useful, which gives it its power to appeal to the desires of the masses, is its power to produce music. Music is embodied in records. But the music which has furnished the "velvet" in record merchandising no longer suffices. Finer, better, more widely selected music is in demand. It is no longer a matter of wonder that one should be able to possess a single air from an opera. That is, and for long has been, a commonplace. Now it is the whole opera that is wanted. Why? Because grand opera is no longer a mystery, but it is becoming something of which everyone knows or has some information, and concerning which there is a vast deal of public curiosity. So, too, it is no longer a matter of wonder to be able to possess a little fragment of some big symphony or of some exquisite string quartet. To-day we must have the whole symphony, without cuts, and the whole quartet. Why? Because, all along with the rush for jazz and the dancing and the night-life there has been going on steadily a movement towards better music in this country, a movement of which the repercussions are to be felt in the remotest hamlets of the land. This movement is fostered by such an institution as the National Bureau for the Advancement of Music, which is financed by the music industries of the United States. It is a movement which is bringing some idea of art music to hundreds of thousands who never heard even the name before. It is a movement which has been fostered and to a very great extent actually built upon the talking machine record. And naturally the talking machine industry is now faced with the problem of building upon this basis for the existence of which in the first place it was itself so much responsible.

Sell Records!

Every talking machine dealer ought to understand these facts and to build his business policies upon them. It is up to every merchant to realize that the biggest task he now has is to build up his record selling. He will be glad to do so when he realizes that the big profits are in this department and that the manufacturers are now putting their wisdom and their experience behind the effort to make bigger and better sales of records a part of the common business history of every merchant.

There is no community so small, no hamlet so unimportant, that it cannot, or will not, produce from its inhabitants buyers of more and better records. There is no talking machine store which cannot sell more and better records. There is no merchant who will not find public response to his efforts to build up a bigger and better record business.

Son of C. Gulbransen Presides at Navy Feast

One of the most enjoyable Christmas dinners given by any United States Navy unit was that tendered to the men of the U. S. S. Toucey at League Island Navy Yard. The festivities were presided over by Lieutenant-Commander Clarence Gulbransen, commanding officer of the U. S. S. Toucey, and son of C. Gulbransen, vice-president and superintendent of the Gulbransen Co., of Chicago.

Ray Miller and His Arcadia Orchestra were heard "on the air" during Brunswick Hour, each Tuesday night during December. The aggregation has been heard in some of the larger vaudeville houses during December and this month.



"Thermodyne"

CROSLEY

"Cunningham"



"Eveready"

Lines That Build Business

Standard nationally advertised radio products make for quick sales and big turnover. They are products that are priced right and stay sold, making happy and satisfied customers who come back to buy more and recommend you to their friends. That's the kind of merchandise we distribute. Let us build together therefore for permanency, on quality, price, performance and turnover.

All our lines are subject to the usual phonograph trade discounts.

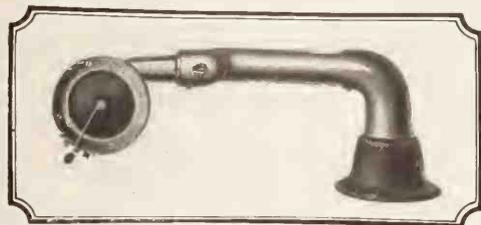
TELEPHONES
CHELSEA
4240
4241
4242



120
WEST
23rd ST.
NEW
YORK

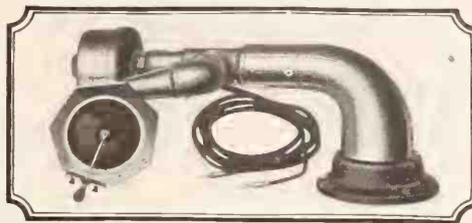
The Sign of  Good Tone Arms

EMPIRE No. 10 Tone Arm



The No. 10 is designed and built especially for use with portable phonographs. It is made in several different lengths.

For Both Radio and Phonograph



Here is a combination Loud Speaker and Phonograph Tone Arm all in one. The demand for this type is increasing tremendously every day.

Compare—Then Decide!

THE only true test of any product is the test of comparison. In this way, and in this way only may the superior qualities of one device over another be determined.

Empire Tone Arms and Reproducers will stand any and all comparative or competitive tests to which you may care to subject them.

Compare the construction, the simplicity, the finish and the ease with which they may be incorporated as an integral part of YOUR Phonograph.

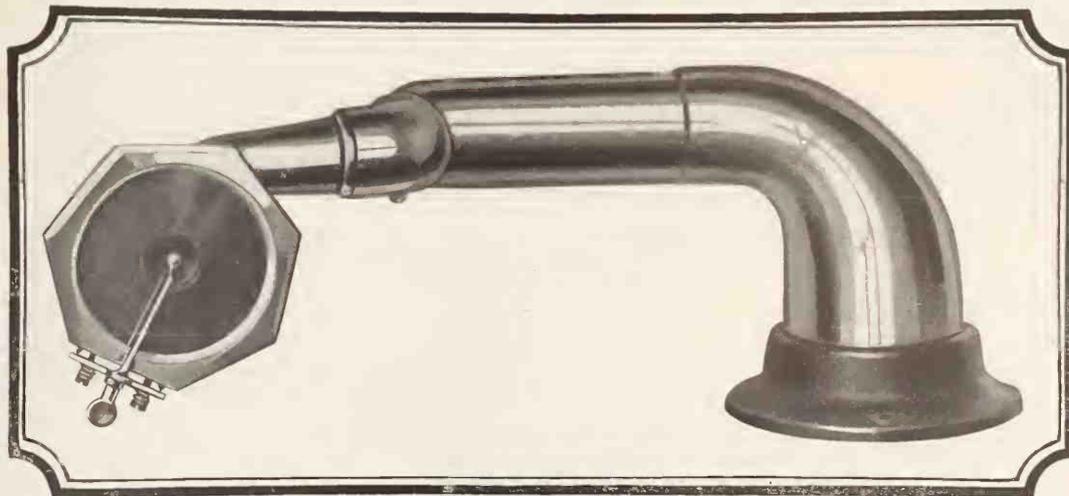
Empire Tone Arms and Reproducers are built to stand all these tests and one other of far greater importance—The Test of Tone.

It is this final test that will make Empire Tone Arms and Reproducers stand out by comparison with any others and convince you of their superiority.

There is a type, size and style Empire to suit every phonograph requirement. Just three of them are illustrated and described here.

If you will advise us the type Tone Arms that will best suit your purpose, we will be glad to send samples for test.

EMPIRE BALL BEARING UNIVERSAL TONE ARM AND REPRODUCER



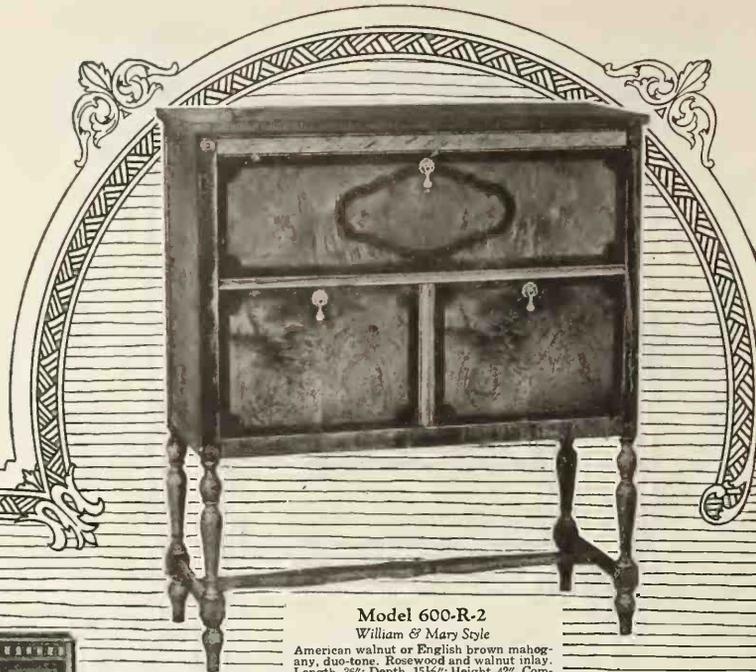
This is one of the Aristocrats of the Empire line and is made in two sizes, one to fit instruments with a 9" center, and one for instruments with 10" center.



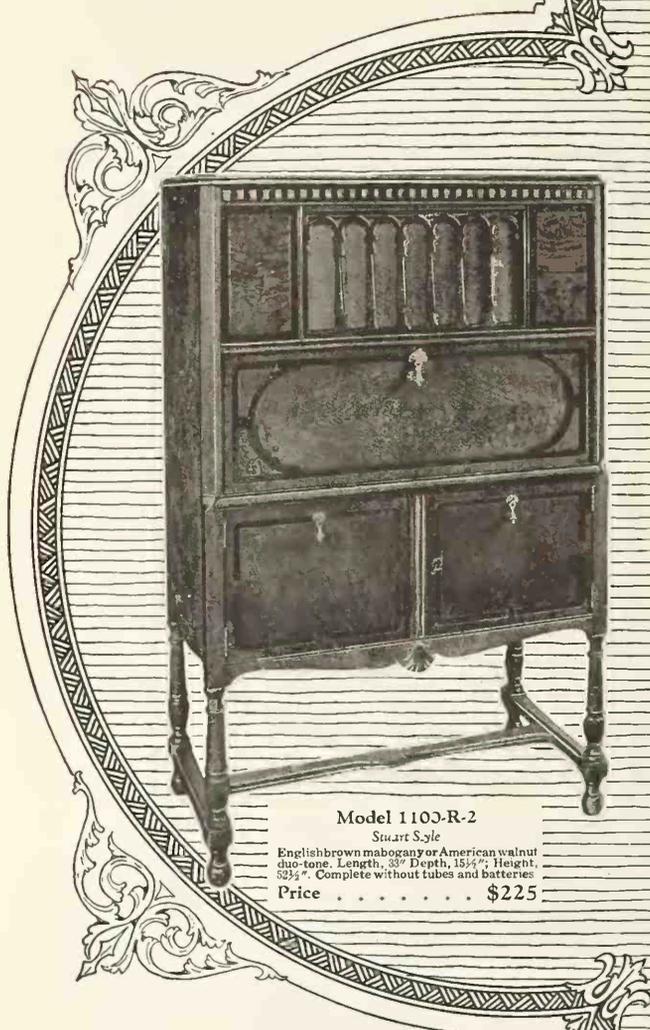
EMPIRE PHONO PARTS COMPANY
2261 EAST FOURTEENTH STREET - CLEVELAND



The RADIO BEAUTIFUL



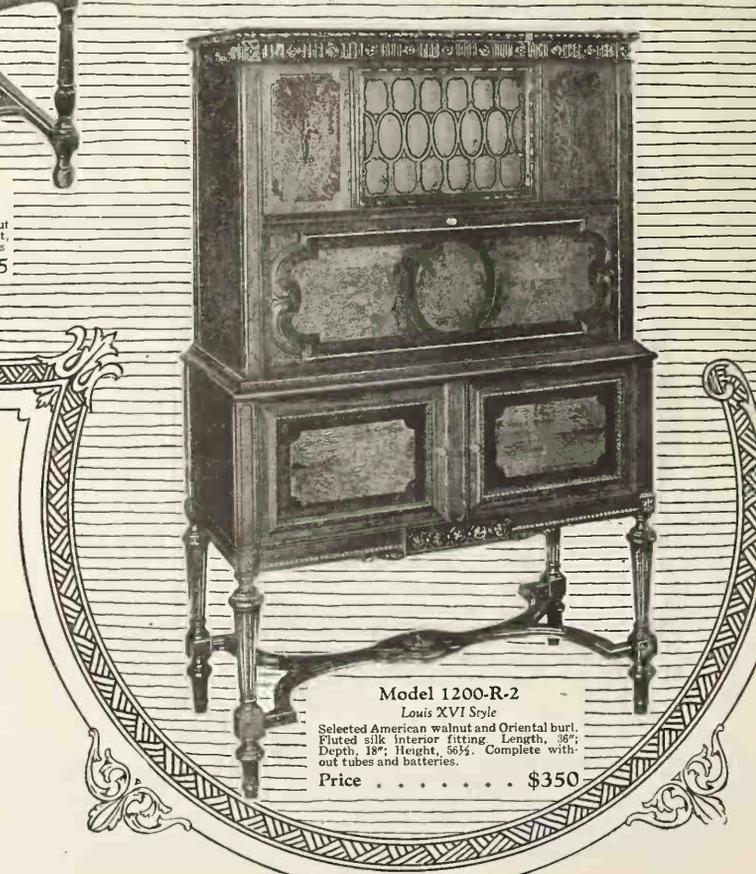
Model 600-R-2
William & Mary Style
American walnut or English brown mahogany, duo-tone. Rosewood and walnut inlay. Length, 36"; Depth, 15½"; Height, 42". Complete without tubes and batteries.
Price \$210



Model 1100-R-2
Stuart Style
English brown mahogany or American walnut duo-tone. Length, 33"; Depth, 15½"; Height, 52½". Complete without tubes and batteries.
Price \$225

Pooley

RADIO CABINETS



Model 1200-R-2
Louis XVI Style
Selected American walnut and Oriental burl. Fluted silk interior fitting. Length, 36"; Depth, 18"; Height, 56½". Complete without tubes and batteries.
Price \$350

Pooley Radio Cabinet
with
Atwater Kent Radio
Has No Real Competition
"There's Millions in It"

The Way it "Shows Up"
At the "Show Down"
Makes it the Easiest Seller

Pooley Company

Indiana Avenue—16th & 17th Streets, Philadelphia



Model 600-R-2
 William & Mary Style
 American walnut or English brown mahogany, duo-tone. Rosewood and walnut inlay. Length, 38"; Depth, 15½"; Height, 42". Complete without tubes and batteries.
 Price \$210

The RADIO THEY WANT



Model 1100-R-2
 Stuart Style
 English brown mahogany or American walnut duo-tone. Length, 38"; Depth, 15½"; Height, 62½". Complete without tubes and batteries.
 Price \$225

ATWATER KENT R A D I O



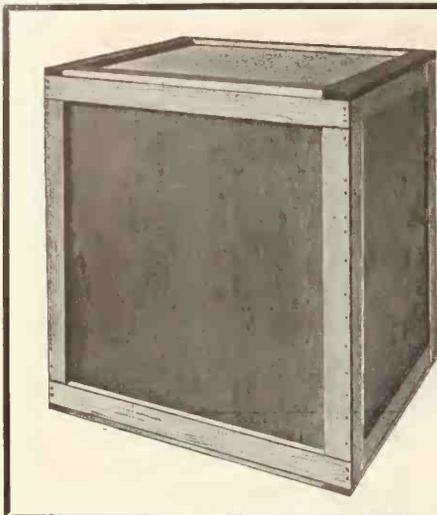
Model 1200 R-2
 Louis XVI Style
 Selected American walnut and Oriental burl. Fluted silk interior fitting. Length, 36"; Depth, 18"; Height, 55½". Complete without tubes and batteries.
 Price \$350

Pooley Radio Cabinet
 with
 Atwater Kent Radio
 Mightiest Combination in Radio
 Superb Cabinets — Supreme Radio

Order NOW
 Anticipate Your Needs
 Customers Demand Prompt Delivery

Pooley Company

Indiana Avenue—16th & 17th Streets, Philadelphia



RADIO MANUFACTURERS

Profit by Experience and Save Yourselves Costly Mistakes

Protect your expensive cabinet sets just as the manufacturers of the best phonographs have protected their product for years.

We have been the principal source of supply for shipping cases to the high grade phonograph trade for the past twelve years. Maximum protection, lower freight charges and better appearance have made

Atlas Plywood Packing Cases

standard in the talking machine trade, where the best has been demanded.

The similarity of your product makes these cases ideal for your shipments. Our thorough knowledge of your packing and shipping problems makes our advice and service invaluable. Ask for details.

Atlas Plywood Corp.

PARK SQ. BUILDING

BOSTON, MASS.

Largest Manufacturers of Box Shook in New England

Interesting Revisions Made in C. I. T. Finance Plan

Only 10 Per Cent Reserve on Phonograph and Radio Paper Will Now Be Held by Commercial Investment-Trust Incorporated

The Commercial Investment-Trust Incorporated, New York, one of the leading concerns in the financing of musical instrument instalment paper, announced, as effective December 15, some attractive revisions in the company's plans for the handling of phonograph and radio accounts. One of the outstanding features of the new system is that under it 90 per cent of the face of unexpired phonograph paper is paid at once to the dealer instead of 80 per cent as formerly, thus cutting the reserve held by the company from 20 to 10 per cent and giving the merchant the use of the extra money.

An attractive series of discount prices on phonograph paper running from six to twelve months and ranging from 5 per cent up, according to the time of the paper, is also announced, and the company has arranged, where the paper runs for over twelve months, to purchase twelve months of it, thus freeing the dealer from carrying his own long-term paper over the full period.

The company was one of the first to plan for the financing of radio paper, a line which was regarded with uncertainty at the outset, and the system in use is similar to that covering phonograph paper with the exception that to make the account subject to discount the customer must have paid in all at least 33 per cent of the total selling price. In the case of radio combinations, the cash payment required of the customer is only 20 per cent of the total selling price.

In the case of phonograph paper the matter of collection is left to the dealer himself, he remitting the required amount each month to the Commercial Investment-Trust Incorporated. In the case of radio the company collects direct when desired on either radio receivers or radio combinations, though the dealer is privileged to make his own collections should he favor that method.

The plan of the finance company has already enabled numerous phonograph and radio dealers to carry on their businesses without difficulty and to make desired expansion, inasmuch as the capital ordinarily tied up in paper is, through the discount plan, made available for business purposes.

The Commercial Investment-Trust Incorporated has, during the past year, made arrangements with several prominent phonograph and radio receiver manufacturers for the financing of paper held by their dealers, and in that way has proved a substantial factor in the development of the trade.

Brunswick Dealers Tie Up With Al Jolson's New Show

Window Displays and Special Newspaper Publicity Utilized by Trade

CLEVELAND, O., January 5.—Al Jolson, who is scoring a great success in his new production, "Big Boy," in a short preliminary tour, playing Pittsburgh, Cleveland, Cincinnati and a few other cities prior to opening an indefinite run in New York City, was accorded one of the finest dealer publicity tie-ups that he has ever received during his visit to this city. Practically every Brunswick merchant in the city had special Jolson window displays, and there was considerable local advertising in both papers and programs.

There was also a special "Brunswick Nite," which was attended by 150 dealers not only from this city but from all parts of northwestern Ohio. It was quite a Jolson-Brunswick week, and the Jolson records were pushed and advertised in an aggressive way. Buescher's also co-operated by carrying advertising on theatre ticket envelopes.

The Piquette Piano Co., Derby, Conn., added talking machines. The department of the Howard & Barber store was purchased.

Big Ad Drive on Eveready Line Scheduled for 1925

Program of National Carbon Co. for Next Year Calls for Most Extensive Advertising in the History of the Company

The National Carbon Co.'s advertising of Eveready radio batteries, Eveready flashlights and Columbia Eveready radio dry cells will appear during 1925 in 1,294,244,272 copies of American magazines and newspapers. In other words, there will be approximately twelve National Carbon Co.'s advertisements for each of the 110,000,000 people in the United States. Figuring an average of five readers for each copy of every magazine and every newspaper a National Carbon message will appear at least sixty times in twelve months to each American old enough to read.

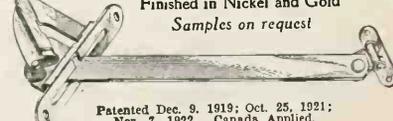
The company has launched forth for the year 1925 on the biggest advertising campaign in its history. The gross newspaper circulation for 1925 will be 1,023,579,613 and the gross magazine circulation, which includes magazines of general interest, farm papers, technical papers and trade papers, will be 270,664,859. It is accumulated upon schedules which run from six to twelve insertions in the course of the year, and in each case the space is half pages, full pages or double-page spreads.

Each of the Eveready products has its own campaign, designed to register with intensity on its various markets. The largest campaign is devoted to Eveready radio batteries and the Eveready flashlight. The newspaper circulation for the year on Eveready radio batteries will total 421,601,500 copies; the magazine advertising, 94,347,994, making a grand total of 515,949,494. In the magazine field there will be used the Saturday Evening Post, the Literary Digest and Collier's Weekly, all of the radio magazines, all of the popular scientific magazines, farm papers in large numbers, trade papers in the talking machine field, electrical industry and other fields upon which the effect of radio has been pronounced.

Throughout the entire campaign of 1925 the National Carbon Co. will carry out the closest co-operation with its dealers. A broadside to the trade will keep it fully advised of each campaign, and the window and counter displays in great variety will be supplied as a free aid to dealers who are awake to the unusual tie-up possibilities.

AUTOMATIC LID SUPPORT

Finished in Nickel and Gold
Samples on request



Patented Dec. 9, 1919; Oct. 25, 1921;
Nov. 7, 1922. Canada Applied.

The Most Dependable Lid Support on the Market
Star Machine & Novelty Co., 9-11 Watessing Avenue
Bloomfield, N. J.

Now! YOU CAN USE
Self-Affixing
DECALCOMANIAS
"The Easy-To-Appl Name Plate"

SOLD BY
NORTHEASTERN RADIO CO.
Radio Essentials
302 ADAMS AVE.
SCRANTON, PA.

ACTUAL SIZE

MADE BY
H. S. SHARTER
THE ELECTRIC SHOP
208 PARK ST.
PRINCETON, N. J.

BUILT BY
LEWIS & WALTHER
LITTLE ROCK,
ARK.

MADE BY
SAUNDERS MUSIC CO.
312 W. 10TH ST.
OTTAWA, KANSAS

MADE BY
SEARS & CHAFFEE
JUPITER, FLORIDA
NEW YORK, N. Y.

MADE BY
THE COMMERCIAL CO.
446 156 ADELPHI ST.,
BROOKLYN, N. Y.

Above design, our Style B, printed with gold background, red border and black lettering.
MR. DEALER! PUT YOUR NAME ON EVERYTHING YOU SELL.

It helps increase sales by bringing new customers to your store and old ones back for supplies and repair work. To apply, simply dip in water and slide design off top of paper onto any flat or curved surface.

100, \$5.00 200, \$10.00

Made by
The COMMERCIAL CO.,
446 156 ADELPHI ST.,
BROOKLYN, N. Y.

Mail your order now

The Commercial Co.,
Brooklyn, N. Y. Date.....
Enclosed is check for \$..... Ship postpaid to address
below Style B Decalcomanias with attached
(quantity) copy imprinted in black.
Firm.....
Street.....
City..... State.....
No C.O.D. Orders accepted. Print or typewrite copy. Send
business card to avoid errors.

The New

ODEON CATALOGUE

just off the Press!

An illustrated work of art
featuring our famous 3000
and 5000 series of imported
recordings.



Acquaint yourself with the
many selling points and
special features of Odeon
records by reading our six-
teen page booklet entitled

BREAKING RECORD SALES FOR ODEON

A ready Reference Sales Manual
for the Dealer and his Salesforce—

We shall be glad to mail you upon request
the new Odeon Catalogue and Sales Manual.

General Phonograph Corporation

OTTO HEINEMAN, President

25 WEST 45th STREET, NEW YORK CITY

Ralph H. Meade Appointed Sonora Advertising Manager

Succeeds L. C. Lincoln, Who Recently Resigned
—Was Formerly Assistant Manager and
Editor of "The Sonora Bell"

Announcement has been made by the Sonora Phonograph Co., Inc., New York, of the appointment of Ralph H. Meade as manager of the advertising department of the company to



Ralph H. Meade

succeed L. C. Lincoln, who has resigned to form an advertising company of his own. Mr. Meade has been assistant to Mr. Lincoln for some time and editor of "The Sonora Bell," Sonora's monthly house organ for dealers.

The advertising department of Sonora has recently been consolidated as a division of the sales department, so that Mr. Meade will work closely with Frank V. Goodman, who recently became Sonora sales manager. It is believed that the new closely co-ordinated sales and advertising policy of the Sonora Phonograph Co., Inc., will be of benefit to the selling organization.

Mr. Meade has had a broad experience in sales and advertising work. This has been both with Sonora and in the automotive field, which admirably fits him to render a high type of service to Sonora dealers and distributors. Prior to joining Sonora Mr. Meade was with a division of General Motors as assistant advertising and sales promotion manager.

Reflexo Products Co., Inc., Moving to Larger Quarters

The Reflexo Products Co., Inc., New York City, sole selling agent for Reflexo blue steel needles and Gold Seal needles made by the W. H. Bagshaw Co., Lowell, Mass., is moving to larger headquarters. This well-known firm has been situated for many years at 347 Fifth avenue and is now moving several blocks west to 370 Seventh avenue in the heart of the new business district surrounding the Pennsylvania Terminal and the Pennsylvania Hotel. The increased facilities to be found in the new quarters will allow for the further expansion of the business during 1925.

Two New Mutual Products Are Now Being Marketed

The Mutual Phono Parts Co., New York City, has just placed two new products on the market, a new tone arm and a loud speaker unit.

The new No. 6 tone arm is of the throw-back type and may be obtained with or without the radio inlet and also with or without a radio loud speaker unit attached. This arm is described as particularly suitable for portables. The new Mutual radio loud speaker unit is to be obtained either for use in conjunction with the Mutual radio tone arm or separately if so desired. It is claimed to be particularly efficient, and is attractively constructed in nickel and black with a gold adjustment knob.

Wuchter Music Co. Stages Its Own Radio Exhibition

Elaborate Pre-Holiday Showing of Many Types
of Receivers Attracts Much Attention and a
Considerable Volume of Business

ALLENTOWN, PA., January 6.—The Wuchter Music Co., located at 927 Hamilton street, this city, has staged a radio show which, from all indications, is second to none ever run in a like fashion by an independent merchant. Mr. Wuchter, the proprietor of the store, arranged an exhibit which was of interest to every radio fan and prospective purchaser of radio instruments. In order to accomplish this practically the entire store had to be given over to this purpose, to provide space for the various cabinet models of receivers which were used in the display.

In the exhibition and demonstration scores of radio receiving instruments of every conceivable description and with a very wide range of price were displayed, and specially engaged radio men were on hand to explain the various receivers to the visitors. This exhibition, Mr. Wuchter explained, is one phase of the development of his radio business.

LeJeal to Increase Space

ERIE, PA., January 5.—Announcement has been made by A. L. LeJeal, music store proprietor at 1007 State street, that he will take larger quarters at 1023 State street in a month or so. The present location of Mr. LeJeal's store at 1007 State street has been the site of a music house for the past eighteen years, having been started by Brehm Bros. Mr. LeJeal took over the business five years ago and has expanded it to include phonographs, small goods and a large line of sheet music. He has stated that he may add radio goods at his new location.

LITTLE TOTS' RECORDS

SONGS, GAMES, STORIES—FOR KIDDIES



LITTLE TOTS' Records are works of art, the recordings having been made by the foremost artists in the country. The clarity of tone and perfect enunciation make a strong appeal to the impressionable youngsters who love to hear them played over and over again.

8 SELECTIONS, FOUR RECORDS, contained in an attractive book with eight pictures and verse cards. The book is beautifully bound in loose leaf style with telescope eyelets and tied with a colored silk cord. **\$1.00**

Dealers' Price—60c each. Orders for less than 1/2 gross 65c each.

LITTLE TOTS' RECORDS BOOKS

1. The "Merry Song" Book
2. The "Happy Day" Book
3. The "Jolly Game" Book
4. The "Story Hour" Book
5. The "Christmas" Book
6. The "Lullaby" Book
7. The "Patriotic" Book
8. The "Medley" Book
9. The "Sunshine" Book



REGAL RECORD COMPANY

20 West 20th Street - - New York City

How a Live Retail Dealer Handles Machine Prospects

H. M. Reynolds Describes in Detail the Various Steps He Has Found Most Productive of Results in Selling Phonographs

Every successful salesman has his or her own method of putting over a deal. An approach that may work to advantage for one individual oftentimes causes a decidedly different reaction when used by another. However, all of the methods used are of real general interest to those who are engaged in the happy profession of selling merchandise.

H. M. Reynolds, of the Brunswick Shop, Indianapolis, Ind., who is widely experienced in the retail field, in the following paragraphs gives his ideas relative to handling a retail sale:

"After your customer has been seated and you have selected the model that he wants demonstrated (you can help in the selection by suggesting different styles of furniture that the

models represent), you then explain that you are going to use a few records to demonstrate the quality of tone of the instrument. My first record is usually No. 2333, one that is exceptionally clear and attractive from this standpoint. I follow this with No. 2228, calling attention to the fact that they are now hearing four voices instead of one. From this I switch over to an instrumental number, using No. 2010, suggesting that they give particular heed to the bass in this particular selection. I then demonstrate part of No. 25004, pointing out the ease with which one can follow through simple melody or variations. The next record that I use is No. 50035, to bring out the more delicate shadings of music, and it gives me a good opportunity to call attention to the fidelity of the instrument in reproducing piano music.

"I use these particular records because they suit my purpose and afford a good range of music, as illustrated by the different types of recorded music. Never play a record all the way through.

"I have found that this simple method will

close a large percentage of my customers; but if it does not I then resort to a demonstration of the prime features of the instrument, introducing at the same time several records that they may want to hear.

"You will find that the customer will give better attention to your detailed explanation at this time than at any other, because he or she is curious to know how you get this unusual tone from the records demonstrated.

"It has been my experience that 80 per cent of the customers with whom I have talked have been women, and a great number of them would be bored by a lengthy technical explanation, prior to the time that I prove to them that we have something that they would really like to hear. In other words, make sure that it is necessary before you go into a technical explanation.

"My motto is 'Don't talk about your phonograph until you have proved to the customer that you have one they will want to hear.' After that the reasons why the instrument possesses an extremely interesting tone and favorable interpretation of the recorded music will prove much more interesting to the buyer."

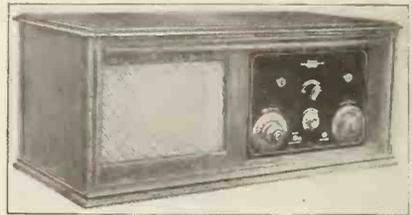
IMPORTANT ANNOUNCEMENT

The Manufacturers of the most distinctive-looking (and the most successful) European make of PORTABLE PHONOGRAPH need the services in the United States of a limited number of experienced TRAVELLING REPRESENTATIVES. They invite correspondence from well-established and responsible firms of PHONOGRAPH MANUFACTURERS' AGENTS who are employing competent outdoor salesmen. Prices highly competitive (huge output); attractive dealer-and-jobber propositions. Remuneration by way of generous over-riding commission on all sales in territory travelled. Samples ready immediately. Plenty of highest-grade advertising material available in all languages. Send full details as to ground covered and agencies held and tender references, please, to "Alpha," care of Talking Machine World, 383 Madison Avenue, New York, N. Y.

Effective Publicity on New Federal Receiver

The Federal Telephone Mfg. Co., Buffalo, N. Y., with headquarters in the Times Building, New York City, has just issued an attractive folder featuring the new Federal set type 142, which it designates as a "big brother to the 141." The latter set was introduced a short while ago and achieved instantaneous success, attaining a popularity far in excess of all anticipations.

The new type 142 is a super-selective power-



Federal Type 142

ful five-tube radio receiver in combination with a loud-speaking telephone unit. It has a two-dial control, making for simplicity, and in cabinet design is very attractive. The new set lists at \$230, less head sets, tubes and batteries.

Nyaccoflex Radio Panel Introduced to the Trade

The New York Album & Card Co., of New York and Chicago, well known and established in the talking machine field for many years as manufacturer of Nyacco record albums, and which entered the radio field in a substantial manner during the past year, presented the trade with a new product in radio the first of the year.

This newest product is known as the Nyaccoflex RP-3, and is a panel for installation in the Victrola or other makes of talking machines. This new Nyaccoflex panel measures ten by fourteen inches, and is of a three-tube reflex type. The merits of the reflex circuit, whereby three tubes do the work of five, are well known.

This new product rounds out the Nyaccoflex line. The first number of the line to be introduced, the RP-1, it will be remembered, was a combination radio and talking machine portable. The second number was a receiving set. With the RP-3 practically every phase of the radio demand has been covered.

The Cleartime Radio Co., New York, was recently incorporated at Albany, with a capital stock of \$25,000. The incorporators are: T. F. Tormey, L. M. Corcoran and G. A. Turley.

JONES=BEACH



The Jones-Beach Buildings

1925

is going to be another big radio year—particularly for those retailers having the right merchandise backed up by the right kind of service.

Make your plans now. Investigate just how Jones-Beach service in radio merchandising can help you build your business.

THE tremendous facilities of the above building plus the merchandising and technical experience of our staff is an excellent backing to have behind you. You can rely on Jones-Beach service.

We are wholesale distributors for such nationally known lines as

Radio Corp. of America
Atwater Kent Mfg. Co.
Fada Neutrodyne

JONES-BEACH & CO.

Wholesale Distributors of Radio Products

Jones-Beach Bldg.

307-13 N. 7th St.

PHILADELPHIA

Important Appointments to Jewett Traveling Staff

J. W. Sands to Cover Middle West District—
O. B. Compton to Operate in South and
Southwest—Both Widely Experienced

The Jewett Radio & Phonograph Co., Detroit, Mich., announced recently the appointment of J. W. Sands as district representative of the company. Mr. Sands will confine his activities to the Middle West district, comprising the States of Ohio, West Virginia, Indiana, western Pennsylvania and western New York. Previous to entering the radio field Mr. Sands had many years of sales experience with the National Cash Register Co., of Dayton, O., during which time



J. W. Sands

he operated in the States of Ohio, New York and Massachusetts. He comes to the Jewett organization from the Magnavox Co., with which he was connected as Ohio representative for the past two years.

The Jewett organization has also been augmented by O. B. Compton, who will represent the Jewett interests in the States of Missouri,

Tennessee, Georgia, Florida, Alabama, Mississippi, Louisiana, Texas, New Mexico, Oklahoma and Arkansas. Mr. Compton has been actively engaged in radio merchandising for the past three years and was formerly Southern territorial representative of the Magnavox Co. The



O. B. Compton

greater portion of his life has been spent in the South, where his many friends will undoubtedly accord him a hearty welcome in his new work.

Broadside Features Fine Atwater Kent Publicity

Prior to the Christmas season the Atwater Kent Mfg. Co., Philadelphia, Pa., issued a particularly attractive broadside in colors entitled "This is going to be a radio Christmas.". In addition to featuring the entire Atwater Kent line the inside of the spread displayed the various sales helps available for use of Atwater Kent dealers.

Another sales stimulant recently put out is an attractive window poster also in colors and simulating in design the Atwater Kent billboard displays. A casual observer will find dealers making good use of this material and its effectiveness is being proved in the steadily increasing sales of Atwater Kent merchandise throughout the country.

Saul Birns Leases Larger Quarters and New Store

Headquarters of Chain of Stores to Be Located
in Sixth Avenue Establishment—Elaborate
Showroom Planned.

Saul Birns, proprietor of a chain of music stores throughout New York and Brooklyn, recently announced that he had leased another store at 310 Sixth avenue, New York, together with the entire third floor of the same building comprising 20,000 square feet of floor space, to be used as the general offices of Mr. Birn's organization.

The growth of the Saul Birns establishment has been most consistent. Some fifteen years ago the first store and office headquarters were opened at 111 Second avenue, and at the present time there are ten stores to the chain, each carrying a complete line of musical instruments. The present office space has been found to be inadequate to cope with the steadily increasing business and the move to larger quarters was imperative. The new headquarters will be centrally located and part of the floor space will be utilized as an elaborate showroom where all models of talking machines, radio receivers and pianos will be displayed. This display space will be a general showroom for all of the stores where models not available at each store can be shown and demonstrated. A special elevator from the store floor to the offices and showroom will be installed for the convenience of customers.

Good Pooley Publicity

The factory of the Pooley Co., Inc., manufacturer of the Pooley phonographs and radio cabinets, is prominently located close to both the North Philadelphia station of the Pennsylvania railroad and the main line of the Philadelphia & Reading. The Pooley buildings are thus easily seen by passengers in hundreds of passing trains. Accordingly, the Pooley Co. has taken advantage of this opportunity and has erected a large sign on the top of its building announcing the fact that it is the home of Pooley radio cabinets. As trains for all points in the West and South pass this station, in addition to the local trains, it may be easily seen that this message will be read by natives of practically every State in the Union.

The Pooley Co. is continuing to do a tremendous business with its radio cabinets and the exceptional business of this year is expected to be surpassed during 1925.

Opens New Music Store

HUTCHINSON, KAN., January 6.—L. E. Mayfield has just opened a new music store here at 16 First avenue, handling a complete stock of pianos, phonographs, band instruments and radio. The store, which will be operated as the Mayfield Music Co., has been decorated in a fitting manner. Mr. Mayfield was identified with the music trade of this city several years ago before he went to California, and he has a fine record of merchandising achievement.

Recording Corp. Chartered

The Consolidated Recording Corp., New York, was recently incorporated at Albany, with a capital stock of \$30,000, to make phonograph equipment. The incorporators are A. H. Cushman, J. and E. Ennisson.

The Apollo Radio Co., New York, was recently incorporated at Albany to manufacture radio apparatus, with a capital stock of 200 shares of preferred stock at \$100 per share, and 200 shares of common stock of no par value. The incorporators are: H. Rosenfeld, B. J. Cohen and R. Rubenstein.



In the
Metropolitan District
it's the

**MUSICAL PRODUCTS
DISTRIBUTING CO.**
22 WEST 19th ST., N.Y.C. ~ CHELSEA 8510

FOR
**POOLEY-ATWATER KENT
RADIO RECEIVERS**
Wholesale Only

The ultimate—in anything—is the Fact—the Net Result.

It is the unfailing trial balance—which determines—any time—anywhere—the status of a business—an opportunity—a man—an environment—or a commodity.

The Net Result can be denied—but not defeated.

Whether in red or black—it is the unfailing circumstance pointing the moral and the opportunity—and guiding to the right direction.

The difference between red and black—in terms of accounting—is the difference between yawning and acting—when an opportunity presents itself.

Whether it be the phonograph—the radio-combination—or the radio cabinet—the name “MASTERCRAFT” is four-square—in reliable merchandise—solid construction—correct design and sure-fire profit.

That—plus two large factories equipped to the minute—for volume, efficiency and dispatch—have made it possible to distribute about an hundred thousand instruments—thruout the world.

That’s the net result—to date—about
“MASTERCRAFT”

Progressive merchants — on investigation — will find this company and its product—a profitable representation—during 1925

THE WOLF MANUFACTURING INDUSTRIES

(Established 1890)

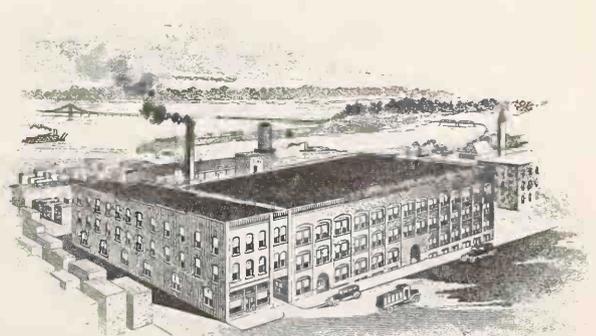
“MASTERCRAFT”

Phonographs — Radio-Combinations — Radio Cabinets

QUINCY, ILLINOIS



PLANT N°1



PLANT N°2

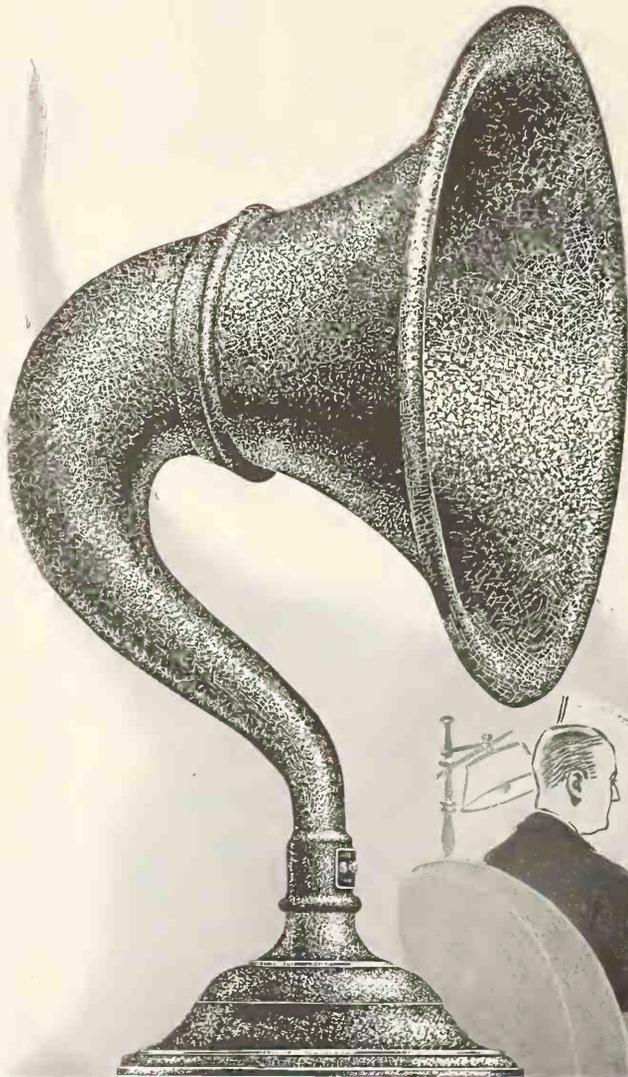
ATWATER KENT LOUD SPEAKERS

BACK OF ATWATER KENT Receiving Sets and Loud Speakers is the most completely rounded-out selling campaign in the radio industry today. Everything is being done to help each dealer sell ATWATER KENT Radio.

A national advertising campaign is broadcasting the story of ATWATER KENT quality and performance to every city, town and village in the country. Full page space appearing monthly in nineteen national magazines, a widespread newspaper campaign, and beautiful 24-sheet posters, spread from coast to coast, are establishing ATWATER KENT Radio as the unquestioned leader in the minds of the nation.

Descriptive literature on request

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



BRING OUT THE BEST FROM ANY SET

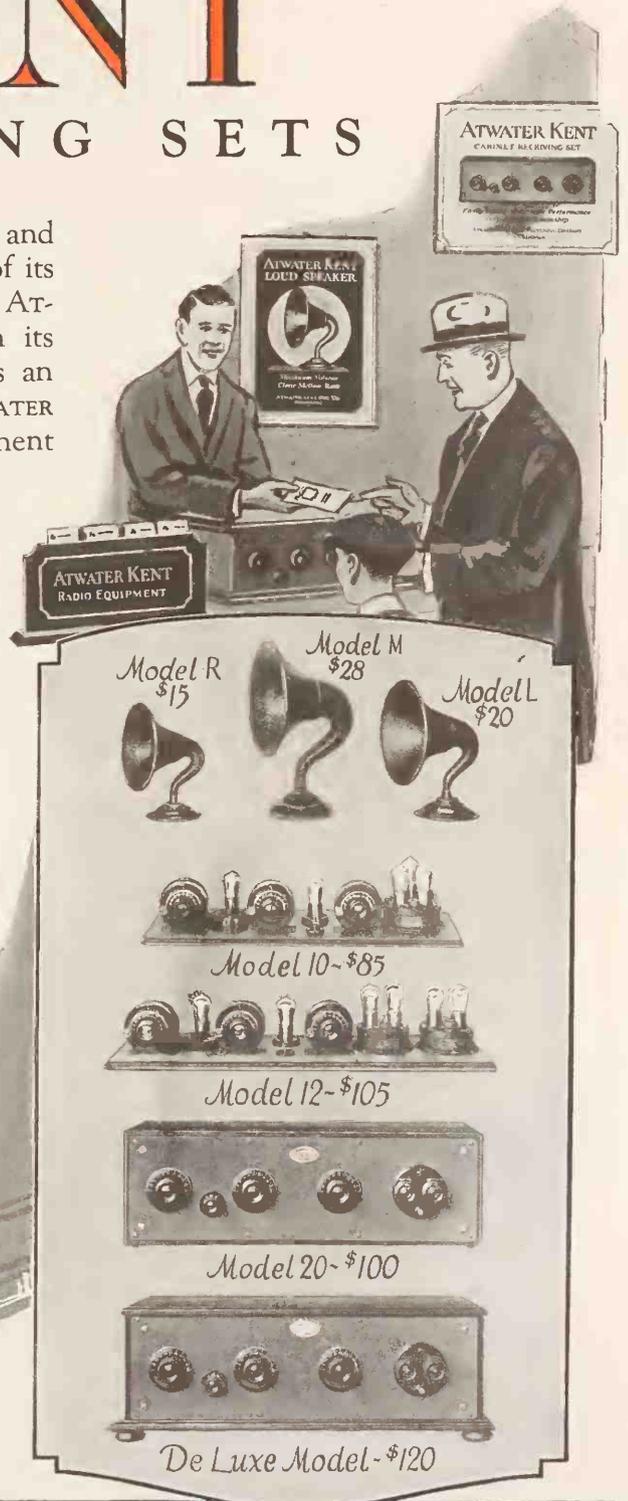
ATWATER KENT RECEIVING SETS

BACK OF ATWATER KENT Receiving Sets and Loud Speakers is the largest plant of its kind in the world. The strength of the ATWATER KENT organization, combined with its laboratory and manufacturing facilities, is an assurance to every dealer that the ATWATER KENT line will hold a position of permanent leadership.

Into ATWATER KENT Radio is built the knowledge and skill of over a quarter century's experience. Each part, from the tiniest wires to the polished cabinets, is designed and manufactured with infinite care. The ATWATER KENT tradition of using only the finest materials that money can buy guarantees the highest possible quality.

Descriptive literature on request

ATWATER KENT MANUFACTURING COMPANY
1725 Wissahickon Ave., Philadelphia, Pa.



Pacific Coast Prices slightly higher

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

Neutrodyne Manufacturers Launch First National Educational Advertising Drive

Hazeltine Corp. and Fourteen Licensed Manufacturers of Neutrodyne Radio Receivers Sponsor Copy Appearing in Newspapers and National Magazines in Addition to Usual Publicity

The first national advertising campaign along association and educational lines for radio apparatus was launched by a committee representing the fourteen neutrodyne manufacturers and the Hazeltine Corp. last month. The campaign is scheduled to run in twenty-nine of the country's leading newspapers, the Saturday Evening Post, and eight trade papers up to the middle of March. The first advertisement of the series appeared December 7.

The new campaign is exclusive of the regular and intensive advertising schedules of each of the fourteen individual manufacturers, all of which, including the educational series, is based on the neutrodyne system.

The set-up for the educational series is founded upon the usual association lines which

have been so successful in the past. The control of the campaign is vested in a committee of which R. M. Klein is chairman, the other members being R. W. Porter and R. T. Pierson. Jack Binns is secretary. N. W. Ayer & Son, of Philadelphia, is the agency handling the campaign.

The newspaper schedule includes the following publications: Atlanta Journal, Kansas City Star, Chicago Tribune, St. Louis Globe-Democrat, Baltimore Sun, New York Times, Boston Post, Cleveland Plain Dealer, Minneapolis Tribune, Philadelphia Inquirer, St. Paul Pioneer Press, Los Angeles Examiner, San Francisco Examiner and Seattle Post-Intelligencer on Sundays. St. Louis Post-Dispatch, San Francisco Call and Post, New York Journal, Chicago Herald-Examiner, New York Sun, Baltimore News, Cincinnati Times-Star, Boston Herald, Cleveland News, Boston Traveler, Philadelphia Bulletin, Detroit News, Seattle Times and Minneapolis Journal on week days. Each of the newspaper advertisements involves copy comprising 952 lines arranged as 238 lines on four columns. In the Saturday Evening Post and in the trade magazines full-page copy. The advertising campaign will be followed up with special sales aids for dealers, jobbers and salesmen.

The neutrodyne principle was invented by Professor L. A. Hazeltine, of Stevens Institute of Technology, and was specifically designed to bring in broadcast programs. The patents and trade-mark are now owned by the Hazeltine Corp. The Independent Radio Manufacturers, Inc., which is a co-operative organization made up of licensed "neutrodyne" manufacturers, is the exclusive licensee of the Hazeltine Corp. It has granted fourteen sub-licenses to the following manufacturers: American Radio & Research Corp., Medford Hillside, Mass.; F. A. D. Andrea, Inc., New York City; Carloyd Electric & Radio Co., New York City; Eagle Radio Co., Newark, N. J.; Freed-Eisemann Radio Corp., Brooklyn, N. Y.; Garod Corp., Newark, N. J.; Gilfillan Radio Corp., Asbury Park, N. J.; Howard Mfg. Co., Inc., Chicago, Ill.; King-Hinners Radio Co., Buffalo, N. Y.; Wm. J. Murdock Co., Chelsea, Mass.; Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y.; R. E. Thompson Mfg. Co., Jersey City, N. J.; Ware Radio Corp., New York City; Workrite Mfg. Co., Cleveland, O.

The manufacturers of "neutrodyne" receivers are making forty-two different models, including three, four, five and six-tube sets, ranging in retail sales price from \$65 to \$450 each. The largest number of receivers heretofore sold were of the five-tube set at prices ranging from \$125 to \$175. There appears to be a large demand this season for the higher-priced console type. The several models are designated under the various manufacturers' trade names, among which are the following: Adler-Royal neutrodyne, Amrad neutrodyne, Eagle neutrodyne, Fada neutrodyne, Freed-Eisemann neutrodyne, Garod neutrodyne, Gilfillan neutrodyne, Howard neutrodyne, Lafayette neutrodyne, Malone-Lemmon neutrodyne, Murdock neutrodyne, King-Hinners neutrodyne, Silvertone neutrodyne, Stromberg-Carlson neutrodyne, Thompson neutrodyne, Ware neutrodyne, Workrite neutrodyne.

The combined floor space of the various plants making "neutrodyne" receivers, exclusive of contributory plants making most of the cabinets and certain of the parts, is approximately 500,000 square feet, and the total number of employes is approximately 4,500.

The stock and fixtures of the Cowlitz Music Co., Kelso, Wash., were recently purchased by Mr. and Mrs. G. E. Cooper, who will continue the business in the Masonic Temple Building.

MICA DIAPHRAGMS

Immediate delivery—all sizes
Send for free samples and prices
All Mica Products

INTERNATIONAL MICA CO.

Phone Baring 535 PHILADELPHIA, PA. Cable Filasso, Phila.

Brooks Music House Adds Large Radio Department

Progressive Altoona, Pa., Concern Announces Addition of Radio by Direct Mail

ALTOONA, PA., January 5.—The Brooks Music House, one of the leading retailers in this territory, recently announced the addition of several of the foremost lines of radio and the opening of a department. A strong letter describing the various lines was mailed to customers and prospects, so that the fact of the opening of the new department immediately became widely known. Among the lines handled are included the Pooley cabinets made especially to house Atwater-Kent sets, which are handled. Other receiving set lines which are being aggressively featured are Freed-Eisemann, Kennedy, Crosley, Ware, Kodol and Crystal sets.

Radio Refinements Are Evident, Says L. S. Brach

"The rapid changes in radio are more evidence in the detailed refinements of radio apparatus than in any radical change in the completed product," according to Leon S. Brach, the well-known electrical and radio engineer and head of the L. S. Brach Mfg. Co., Newark, N. J. "There are, of course, possibilities for improvements and particularly is this true in the essential parts. For many months our engineers have been striving to develop a radio plug of an entirely different design from those that have appeared heretofore, both in appearance and operation.

"The company has produced a neat-looking type of phone plug, which not only takes care, by a simple and easy means, of connections with the jacks, but safeguards the user of the plug by having all current-carrying parts protected, eliminating any danger of shocks."

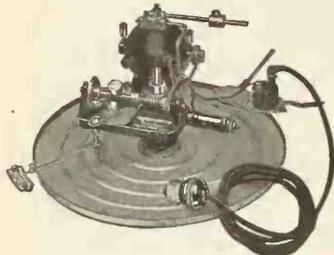
T. B. Cleveland recently opened a general music store on Waller avenue, Greenwood, S. C. A full line of talking machines and other musical instruments is carried.

The F. C. Howard Piano Co., Syracuse, N. Y., has opened a radio department. Standard receivers and accessories are being carried.

The PHONOMOTOR CO.

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

An Electric Equipment for the PHONOGRAPH



Fully GUARANTEED

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

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

The PHONOSTOP

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

STANDARD FOR EIGHT YEARS

Guaranteed.

Sold direct to manufacturers all over the world.

Nickel or Gold.

Your phonograph is worthy of the best stop.

This is the only one.

Your customers appreciate it

We also sell General Phonograph Hardware
Cable Address:
PHONOMOTOR, Rochester, N. Y.

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

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

Trade Prices upon application

The PHONOMOTOR

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

REPRODUCERS

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

FOR PORTABLES

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

Combining tone quality and volume with attractive price.

Write for samples and prices

J. E. RUDELL

144 Chambers Street
New York City



No. 3



A Radio Speaker that will help all your radio business

THE Adler-Royal Radio Speaker will be the best salesman in your store. It not only speaks for itself when you demonstrate, but it clinches sales on radio sets too. Your customers will be thrilled at its tone and its wonderful modulator.

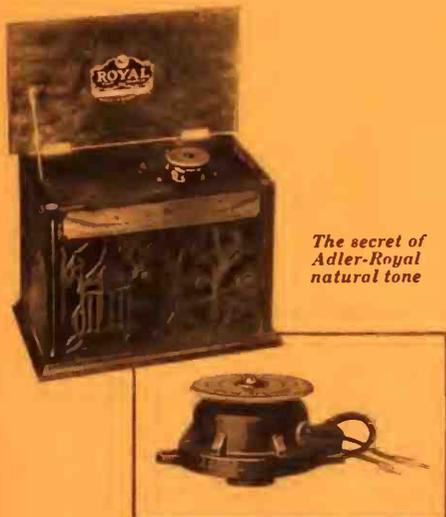
Four features that will appeal to you and your customers:

- 1—Clear Tone.
- 2—Adjustable modulator for tone volume.
- 3—Beautiful cabinet design, finished in two-tone walnut and mahogany.
- 4—Carries a 40% dealer discount.

Our 25 years' experience in the manufacture of fine organs, pianos and phonographs guarantees the musical qualities and insures the highest grade workmanship.

List Price \$30.00

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



The secret of Adler-Royal natural tone

We want you to be just as firmly convinced of the superiority of the Adler-Royal Radio Speaker as we are. Without waiting to place your order through our salesmen, sign the coupon below and we will send you a speaker immediately. Put it through the most exacting tests.

See for yourself how marvelously the tone modulator produces a natural pleasing amplification read-

ily adaptable either to the delicate strains of a symphony orchestra or the blatant notes of jazz. Try this speaker faithfully. Compare it. Demonstrate it to your customers.

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

ADLER MANUFACTURING COMPANY, INC.

*General Sales Office: Dept. G1, 881 Broadway, New York City
Factories: Louisville, Ky.*

Adler-Royal Radio Speaker

ADLER MANUFACTURING CO.
Dept. G1, 881 Broadway,
New York City.

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

Name

Address

Royal Phonograph No. 5

Made in two-tone walnut or mahogany. All exposed metal parts are heavily nickel-plated.

*Adler-Royal Combination Radio and Phonograph Royal Cabriole—Model 10*

In either walnut or mahogany, price \$300.
Without neutrodyne set, price \$125.00.

Make the Royal Road to profits lead to your own store

ADLER-ROYAL means to you a fine phonograph, combination phonograph and radio neutrodyne product, plus a wholesome dealer policy.

In our advertising to the public we say, "The dealer from whom you buy your phonograph and radio set is just as important as what you buy."

To the music trade of America we say, "The merchandising policy of the radio or phonograph manufacturer is today as important to you as are the goods he offers you."

We have the courage, the capital and the steadfastness of purpose to give you protection from unfair and irresponsible competition. This is in addition to the fact that we are the only recognized manufacturer who can give you from one source a complete line of high-quality phonographs, combinations, neutrodyne radio sets and cabinet type loud speakers. The Adler Manufacturing Company is owned, managed and operated with a single eye to quality products, fair dealer policies and permanency. The energy of the owners themselves goes into manufacturing.

The dealers who are being awarded Adler-Royal franchises must bring with them a local reputation for fair dealing and responsibility equal to ours. To such dealers we extend the fullest co-operation.

Isn't it worth your while to learn the details about a franchise in the phonograph and radio field that considers your interests first? We know your success with Adler-Royal will make ours. Write us.

*Royal Elizabethan—Model 50*

Combination phonograph and radio. Walnut or mahogany. Price \$350 with loud speaker, less accessories. Without neutrodyne set, price \$175.

ADLER MANUFACTURING COMPANY, INC.

General Sales Office: Dept. G1, 881 Broadway, New York City
Factories: Louisville, Ky.

ADLER



Adler-Royal Neutrodyne—Model 199

Table Type and with dry cells. Batteries concealed in cabinet. 5 tubes (199) Cabinets walnut and mahogany. Price \$165.

38 stations in one night—2 in Europe

Read this enthusiastic letter from Charles C. Clark, Research Engineer, Indianapolis Music House, Indianapolis, Ind. He says in part:

"After testing a number of reputable and well-known makes of radio receivers, YOUR SET (ADLER-ROYAL NEUTRODYNE) WAS THE ONLY ONE THAT CAME UP TO OUR EXPECTATIONS OF WHAT A RADIO RECEIVER SHOULD BE FOR THE AMERICAN HOME.

"The points of superiority in picking your set were SELEC-

TIVITY, VOLUME, NATURAL REPRODUCTION, SIMPLICITY OF OPERATION AND BEAUTY.

"I have received and logged 36 stations in the United States and two in Europe in one night, and all on the Loud Speaker, and will REPEAT NIGHT AFTER NIGHT ON THE SAME LOGGING if the station is on the air."

On receipt of first order wired for duplicate shipment

MR. CHARLES C. ADAMS, Charles C. Adams & Co., Peoria, Ill., told us these striking facts about the Adler-Royal phonographs:

"The first shipment, which arrived only a few weeks ago, was HARDLY UNBOXED when we were obliged to WIRE FOR A DUPLICATE SHIPMENT. In our opinion the style 10 is the most wonderful value, and styles 30 and 50 are the most beautiful designs we have ever seen in any make.

"With the style 50 we have found it very easy to compete with the 'old lines' which list approximately \$100.00 higher.

"In going out on the road with this line we predict that you will meet with MORE SUCCESS THAN YOU ANTICIPATED, and should you come into this territory, do not fail to call upon us."

District Representatives

WILLIAM A. CARROLL
802 Bramson Bldg. Buffalo, N. Y.
EDRAY SALES CORP.
532 Republic Bldg. Chicago, Ill.
H. W. BUCKLEY
c/o Adler Mfg. Co. Louisville, Ky.
RADIO EQUIPMENT CO. OF TEXAS
1319 Young Street Dallas, Texas
BLACKMAN SALES CO.
2002 Grand Ave. Kansas City, Mo.
BRUNNER & LUKAS
881 Broadway New York City

ROBERT HARRIS
1015 Chestnut St. Philadelphia, Pa.
S. E. LIND, INC.
2765 West Fort St. Detroit, Mich.
MARKS PHONOGRAPH & RADIO CORP.
2215 Pine St. St. Louis, Mo.
ROYAL SALES CO.
315 California Bldg. Denver, Colo.
SPRAGUE & WARREN
30 So. 8th St. Minneapolis, Minn.
JAMES M. ERVIN
4900 Euclid Ave. Cleveland, Ohio



Adler-Royal Neutrodyne—Model 201A

Table Type to be operated with "A" storage batteries; "B" batteries concealed in cabinet. 5 tubes. Walnut or mahogany. Price \$160.

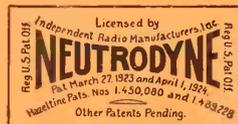


Adler-Royal Neutrodyne—Floor Type No. 1 Elizabethan

Dry cells or wet "A" batteries. 5 tubes. Walnut or mahogany. Price \$350, including loud speaker, without tubes or batteries.



ROYAL



WHAT IS SLEEPER COMPETITION?

WHEN you demonstrate a Sleeper—and that's the easiest way to sell one—choose for its competitors only fine machines.

Sleeper national advertising is telling Radio prospects—yours and ours—that performance is the only basis on which to purchase a Radio. And that the Sleeper Monotrol is ready to be judged in competition with any machine, irrespective of price or size. We make that statement to the public because we sincerely believe that Sleeper performance is unparalleled.

The Sleeper Monotrol is today the most saleable set on the market for many reasons—its compactness—its economy—its ease of operation, but mainly because of Sleeper ability to receive radio with greater clarity and over longer distances than can its competitors.

Your territory is waiting for Sleeper Monotrols.
Wire for complete information.

Sleeper Radio Corporation, 434 Washington Avenue, Long Island City

De Forest Radio Co. Wins Trade Mark Suit in Cuba

Restrains Attempt to Register the Trade-mark "De Forest" in Cuba

A decision by the Cuban courts against Leonardo Cano that concluded an attempt of the defendant to register the trade-mark "De Forest" in his own name in Cuba has been announced by Samuel E. Darby, Jr., of the patent law firm of Darby & Darby.

This form of trade piracy is prevalent in many foreign countries, Mr. Darby said. The case of Cano, a resident of Havana, is typical. In December, 1922, he caused applications to be filed in the Cuban Patent Office for registration of the trade-mark "De Forest" in his own name as the owner of this trade-mark. By filing this application Cano sought to secure ownership in his own name of this mark, which would have given him control of the De Forest agency and the right to exclude from sale in Cuba any and all goods bearing the name "De Forest," and, in addition, would have entitled Cano to confiscate any goods bearing this trade-mark found on sale in Cuba.

Upon the official publication in the Cuban Patent Bulletin of December, 1923, containing this application demands were made by the De Forest Co. for its withdrawal and the filing of opposition proceedings to his application based upon article 8 of the International Convention and Article 9 of the Pan-American Convention. These oppositions have just been sustained and it is learned that in addition to the foregoing attempts at trade-mark piracy Cano also filed application for a number of other marks comprising the best-known registrations in the radio art. His success in these would lay a strong foundation for what might be termed a Radio Products Trust for the manufacture and sale of radio equipment on the Island of Cuba.

Chapman Bros. Windows Attract Wide Attention

Live Des Moines Columbia Dealer Utilizes Artistic Window as Sales Builder

DES MOINES, IA., January 3.—Chapman Bros., one of the leading department stores in this city, are enthusiastic believers in the sales value of artistically arranged window displays and the windows in this store invariably attract the attention of passers-by. The accompanying illustration shows a window featured by Chapman Bros. recently, devoted exclusively to Columbia



Chapman Bros. Attractive Window console and upright phonographs. The window not only attracted attention but produced sales and incidentally this store closed a very fine Columbia business during the holiday season.

To Increase Production

Leo Potter, chairman of the Thermodyne Radio Corp., sent a letter to stockholders of that company last week in which he said that additions to the plant would be ready for occupancy in about three weeks, and that the corporation then would increase its production from 400 to 500 radio sets per day.

DON'T SAY

"KAN'T"

Say

"KENT"

Successfully used for TEN YEARS as a Sales Clincher by hundreds of EDISON DEALERS



The KENT PRODUCTS excel in:

- Value*
- Quality*
- Material*
- Workmanship*
- Simplicity*
- Durability*
- Practicability*

The KENT COMPANY is noted for:

- Stability*
- Versatility*
- Excellent Service*
- Square Business Methods*



Reg. U. S. Pat. Off.

As our KENT No. 1 with soundbox, as illustrated, comprises only a part of our line, write for our catalog. Highest grade TONE ARMS made to order. Your inquiries are solicited.

F. C. KENT COMPANY

IRVINGTON, N. J., U. S. A.



Sonoradio 241
\$475



Sonoradio 242
\$235

Sonora Radio-Phonographs Cover the Field of Largest Demand

Sonora Radio-Phonographs are designed and priced right to meet all tastes and pocketbooks. Sonoradio 242, a Sonora Phonograph and three tube neutrodyne all in one, selling at the low price of \$235, assures you quantity sales to the large medium-price market. Sonoradio 241, the last word in luxurious appearance and performance, makes an immediate appeal to all those who want the very best that money can buy. Write for complete details of Sonora discounts, selling plans, etc. The distributor for your territory is listed opposite.

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

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

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

Sonoradio 242 manufactured by an authorized sub-licensee of Independent Radio Manufacturers, Incorporated, under Hazeltine Neutrodyne Patents No. 1,450,080, dated March 27, 1923, and No. 1,489,228, dated April 1, 1924, and other patents pending.

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



The New and Greater Sonora Line

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

These instruments, together with the Sonoradio Speaker and the comprehensive line of Sonora Phonographs, offer the enterprising dealer an exceptional opportunity for ever-increasing business.

The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you

NEW ENGLAND STATES:

THE NEW ENGLAND PHONOGRAPH DISTRIBUTING Co.
221 Columbus Avenue, Boston, Mass.

NEW YORK CITY (with the exception of Brooklyn and Long Island), also Counties of Westchester, Putnam and Dutchess: all Hudson River towns and cities on the west bank of the river south of Highland—all territory south of Poughkeepsie; Northern New Jersey.
GREATER CITY PHONOGRAPH Co., INC.
234 West 39th Street, New York

NEW YORK STATE, with the exception of towns on the Hudson River below Poughkeepsie and excepting Greater New York.
GIBSON-SNOW Co., INC., Syracuse, N. Y.

BROOKLYN AND LONG ISLAND:

LONG ISLAND PHONOGRAPH Co.
17 Hanover Place, Brooklyn, N. Y.

EASTERN PENNSYLVANIA, Delaware, Southern New Jersey.

PITTSBURGH PHONOGRAPH DISTRIBUTING Co.
Jefferson Building, Room 200
1015 Chestnut Street
Philadelphia, Pa.

MARYLAND, VIRGINIA AND DISTRICT OF COLUMBIA:

BALTIMORE PHONOGRAPH DISTRIBUTING Co.
417 West Franklin Street, Baltimore, Md.

WESTERN PENNSYLVANIA & W. VIRGINIA:

PITTSBURGH PHONOGRAPH DISTRIBUTING Co.
Empire Building, Pittsburgh, Pa.

ALABAMA except five northwestern counties, Georgia, Florida, North and South Carolina and Eastern Tennessee.

JAMES K. POLK, INC.
294 Decatur Street, Atlanta, Georgia.

STATES OF OREGON, WASHINGTON, NORTHERN IDAHO, NEVADA, with the exception of Counties Eureka, Elko, White Pine and Lincoln, and all California counties north of Santa Barbara, Ventura, Los Angeles, and San Bernardino.

THE KOHLER DISTRIBUTING Co.,
63-67 Minna Street, San Francisco, Calif.

OHIO AND KENTUCKY:

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

INDIANA:

KIEFER-STEWART COMPANY, Indianapolis, Ind.

ILLINOIS, AND RIVER TOWNS IN IOWA:

ILLINOIS PHONOGRAPH CORPORATION
616 S. Michigan Avenue, Chicago, Ill.

WISCONSIN AND MICHIGAN:

YAHR AND LANGE, Milwaukee, Wis.

N. DAKOTA, S. DAKOTA, MINN., MONTANA & 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

COLORADO, NEW MEXICO, NEBRASKA, UTAH, WYOMING,

Southern Idaho and Eastern Nevada:
MOORE-BIRD AND Co.
1720 Wazee Street, Denver, Colo.

ARIZONA AND SOUTHERN CALIFORNIA,

including the Counties of Santa Barbara, Ventura, Los Angeles, San Bernardino and all Counties south, and Hawaiian Islands.

THE COMMERCIAL ASSOCIATES,
408 East Turner Street, Los Angeles, Cal.

Two New Brunswick-Radiola Models Out

Are Known as Brunswick-Radiolas 60 and 460
—Company Reports Heavy Demand for These New Combination Instruments

Two new Brunswick-Radiola models, the Brunswick-Radiola 60 and 460, have been announced by the Brunswick-Balke-Collender Co., Chicago, in a recent letter to the trade. The new styles have been created to meet the strong popular demand which has developed for the various combined radio-phonograph models, particularly those equipped with the Radiola super-heterodyne receiver, the Brunswick being the only phonograph product having the Radiola super-heterodyne.

Commenting on the announcement of these new models, A. J. Kendrick, general sales manager of the Brunswick Phonograph Division, stated: "The remarkable demand that we have been fortunate in securing for Brunswick-Radiolas prompts us to amplify our line somewhat to meet the market fully. The public has proved itself keenly interested in our entire



Brunswick-Radiola No. 60

line of instruments, and Brunswick dealers have consequently experienced sales volumes that heretofore had never been encountered.

"The demand, in fact, for certain models, particularly those containing the Radiola super-heterodyne receiver, has been so great that in spite of expanded production programs in our factories we have been unable to keep pace



Brunswick-Radiola No. 460

with it. This condition, however, is rapidly being overcome by a further enlargement of our factory schedules. By this new offer we are able to give the dealer a more extensive line of quick-selling merchandise, ranging in list prices at intervals which are conducive to the more complete and satisfactory coverage of the existing market demands."

Infringement Injunction in Favor of Hazeltine

An injunction restraining the Radio Industries Corp. of New York from making or selling apparatus or infringing the inventions of Professor L. A. Hazeltine as covered by the neutrodyne patents has just been signed by Judge Learned Hand in the Southern District Federal Court. The injunction followed a consent decree.

The Chippewa Radio Corp., Buffalo, N. Y., was recently incorporated at Albany with a capital stock of 100 shares of preferred stock at \$100 per share, and 200 shares of common stock of no par value. The incorporators are A. E. and C. G. Terry and W. G. Schoellkopf.

Price Reduction on Herald Loud Speakers Announced

Reduction in Overhead Through Increased Production Responsible—Dealers and Jobbers Protected Against Loss

The Herald Electric Co., Inc., New York, manufacturer of the Herald loud speakers and phonograph units, recently announced through O. J. Oxley, sales manager of the company, a reduction in the price of the Herald Model B loud speaker from \$18 to \$12. "Because of the exceptional demand and large sales of the speaker, the amount of business we received in consequence has enabled us to cut down our cost considerably and because we further wish to stimulate the sale of the Herald B loud speaker we decided to reduce the price of this instrument," pointed out Mr. Oxley. "It is not our intention to have our distributors and dealers bear a loss, due to this change in price, and we have given them full protection by crediting them with the difference in price for all Model B speakers they may at the present time have in stock.

"At the present time the factory is working to capacity in order to meet the growing demand for the Herald product. We hope through increased production to be able to satisfy the demands of the trade for our products, and we will continue the same sales policy that has been employed by us since the organization of the company."

Has Important Zenith Post on Pacific Coast

Joseph Etienne, Coast Representative of Zenith Radio Corp., Prominent in Radio

Few men traveling through the Far West enjoy the confidence and real friendship that can be claimed justly by Joseph Etienne, Pacific



Joseph Etienne

Coast representative of the Zenith Radio Corp. Mr. Etienne has built up a reputation for fairness and loyalty that has made him a prominent factor in radio activities on the Coast. He is regarded so highly by the Zenith executives in Chicago that he practically completely supervises the Coast situation, and Zenith progress in this important part of the country represents a direct tribute to his ability and hard work.

Radio Incorporation

The Cyclone Radio Receiver Corp., the Cyclone Radio Loud Speaker Corp., and the Caldwell Radio Horn Corp., all of New York, were recently incorporated at Albany to manufacture radio apparatus, each with a capital stock of 100 shares of common stock of no par value. The incorporators are G. Gardner and H. Respass.

Full Volume—Yet Crystal Clear

K-E builds up volume naturally instead of forcing the tone

Caruso's marvelous singing swayed millions—and his voice lives after he is gone.

No one ever attempts to lay Caruso's greatness to the shape of his mouth. His remarkable *vocal cords*, though, will still be discussed in music circles generations from now.

The diaphragm—the "vocal cord"—of the loud speaker produces tone.

It took our engineers sixteen months to perfect the diaphragm of the K-E.

There lies the "secret" of such purity in tone—the faithfulness with which the K-E re-creates. See your jobber or write us direct for literature on this unusual speaker.

We shall be glad to send you a K-E to test at the special introductory price of \$11.70. (List \$18.)



Easily adjustable as to volume.

No batteries.

The rich, black crystalline horn, with brilliantly nickel-plated base, presents an instrument worthy to grace the most beautiful homes.

Price \$18.00 List.



Kirkman
ENGINEERING CORP.
Established 1912
484-490 Broome St., New York
Makers of the K-E Automatic Stop

Columbia Fine Art Series of musical masterworks includes

A wealth of chamber music and inspiring selections from Wagner

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

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

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

IMPORTED RECORDINGS

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

- Wagner—Parsifal. Good Friday Music—Part 3.
Wagner—Tristan and Isolde. Tristan's Vision. *By Hamilton Harty and Orchestra.* 67016 D
Wagner—Tristan and Isolde. Prelude—Part 1.
Wagner—Tristan and Isolde. Prelude—Part 2. *By British National Opera Company's Orchestra.* 67017 D
The above records may be obtained singly \$1.75 each
Quartets: Individual Movements
Schubert—Quartet in D Minor (Posthumous). Andante con moto.
Brahms—Quartet in A Minor, Opus 51, No. 2. Andante moderato. *By Lener String Quartet, of Budapest.* 67032 D

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

Write to the Columbia branch or distributor nearest you

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

- Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Seattle, Wash., 911 Western Avenue
COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.
TAMPA HARDWARE CO.
Tampa, Fla.
COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.
221 S. W. Temple, Salt Lake City, Utah

- W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard,
Chicago, Ill.
COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.
COLUMBIA PHONOGRAPH CO., LIMITED
22 West Front Street, Toronto

Columbia

PHONOGRAPHS AND  NEW PROCESS RECORDS

Kansas City Dealers Close 1924 With a Surprisingly Satisfactory Sales Volume

Pessimism of Many Retailers Regarding Holiday Business Proved Unfounded—O. D. Standke Opens Retail Store—Important Columbia Branch Developments—Other Trade News

KANSAS CITY, Mo., January 7.—Some talking machine retailers have been rather surprised as the year ends to discover that they have had a really good trade after all! Strange, but they seemed to have been obsessed through a good part of the year with the notion that radio, ukuleles and automobiles were destroying the talking machine business. But, as a matter of fact, the demand continues, and even shows signs of increasing, for, as one man said, the people have in the talking machine a fundamental for the meeting of their highest and most important needs. The radio has in many cases proved a real help in selling taking machines, through the offering of the combination outfits, particularly the Brunswick-Radiola units. While the demand for the Radiola combinations has been far beyond the supply, the idea has caused a large volume of sales in other makes of talking machines that are offered in cabinets with Federal or other radio units. It is quite evident that retailers who have really good radio equipment to offer cannot only build fine business in that line but can make it the means of increasing—instead of merely holding—their talking machine and, in fact, their piano and player business.

Big Phonograph-Radio Combination Sales

The Wunderlich Music Co. has made a particularly interesting record in the Christmas season in the sale of radio and talking machine outfits, probably fully half of the sales being of the combinations. The company feels that it has developed much new business, made new friends through its radio department—besides holding old friends. This company has gone at the radio end of the work in a businesslike way, and from the start has tried to keep it on an even keel, with the prime objective of making the radio a contributor to the general service in musical merchandise, measuring up to the standards of the Chickering-Mason & Hamlin-Ampico service, and its Brunswick and Victrola machine and record departments.

Successful Kimball Sales Drive

One of the significant radio-phonograph incidents of the Fall was the success of the phonograph department of the Kimball Piano Co.

This company put on a special sale in all departments early in the Winter. The used phonographs of various makes were priced low, and moved. But, in addition, a large number of new upright phonographs of the company's own make were sold. In fact, the Kansas City establishment actually had to order new upright phonographs shipped in by express to take care of the Christmas business.

O. D. Standke Opens Store

O. D. Standke, who has been in retail phonograph and record business in Kansas City for about ten years, has opened a new store at 1230 Main street, with well-fitted booths of attractive appearance and a room that is a credit to the business. Mr. Standke, who has handled Columbia machines almost exclusively in the past, has Columbia again as a feature of his service. He also shows the Starr phonographs, and carries complete lines of Columbia and Gennett records. Mr. Standke has added a repair department for service on all makes of machines. The store was opened the Saturday before Christmas—apparently giving very brief time for the holiday trade. But 5,000 circular letters sent out on Friday brought into his store for the opening day a large number of his old friends and customers, and the volume for the Christmas trade was gratifyingly large.

Jones Store Co.'s Fine Department

The Jones Store Co., Kansas City's largest department store, has in its new talking machine section provided for service equal to the comprehensive standard in the rest of the store. This department is now occupying the entire Twelfth street side of the fourth floor of the Main street building, elevators admitting visitors direct. Ample space is provided for giving the public opportunity for learning about the machines and records. There are five demonstrating rooms, four of them carrying samples of the various makes or types of machines and one being devoted to radio-phonograph combinations. There are eighteen demonstrating booths for record hearing. This very large array is often in complete use. The record sections of the room are equally well equipped with separate departments for the different makes

QUALITY RECORD

Pressing

SANDERS, Inc.

SPRINGDALE, CONN.

Near Stamford

Telephone Stamford 3980

of records carried. The company handles the Brunswick, Edison, Victrola, Sonora, Master-tone, Nightingale, Carryola and Camerophone lines. In the radio department a similar complete showing is made, of the Radiola and the Federal radio sets for Victor. C. R. Lee, manager of the department, has built up a wonderful department here, with the good co-operation of the management of the store.

Important Columbia Activities

The Columbia Phonograph Co.'s local branch introduced the new venture starting January 2 of publishing in local newspapers advertisements of the selling hits as they develop here at home. Heretofore the selections have been made in New York. P. S. Kantner, who, on November 1, came here from San Francisco, finds the leading numbers just now: "Flower From an Old Bouquet," "Kiss Me Goodnight," "I Wonder What's Become of Sally," "Too Tired" and "Copenhagen." Foreign records are being advertised and are found to take well. An intensive campaign is planned to popularize them over the entire Kansas City territory.

The Columbia here is making a drive on consoles, and in November and December showed 95 per cent increase over September and October. This is taken to prove that the popular-priced consoles, that is, up to \$100, are what the people will buy to-day. The company recognized this some time ago and has its manufacturing scheduled for supplying this demand.

The Columbia's force in the Kansas City territory has just been augmented by W. B. Ockenden, from the San Francisco office, and D. M. Guthrie, who is to replace G. M. Simmons. The latter has left for the Nebraska and Iowa territory. These men were here for a year-end conference and were back in the field January 1.

Art Gillham, the Columbia artist, known as "the whispering pianist," made Kansas City a visit last week and, singing for WDAF, the Kansas City Star's radio station, featured his first recording on a Columbia record, "Way Out West in Kansas" and "How Do You Do." Demonstrating the value of the radio as an aid to phonograph record sales, the next day orders for the record from radio fans began pouring in, which was the prelude to a clean up.

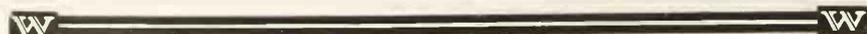
The Standard Furniture Co., 1317 Grand avenue, has just added a complete line of Columbia phonographs and records, and is preparing to push this merchandise in a vigorous manner during the year.

Planning Artist Tie-up

The Jenkins Music Co.'s Victor record interest is centering in Topeka, Kan., where one of its branches is located. There on January 17 the Eight Victor Artists will appear. While heretofore the innovation of broadcasting these major artists has been confined to powerful Eastern radio stations, it is hoped that these Eastern programs will be found receivable throughout the Western part of the country, tying up the benefits of radio with Victor record sales.

To Handle Brunswick Line

HAWTHORNE, CAL., January 3.—O. E. Carr, of El Segundo, has taken a lease on the new building at 321 North Hawthorne avenue and will open a music store here shortly. Mr. Carr will handle the Brunswick line of phonographs and records.



Weston
Instant Change Plug



Sell the WESTON Radio Plug

The Weston Instant Change Radio Plug and the Double Range Weston Table Voltmeter are being nationally advertised in the Saturday Evening Post and in the leading Radio magazines. The Weston Plug is the original Radio Plug. Sells on sight.

Double Range Voltmeter

High resistance, double range, portable instrument for accurately measuring filament, plate and grid voltages. Invaluable for exact tuning, lengthening the useful life of the tube, for testing A and B batteries and for locating trouble. Double range—150-7.5 volts.

Filament Voltmeter



Filament Voltmeter

Prove to your customers that they cannot satisfactorily guess when they are using the correct filament voltage. Show them why they need this Weston Filament Voltmeter. Made in ranges suitable for testing tubes, using either dry cells or storage batteries. Many set manufacturers are now using them as standard equipment.

We will be glad to send you a supply of our Radio circular "J."

WESTON ELECTRICAL INSTRUMENT CORP.

100 Weston Ave., Newark, N. J.
Offices in All Principal Cities

Double Range Voltmeter



Electrical
Indicating
Instrument
Authorities
Since 1888

WESTON

STANDARD - The World Over

SPECIAL

Prices on Motors and Tone Arms

OUTFIT No. 5

Genuine Columbia Motors

2-spring motor complete, 12-inch T. T. N. P.	\$7.50
3-spring motor complete, 12-inch T. T. N. P.	9.50
4-spring motor complete, 12-inch T. T. N. P.	11.50

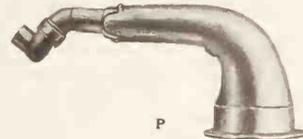
OUTFIT No. 10

Genuine Silent H. H. Motor

2-spring, with 12-inch T. T. N. P., plays five 10-inch records	\$7.50
P Tone Arm with Supreme Sound Box, N. P.	3.25
L Tone Arm with Supreme Sound Box, N. P.	4.50

COLUMBIA TONE ARMS

Latest style, with automatic stop, nickel plated	\$2.00
Old style, round base, nickel plated	2.00
Columbia Sound Box, No. 6, nickel plated	2.00



COLUMBIA REPAIR PARTS

No.	Price each
2951 Columbia main springs	\$9.38
3451 Columbia spring barrel head	0.75
5008 Spring barrel winding gear, old style	0.75
3834 Spring barrel winding gear, new style	0.75
604 Needle cups	Per 100 2.00
608 Needle cup covers	Per 100 1.00
5108 First intermediate gears	Complete 0.40
5107 Second intermediate gears	Complete 0.30
12537 Worm gear for single-spring motor	0.35
12336 Bevel pinion single-spring motor	0.30
12333 Bevel pinion, regular style	0.75
12334 Bevel pinion, latest style	0.75
12235 Bevel pinion for old-style double spring	0.50
12332 Bevel pinion disk shaft	Complete 1.00
13496 Male winding pinion	0.30
12496 Female winding pinion	0.30
3094 Governor shaft	0.40
11778 Driving shaft	Complete 0.50
13793 Governor balls	Complete 0.08
3270 Governor springs, each 0.02	Per 100 1.50
6739 Stylus bar	Complete 0.35
5010 Universal attachment	0.35
13228 Winding crank, 3 sizes, 7, 8 and 9 in. long	Each 0.35
430 Columbia Governor Screws	Per 100 1.00
2621 Columbia Barrel Screws	Per 100 1.00
3943 Columbia Sound Box Thumb Screws	Per 100 1.50
13119 Columbia No. 6 Sound Box, nickel-plated	2.25
13296 Columbia Tone Arm, nickel-plated, old or new style	2.50

MEISSELBACH REPAIR PARTS

P0704 Main springs for motors 16, 17, 19	\$0.60
P0765 Main springs for motor No. 12	0.35
CP532 Governor	Complete 1.90
P1504 Governor shaft, new style	0.75
P1505 Governor shaft, old style	0.75
AP533 Governor ball	Complete 0.10
CP184 Turntable shaft Nos. 16, 17, 19	1.50
CP415 Turntable shaft for No. 12	0.30
AP697 Spring barrel cup for Nos. 10, 17, 19	0.50
AP198 Spring barrel cup for No. 12	0.50
P1113 Spring barrel cup for No. 44	0.75
P1520 Brake lever, bottom plate	0.10
P604 Brake lever, top plate	0.10
AP528 Winding shaft, straight cut, Nos. 16, 17, 19	0.60
AP529 Winding shaft, spiral cut, for 16, 17, 19	0.60
AP530 Winding shaft, spiral cut, for 16, 17, 19	0.35
AP531 Winding shaft, straight cut, for 10, 12	0.35
AP591 Brake lever	0.35
CP530 Intermediate gear for Nos. 16, 17, 19	0.90
M Winding cranks, 3 sizes	0.75
140 Speed indicator	0.45

HEINEMAN REPAIR PARTS

CP5226 Governor	Complete \$1.90
CP0799 Turntable shaft	Complete 1.50
AP0924 Governor	77 44 2.50
AP2025 Governor balls for No. 36	0.10
P5004 Governor plinon for No. 0	0.25
P5003 Governor plinon for No. 0	0.25
CP5629 Speed indicator	0.60
P9704 Main spring for No. 33 or 77	0.45
P9705 Main spring for No. 36	0.45
P0706 Main spring for No. 44	0.60
AP3778 Spring barrel cup for No. 33 or 77	0.50
AP3779 Spring barrel cup for No. 36	0.50
AP3780 Spring barrel cup for No. 44	0.75
P0762 Winding shaft for motor No. 33	0.60
P9366 Winding shaft for motor No. 36	0.40
5304 Winding shaft for No. 44 or 77	0.75
5007 Escutcheon	Complete 0.15
AP9409 Turning brake	0.15
AP10072 Winding crank, 3 sizes	0.75

SOUND BOXES

No. B1 Bliss sound box, fit Victor	\$1.25
No. F Favorite, fit Victor	1.75
No. I "Supreme" nickel-plated, loud and clear	2.00
No. 1 "Supreme" gold-plated, loud and clear	2.00
No. H "Supreme" oxidized	3.00
No. M Nickel-plated, mellow tone, for Victor	1.75
No. J Gold-plated, mellow tone	2.25
No. G Nickel or gold-plated	1.00
No. H Gloria patented, extra loud	3.00
No. F Edison imported, nickel-plated	1.10
No. 8 Columbia, nickel-plated	2.25

TONE ARMS

No. K With sound box	\$1.50
No. P Nickel-plated, without sound box	2.75
No. P Gold-plated, without sound box	4.50
No. M Meisselbach Tone arm and sound box	4.75
No. M Meisselbach Gold-plated sound box	7.50
No. L Made of brass tubing, nickel-plated	3.50
No. L Made of brass tubing, gold-plated	4.50
Columbia Tone Arm, nickel-plated, old or new style	2.50

STEEL NEEDLES

Brilliantone, all tones	Per 1,000 \$0.45
Rhine Steel Itexfo, per package	0.0275
Wall Kane Needles, per package	0.06

HIGHEST QUALITY

MAIN SPRINGS

ATTACHMENTS

In Gold or Nickel-Plated	
Attachment for Victor Arm to play Edison	\$0.25
Kent, without box for Edison, nickel or gold	1.60
For Columbia, plays vertical records	0.35
Favorite Master Adaptor "Supreme" box nickel-plated	4.35
Favorite Master Adaptor "Supreme" box gold-plated	5.00
Favorite Master Adaptor "Supreme" box oxidized	5.00

MOTORS

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

All motors complete with 12-in. Turntables

PARTS—HARDWARE

Price each	
5000 Crown gear for Bliok motor	\$0.25
5001 Crown gear for Melophone motor	0.25
5002 Crown gear for Heineman No. 0	0.25
5003 Crown gear gosso neck for independent	0.25
5004 Governor plinon for imported motor	0.25
5005 Tone-arm base for independent arm	0.25
5006 Automatic nickel-plated lid supports	0.22
5007 Automatic gold-plated lid supports	0.55
5008 Piano hinges, nickel-plated, 1 1/2 in. long	0.22
5009 Highly nickel-plated needle cups, per 100	2.00
5010 Covers for cups	per 100 1.00
5030 Highly gold-plated cups	per 100 7.00
5031 Needle cup covers, gold-plated, per 100	5.00
5032 Turntable felts, 10-in., round or square	0.15
5033 Turntable felts, 12-in., round or square	0.18

MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, 1st grade	\$0.15
1 1/4 in. new Victor No. 2, very best	0.18
1 31/32 in., for Sonora	0.20
2 1/16 in., for Meisselbach box	0.22
2 3/16 in., for Pathé new style	0.35
2 3/16 in., for Columbia No. 8 or Mutual box	0.25
2 9/16 in., for Pathé or Brunswick	0.45
5034 Motor bottom gear for Triton motor	0.20

SPECIAL DISCOUNT TO QUANTITY BUYERS

FAVORITE MFG. CO.

C. KRONENBERGER, Pres.

105 East 12th St., New York City

Telephone Stuyvesant 1666

MAIN SPRINGS

Each Spring Packed in Individual Box	
No.	Price each
495 1 1/4 in. x .022 x 17 ft., pear-shaped holes on both ends for Victor motor	\$0.60
400 1 1/4 in. x .022 x 12 ft., pear-shaped holes on both ends for Victor motor	0.50
407 1 1/4 in. x .022 x 17 ft., bent arbor and pear-shaped hole outside	0.60
408 1 1/4 in. x .022 x 12 ft., bent arbor and pear-shaped hole outside for Victor motor	0.50
409 1 1/4 in. x .022 x 17 ft., bent arbor and bent end outside for Victor motor	0.60
410 1 1/4 in. x .022 x 18 ft., bent arbor and bent end outside for Victor motor	0.50
411 1 1/4 in. x .022 x 9 ft., bent arbor and bent end outside for Victor motor	0.45
412 1 3/16 in. x .025 x 19 ft., pear-shaped holes for Heineman No. 44 and Pathé motor	0.60
413 1 in. x .020 x 15 ft., both ends bent for Heineman No. 33-77	0.50
420 1 in. x .025 x 12 ft., pear-shaped holes on both ends for Heineman Nos. 33-77	0.40
421 1 in. x .020 x 13 1/2 ft., oval holes on both ends for Victor Nos. 4-6-8	0.40
422 1 in. x .020 x 13 1/2 ft., bent arbor for Victor motor Nos. 4-8-8	0.40
423 1 in. x .025 x 18 ft., oblong hole for Meisselbach motor Nos. 10-17-19	0.50
424 1 in. x .025 x 16 ft., oblong hole for Krasco, Sonora, Silvertone, Saal motors	0.60
425 1 in. x .025 x 18 ft., pear-shaped and oblong holes outside for Krasco, Sonora and Aeolian	0.60
426 1 in. x .025 x 11 ft., pear-shaped holes for Columbia single-spring motor	0.35
427 1 in. x .028 x 10 ft., pear-shaped holes for Columbia two, three and four-spring	0.38
428 1 in. x .025 x 18 ft., pear-shaped and oblong hole for Brunswick	0.65
429 1 in. x .022 x 9 ft., oblong hole outside for Meisselbach No. 12 motor	0.35
430 1 in. x .25 x 12 ft., oblong hole outside for Sonora, Saal and Brunswick	0.40
435 3/8 in. x .023 x 10 ft., pear-shaped hole for Pathé and Bliok motors	0.30
438 3/8 in. x .023 x 10 ft., oblong hole outside for Meisselbach Nos. 9-10	0.30
437 3/8 in. x .025 x 10 ft., pear-shaped hole for Columbia and Heineman No. 38	0.28
438 3/8 in. x .025 x 8 ft., for Madison and German motors	0.25
439 3/8 in. x .022 x 8 ft., for imported motor	0.22
440 1 in. x .028 x 18 ft., button holes for latest style Columbia	0.65
441 2 in. x .022 x 18 ft., for Meisselbach motor No. 18	1.25
442 2 in. x .025 x 18 ft., for Edison motor	1.25
443 1 1/2 in. x .028 x 21 ft., for Edison disc motor	1.25
444 3/8 in. x .022 x 11 ft., for Edison motor	0.22
445 3/8 in. x .022 x 8 ft., for Swiss motor	0.22
446 3/8 in. x .028 x 11 ft., for Western motor	0.30
447 1 1/2 in. x .030 x 21 ft., for Edison	0.90
448 1 1/4 in. x .022 x 12 ft., oblong hole, Sphinx motor	0.50

REPAIR PARTS FOR VICTOR MOTOR

5012 Winding gear, straight cut, small teeth	\$0.60
5013 Turntable gear, straight cut, small teeth	0.35
5014 Turntable gear, large teeth, straight cut	0.25
5015 Turntable gear, small teeth, spiral cut	0.35
5016 Turntable gear, big teeth, spiral cut	0.35
5021 Rubber back for exhibition box	0.35
5017 Rubber back for No. 2 sound box	0.35
5018 Governor collar	0.15
5019 Spring barrel shaft	0.80
5020 Stylus bar for No. 2 box	0.35
5022 Stylus bar for exhibition box	0.35
5011 Attachment for vertical cut record	0.25
5040 Governor springs, for Victor	Per 100 1.00
5041 Governor screws, for Victor	Per 100 1.00
5042 Governor balls, new style, for Victor	0.08
5043 Needle arm screws for each box	Per 100 1.50
5044 Needle arm screws for No. 2 box	Per 100 1.50

SAPPHIRE NEEDLES

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

ILSLEY LUBRICANT

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

Sleeper Radio Corp. Plans to Launch Sales Drive

Extensive Newspaper and Trade Paper Advertising Campaign to Be of Direct Benefit to Retailers Handling Sleeper Line

The Sleeper Radio Corp., Long Island City, manufacturer of the Sleeper Monotrol, Type 54 radio receiving set, is about to begin an intensive sales campaign directed to the music trades and designed to offer a real merchandising service to talking machine jobbers and dealers.

"We have studied the music trade situation for over two years," said Gordon C. Sleeper, president of the company. "We feel that the progress we have made in radio during that time now justifies our approaching it with a definite plan for advertising and selling the Monotrol, which will have a direct bearing upon the sales effort which the music dealer is accustomed to. We have laid our plans to fit his business exactly as regards prices, discounts and merchandising effort. We have arranged for deferred payments, and we believe that we have solved the service problem."

Orders have been placed with the H. W. Kastor Advertising Agency in New York City for an extensive newspaper and trade paper advertising campaign.

This campaign will be run in the territorial newspapers over the names of Sleeper jobbers and dealers. Kenyon W. Mix, in charge of publicity, has left New York on an extended trip through the Middle West and Southwest to present the advertising plans to the trade and to arrange for the immediate inauguration of the campaign.

The Sleeper organization recently received over \$1,000,000 from the sale of voting trust certificates, which were oversubscribed before presentation. The product of the company is known as "The Monotrol" and is conspicuous because of its one-tuning-dial method of operation, its ability to operate on either wet or dry batteries and because it will receive on aerial, loop or ground wire alone, thus making it an ideal instrument from the standpoint of demonstration, as well as for its adaptability to apartment house use.

R. S. Peer Returns From Southern Trip

R. S. Peer, sales director of the Okeh record division of the General Phonograph Corp., New York, returned to his desk a few days ago after visiting the Okeh jobbers in Atlanta and New Orleans, James K. Polk, Inc., and the Junius Hart Piano House, Ltd., respectively. Mr. Peer found conditions in the South very satisfactory, with both of these jobbers keenly enthusiastic regarding the sales outlook for 1925 and showing excellent sales figures for 1924.

Increase Starr Display Space

The New York headquarters of the Starr Piano Co. recently underwent alterations to provide larger and better display rooms for the Starr phonographs and Starr pianos. These instruments are steadily growing in popularity and the space formerly used for display purposes had been found to be entirely inadequate. The new arrangement allows of the phonographs being displayed in a separate room from that which houses the various models of Starr pianos.

Turns Business Over to Son

The A. B. Smith Piano Co., Akron, O., was recently reorganized with the result that Mr. Smith, Sr., retired from active management and turned the business over to his son, A. B. Smith, Jr., who has been associated with his father for the past five years.



A Complete List of Okeh and Odeon Distributors

- WALTER S. GRAY COMPANY
926 Midway Place, Los Angeles, Calif.
- WALTER S. GRAY COMPANY
1054 Mission St., San Francisco, Calif.
- L. D. HEATER
357 Ankeny St., Portland, Ore.
- TEXAS RADIO SALES COMPANY
2005 Main St., Dallas, Texas
- JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.
- CONSOLIDATED TALKING MACHINE COMPANY
1121 Nicollet Ave., Minneapolis, Minn.
- YAHR & LANGE DRUG COMPANY
207 E. Water St., Milwaukee, Wis.
- JAMES K. POLK, INC.
294 Decatur St., Atlanta, Ga.
- THE ARTOPHONE CORPORATION
1103 Olive St., St. Louis, Mo.
- THE ARTOPHONE CORPORATION
804 Grand Ave., Kansas City, Mo.
- CONSOLIDATED TALKING MACHINE COMPANY
227 W. Washington St., Chicago, Ill.
- CONSOLIDATED TALKING MACHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.
- THE RECORD SALES COMPANY
1965 E. 66th St., Cleveland, Ohio
- STERLING ROLL AND RECORD COMPANY
137 W. 4th St., Cincinnati, Ohio
- PHONOLA CO., LTD., OF CANADA
Elmira, Ont., Canada
- IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.
- EVERYBODY'S TALKING MACHINE COMPANY
810 Arch St., Philadelphia, Pa.
- GENERAL PHONOGRAPH CORPORATION OF NEW ENGLAND
126 Summer St., Boston, Mass.
- GENERAL PHONOGRAPH CORP.,
(New York Distributing Division)
15 W. 18th St., New York City
- JAMES COWAN COMPANY
18 West Broad St., Richmond, Va.



F. A. D. Andrea Warns Against Radio Bandits

Gotham Wholesaler's Truck, Loaded With Fada Sets, Stolen and Radio Outfits Removed—Urges Trade to Watch for Loot

F. A. D. Andrea, Inc., New York City, manufacturer of the Fada neotrodyne radio receiving sets, issued recently with its monthly house organ, "Fada Sales," a letter warning against radio bandits. The letter tells of the latest victim being the North American Radio Corp., Fada distributor, catering to the phonograph trade. On December 19 the North American truck left its headquarters in New York City, making deliveries in the downtown section of New York until 10 o'clock. From this location the truck was stolen and about an hour later was found abandoned and emptied further on uptown. F. A. D. Andrea, in order to facilitate the recovery of this merchandise, has issued the following set numbers as among those stolen: Fada No. 175 A, 51,051, 50,166 and 48,117; Type No. 185 A, 52,012, and Fada phonograph panel, No. 170 A, 51,554. This was included as only part of the truckload, the total approximating \$1,500.

David Goldman, sales manager of the North American Radio Corp., 1845 Broadway, New York, has offered a reward for the recovery of all or part of the loot. "We particularly urge all distributors and dealers to watch for this material, and report either to Mr. Goldman or F. A. D. Andrea direct. This, we believe, will protect the industry as a whole, as well as Fada dealers," continued the announcement of F. A. D. Andrea.

Chas. Freshman Co., Inc., Moves Into Own Building

The Chas. Freshman Co., Inc., New York City, manufacturer of the Freshman Masterpiece five-tube radio receiving set, has recently moved to new quarters at 240 West Fortieth street. The new building will be known as the Freshman Building. This move has been made necessary through the greatly increased demand for the company's products. The vastly enlarged space and modern equipment and machinery will allow the company to more than double its present production. It is rather interesting to note, in connection with the growth of radio, that this company started with a single item two and a half years ago and has grown to a point where the monthly business is over the million-dollar mark.

Robert F. Bolton in an Important New Post

The many friends in the trade of Robert F. Bolton, one of the veterans of the talking machine industry and well known throughout the trade, will be glad to learn that Mr. Bolton is now associated with Tobey & Kirk, 25 Broad street, New York. Mr. Bolton is identified with the investment department of this well-known bond and investment house, and there is no doubt but that he will achieve an outstanding success in his new work, for which he is exceptionally well qualified.

Victor Publicity in Music Arts Library Albums

The advertisements of the Victor Talking Machine Co., which are appearing in January magazines, are devoted in large part to describing the new Victor product, the Music Arts Library of Victor Records. This nation-wide advertising, linked up with the very effective sales campaign, an outline of which was sent all Victor dealers last month, should result in the marked stimulation of sales of these album sets.



VINCENT LOPEZ
and His
HOTEL PENNSYLVANIA
ORCHESTRA
(Exclusive Okeh Artists)

Some Interesting Facts About

VINCENT LOPEZ

AND HIS

HOTEL PENNSYLVANIA ORCHESTRA

UNDER the leadership of Vincent Lopez the Hotel Pennsylvania Orchestra has established a whirlwind record for successful achievements.

They have now completed arrangements with William Morris, the man responsible for the world-wide fame of Harry Lauder, for a tour of the United States.

The original orchestra has been augmented to twenty-five men. They made their debut at the Metropolitan Opera House with very marked success.

Now, starting January 12th, this half a million dollar orchestra will visit personally, territories where heretofore they were known only through their Okeh Records.

Lopez dance records will be in big demand wherever they appear and Okeh dealers alone will reap the harvest of sales, for Vincent Lopez and His Hotel Pennsylvania Orchestra

Record Exclusively for

Okeh Records

The Records of Quality

Manufactured by

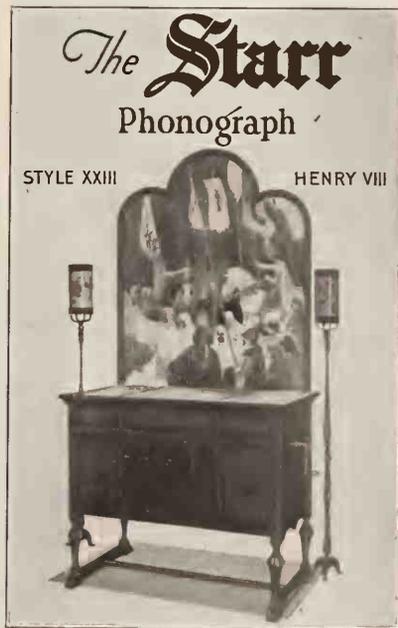
GENERAL PHONOGRAPH CORPORATION, NEW YORK

OTTO HEINEMAN, President

Unusually Effective Starr Window Cards for Dealers

Starr Phonographs and Gennett Records Featured in Series of Colored Cards Which Are Being Sent to Dealers Throughout Country

The Starr Piano Co., Richmond, Ind., manufacturer of Starr phonographs and Gennett records, has just prepared for the use of its dealers a very attractive series of colored display cards for show windows. These cards are now being sent out to the dealers and many of



Artistic Starr Window Card

them have already made their appearance in the store windows. The cards measure fourteen inches wide and twenty-one inches high, and each one is designed in several colors in order to permit of an attractive display in any surroundings.

Two of these cards feature the Starr XXIII console phonograph designated as the Henry VIII model and the Style XVI upright Starr phonograph. The accompanying illustration showing the card prepared for the Henry VIII model will give some idea of the attractiveness of these window cards, but the black-and-white illustration hardly does justice to the effectiveness of the color designs. R. C. Ball, advertising manager of the Starr Piano Co., is responsible for the preparation and issuance of this unusually artistic series of cards, and congratulations are due.

New Colin B. Kennedy Vacuum Tube Socket

To Be Part of Equipment of Sets Manufactured by the Company

The Colin B. Kennedy Co., St. Louis, Mo., manufacturer of Kennedy radio receiving sets, announced recently that a flexible, cushioned, non-microphonic vacuum tube socket had been perfected in its laboratories. This socket will be used in sets manufactured by the company and will also be marketed as a part for the use of amateur builders. The entire socket, except contacts and mounting bracket, is constructed of natural brown bakelite, making it very efficient electrically, strong mechanically, and impervious to moisture. One of the most important features is the mounting bracket used to take up vibration. This bracket takes up no more horizontal space than the bottom of the socket and is held in place by two aluminum rivets which have extended heads so that the socket cannot be forced down enough to damage it.

Herman Thorens Takes Over Mermod Freres Plant

Prominent Ste. Croix, Switzerland, Firm Expands Phonograph Motor Manufacturing Facilities by Adding Another Factory

Herman Thorens, Ste. Croix, Switzerland, manufacturer of phonograph motors and music boxes, recently announced the completion of arrangements to take over the plant of Mermod Freres, Ltd., of Ste. Croix, also a well-known manufacturer of phonograph motors and accessories. This step was made necessary by the tremendous volume of business which at the present time is upon the books of the Thorens Co., and it was imperative that the company expand in order to bring production to a point where it would be able to meet the demand created for its products. The Thorens Co. has been enjoying an excellent volume of business throughout the United States, where it is rep-

resented by the firm of L. H. Junod & Co., 104 Fifth avenue, New York. The company will be able, with the increased production resulting from the acquisition of the Mermod Freres plant, to accept large contracts for delivery of motors in this country, which it was obliged heretofore to decline.

Louis A. Junod, president of L. H. Junod & Co., is prominent in business circles in the United States. He has made a special study of Swiss industries and, having occupied the position of Consul of Switzerland in New York for the last twelve years, he is in a position to understand conditions thoroughly.

Opens Its Second Store

ST. JOHNSBURY, VT., January 6.—A second local music store has been opened by the Ingall Music House and is located on Railroad street. The Portland street store will be maintained as before, both branches carrying the same lines of pianos, phonographs and radio.



5 Novel features

make this the Radio Horn you can sell easily



A Musical Instrument for the Radio is rapidly becoming the favored instrument of enthusiasts, due to its remarkable musical performance, its patented mechanical features which assure ease of operation, and its beautiful appearance. It is a sure money-maker for any Radio Department.

One-piece horn, sparkling, dark gray Crystalline finish; silver plated metal parts. Perfect workmanship in every detail.

Model J-10 shown above.
Model H-8, with straight horn, complete \$18.50
Extra Stethoscopes, complete, each 1.50

- 1 —TWO-IN-ONE-ACTION: tuning and amplifying off the same master phone in base of horn.
- 2 —NO HEAD PHONES NEEDED: Supersensitive Stethoscope Attachment eliminates necessity for head phones.
- 3 —EASY TO OPERATE: tuning is done with Stethoscope in ears, then one turn on lever cuts out Stethoscope and operates horn. No plugging in and out of radio set.
- 4 —ANY NUMBER STETHOSCOPES may be used for listening without extra drain on batteries or loss of volume.
- 5 —ADJUSTABLE VOLUME CONTROL: same lever controls volume, from soft to loud, in both Stethoscope and horn.

If your Jobber does not handle CHARMITONE, write us for Dealers' terms

DUAL LOUD SPEAKER CO.

210 West 54th Street

New York City

Sonora Shop Opened in St. Paul by Simpson & Mead

Store in the New Studio Building Fitted Up in An Elaborate Manner—Appropriate Settings For Display of the Period Models

ST. PAUL, MINN., December 22.—The Sonora Shop, a new talking machine store operated by



Interior of Simpson & Mead Sonora Shop

William J. Simpson and James J. Mead, opened for business at 18 West Sixth street during the past month. The store is in the new Studio building, a beautiful addition to St. Paul's many handsome structures and a fitting location for a Sonora Shop.

The opening was quite an event in local music circles and elicited some splendid favorable comment from the press. An item from an issue of the St. Paul Pioneer Press contained the following about the new store:

"The main room of the store is high and airy; the floor is covered with a soft green rug, restful to the eyes. With practically sound-proof walls all the disagreeable noises of the street are shut out. It is possible that later a balcony will be constructed around a portion of the main room.

"Along the east side of the store are a series of large, well ventilated and sound-proof booths, comfortably furnished where patrons may test the records they wish to purchase. Visitors will have the opportunity of seeing the latest period consoles which depict the various models

of the different periods such as Louis XV, Chippendale, Italian Renaissance, Sheraton, William and Mary.

"Mr. Simpson has been in the music business in St. Paul for nearly fifteen years and has drawn around him scores of warm friends. Previous to coming here he was in the musical instrument business in Canada. Mr. Mead is also well known in musical circles. He is a man of wide experience and has been associated with Mr. Simpson continuously for many years with the exception of about two years when he was in the army during the war."

The accompanying illustration gives an idea of the interior appearance of the store with several de luxe models prominently displayed.

The care exercised in the arrangement of the instruments on display is reflected in the unusually attractive appearance

of the warerooms, providing a most suitable setting for the Sonora phonographs. The company is planning a vigorous business-getting campaign during 1925.

Secures Edison Agency

OIL CITY, PA., January 5.—E. J. Delahoyde recently secured the agency for the Edison phonographs and records and has remodeled his store, so that ample provision is now available for proper demonstration and display of Edison phonographs and records. The phonograph business is not a new one to Mr. Delahoyde, who was for a number of years connected with the trade until changes led to the dissolution of the firm of which he was a member.

The newly remodeled department store of Meekins, Packard & Wheat, Inc., Springfield, Mass., has opened a music department, carrying talking machines, radio and pianos of well-known makes.

Francis J. Reynolds Busy Boosting Zenith Popularity

Southern Representative of Zenith Radio Corp. Is a Pioneer Radio Traveler

Francis J. Reynolds, 'Southern representative of the Zenith Radio Corp., is one of the pioneers among the radio traveling fraternity, and is also one of the most enthusiastic radio men in the



Francis J. Reynolds

field. He has won the esteem and friendship of the Zenith jobbers and dealers throughout his territory, working in close touch with their activities and offering them valuable suggestions.

In all of the prominent Southern and Middle Western cities where he travels, Mr. Reynolds has almost invariably been accorded newspaper publicity, based solely on the interest he has manifested in Zenith merchandising and publicity plans. He has played an important part in the Zenith Radio Corp.'s exceptional success during the past few years.

Winthrop C. Hoyt Analyzes British Foreign Market

"Observations on the British Market," is the title of a most interesting and informative article dealing with some of the more important problems which present themselves to the American manufacturer who is planning to cover the British trade, written by Winthrop C. Hoyt, son of Charles W. Hoyt, president of the Charles W. Hoyt Co., Inc., a prominent advertising concern. Mr. Hoyt is at present connected with one of the leading advertising agencies in England, and his article is the result of close observation and study of conditions in that country.

Mr. Hoyt points out that there are possibilities of greatly increased business with Great Britain if the proper selling methods are utilized, in spite of the fact that there is considerable agitation against foreign-made products on the part of British manufacturers and as the result of unemployment. The article also shows to what extent American products have already invaded the British market, how foreign competition is being fought, and economic conditions are entered into in detail. The article, which is too lengthy for our columns, is most comprehensive and well worth reading and can be procured from Charles W. Hoyt, 116 West Thirty-second street, New York City.

James J. Costello recently opened the Music & Novelty Shop, a general music store, at 516 Main street, Woburn, Mass.



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

The "REMOLA" Reproducer
\$25.00



Tone and Volume

A beautiful Solid Mahogany cabinet

The REMO TRUMPET

\$12.50

A remarkable reproducer at just the right price.

Send for samples and discounts.

THE REMO CORPORATION, Radio Division Meriden, Conn.



BUILDING PRESTIGE FOR THOMPSON DEALERS

THOMPSON RADIO NEUTRODYNE

The Thompson Merchandising Policy

The Thompson Manufacturing Company was not the first in the field with Home Radio Receivers, although organization facilities and long years of experience in the manufacture of all types of radio apparatus better fitted it, probably, for entrance into the field, from the beginning, than any other company.

Yet, its patent situation had to be firmly established in the new industry, its line of apparatus carefully worked out in accordance with its established policy to produce only the best; and most important of all, its merchandising policy necessitated a delay until the early chaotic conditions permitted of a company entering the new industry with some sort of constructive effort dedicated to permanent building instead of temporary opportunism.

When it did enter the field, it entered it right and its judg-

ment has been amply vindicated by the results.

The Thompson Company intends to build a distributing organization which will be recognized as the leader in the trade, consisting of Wholesale Distributors and Retail Dealers; each Distributor to be a factor of power and influence in his locality, and each Dealer to enjoy the prestige and sales volume of his community.

The Thompson Company feels that this can be attained only by honest merchandise, merchandised honestly; good old-fashioned, fair, square, man-to-man dealings and proper consideration for everyone in the chain of distribution from the manufacturer through to the consumer.

LIST PRICES

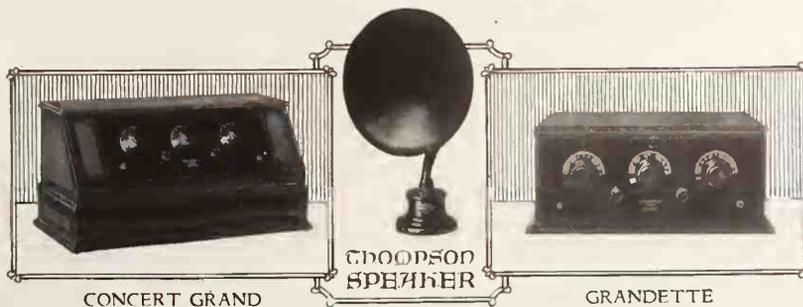
Thompson Receiving Sets range in list price from \$125 to \$180. The Thompson Speaker is now listed at \$28.



*Write to us for the name and address of the
Thompson Distributor in your locality*

R. E. THOMPSON MANUFACTURING CO.

30 CHURCH STREET, NEW YORK, N. Y.



CONCERT GRAND

THOMPSON
SPEAKER

GRANDETTE

"Experience is the Vital Factor in Excellence"

Year-End Business Drives in Milwaukee Increase Sales Volumes Satisfactorily

Many Dealers Report Gain in Annual Business Volume Over the Previous Year—Entire Trade Optimistic Over Outlook for Next Year—New Lines Added—Radio Demand Holds Up

MILWAUKEE, Wis., January 10.—Milwaukee talking machine jobbers and wholesalers report that figures for the entire year show up very well. Where radio and talking machines are handled together, a good increase over last year is reported, due to the additional trade brought in through the new lines, and in some cases phonographs have also shown an increase over last year, although this report is not general. Records have been active, especially during the Christmas shopping period when jobbers were busy supplying Christmas numbers. The importance of radio to the talking machine business is being more and more widely recognized in this territory, and the number of talking machine dealers to enter the radio field is increasing.

Enjoyed Good Holiday Business

"Last month's business was very satisfactory, and we finished the year ahead of 1923," stated Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "Every indication points to a good business after the first of the year. Records sales have been very big."

Business was also very good with the Interstate Sales Co., a firm controlled by the Badger Co., which features De Forest and Freed-Eismann sets, although the usual kick for December was missing, according to David M. Kasson, manager, who recently received the new model D14 De Forest, which is creating quite a sensation among the dealers. This concern opened two new De Forest accounts—the Groul Talking Machine Co., Green Bay, Wis., and the Wigand Talking Machine Co., Racine, Wis.

De Forest Dealers' Association Formed

Local De Forest radio dealers recently held a meeting at which they formed the De Forest Radio Dealers' Association, which will work for the interest and advancement of radio in the city and throughout the State. The organization was due largely to the efforts of Mr. Kasson, of the Interstate Sales Co.

Satisfactory Wind-Up to 1924

"We had a very good business during December, especially in radio and combination instruments," declared Fred E. Yahr, of Yahr & Lange, wholesalers for Sonora in Wisconsin and Michigan. "The Ware line and the Sonora loud speakers have been in great demand. Record business was very good in December as compared with previous months."

Mr. Yahr stated that reports coming into his office indicated that dealers in the smaller communities were doing a better business during December than those in Milwaukee, and reports from the lower Michigan territory of the company were very good for both Sonoras and the Ware line.

The straight phonograph business, however, is not up to where it was last year at Yahr & Lange, but the addition of radio to the music department of this firm enabled them to do as much business during the first thirteen days of December as was done during the entire month of the previous year. Yahr & Lange are going after business immediately following the first of the year by running some attractive advertising



A Yahr & Lange Delivery Truck

in the local papers calling attention to the Sonora line carried by the firm.

Fred E. Yahr, accompanied by Mrs. Yahr, spent the week following Christmas in New York. The trip was for business and pleasure combined.

"December was good, and I expect January to be the same," said Alfred Keifer, distributor for the Starr line and Gennett records in the State. "Although there was a demand for Christmas records, the general record business did not come up to last year."

"Our December business was better than last year," reported Carl Lovejoy, local Brunswick representative. "Brunswick-Radiola sales have been very big and made up a large part of the December business, although our phonograph business has been going right along."

Mr. Lovejoy stated that the Brunswick-Radiola has been a wonderful instrument for both the Brunswick Co. and for the dealer. Dealers in Milwaukee who formerly did a comparatively small business have ordered two and three times the amount of merchandise they did prior to the appearance of this combination instrument.

Boston Store Takes on Brunswick Line

One of the biggest deals to be announced by the local representative of the Brunswick Co. was the addition of the music department of the Boston Store to the accounts in Milwaukee. This is the first new Milwaukee account to be taken on during the past two years. The announcement that the store would carry the com-

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

plete Brunswick line, including phonographs, Brunswick-Radiolas and records, came during the early part of the Christmas shopping season, and was featured by a page advertisement in local newspapers and by a special window display in the corner window of the store. The music department of this store now features Brunswick, Victor and Cheney lines.

R. G. Hessel, of Manitowoc, Wis., is also announced as a new Brunswick dealer, and Christianson Bros., at Racine, Wis., added Brunswick-Radiolas to their stock shortly before Christmas.

Brunswick dealers in Milwaukee

did considerable advertising in connection with the appearance of Nick Lucas, recording artist, at the Wisconsin Theatre, during the week of December 27.

Good Columbia Demand

Things are looking fine for 1925, according to W. E. Pugh, Columbia representative in Wisconsin, upper Michigan and part of Illinois. He stated that business during the early part of December was a little quiet, but a rush of business during the last of the month increased the totals for December to a more satisfactory figure.

Mr. Pugh left Milwaukee January 5 for a three weeks' trip through northern Wisconsin and upper Michigan where he will call on Columbia accounts.

The Campus Harmony Shop, exclusive Columbia dealer, has been opened in Madison, Wis., at 619 State street, by Oscar Hoel and Ray McNeahny. The new shop is located near the campus of the University of Wisconsin.

Adds Radio

The J. B. Bradford Piano Co., which handles Brunswick, Victor and Vocalion records and phonographs, has announced its entrance into the radio field. This old-established music house will be exclusive representative for the Zenith radio in addition to handling the Brunswick-Radiola. The fourth floor of the store building has been turned over to the new department, and Carl Farrell, who has had considerable experience in the radio business, is

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

Milwaukee Trade Activities

(Continued from page 62)

in charge of the extensive service department.
Forest Cheney Delivers Address

Local talking machine dealers were very much interested in the remarks made by Professor Forest Cheney, of the Cheney Talking Machine Co., who addressed the local Kiwanis Club at a luncheon meeting here. Mr. Cheney spoke of the relation of music to the development of civilization. He stated that man's superiority over animals is due to love of fine arts, and traced the development of music to its present stage.

Mr. Cheney also addressed the Arion Club, a local musical organization, on "The Psychological and Pathological Aspects of Music." Several groups of Cheney talking machine owners met at the Boston Store during his stay and heard his advice on how to get the most out of the instrument.

News Gleanings

Patients of the veterans' hospital at the National Soldiers' Home here were presented with a combination radio and phonograph by the Kesselman-O'Driscoll Co. The instrument had been selected as a prize in a contest connected with a recent exposition in the city, but as contestants did not complete the required work, the instrument could not be awarded.

Milwaukee will have a new broadcasting station beginning with January 1, for on that date the new 500-watt station of Marquette University will start sending programs on the air.

A complete and serviceable filing case for records has been installed in this department of the H. C. Prange Co. store at Sheboygan, Wis. The case was specially constructed along lines suggested by Arthur Bleck, manager.

Matthews Bros. Music Shop, of Wisconsin Rapids, Wis., has moved from its former location on Grand avenue into new quarters in the Bogoger Building on Vine street.

Lee-Sager Co. Launches Drive on the Phonomute

The Lec-Sager Co., of St. Clair, Mich., well-known specialty manufacturer, has just started an aggressive sales campaign in behalf of the Phonomute, a device which has met with considerable success in and around the Detroit market. The Phonomute has won quite some praise from prominent talking machine jobbers and dealers who have tested it under exacting conditions and who have found the device an active seller. It is being merchandised as a new invention that adds materially to the tone quality of records and enables the owner of a talking machine to change the tone volume instantly. The Phonomute is presented on attractive display cards, which the dealers have used to advantage in merchandising the device.

How Salesmen Are Benefited

"How to Get Salesmen to Push the Biggest Profit Items" is the title of an article written by Warner Bates, as the result of an interview with George B. Evans, secretary-treasurer and general manager of Gibson-Snow, Inc., Syracuse, N. Y., well known in the talking machine trade as Sonora distributor, which appeared in Printers' Ink on December 25. In this lengthy and interesting interview there is revealed a jobbers' plan which has succeeded in inducing salesmen to concentrate on articles which the management favors.

Photographs Sounds

The Radiotonogram, the invention of a French doctor, M. Fournier d'Albe, takes pictures of sounds received by radio. From the photographs taken words spoken can be reconstructed and the musical record becomes stenographic.

Starr Phonographs and Gennett Records Sell Well

Year-end Orders Keep New York Starr Headquarters Busy—Starr Factory Called Upon to Rush Records to the East

The month of December was an excellent one from the standpoint of the New York office of the Starr Piano Co., with the demand for Starr phonographs and Gennett records far exceeding expectations. Rush orders from dealers for both classes of merchandise were the order of the day, and immediately preceding Christmas Manager Keats and his staff had all they could do to cope with the demand. The standard Christmas Gennett records were in particularly brisk demand. Although a large number of these recordings were in stock before the Christmas season started, they were soon distributed and daily telegrams to the factory were sent to rush shipments of additional orders.

Paul Specht Opens Café in Philadelphia

Famous Columbia Artist to Feature His Orchestra as Main Attraction

Paul Specht, noted orchestra leader and exclusive Columbia artist, has taken over the Claridge Café in Philadelphia, which will reopen under his management and with his orchestra featured as the main attraction. The Claridge Café, which is said to have cost \$110,000, was closed some time ago by General Butler, who revoked its dancing license. However, General Butler has agreed to its reopening by responsible parties, and Paul Specht, who is internationally prominent, was selected to represent financial interests in addition to his own investment.

The Bradshaw Music Co. recently opened a branch at Douglas, Ga. A full line of talking machines will be carried, including the Brunswick and Columbia lines.



A THOUSAND AND ONE NIGHTS ENTERTAINMENT

The MELCO is a silver-tongued Scheherezade—offering a thousand and one nights of entertainment. Entertainment free from interference, noises and fade-aways. Supreme radio reception—full-toned, clear-throated, true to life.

Now Ready for Distribution

The New "Five"

MELCO SUPREME RECEIVER
 TUNED RADIO FREQUENCY

DISTRIBUTORS—Write for Full Information

AMSCO PRODUCTS INC. BROOME & LAFAYETTE STREETS, N.Y.



LATHAM

LATHAM SERVICE

AND

Freed-Eisemann Neutrodyne Radio Receiving Sets

Freed-Eisemann Five-Tube Neutrodyne Radio Receiving Set in console model cabinet, with built-in loud speaker and battery compartments. Price.....\$275



The tremendous popularity which is being enjoyed by the famous Neutrodyne circuit, backed by the national advertising of the Freed-Eisemann Radio Corp., has created a demand which cannot be overlooked by dealers who hope to procure the maximum volume of radio business.

The service rendered dealers by E. B. Latham & Co. is a factor that cannot be overlooked. By virtue of this service and the products which this company carries, its dealers have enjoyed a most successful year in radio. The ensuing year should bring to those whom E. B. Latham & Co. has already served a pleasingly increased volume of business, and we would call to the attention of those dealers whom we hope to serve what can be accomplished by the real service and co-operation from us as your distributor.



New Five-Tube Victrola Panel for installation in console model phonographs. Price.....\$120

Write, phone or wire for particulars

E. B. LATHAM & CO.

550 Pearl Street

New York, N. Y.

NEW YORK

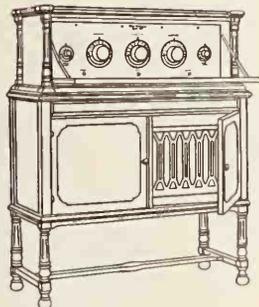
After Christmas —what?

Now the *real* radio season begins—the best part of the year for radio reception. Now the low-priced “gift” business is over and New Year bonuses will be invested in standard receivers of known value and proved performance.

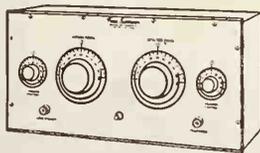
It was so last year—February was the biggest Freed-Eisemann month of all. *This year* our heavy national advertising will help you break last year’s records!

Do your share. Put your windows to work. Mail booklets to your list. Advertise Freed-Eisemann Radio Receivers in your own local newspapers.

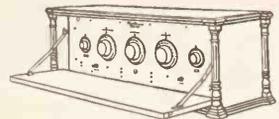
Freed-Eisemann Radio Corporation
MANHATTAN BRIDGE PLAZA - BROOKLYN, N. Y.



Model NR—20
with Console



Model NR—12
(Four Tube Special)



Model NR—20
Five Tube DeLuxe



Model NR—215
Four Tube Panel for Victrola

The big, safe, staple business is yours with

FREED-EISEMANN

RADIO RECEIVERS

Satisfactory Holiday Business Enjoyed Throughout the Cincinnati Territory

Less Expensive Instruments Played Most Important Part in Gift Buying—Dealers Striving for Larger Down Payments—Tribute to Talking Machine World—Other News and Trade Activities

CINCINNATI, O., January 7.—Retailers of talking machines report a good volume of business during the holidays. While the majority of purchasers contented themselves with the less expensive instruments, the aggregate of these sales was large enough to keep the volume up to a satisfactory figure. Stocks are very much depleted, and this means that factories and distributors may expect a rush of orders for replenishments. The talking machine-radio combination still is increasing in popularity, dealers report, and therefore an increased demand for these outfits may be expected.

Retailers are rapidly adopting the policy of trying to get more cash at the beginning and increase the size of monthly payments when credit is given. A feature of the retail market is that it is comparatively easy to get spot cash in payment for the more expensive machines, and most of the instalment buying is by the purchasers of less expensive goods. "When payments are strung out over a long period of time," stated a successful retailer, "it is because the seller makes the offer. In his anxiety to make a sale, many a dealer makes an offer that the customer would not think of asking for."

The Brunswick Co. reports that it still is doing a large volume of business and states that the only trouble it is having is in the matter of securing enough instruments to fill orders as they come in. During an interview Manager J. E. Henderson said: "The Talking Machine World is doing a lot of good work. I wish every salesman could be induced to read and study its articles, especially those on salesmanship. Too many salesmen are indifferent to the interests of their employers. A great many of them fail to realize that their success rests on the success of the person or firm they are working for. I am sure that if they would read and study more they would better themselves through increasing their loyalty and business ability."

Louis H. Ahaus, proprietor of the Brunswick Shop, 532 Edwards Building, did a big holiday business and almost exhausted his stock. He reports that there was with him a good demand for the more expensive instruments and an unusually large number of cash sales.

The Ohio Talking Machine Co., exclusive wholesale establishment, of which C. H. North and A. H. Bates are the executive heads, reports that its pre-holiday business was satisfactory. These gentlemen both expressed themselves as being satisfied with the business outlook for 1925 and predict that it will be a good year for all branches of the trade.

George Jell, of the New York offices of the Columbia Co., was a recent visitor to this city, attending to business matters and calling on the trade. Miss R. Helberg, manager of the local office of the Columbia Distributors, went to St. Louis, December 27, to visit the office there, spending a week in making plans for the coming year.

W. M. Purnell, head of the publicity department of the Starr Piano Co., states that the company did a big holiday business in personal Gennett records. The popularity of the personal record is rapidly increasing, he said, and a great many were used as Christmas presents this year.

New De Forest Circuit Eliminates Re-Radiation

Invention Can Be Applied to All Regenerative Sets, Says Roy A. Weagant, Vice-President and Chief Engineer of Company

Elimination of re-radiation, the bane of devotees of the regenerative reception set, has been attained in a newly patented and simple circuit, according to Roy A. Weagant, vice-president and chief engineer of the De Forest Radio Co. This device is said to mark an epoch in the history of radio, due to the fact that it prevents disturbing impulses of regenerative sets that interfere with the reception of others within a wide local radius.

"This new invention can be easily applied to regenerative sets already constructed at comparatively little expense," Mr. Weagant said, "and will absolutely prevent not only re-radiation but the consequent disturbances due to it. So completely does this device effect this purpose that it is possible to work several regener-



Sterling Roll & Record Co.
137 W. 4th St. Cincinnati, O.
Outing Distributor

ative receiving sets on one and the same antenna, without mutual interference of any kind. It will prove a boon in the great population centers with their apartments, flats and closely built-up residential sections."

The inherent and unsatisfactory tendency of the regenerative circuit to function like a miniature transmitter, sending out disturbing impulses that interfere with the reception of neighboring sets, will be eliminated by this device, it is claimed, which provides a readily installed equipment that will be shortly available to all possessors of regenerative sets. It accomplishes its purpose without loss of efficiency, and with marked improvement in selectivity of the set. Only the most elementary knowledge of radio is necessary for its application.

The new circuit is in production and will be marketed immediately, the De Forest Radio Co. announces.

Garod Set Receives English Station in Radio Tests

Among the interesting announcements coming as a result of the recent European radio tests was a letter written by a thirteen-year-old boy of Wellington, Kan., the letter reading in part as follows: "Manchester, England, station was heard by me last night at about 10.45 p. m., using a Garod four-tube neodyne set and Magnavox loud speaker. The first selection heard was 'God Save the King,' followed by the 'Star Spangled Banner.'" The letter in closing states: "I am a boy thirteen years old and operated the set entirely alone."

J. E. York was recently appointed manager of the Pickerell Music House, Coffeyville, Kan. He has been engaged in the music business in that section for many years and is well known in local business circles.

Okeh and Odeon Records

THE year 1925 has all the earmarks of being the best yet for Okeh Dealers. As distributors for the fast-selling Okeh and Odeon Records, we pledge our hearty co-operation towards making your share a certainty. The inevitable increase in business will find us prepared. Our distributing service will be functioning more speedily and efficiently than ever!

Wholesale Phonograph Division

STERLING ROLL and RECORD CO.
137 West 4th Street CINCINNATI, OHIO

Buy Okeh Needles—They Keep Record Sales Alive!

The **OHIO**
TALKING MACHINE Co.
427-429 WEST FOURTH ST.
CINCINNATI, O.
VICTOR DISTRIBUTORS

SERVICE IS OUR WATCHWORD

A Paragon for Everybody

FOR dance lovers, for jazz lovers, lovers of classic music or the old songs, there's now a Paragon Receiver that meets every taste and every sized pocket-book.

All the clearness of tone and fine selectivity that in the past have popularized Paragon with radio enthusiasts, now with a new simplicity of tuning and new popular prices.

If you are not featuring Paragon in your store you are missing profit opportunities with every class of your trade.

**ADAMS MORGAN
COMPANY, Inc.**

10 Alvin Ave.
Upper Montclair, N. J.

If your jobber is not carrying the new Paragon line get in touch with us.



The NEW

PARAGON RADIO RECEIVERS



**NEW PARAGON FOUR
\$65**

Its new non-radiating circuit—the Paradyne circuit—gives clear, strong loudspeaker reception over practically unlimited range. Four tubes. New single dial control. Good-looking mahogany case, 21 inches long.

New Paragon Three \$48.50

Astonishing loudspeaker range, with but three tubes. Clear tone. Excellent volume. Easy tuning—single major dial control. Mahogany case, 17 inches long.



**Paragon Two
\$27.50**

A two-tube set that sells like the traditional hot cakes. Loudspeaker volume on local stations. Clear tone. Single tuning dial. Mahogany finish, 11 inches long.



Prices West of Rocky Mountains 10% Additional.

Making the Banker a Business Adviser and Establishing Credit With the Bank

Warren J. Keyes, Treasurer of the Sonora Phonograph Co., Inc., Gives Some Pertinent Information Regarding Utilization of the Bank by the Retail Merchant

An important angle of talking machine merchandising which has received comparatively little attention is the relation of the banker to the retailer. This subject was handled in an interesting and instructive manner in an article by Warren J. Keyes, treasurer of the Sonora Phonograph Co., Inc., appearing in a recent issue of the "Sonora Bell." Because it contains some facts with which every talking machine dealer should be conversant the article is produced herewith:

"Due to the seasonal nature of the phonograph business it is important for the retail dealer to be on good terms with his banker. There are times during the year when the dealer must carry a large stock, because of anticipated seasonal demands, and at these times bank assistance, through loans, is necessary and helpful.

"Many retail dealers look upon bankers as hard taskmasters and feel that if they once get into a position where they owe money to a bank they will have a hard time extricating themselves. This is a false belief, particularly if the retail dealer will analyze his needs and tell them in a straightforward fashion to the bank.

What Bankers Want to Know

"In general there are two things that a bank always wants to know about anyone before granting a loan. In the first place, they want to know that the security is good, and, second, that the character of the borrower is such as to inspire confidence. These two items are important in all lines of industry.

"In approaching his banker the phonograph dealer should therefore have with him a financial statement showing his present condition and his sales and profits over the last year, at least. This does not mean that the retailer must keep a complicated system of double-entry books in order to satisfy his banker as to his financial status. The statement should show his cash, his accounts and notes receivable, his inventory, his furniture and fixtures and any other assets. Offsetting these assets he should show his accounts payable, his notes payable and any other liabilities. The total of his assets, less the total of his liabilities, will give his net worth. These items should all be stated clearly and definitely. A banker will want a rough analysis of the dealer's accounts receivable, showing the amounts not yet due and the amounts overdue—probably 30, 60 and 90 days, and he will want to know whether the dealer's accounts payable are overdue and whom he owes for notes payable and when they are due. The dealer should also have available a record of sales, expense and net profit, so that the banker can judge as to the efficiency with which his business is conducted. All of this information can be worked up easily without a double-entry system of books, and the dealer should always take this information with him when applying for a loan.

"If you find that your records are inadequate to give you the information you should have, it cannot be advised too strongly so to set up a system that all these figures will be available. Furthermore, a record of sales and expenses is essential in order that you can know whether or not your business is being conducted at a profit, and why.

"The Federal Government makes it imperative that every retail store submit a statement, for income tax purposes, which is due on March 15. In order to be able to make this report intelligently even more record-breaking is required than is necessary for the bank.

"The banker is also particularly careful as to the character of the man to whom he is making a loan. He will want to know what the dealer's suppliers think of him—whether he takes his

cash discounts—whether he keeps his promises as to payments and how he is considered in his community. He may ask for collateral in the shape of instalment paper or warehouse receipts. This is only for protection in case the retailer fails to meet his obligations.

Banker Deals in Credit

"The stock-in-trade of the banker is credit—just as the retailer's stock is phonographs. This merchandise must have a definite turnover and must be productive of profit. A banker's service is not to put permanent capital into the business but to be of assistance to the retailer in helping him take care of normal shortages. For this reason, if the retailer finds that he should have more capital, in order to secure a more profitable business,

he should not apply to the banker for assistance, but should raise capital by other means.

Figures Tell the Tales

"A retailer, to have pleasant relations with his banker and be successful in borrowing from him, from time to time, must plan to be in a position to clean up all of his bank loans at least once a year. This is a very important factor and often leads to considerable trouble and misunderstanding if it is not followed out.

"A retailer's dealings with his bank should be pleasant, rather than troublesome. If his character is a good risk and he can show figures that will convince the banker that his is a temporary need for financing, he should have no trouble in making his loans and securing the necessary assistance.

Taking the Banker Into His Confidence

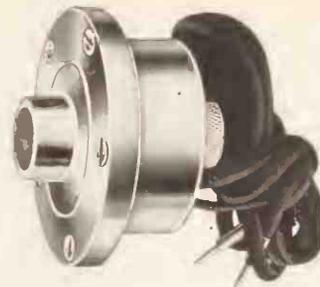
"A dealer should at all times take his banker into his confidence and ask him for his advice on matters of business policy at any time. After all the banker is just as human as the dealer and should be cultivated as a friend as well as an adviser."



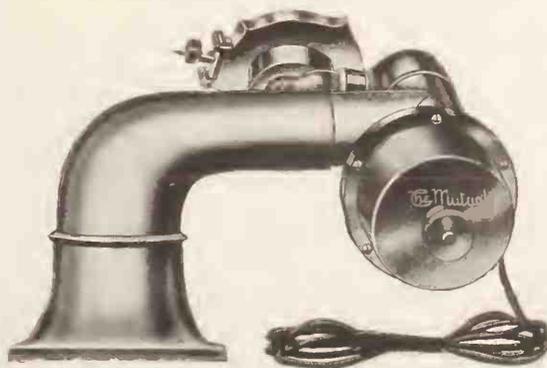
New Mutual Additions!

Whatever your sales of units are— or may be—give the MUTUAL an opportunity to show you *greater* profits.

Nickel plated back
Black Japanned top
Gold plated adjusting knob



Mutual Units Make Your Phonograph A High Class Loud Speaker



Introducing our new No. 6 interchangeable tone arm which is adaptable for PORTABLES as well as upright and console machines.

This new model is the ultimate in perfection and simplicity.

MUTUAL PHONO PARTS MFG. CORP.

149-151 Lafayette Street, New York City

DISTRIBUTORS

- Canadian Acme Screw & Gear, Ltd. 1209 King St. West, Toronto, Can.
- Industries Unidas, S. A. Balderas 110, Mexico City, Mexico
- Targ & Dinner Music Co. 229 W. Randolph St., Chicago, Ill.
- Shapleigh Hardware Co. 4th St. and Washington Ave., St. Louis, Mo.

Excellent Business Marked Closing of the Year in the Twin Cities Territory

Outlook for Continuation of Prosperity Well Into 1925 Is Bright—Doerr-Andrews & Doerr Enlarge Territory—Hold Successful Salesmen's Convention—The Month's News

MINNEAPOLIS AND ST. PAUL, January 7.—Satisfactory holiday business with excellent 1925 prospects is the verdict of Twin City phonograph men. An outstanding feature of the holiday selling was the improvement in the country business, a situation which every jobber discovered to be the case.

Messages of Cheer

"Doc" O'Neill, manager of the Brunswick Co., predicts an excellent January and says: "Our holiday business was very satisfactory, our Radiola sales excellent. City and country business were both good with the country responding particularly well."

"Holiday business was beyond our expectations," said John E. Date, manager of the phonograph and radio departments of Doerr-Andrews & Doerr, Sonora wholesalers. "Our sales of radio and phonographs were most satisfactory. All accounts showed up well. It was especially noticeable that the country showed a come-back. We are anticipating a tremendous business for 1925."

Enlarge Distribution Territory

Beginning January 1, Doerr-Andrews & Doerr will be distributors for Minnesota, North Dakota, South Dakota, Iowa, with the exception of the Mississippi river towns, and Montana, Montana having been recently returned to the firm because the Twin Cities seem the logical place for distribution and by reason of the firm's having two resident salesmen in the State.

Stage Salesmen's Convention

Thirty-six men attended the salesmen's convention which Doerr-Andrews & Doerr staged December 30 in the interests of Sonora phonographs and Zenith radio. Addresses were made by Harvey H. Roemer, director of sales promotion for the Zenith Radio Corp.; Sewall D. Andrews, as a member of the board of control of the super-station, WCCO, who reviewed the general outlook for broadcasting, and Mr. Date, who spoke on the possibilities of merchandising radio and radio combinations and gave an outline of the extent of exclusive Zenith dealer representatives throughout the territory. The radio department of Doerr-Andrews & Doerr now carries a complete line of radio equipment

and is prepared to give prompt service in standard, nationally-known units.

S. D. Andrews Directing Station WCCO

WCCO, the new super-station at Minneapolis, is under the direct management of one of this city's most aggressive and successful business



Sewall D. Andrews

men, Sewall D. Andrews. Mr. Andrews, who is treasurer of the Minneapolis Drug Co., of this city, one of the leading concerns in the wholesale drug field, is president of the National Wholesale Druggists' Association, president of the Minneapolis Club and prominent in the city's commercial and civic activities. Through his efforts a new community spirit has entered into the establishment and maintenance of the WCCO station; the city of Minneapolis having contributed \$30,000, the city of St. Paul, \$20,000, and the Washburn-Crosby Co. having contributed \$50,000 to insure the success of the station.

Recently, after considerable field investigation on the part of the Minneapolis Drug Co. the Zenith line of radio products was taken on under

a distributorship franchise for Minnesota and the Dakotas. The company is splendidly equipped for the successful merchandising of these popular sets, and under Mr. Andrews' direction Zenith dealers in this territory will receive maximum service and co-operation in marketing these products.

Edison Demand Growing More Brisk

"North Dakota is coming on very satisfactorily," said J. Unger at the Lawrence H. Lucker Co., Edison jobbers. "Our holiday trade was good and we have no kick coming. Things are moving a little better. Because of the good crop, farmers have been paying their debts and are now in a position to do more buying. We have established several hundred new accounts in the last three months." The Lucker Co. reports its radio business in Ware, De Forest and other radio lines satisfactory.

Fifty Per Cent Business Gain

"Christmas business was 50 per cent ahead of last year with us," said Charles K. Bennett, manager of the George C. Beckwith Co. "Business has been very satisfactory. Dealers' stocks are lower than ever before. There is a lot of optimism in the trade and dealers are enthusiastic over the Victor Co.'s broadcasting program."

A Victor record, a sermon in Swedish by the Rev. Gust F. Johnson, pastor of the Swedish Tabernacle here, who has an extraordinarily large following among the Scandinavians, was issued just before Christmas and sold tremendously here. George Benson, of the Benson Music Co., who caters particularly to foreign record customers, tied up with announcements in Scandinavian papers, and by direct mail. He has shipped this record all over the United States and is expecting orders from Sweden. His first shipment was sold out in four hours and he expects to sell over 5,000 of these records in his South Minneapolis shop.

The appearance of the first record by Dick Long's Nankin Cafe Orchestra, which the Victor Co. will issue January 25, will be the signal for much sales promotion activity here. The record contains two popular numbers: "If You Don't Tell Me" and "Rock-a-Bye-Baby Days." Leo Feist, music publishers, are issuing window cards of their publication, "Rock-a-Bye-Baby Days."

New Stores and Improvements

The Central Furniture Co. formally opened its exclusive Victor Shop at 314 West Broadway, adjoining its furniture store, in December. It is under the management of Mr. and Mrs. Arthur Fliegan.

Joe Nylin has redecorated and enlarged his East St. Paul talking machine store.

Bush & Lane Improvements

SEATTLE, WASH., January 3.—Improvements in the quarters of the Bush & Lane Piano Co., at 1519 Third avenue, were begun two months ago and were completed recently in time for the holiday business. The changes include the installation of fifteen sound-proof booths for demonstrating talking machines and radio. The former oak store furnishings have been replaced by mahogany ones, and a piano demonstration department has been built on the balcony. The alterations have been made at a considerable outlay, and have been under the direction of Charles T. Corbin, manager. This is the fourteenth year for the operation of this branch here, and it now has nearly 100 employees.

Addition to Bousfield Family

A welcome Christmas gift received by R. G. G. Bousfield, treasurer of the Herbert-John Corp., radio wholesaler, New York, was an addition to the Bousfield family in the form of a seven-and-one-half pound baby girl. The baby was born in the Yonkers Homeopathic Hospital.

Davis Phonograph Co., Chicago, has changed its name to Davis Radio Phonograph Co.

They Can't Forget Needles— Even During Winter Record Buying Months.



General
Phonograph Corporation

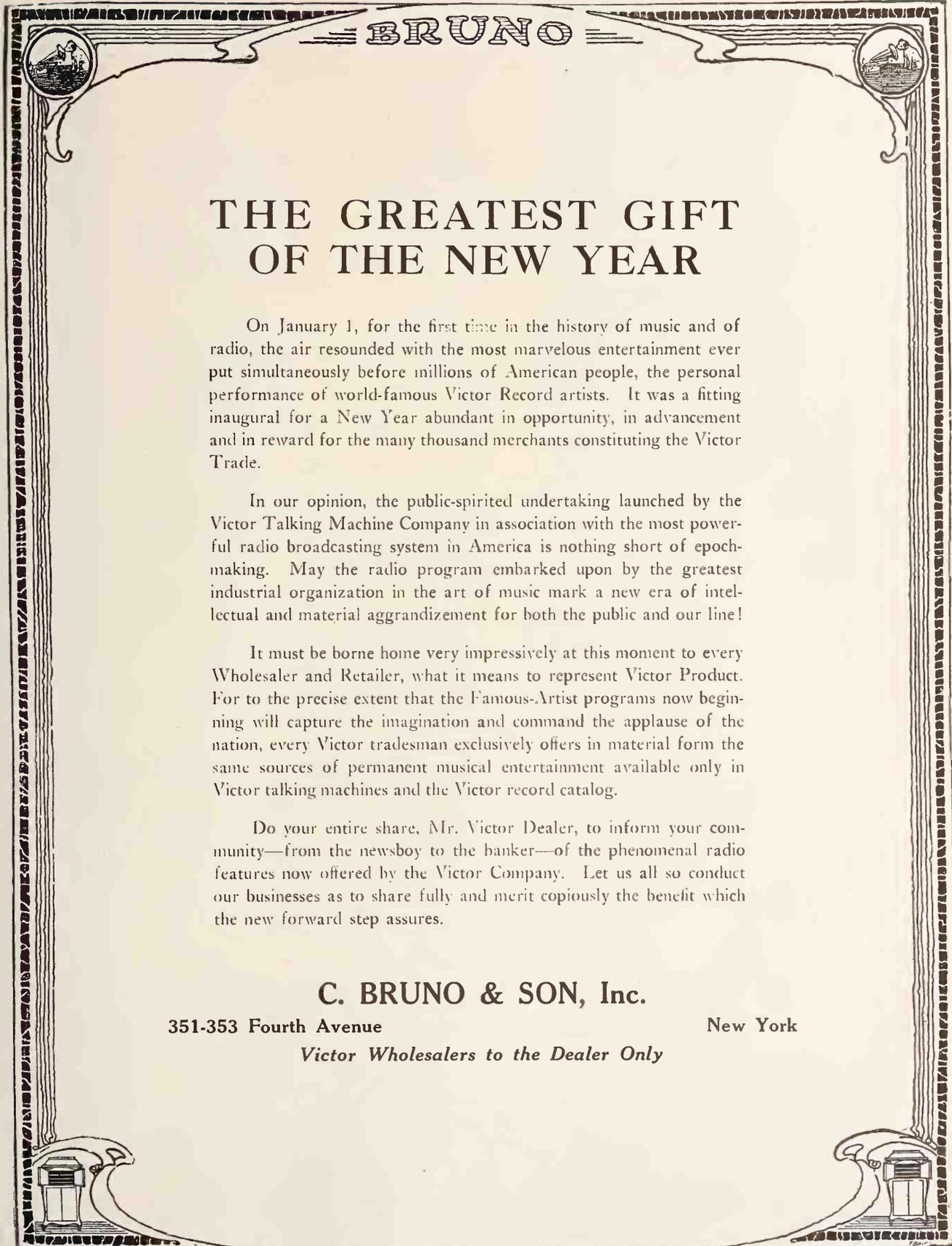
OTTO HEINEMAN, Pres.

25 West 45th St. New York, N. Y.

THE winter record buying season will find you selling more records than at any other time of the year. And logically, your needles should take a proportionate boost, too. But clerks and customers have that habit of "forgetting" needles—and needle sales fall far below what they should be.

The new O'keh "Automatic Reminder" Delivery Bags stop this hindrance to needle sales right at its source. Attached to each record delivery bag is another small envelope for inserting a package of O'keh or Truetone Needles. The little envelope itself stands out "like a sore thumb" and an ingenious arrangement of the words "Buy New Needles NOW!" fairly cries out for attention. Every time a record is sold and put into one of these record delivery bags, both the customer and the clerk are given an automatic reminder of O'keh and Truetone Needles.

Your distributor can supply you in minimum orders of 1000. You can use this amount and a great many more during the winter months—and they pay for themselves in greatly increased needle sales! Order a thousand bags today—and watch your needle sales take an immediate jump.



BRUNO

THE GREATEST GIFT OF THE NEW YEAR

On January 1, for the first time in the history of music and of radio, the air resounded with the most marvelous entertainment ever put simultaneously before millions of American people, the personal performance of world-famous Victor Record artists. It was a fitting inaugural for a New Year abundant in opportunity, in advancement and in reward for the many thousand merchants constituting the Victor Trade.

In our opinion, the public-spirited undertaking launched by the Victor Talking Machine Company in association with the most powerful radio broadcasting system in America is nothing short of epoch-making. May the radio program embarked upon by the greatest industrial organization in the art of music mark a new era of intellectual and material aggrandizement for both the public and our line!

It must be borne home very impressively at this moment to every Wholesaler and Retailer, what it means to represent Victor Product. For to the precise extent that the Famous-Artist programs now beginning will capture the imagination and command the applause of the nation, every Victor tradesman exclusively offers in material form the same sources of permanent musical entertainment available only in Victor talking machines and the Victor record catalog.

Do your entire share, Mr. Victor Dealer, to inform your community—from the newsboy to the banker—of the phenomenal radio features now offered by the Victor Company. Let us all so conduct our businesses as to share fully and merit copiously the benefit which the new forward step assures.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only

For those
who seek
the Best &

To every industry there comes—sooner or later—an advance in skill and in craftsmanship which sets a new standard in quality.

To Radio has come the Farrand-Godley *Single Nine*—bringing not merely a single, individual improvement, but a *complete* perfection to every phase of radio reception—in tonal quality, in selectivity, in volume, in ease of operation.

List Price . . . \$195

In Table Cabinet . 235

In De Luxe Cabinet 375

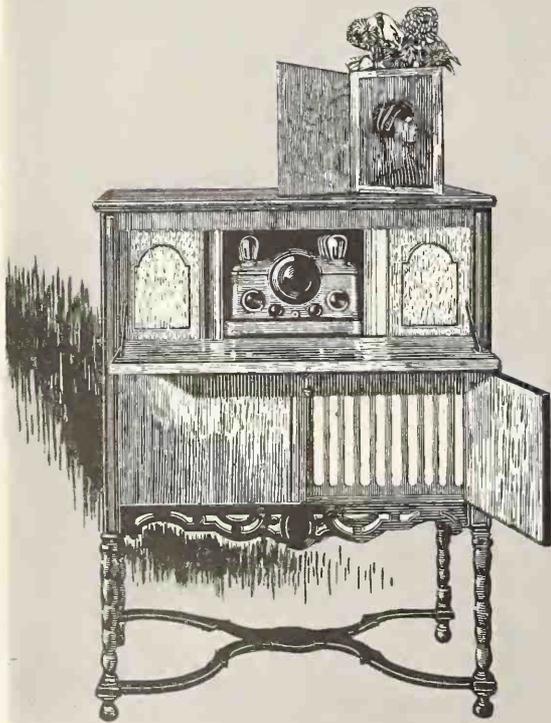
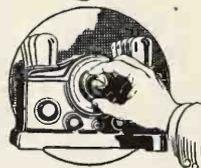
FARRAND MANUFACTURING CO.

Incorporated

28 South Sixth St.

Newark, N. J.

Farrand
Godley
Single "NINE"



AND now comes the Farrand-Godley Speaker to make of the prevalent Horn, a thing obsolete, ancient, antique.

Not only does the Farrand-Godley Speaker excel the tone beauty of the Horn type speaker—it “brings in” tones of the lower scale that are entirely foreign to horn reproduction—sweet, clear, mellow—with every metallic tone eliminated. A demonstration assures an immediate purchase.

LIST PRICE

\$32.50

FARRAND MANUFACTURING CO.

Incorporated

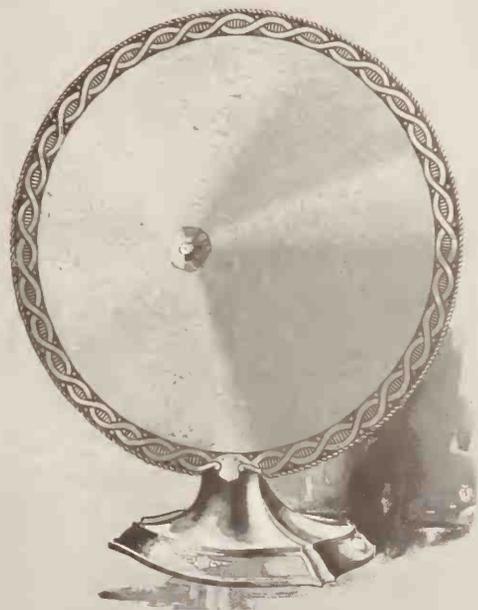
28 South Sixth St.

Newark, N. J.

*Farrand
Godley*
SPEAKER



*Radio's
New
Voice* ❧





**New
and
Larger
Quarters
for
REFLEXO**

**NOW Located at
370
Seventh Avenue
(cor. 31st St.)**

A new and larger home for REFLEXO—a move not only necessitated by an ever-increasing demand for REFLEXO Products, but a move prompted, likewise, by the desire to be of greater service to REFLEXO customers.

**REFLEXO
Products Co., Inc.**

Selling Agents for
W. H. BAGSHAW CO.



Year Closed With a Satisfactory Sales Volume in the Indianapolis Territory

Dealers Realizing That Intensive Effort Is Necessary to Get Business and Are Making Plans Accordingly—Local Edison Branch to Be Consolidated With Chicago Headquarters

INDIANAPOLIS, IND., January 8.—Talking machine dealers closed the year of 1924 with sales about on a par with last year. It is noted that as in other lines sales were hard to get and that the dealer is realizing that more effort is necessary. The past year has seen the entrance of the radio in the local field with more interest demonstrated than in previous years. The radio and its subsequent growth have proved a problem to talking machine dealers.

H. E. Whitman, manager of the Circle Talking Machine Shop, dealer in the Victor and Edison lines, reports that annual sales will run equal to last year's record. It is noted by Mr. Whitman that Christmas sales started late but finished strong. December sales were thus held up to their previous record. In commenting on the situation, Mr. Whitman remarked: "Sales during 1924 were harder to make than in previous years. It has become necessary for the dealer to put forth more effort to get a fair share of the business."

Joel B. Ryde, of the Fuller Ryde Music Store, reports sales of the Brunswick and Victor lines as evenly divided with a stronger tone prevalent. Records, however, are a little slow.

Mr. Baker, of the Brunswick Shop, reports

that December sales ran ahead of last year. Record sales have been particularly good. Christmas sales of Radiolas were very gratifying. Mr. Baker expects a good steady business during 1925.

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., which handles the Brunswick line, reports that sales are ahead of their last year's record. December business started late but finished strong. "This year I noticed three things that I never noted before," says Mr. Herdman. "A larger percentage of just Christmas lookers actually bought than in previous years. There were no order takers—every instrument moved was actually sold. The percentage of cash on the sales was larger."

W. R. Smith, an experienced talking machine salesman, formerly with the L. S. Ayres Store and the former Edison Shop, has been added to the sales force.

Frederick Pullen, local manager of the Edison Phonograph Distributing Co., reports the consolidation of the Indianapolis and Chicago branches on or after February 15. Headquarters will be in Chicago. Mr. Pullen will continue in his present capacity.

Victor Co. Laying Plans for 1925 Production

Questionnaire Sent to Dealers Seeking Information Regarding Machine and Record Stocks and Selling Possibilities of Various Features

Late in December the Victor Talking Machine Co. sent a letter to its dealers seeking information regarding present stocks of instruments and records, together with sales figures covering various types of instruments and records for the past year. The purpose of the questionnaire, it was stated, was to provide information so that the company might determine: (a) Instrument manufacturing program for the coming year that will best meet the demands of the trade; (b) a plan for an early adjustment on stocks of records eliminated from the 1924 general catalog, and single-faced Red Seal records, and (c) a plan for a periodical adjustment of surplus stocks of records.

Atwater Kent Performance

PHILADELPHIA, PA., January 8.—The officials of the Atwater Kent Mfg. Co., of this city, has received many letters in the past from its dealers, reporting the exceptional success that they have had not only with Atwater Kent sales but long distance reception on the Atwater Kent sets as well. A letter which the company deemed worthy of reprinting in its Radio Bulletin Service to Atwater Kent distributors and dealers was received from an Atwater Kent retailer in Maranhao, Brazil. This dealer writes: "With a model 10 I have been able to receive stations in Rio de Janeiro, 1,200 miles, and Havana, Cuba, 1,600 miles away. Last night I was astonished to hear KDKA from Pittsburgh." As the distance from Maranhao, Brazil, to Pittsburgh is approximately 3,000 miles, this remarkable performance of model 10 may well be used for sales promotion.

Installs Audak System

MIAMI, FLA., January 5.—Burdinee's Music House, of this city, has installed the Audak system. This consists of a series of talking machine record demonstrators which are placed in a prominent position in the store, facilitating record service.

T. B. Cleveland has opened a general music store on Waller avenue, Greenwood, S. C., carrying talking machines, pianos, etc. Modern equipment has been installed.

"We advertise where it does the dealer the most good. Here's a sample of copy used in our extensive newspaper campaign. Write for discount and information concerning our time payment plan."

**THE
Lafayette
NEUTRODYNE**



If you want perfect radio reception in your home, remember—Lafayette.

A radio instrument of usefulness without end.

A demonstration will satisfy you of its simplicity to operate; purity of natural tone; clearness for long distance; no interference; compactness and attractive appearance. Have your dealer demonstrate it.

5 tube set \$125
Reproducer \$28

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

Licensed under Hazeltine Pat. No. 1450980
Made by R. E. Thompson Mfg. Co.



NEW!

"B" CURRENT FROM THE ELECTRIC LIGHT SOCKET



Switch it on! Switch it off!

That's all you have to do. No "B" batteries to charge or replace—No bother or nuisance—No trouble or disappointments—No guess-work about your plate voltage.

Here's a magic box that takes your ordinary AC house current and converts it into direct current of the proper voltage to operate your radio set at maximum efficiency—today or a year from now.

It doesn't run down or get weak—doesn't need attention or new parts. It's as easy to operate as an electric iron, and should last just as long.

It is absolutely dependable, too! The fact that it is built and guaranteed by the makers of the world-famous Bosch Magneto should establish complete confidence in its efficiency and reliability.

Do not confuse the Bosch Nobattry with other "B" battery eliminators. It uses no tubes, and is radically different in design and construction. It is the perfect "eliminator" which conservative radio users and dealers have been waiting for.

DEALERS

Here's a radio device you can sell with absolute confidence. It is of the same high quality as all Bosch electrical units, and is backed by the famous Bosch guarantee of "satisfaction or your money back."

Don't delay—the demand is already enormous. Live dealers who place their orders immediately will get a big share of the profits.

Wire today for sales proposition and discounts. State whether you are a dealer or jobber, and give references, to aid in quick allocation of territories.

Type BAN—For alternating current.....\$49.50
 Type BDN—For direct current..... 30.00

AMERICAN BOSCH MAGNETO CORPORATION
 Main Office and Works: Springfield, Mass.



Chief Points of Superiority

1. Suitable for any receiving set using 1 to 14 tubes—will also take care of power amplifier.
2. Unlimited current supply.
3. Requires no attention—does not run down or wear out.
4. Cannot burn out radio tubes even if wrongly connected.
5. Uses no tubes—there's nothing to repair or replace.
6. Costs only a fraction of a cent to operate.
7. Detector voltage adjustable—from 15 to 50 volts.
8. Amplifier voltage adjustable, too—from 90 to 150 volts.
9. Constant voltage—plenty of pep.
10. Gives clear tone, greater volume, and more distance.
11. It is NOISELESS — there's absolutely no hum or distortion.
12. Will operate low power transmitting sets.

BOSCH NOBATTRY

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note—This is the forty-sixth 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.]

Beethoven's Ninth Symphony

The recent announcement that the Vocalion interests had published in the United States a recording of the Ninth or Choral Symphony by Beethoven, made in Berlin by an orchestra of great eminence and specially selected chorus and soloists, under an equally celebrated conductor, together with the fact that some months before the Gramophone Co. of London published a recording of the same immortal work, this time done by an orchestra, soloists and chorus conducted by the eminent Albert Coates lends special interest to the new movement towards better, more complete and more serious work in the development of the musical possibilities of the talking machine. That such possibilities are now in a fair way to be developed as never before, need hardly be doubted; for the facts are before the eyes of us all. Accepting the facts, let us think a little about this latest and greatest of achievements in recording, which has now been made available to music lovers through the medium of the talking machine. A little discussion and explanation will probably be interesting and should have the effect of making many dealers and salesmen realize what wonderful sales possibilities there are in good music, when rightly presented and rightly demonstrated.

The Greatest of Musicians

Beethoven, born in 1770 and died in 1827, was the greatest of musicians, the first of that little group of immortals whose names can be counted on the fingers—Bach, Handel, Mozart, Wagner, Beethoven, and the greatest of these is Beethoven. He it was who made the piano an expressive instrument, who taught all successors how to use the orchestra, who wrote the tenderest and also the most majestic heart-moving music, whose piano sonatas have never been even equaled in power and expressiveness, whose one opera is justly held uniquely perfect and whose nine symphonies remain alike the model and the despair of imitators. With Bach, like a prophet of the Old Testament, with Handel the creator of that heavenly music of "Saul," "Judas Maccabaeus" and the "Messiah," with Mozart, the eternal happy boy of musical art, with Wagner, wizard waving into life Walthalla and Nibelheim, stands ever the majestic and sublime figure of the father of the

Nine Symphonies. And it is of the last and greatest of all these, now preserved forever by the magic of the disc, that for a brief space we shall speak.

A Brief History

First a bit of history: Beethoven had made his home, for many years, in Vienna where Mozart and Haydn lived, too, and where Franz Schubert died in the same year with the master; where, too, Johannes Brahms, last of the classics, put in more than three happy decades of work and accomplishment. Beethoven's fame spread out from Vienna all over Europe and had penetrated to England, where his piano sonatas and his symphonies were becoming well known. Despite the turmoil of the Napoleonic wars musical art was never more active than during Beethoven's middle life, and when the dark tragedy was at last finished with the death of Napoleon at St. Helena in 1821, Beethoven already had attained world fame. In 1822, however, he was often in financial straits, mainly caused by his fruitless expenditures on his worthless nephew, whom he loved as only a bachelor uncle can. Writing to his former pupil Ries, then settled in London, Beethoven inquired what the Philharmonic Society of that city would give him for a new symphony which he would compose to order. Ries had no difficulty in gaining the delighted acquiescence of the Society's directors, who at once despatched to Beethoven the sum of fifty pounds sterling and begged him to compose a work for them which should be their property until after its first performance by them, and thereafter should revert to the composer. Beethoven set to work and in due course finished the great symphony which was his ninth and last, as well as by all odds his greatest. For some reason never made quite clear, however, the work did not find its way at once to London, but was retained by Beethoven and later on was produced in Berlin at a concert of the Philharmonic Society of that city, with a dedication to the King of Prussia. The London Society did not get a chance at it until 1824, when it was performed at one of its concerts. The reasons for this confusion have never been elucidated, but it is believed that the precarious state of the composer's health and his uncertainty as to the ability of the London musicians to handle so great a work determined him not to submit this one to them at all. What he purposed to give them in place of it is not known, for in 1827, worn out with his strenuous work and his troubled life, he died.

The first production of the Ninth Symphony in Vienna took place in 1822. Beethoven, long

since totally deaf, and, in fact, for some years quite unable to hear a note of music save when the orchestra was playing fortissimo, and then only as a confused hum, attended the performance, and standing up beside the conductor of the orchestra, indicated to him the tempo of the various movements. At the close, when a roar of applause was filling the hall the deaf man remained standing and still beating time, until one of the singers, afterwards the famous Mme. Schroeder-Devrient, rose from her seat, took him by the shoulders and turned him around to the audience, when for the first time he realized that the performance of his symphony was concluded.

For the first time in symphonic history, Beethoven planned his vast work for a chorus and for solo voices as well as for orchestra. He was accustomed to note down in little notebooks or on slips of paper sewn together, musical themes that occurred to him as he walked out, or sat at meal, or talked with his friends. These notebooks, which have been almost all preserved, enable us to trace the germ of the idea of introducing voices into an orchestral symphony, and show us that although Beethoven had fixed quite some time before upon the idea of the famous theme which forms the burden of the final or choral movement, the actual thought of introducing the voice came only after the other movements had all been sketched out. Beethoven more than once had confided to his friend Schindler that he was having trouble in producing a final movement powerful enough to carry to its climax the musical forces he had let loose in the first three movements and it was as with a feeling of great relief that he one day informed his friend that he had decided to introduce a musical setting of Schiller's "Ode to Joy" to be sung by chorus and solo voices, with orchestral accompaniment.

Such an idea might have been, in some hands, commonplace enough, but when, after some trouble, Beethoven hit upon the wonderfully simple and effective device by means of which he links up the instrumental opening with the first entrance of the voice, he thereby placed the work upon a pedestal of greatness from which his spirit winged its way into a very heaven of tonal achievement. The final movement of the Ninth Symphony is wholly unique, and although it has been imitated it has never been surpassed or even equalled.

A Picture of the Soul

In the first movement of the symphony Beethoven gives us a vast tonal picture of the human soul travelling towards the light with

(Continued on page 75)

PROTECT YOUR RECORDS BY USING
THE ORIGINAL TEN TIME NEEDLE
(EACH NEEDLE GUARANTEED TO PLAY TEN RECORDS ON ANY PHONOGRAPH)



WALL-KANE
NEEDLES

EACH NEEDLE CHEMICALLY TREATED TO PROLONG THE LIFE OF YOUR RECORDS

A PACKAGE OF 50 NEEDLES EQUIVALENT TO 500 ORDINARY STEEL NEEDLES

PRICE
15¢ U.S.A.
20¢ CANADA



EXTRA LOUD



MEDIUM



LOUD

MADE IN U.S.A.

150% PROFIT

on WALL-KANE NEEDLES

The only needle recognized as the original 10-record needle, established for over ten years, put up in handsome displays that sell themselves.

WALL-KANE NEEDLE MANUFACTURING CO., Inc.
3922 14th Avenue Brooklyn, N. Y.

Special prices on
JAZZ, CONCERT and PETMECKY NEEDLES

The New Display Case Holding 100 Packages Assorted



The Newport Distance-Getting Ability Will Make Sales for You!

The distance-getting ability of the Newport is one of the outstanding characteristics of this receiver. The feature is a real asset to all sagacious and forward-looking dealers.

This ability can be shown in many ways. It can be shown by the enthusiastic testimonials that are daily coming into these offices; it can be shown by the International Tests Records; you can demonstrate it yourself to your prospective customer. You can bring to him the romantic arias that have stirred Time; you can let him discuss privately with the leaders of human thought and enterprise any subject in which he is interested; you can give him the thrill of tense moments in Sportdom. You can bring the world to his fireside via the Newport.

He will readily see that all the drama and romance of present time is at his beck and call through the distance-getting ability of Newport. It is the receiver he wants.

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

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



Distributors :

BLACKMAN TALKING MACHINE CO.
28-30 West 23rd Street
New York, N. Y.

BRISTOL & BARBER CO., INC.
3 East 14th Street
New York, N. Y.

Somerset Quality-



SOMERSET
STRATFORD
MODEL 4-A
\$**65**

STRATFORD MODEL 4-A

4 Tubes - Dual Control

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

List \$65

EVERY once in a while somebody brings forth an idea so big, so valuable, and so obvious, that everybody recognizes its merit immediately and wonders why it wasn't done long before. That is the reception which the public has accorded the Somerset Radio Receiver—the perfect tuned radio frequency line. Almost over night it has leaped into leadership through its unmistakable superiority in design, quality and value. The Somerset line consists of four models—Stratford Model 4-A, 4 tube set, 2 dials—\$65. Mars Model 5-A, 5 tube set, 3 dials—\$75. Shelbourne, Model 4-B, 4 tube set, 1 dial, synchronized control—\$85. Standish, Model 4-C, 4 tube set, 1 dial, synchronized control, with built-in loud speaker—\$150.

Let the Somerset Line Increase Your Profits!

YOU make profits only on the goods you sell—not on the shelf ornaments. Get aboard the Somerset line—it is going full speed ahead. Somerset Radio Receivers have caught the public fancy because they are just what the public has been wanting. "Give them what they want"—that's the secret to bigger profits.



EVERY STATION IS E-A-S-Y with the single dial synchronized control—featured on our Shelbourne and Standish Models. A simple twist of the big comfortable dial and your favorite station comes in—always at the same point. No need to fuss and adjust—you turn to it as confidently as you turn into your own street going home. The Somerset single dial synchronized control has been perfected after most exhaustive tests, and is made possible only by the most painstaking selection and matching of coils, condensers and transformers. Leading radio engineers have pronounced it a triumph of radio engineering.

Prices subject to change without notice

SHELBOURNE MODEL 4-B

SOMERSET
SHELBOURNE
MODEL 4-B
\$**85**

4 Tubes—Single Dial Control

Our perfected tuned radio frequency circuit with single dial synchronized control. Storage battery or dry cell operation, automatic filament control, the finest "low loss" condensers, and the famous SOMERSET Calibrated Transformers. Compartments for large sized storage "A" and dry cell "B" batteries. Mahogany finished cabinet hand-rubbed two-tone effect.

Size 26" x 14" x 12"

List \$85



Dealers!

Somerset Dealer Service includes not only full cooperation and dealer helps on Somerset Radio Receivers, but also complete service on tubes, phones, batteries, loud speakers etc., at regular dealers' discounts. Fill out and mail the coupon for complete information and details of this service. Don't put it off—send today.

Act Quick!

Somerset Radio Receivers

Radio at a Price!

SOMERSET cabinets are unique — each a piece of fine furniture to grace milady's drawing room. Substantial construction, with artistic two-toned, hand-rubbed mahogany finish. Somerset technical features are equally remarkable — secured not only by superior wiring and workmanship but by painstaking care and test in selecting parts and materials. Somerset Radio Receivers are easily the greatest value in radio to-day. And Somerset technical features — too many to describe in detail here — are equally notable. In simplicity of operation, reliability, range, selectivity and tone, Somerset Radio Receivers are without peers in their price range — easily the greatest values in radio today!

The Famous Somerset Guarantee— Satisfaction—or Money Back

YOU must be satisfied with this receiver or we do not want you to keep it. If for any reason you feel that it is not exactly as represented or that it is not the quality and value which you have a right to expect, we want you to return it for exchange or for refund, whichever you prefer. We will cheerfully and promptly make good any Somerset product which does not fully measure up to your expectations.

EVERY completed Somerset Radio Receiver must pass the rigid tests of the Somerset Engineering Laboratories before it is certified "O.K. for shipment". It must function perfectly or it cannot leave the Somerset laboratory. And that is why Somerset receivers are so remarkably sensitive and selective, reaching out to get broadcast programs from incredible distances, and reproducing them with precise fidelity and rich mellow tone. It is this infinite care with the "unemendous trifles" that places Somerset Radio Receivers in a class by themselves.

Fill Out

National Airphone Corp.
16 Hudson St., N. Y. City

Without any obligation to me send full details and information on the Somerset line and remarkable assistance to dealers.

Name

City

State

Mail Today



SOMERSET MARS Model 5-A
5 Tubes—Three Dial Control
Two stages tuned radio frequency, detector, and two stages audio frequency. Storage battery or dry cell operation, automatic filament control, highest quality "low loss" condensers and the famous SOMERSET Calibrated Transformers. Artistic cabinet hand-rubbed mahogany finish providing space for dry cell "B" batteries. Size 29"x14"x11" List \$75

List \$75

Prices subject to change without notice

4 Tubes—Single Dial Control with built-in loud speaker

Combining a built-in loud speaker of the highest type and the four tube tuned radio frequency circuit with single dial synchronized control — all the latest and best in radio. Storage battery or dry cell operation, automatic filament control, highest quality "low loss" condensers, and the famous SOMERSET Calibrated Transformers. Ample space is reserved in this cabinet for standard size high ampere hour storage "A" batteries and dry "B" batteries. Exquisite cabinet, antique mahogany finish. Size 29"x13"x14". List \$150



SOMERSET STANDISH MODEL 4-C
\$150



MFD. by **NATIONAL AIRPHONE CORP.** 16-22 Hudson St. New York City

Type 6-D Broadcast Receiver

Non-oscillating ~ Non-radiating

IN dollar-for-dollar value, the 6-D Receiver leads the field.

This remarkable Receiver excels in every phase of performance,—purity of tone, sharpness of tuning, range, volume and ease of operation.

You cannot give your customers greater receiving set value. If your jobber cannot supply you, write to us.

EISEMANN MAGNETO CORPORATION

165 Broadway, New York

DETROIT

SAN FRANCISCO

CHICAGO



• SPECIFICATIONS •

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

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

Batteries: Either storage or dry-cells.

Cables: Complete set supplied

for "A" and "B" batteries.

Condensers: Single bearing, low leakage losses.

Sockets: Suspended on cushion springs which absorb vibrations.

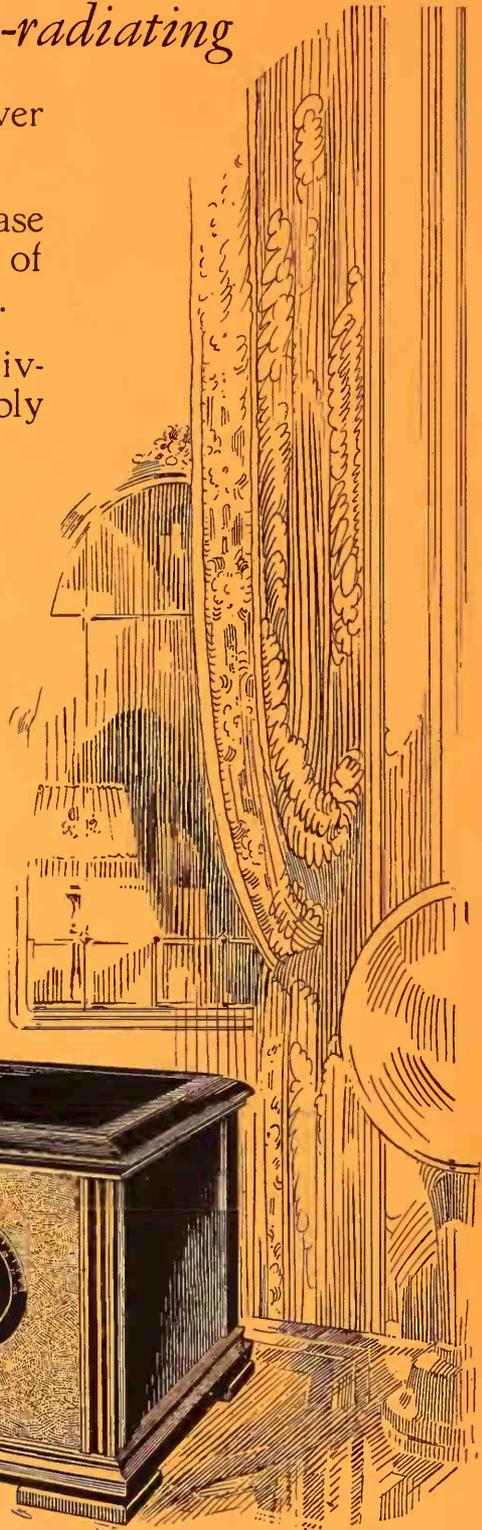
Cabinet: Mahogany, with distinctive lines and high finish. Ample space provided for "B" batteries.

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

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

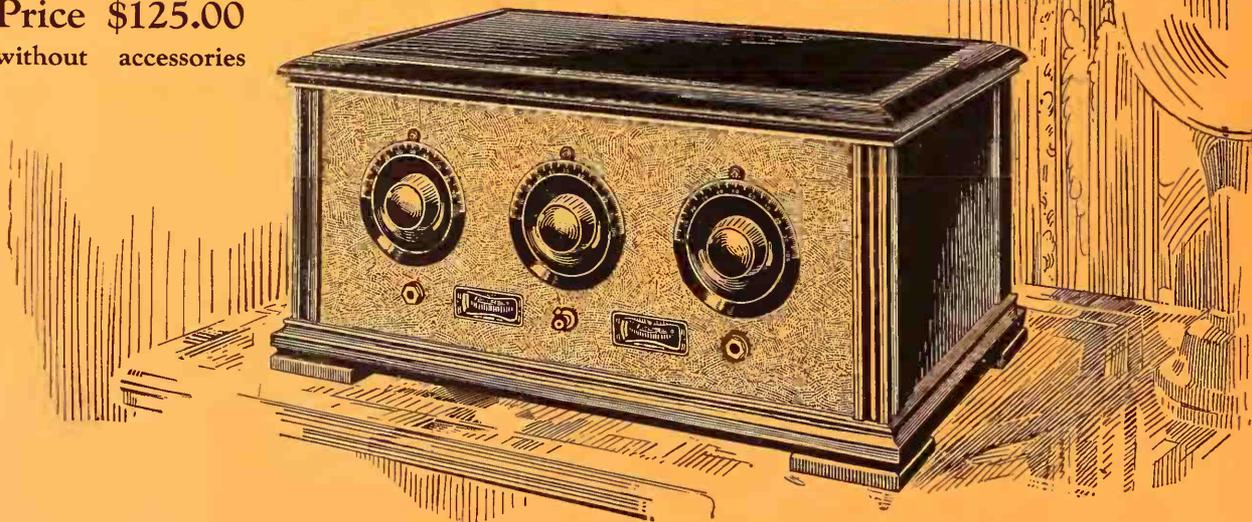
Wave Lengths: 200 to 600 meters, with uniform efficiency of reception.

Aerials: 75 to 125 feet, single wire.



Price \$125.00

without accessories



EISEMANN

ELECTRICAL EQUIPMENT

much groaning and heaviness but in strong and never-dying aspiration. In the extraordinary 2nd movement, that Scherzo which is "a triumph of repetition without monotony," he shows us the effort of the soul to find surcease in pleasure; but without success. In the divine Adagio sympathy, love and tenderness take the center of the stage, and the soul is able to find the peace which is its due. And then at the wonderful climax the soul, bursting into song unconfined and free, hymns its glorious praise of joy:

"Joy, bright star from heaven descended,
Daughter of Elysium,
We approach thy shrine majestic
To thine altar now we come."

Thus instruments and voices join together in a divine climax and the greatest of symphonies sings its way to a fitting and glorious conclusion.

A later article may take up, record by record, a musical explanation of the progress of this heart-moving, stupendous and heavenly achievement of musical genius.

De Forest Radio Co. Asks Infringement Injunction

De Forest Charges Infringement of "Audion" Patent in Application for Injunction

Application for an injunction charging infringement of the De Forest "Audion" or thermionic vacuum tube patent and the registered trade-mark "De Forest" as applied to all kinds of radio apparatus manufactured by the De Forest Radio Co. was filed in the Federal District Court here by De Forest patent counsel in an action against the Liberty Radio Chain Stores, Inc.

The defendant corporation is charged with misrepresentation in offering for sale vacuum tubes bearing the name of "De Forest" and which are described in supporting affidavits as "inferior and spurious." According to Attorney Samuel E. Darby this is one of a series of actions for injunctions that will be filed throughout the country for alleged misuse of the name "De Forest."

Commerford Co.'s New Plan Is a Dealer Publicity Aid

The Commerford Co., 106 East Nineteenth street, New York City, well-known manufacturer of Decalcomanias, has arranged a plan whereby these attractive name plates can be purchased in small quantities by dealers, which enables them to place their names on all merchandise, such as talking machines, radio receivers and similar products.

Dealers who are retailing standard merchandise have been quick to see the value of placing their imprints through these Decalcomanias on all products they sell. This is a very economical method of advertising the retail establishment and is a constant reminder to not only the radio set or the phonograph owner of the establishment that sold the goods but places the same name before visitors to such homes.

These Decalcomanias are easily placed upon the merchandise and have proved a particularly good form of advertising for the talking machine and the radio merchant.

New Store Audak Equipped

Conrad Schmidt, the well-known metropolitan music dealer, has opened a new store at 132 East 170th street, New York City. The new home is equipped with Audak record demonstrators, thus adding to the floor capacity of the warerooms and at the same time assuring efficient service.

The Sound Wave Corp., Brooklyn, N. Y., was recently incorporated at Albany with a capital stock of \$10,000. The incorporators are A. A. Falk, A. Levin and C. T. Brinn.

Radio Exposition in New Orleans Proves a Success

Interesting Addresses Feature Event—Brunswick-Radiola Exhibit Draws Crowds

NEW ORLEANS, LA., January 7.—The City of New Orleans has just finished holding its Radio Exposition. The show was held in the Washington Artillery Hall, the only place available at the time. Manufacturers of high grade and well-known radio units attractively displayed their products.

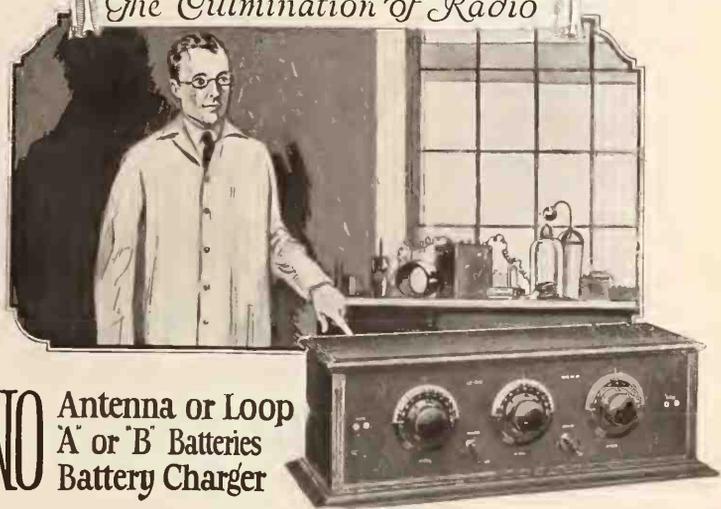
The show was held only during evenings of the entire week, and all attendants in charge of displays were required at all time to appear on the floor in evening dress. Each evening some address bearing upon radio was broadcast from the show, as well as delivered to those attending, and a most interesting talk on radio reception was given on Wednesday evening by R. L. Reid, radio technician of the St. Louis branch of the Brunswick-Balke-Collender Co.

Brunswick-Radiolas were one of the centers of attraction at the show. As a test, eager to ascertain the interest of those attending the show, The Brunswick Co. requested the registering of names and addresses of visitors actually interested in the purchasing of this new musical instrument, with the result that eleven hundred some odd individuals readily tendered their names and addresses the first evening. The show as a whole was a pronounced success.

Hempel Returns to America

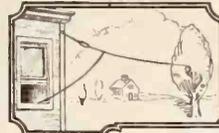
Frieda Hempel, the famous prima donna and Edison artist, who has been in Europe seven months, the British Isles claiming more than two months of her time for the thirty Lind concerts, returned to New York on January 13. Miss Hempel's American tour is booked solid until June, the concerts on the Pacific Coast beginning Easter Monday. Her opening concert, Jenny Lind, will be given in Plainfield, N. J., January 19—a benefit for the Greater Goucher College Fund.

The Culmination of Radio

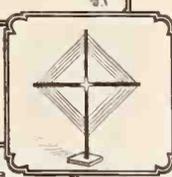


NO Antenna or Loop
A or B Batteries
Battery Charger

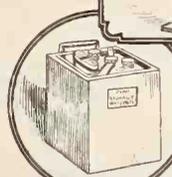
The New
MU-RAD RECEIVER
MA-20
The Last Word in Radio!



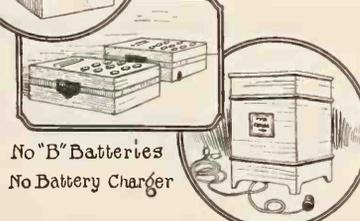
No, Outside Aerial



No Loop



No Storage Battery



No "B" Batteries
No Battery Charger

Profits for the Dealer

Our new schedule of discounts together with our close co-operative policy makes the Mu-Rad line really profitable.

Write for proposition

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

Emerson NOW
Distributors for
AMRAD
NEUTRODYNE
"The Voice of the Air"



This
LICENSED Neutrodyne
retails at only \$85

We solicit good Dealer connections
 in the Metropolitan District for
 this fastest selling set—fastest
 because it is a genuine NEU-
 TRODYNE and offers maxi-
 mum value per dollar.

Write for information
 to us direct.

Emerson Radio and Phonograph Corp.

307-309 Sixth Avenue New York, N. Y.

Five Reasons for Quick Sales



1. A genuine LICENSED Neutrodyne.
2. Five tubes — insuring twonderfully clear tone, volume and power.
3. Most easy to operate — only 2 Dials to set.
4. Comes in a neat, compact, mahogany cabinet.
5. At a non-competitive price.

Only
\$**85**

The same five reasons that make the AMRAD NEUTRODYNE the fastest selling radio set in the market today have caused a flood of orders and inquiries from all over the country.

Responsible Talking Machine Dealers, interested in a good, low-priced LICENSED Neutrodyne, should open negotiations with nearest jobber at once to insure deliveries when desired.

Write or wire your jobber or us direct.

AMRAD NEUTRODYNE

"The Voice of the Air"

AMERICAN RADIO AND RESEARCH CORPORATION

Dept. W



Medford Hillside, Mass.

Usual After-Holiday Record Demand Is Feature of Retail Trade in St. Louis

Holiday Business Satisfactory—Ethics of Newspaper Advertising Receive Attention of the Trade—Death of Miss Hattie Ogden—R. K. Brandenberger in New Post—Month's News

St. Louis, Mo., January 7.—The Christmas talking machine business, when all lines are considered, was highly satisfactory. Radio and radio-talking machine combinations were in particularly good demand during the holiday season. January started off slowly in talking machines but with good sales of records, as is usual after Christmas.

Question "Bait" Advertising

The ethics of newspaper advertising of talking machines have been the subject of a somewhat fervid three-cornered discussion the past few weeks, with the music merchants, a divided camp, in one corner, the two leading newspapers, also divided, in another, and the Better Business Bureau in the third. The dispute has been more particularly about piano advertising, but talking machines have entered incidentally. The legitimacy of "bait" advertising has been called in question. Some of the dealers have criticized it and some justify it. The Better Business Bureau has been trying to bring about adherence to a certain standard. It is preparing some suggestions to be submitted to the advertisers.

Brunswick Drive on Records

For the introduction of its Brunswick line the Aeolian Co. of Missouri had a special issue for St. Louis only of Gene Rodemich's Orchestra in his latest composition, "Honolulu." On the other side was "Shanghai Shuffle," another Rodemich offering.

Death of Miss Hattie Ogden

Miss Hattie Ogden, for twenty-five years connected with St. Louis music houses as a saleswoman, died Christmas morning at her home here. She was formerly for years with the Bollman Bros. Piano Co. Later she was with the Famous-Barr Co. and the Kieselhorst Piano Co. and for seven years had been with the Aeolian Co. of Missouri. John L. Stevener, manager of the talking machine department of the Aeolian Co., was one of the pallbearers.

Silverstone Co. Leases Building

The Silverstone Music Co., Edison distributor, has taken a lease on the five-story and basement building at 1114 Olive street, to be used for this company's retail and wholesale

phonograph business. It is the intention of the Silverstone concern to make extensive alterations to the building, installing a sprinkler system and modern equipment.

L. S. Buchanan Convalescent

L. S. Buchanan, president of the Buchanan-Fay Co., distributor of Starr talking machines and Gennett records, who has been confined to his home by illness since November 29, has recovered sufficiently to return to the office, giving E. E. Fay, vice-president of the company, an opportunity to visit the trade in southern Illinois, southeast Missouri and Arkansas.

Important Columbia Activities

C. R. Salmon, general manager of the Columbia Distributors, reports an exceptionally good December in all three branches. Both the record and machine business took a decided jump the last two weeks before Christmas. Mr. Salmon visited the Cincinnati branch in December and found conditions there and in the surrounding territory very good.

Geo. C. Jell, of the general sales department of the Columbia Phonograph Co., was a visitor to the headquarters of Columbia Distributors, Inc., in the interest of the new fine arts series of Musical Masterworks imported records. This company reports opening quite a few new accounts throughout its territory in the month of December. Alfred J. Kirby, merchandise supervisor of this company, reports that the transportation companies and the post office gave exceptionally fine service during the rush period before the holidays.

W. F. Pierce, who travels out of the Cincinnati branch of the Columbia Distributors, paid a visit to Mr. Salmon in the executive office in St. Louis, the latter part of December. Mr. Pierce reports conditions throughout his territory exceptionally good.

C. F. Stephens has been appointed office manager of the Columbia Distributors office.

R. K. Brandenberger in New Post

Announcement is made by Koerber-Brenner Co. that R. K. Brandenberger is taking the place of city salesman made vacant by the resignation of H. Spencer Grover. Mr. Brandenberger has been for several years a member of



4 Years
Have Proved
Outing
Portables
Are the
Best

Marks Radio & Phono. Corp.
2215 Pine St. St. Louis, Mo.
Outing Distributor

the Koerber-Brenner organization as salesman in the Illinois territory.

Tie-Up With Radio Program

Following the Victor Co.'s announcement of its first radio broadcasting came a quantity of advertising of various kinds from St. Louis dealers. Windows celebrating the event have been numerous, notable among which was that of the Union House Furnishing Co. The E. E. Baker Co. sent letters to its entire mailing list and entertained in its store with a radio program.

Brief but Interesting

W. E. Locke, manager of the radio department of the Kieselhorst Piano Co., visited his mother at Olney, Ill., during the Christmas holidays.

L. C. Schooler, of the Silverstone Music Co., has started on a trip through Illinois.

R. S. Peer, manager of the record division of the General Phonograph Co., was here late in December, visiting Manager Schiele, of the Artophone Corp.

The J. N. Johnson Co., Mt. Vernon, Ill., attracted much attention, newspaper and otherwise, with the release of the dance record, "The Wreck of the 97." A railroad grade was made in the window and small pieces of coal were scattered about. A large toy train in a wreck on the grade was featured. That the people liked it was evident in the hurry call to the Koerber-Brenner Co., Victor distributor, for an additional supply of the record, which sold like the proverbial hot cakes.

Declares Radio Increases Sales of Rolls and Records

MARION, IND., January 7.—Miss Oatess, manager of the record department of the Butler Music Co., of this city, recently sent out a report to the effect that since the sale of radio receivers by this store there has been an increase of over 15 per cent in the sale of records, both classical and popular, and a smaller increase in the sale of sheet music. The effect on the player rolls for pianos has been an increase in the year's business of about 11 per cent over last year, which was an exceedingly good year for the better priced player rolls.

J. Edwin Butler, proprietor of the Butler Music Co., is very enthusiastic over the effect that radio has had on the merchandise in his store, and while at the beginning of the year some effect was felt in regard to musical instrument sales, this has been counteracted by the advent into the field of the combination radio and talking machine. The sales of the high-priced combination have met with such high approval by the customers that any effect which had been felt at the beginning of the year has been overcome. Mr. Butler states that the demands for records and music show that people's tastes are turning to the better class of music, which he attributes largely to the advent of radio into their lives.

The Artophone Corporation

Make 1925 Your Banner Record Year

Increase Your Sales by Pushing

Okeh and Odeon Records

THERE are a number of different fields open for the OKEH dealer. We call your particular attention to the following big selling types of records. We have a complete line which includes the most popular artists:

BLUES BY POPULAR NEGRO ARTISTS
DANCE AND POPULAR SONG HITS

HILL COUNTRY MUSIC
LIST OF ALL FOREIGN LANGUAGES

Rare Record Importations (Odeon Records)

Our stock is complete and we will give you TWENTY-FOUR HOUR service.

The Artophone Corporation

1103 Olive Street, St. Louis Mo.

203-5-7 Kansas City Life Building, Kansas City, Mo.

Complete stock of radio, phonographs, phonograph supplies and accessories



BEGIN THE NEW YEAR *RIGHT*

1925 bids fair to be one of the most prosperous years this country has ever enjoyed. Mills are once more beginning to hum with full-time activity; business, wholesale and retail, is rapidly approaching full tide.

And, as always, a prosperous public will seek and demand Quality—unquestioned Quality—in *everything* it buys.

All of which means that when it comes to Phonograph Needles, BRILLIANTONE will be in greater demand than ever.

Begin the new year *right*—by stocking up with BRILLIANTONE Needles—the Phonograph Needles of *recognized* Quality.

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

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

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

W. H. Bagshaw Co.
Export Department
44 Whitehall St., N. Y. C.
Cable Address:
"Brillneedl"

Western Distributor:
The Cole & Dumas Music Co.
430 S. Wabash Ave.,
Chicago

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

Pacific Coast Distributors:
Munson & Rayner Corp.
926 Midway Place
Los Angeles, Cal.
San Francisco, Cal.

Walter S. Gray Co.,
926 Midway Place
Los Angeles, Cal.
1054 Mission St.
San Francisco, Cal.

REPRESENTATIVES in SYDNEY, New South Wales; MELBOURNE, BRISBANE, PERTH, Australia; WELLINGTON, New Zealand; HAVANA, Cuba; BUENOS AIRES, Argentine; SANTIAGO, Chile; BARRANQUILLA, Colombia; GENOA, Italy; DUBLIN, Ireland.

Favorable Industrial Conditions in the Pittsburgh District Brighten Outlook

All Trade Factors in Optimistic Mood as Stabilized Conditions Make Themselves Felt—Radio Now Important Business Factor—Hardwick Co. Chartered—Trade News and Activities

PITTSBURGH, PA., January 10.—With the advent of the New Year, fortified by an excellent Christmas holiday business, the talking machine dealers of Pittsburgh are looking forward to a year of brisk business. This is due to the fact that industrial conditions in the Pittsburgh district promise to be brisk and more stabilized than for many months past.

All of this indicates good business not only in the talking machine, radio and musical instrument lines but in the general merchandise line as well, for it is a well established fact that when the general merchandise business is flourishing here the same can be said of the talking machine business.

While radio has been a marked factor in business here, it is known that the phonograph and records are still retaining their popularity in the homes of the residents of the Steel City and vicinity.

Artists Tie-Up With Radio

Probably one of the most outstanding events in musical and talking machine circles here was the broadcasting of the singing of John McCormack and Lucretia Bori, and other Victor artists, on the night of January 1.

Victor dealers, such as the C. C. Mellor Co., the W. F. Frederick Co., Kaufmann's, Kaufmann & Baer Co., Boggs & Buhl, Joseph Horne Co., Spear & Co., S. Hamilton Co., Lechner & Schoenberger, tied up with the concert.

Favors Phonograph-Radio Combination

Theodore Hoffmann, of the J. M. Hoffmann Co., who has made a close study of the talking machine business and is now engaged in a survey of the radio, is of the opinion that the phonograph and radio are a combination that must be reckoned with from now on by the music man who wishes to keep up with "the procession." In speaking of this, Mr. Hoffmann said:

"It appears to me that the question of music is so closely related to the radio and the talking machine that I find where there is an enthusiastic phonograph fan there is also a man or woman who is intensely interested in radio. We handle the Brunswick-Radiola combination and have found that it is a combination that

proves highly satisfactory to the happy owner. We find that the high-grade radio-phonograph combination is the best seller and one that gives satisfaction. The time of the low-priced home-made combination is passing and the fact is quite apparent that the average home owner wants a radio outfit in the home that is in keeping with the standards that obtain there. It is my judgment that the radio instead of curtailing the sales of musical instruments will, on the other hand, increase sales, as the man or woman who likes music feels that there must be in the home a talking machine or a piano, even though a radio is there. I am not alarmed over the so-called invasion of the radio into the home, but feel just like I did in the early days of the phonograph when few music merchants were brave enough to place them on sale in their stores, fearing that the talking machine was a novelty that the public would soon tire of."

Hardwick Music Co. Chartered

The Hardwick Music Co., of Uniontown, Pa., with stores at Uniontown and Brownsville, was granted a Pennsylvania charter with a capital of \$25,000. In addition to handling pianos, player rolls, sheet music and general musical merchandise, a line of talking machines are sold. J. E. Hardwick is the general manager, being a son of the late Joseph E. Hardwick, founder of the business, who died several years ago.

Columbia Art Series Popular

Sales of the Columbia Fine Art Series of Musical Masterworks, produced by the Columbia Phonograph Co., are reported to be very flattering, being in especial popularity among students of music. S. H. Nichols, manager of the Pittsburgh offices of the company, is very optimistic concerning business in the next twelve months.

Addition of Radio Proves Profitable

Chauncy R. Parsons, manager of the talking machine department of the Rosenbaum Co., is very much pleased over the volume of holiday business handled in his department. He also stated that the introduction of radio outfits in his department proved to be a very wise move, as many sales of outfits were made, every one

that was ordered prior to Christmas Day being installed before the clock struck twelve announcing December 25th's arrival.

Brisk Sales at Esenbe Co.

The Esenbe Co., which maintains an exclusively wholesale service for radio dealers and is also distributor of the Jewel and Oro-Tone portable phonographs, reports a brisk sale of its radio outfits to dealers, the Colin B. Kennedy and Atwater Kent sets being featured by the company. H. E. Swartz is the manager.

Looks Forward to Busy Days

At the Columbia Music Co. John Henk, the well-known pioneer of talking machine merchants here, stated that business for the holiday season was in keeping with his expectations. Mr. Henk, who handles the Columbia, Brunswick and Edison phonographs, is of the opinion that sales for the remainder of the Winter months will be very satisfactory. He is also convinced that the radio will be a factor in producing musical merchandise patrons rather than discouraging them.

Excellent Player-Tone Demand

Sales of the Player-Tone talking machine and radio combination are reported as "excellent" by I. Goldsmith, the president of the Player-Tone Talking Machine Co. Mr. Goldsmith is of the opinion that since the radio is making so pronounced an impression in the musical world, the best sellers for talking machine merchants will be the radio-phonograph combination. He stated that his distributors report that the Player-Tone Console No. 300, which is equipped with four and five-tube sets, is a very brisk seller.

New Zealand Dealer Finds Posters Good Publicity

From far-away New Zealand the Sonora Phonograph Co., Inc., received recently several interesting photographs showing views of the



An F. J. Pinny, Ltd. Sonora Poster establishment of F. J. Pinny, Ltd., of Wellington, New Zealand, and some of the outdoor posters used by this company in developing Sonora business. This concern is enjoying signal success in the merchandising of Sonora products, and the accompanying illustration shows one of the very attractive posters that it placed about its territory for the purpose of impressing the public with the quality of Sonora products.

Bush-Lane Store Opens

CENTRALIA, WASH., January 4.—The formal opening of the new store of the Bush & Lane Piano Co., at 218½ North Tower avenue, was held here recently, and many patrons were entertained. Paul Kuhl, formerly of Portland, has been appointed manager of the store which is under the supervision of Harry N. Quackenbush. The latter also directs the stores at Aberdeen and Hoquiam. The new Centralia branch will handle a complete stock of Bush & Lane pianos and phonographs as well as other leading makes.

J. E. York has been appointed manager of the Pickerell Music House, Coffeyville, Kan.

Exclusively Wholesale Service in the PITTSBURGH DISTRICT

Colin B. Kennedy Equipment
Atwater Kent Equipment
Pooley Radio Cabinets
French Ray-O-Vac Batteries
Exide Storage Batteries
Gold Seal Homchargers
Music Master Loud Speakers
Weston Radio Plugs
Pennsylvania Radiophones
Brach Antenna Sets

Jewel and Oro-Tone Portable Phonographs

ESENBE CO.

SWARTZ & BUEHN

909 Penn Avenue

Telephone: Atlantic 0539
Catering especially to music dealers

Pittsburgh, Pa.

Right Now!

1,888,687 Live Prospects

Are Reading This Advertising

IN

Popular Radio
125,842

Radio Broadcast
90,184

Popular Science
Monthly
262,784

Scientific
American
77,805

Farm Journal
1,145,650

Dairyman's
League
News
70,149

Q. S. T.
36,026



DEMAND —
Just Waiting for
YOU to ACT

*Write for Details
of
Eagle Policy*



EAGLE RADIO CO.
22 BOYDEN PLACE
NEWARK, N. J.

A New Star

The Eaglet 3 Tube Dry Cell

Neutrodyne

\$ 75

THE WORLD'S GREATEST POPULAR PRICED SET
Manufactured and Guaranteed by
EAGLE RADIO CO.
Makers of
The Famous Models A and B
EAGLE NEUTRODYNE RECEIVER
Your protection for quality and unparalleled
VALUE
Ask the dealer — He knows

 
EAGLE RADIO COMPANY
22 Boyden Place Newark, N. J.

Holiday Gift Buying in the Richmond Territory Boosts Retail Sales Volumes

Entire Trade Facing Opening of New Year With Confidence—Radio Being Featured by Many Dealers—New Pathe Accounts Opened—Goldberg Bros. Plan Opening of Baltimore Branch

RICHMOND, VA., January 8.—While Christmas business in the talking machine line in this territory was reported to have been unusually good, the year 1924 as a whole did not measure up to the level of 1923 business, reports from jobbers and dealers indicate. However, the trade is looking ahead to big things in 1925 and the opinion is prevalent that this year will prove a banner one for the business. One of those sharing this view is Frank W. Corley, vice-president of The Corley Co., Victor jobber and retailer. Mr. Corley, in commenting upon the outlook for 1925, said that he fully expected business of his firm this year to be at least 20 per cent in excess of that last year. "We have the presidential election behind us," he said, "and everything appears to be looking up.

Both of our departments started off the new year well and we are expecting business to show marked improvement from now on."

Corley Co. Pushing Radio

The Corley Co. is planning to establish a separate department for radio near the Grace street front of its retail store and contemplates building several booths for demonstration of these instruments. The firm is now featuring the Fada line. In announcing the taking on of this line, it said: "After careful study and experiment, we decided upon the Fada neutrodyne receiver as not only the most generally successful and satisfactory make, but also the lowest priced, quality and value considered."

It was emphasized in the announcement that a genuine Fada neutrodyne may be had for as

little as \$75. In order to push radio sales, the firm recently hooked up with the first of a series of programs broadcast by the Victor Co. on New Year's Day, featuring famous Victor artists and musical organizations.

The Biggs Music Co. is featuring radio in separate cabinets but has no sets in combination with the phonograph. Four lines are handled, namely, Radiola, Freed-Eiseman, Crosley and Atwater-Kent.

New Pathé Dealers in Richmond

Goldberg Bros., Pathé distributors, report having enjoyed an exceptionally good Christmas business, and they are also looking ahead to a very busy year. The firm announces the appointment of the following new dealers in Richmond: Philip Levy Co.; Hopkins Furniture Co.; S. P. Dowdy & Co.; Meinhard & Pearson; Dabney & Bugg and Thomas Bros. Dabney & Bugg is a new furniture firm just opened at 10 East Broad street, the former site of the Sprinkle Piano Co., Brunswick-dealer.

Goldberg Bros. are arranging to establish a branch office in Baltimore in charge of Gerson W. Held, who has been working that territory for the past several months with marked success. Up to this time, Mr. Held has been traveling out of the Richmond office of the firm. His brother, Charles H. Held, who travels South Carolina for the firm, spent the Christmas holidays in Richmond. Down in that State there is some demand for radio but it is not affecting the sales of phonographs to any appreciable extent.

Baim Bros. & Friedberg Celebrate New Store Opening

The opening of Baim Bros. & Friedberg's new store, at 59 Second avenue, New York City, celebrated with a holiday sales drive which attracted many customers, and the store did a thriving business in its new stand. Following the day's business, the proprietors entertained the organization and friends at a supper party at the Little Roumania restaurant. Among those prominent in talking machine circles who attended the party were Charles B. Mason, sales manager of the New York Talking Machine Co.; J. Schlick, C. Bruno & Son, Inc., and W. A. Bishop, Blackman Talking Machine Co.

McKenzie Phonograph in Fine New Quarters

SEATTLE, WASH., January 4.—The new quarters of the McKenzie Phonograph Store were opened recently at 2418 Fourth avenue, with



McKenzie Phonograph Store

appropriate ceremonies featuring the first day in the new shop. A complete stock of phonographs, records and other musical instruments is carried, and modernly equipped demonstration and display quarters have been provided. This establishment, which has been in business for but a comparatively short time, has built up a very satisfactory sales volume.

Ault's Music Store, Fort Worth, Tex., has moved to 1105 Main street. Growing business compelled expansion.



Latest Song and Dance Hits!

*The reasons why
Domino Records
are the leaders at* **35c**

Early releases of the latest and big hits.

Recordings by foremost artists and most popular orchestras.

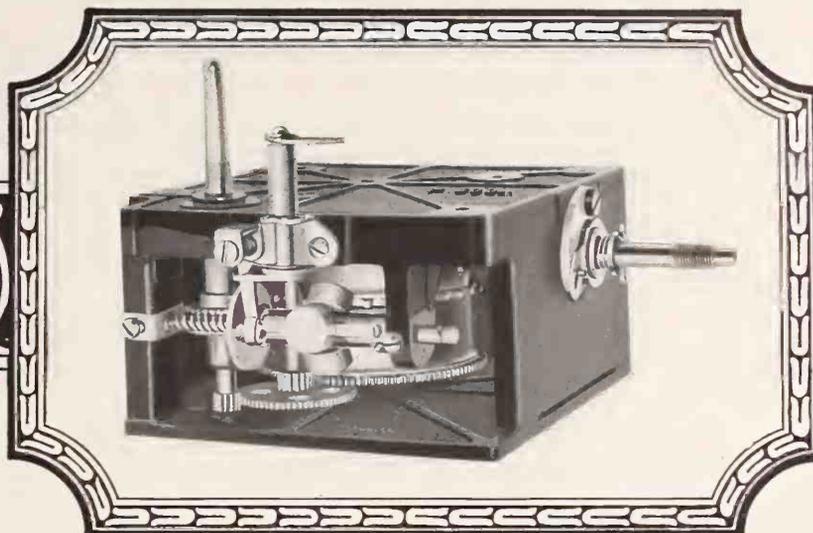
A price that assures quick turnover with a handsome margin of profit.

Write for sample records and complete details

DOMINO RECORD CO.

22 West 20th Street

New York City



MOTOR No. 22

The Heineman Number 22



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

Some More "Reasons Why"

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

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

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

HEINEMAN QUALITY MOTORS

Manufactured by

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street

New York City

Cleveland Holiday Demand Showed Trend of Public Preference in Music Lines

Marked Improvement in Business Brings Sales Volumes Up to Satisfactory Figure—Many of the Leading Firms Add Radio and Phonograph-Radio Combinations—Edison Tone Test Scheduled

CLEVELAND, O., January 8.—Probably no holiday season demonstrated more forcibly than the one just past what the people want most in the way of musical merchandise. While a smart pick-up in the last-minute business in all branches of the industry in this territory made the last two weeks of December prove a revelation to even the most optimistic merchants, radio made up a large share of musical merchandising during the holiday period, and apparently will continue to gain in volume as the new year advances.

Leading Firms Add Radio

One of the interesting phases of this development is the entry into the field of radio by some of the leading and more conservative houses. This move locally has grown surprisingly in the last few weeks, in fact, since the example was set by the Denton-Cottier-Daniels Co., Buffalo, in the inauguration of its Brunswick-Radiola division. Since then have come the Muehlhauser Bros. Piano Co., also with a Brunswick-Radiola department, in which already numerous high-priced instruments have been sold, largely for cash; the Maresh Piano Co., with expert service in the person of E. W. Fuller; the Newman-Stern Co., amusement enterprise, which is one of the largest in its field in the country, and, finally, the Conn-Cleveland Co., of C. G. Conn, Ltd., with not only a varied radio sales department, but its own radio broadcasting station as well.

Another stupendous move, radio-wise, is the inauguration of the radio department, with the complete line of Brunswick phonographs as well as radio, at the Newman-Stern Co. In the opinion of L. S. McLeod, district manager, and E. M. Scott, phonograph division manager, of the Brunswick Co. in this territory, the acquisition of the lines by Newman-Stern is one of the biggest moves of the season. Early in the new year an adequate department will be established. E. W. Fuller With the Maresh Co.

In taking on a varied line of radio the Maresh Piano Co. is one of the late comers, but by no means behind the rest. Here, likewise, service will be the outstanding feature, and for this purpose A. L. Maresh, head of this firm, has acquired E. W. Fuller, who has been identified with radio for the last five years.

Planning Large Radio Department

In the downtown district the latest addition to radio is the Knabe Warerooms, essentially a high-grade piano establishment. Here also several different types were installed prior to the holidays, and though a goodly stock was acquired, this was sold out before the close of the Christmas buying period. The move is considered so good by Knabe Warerooms executives that a comprehensive department is planned, with perhaps separate rooms for the display and demonstration of different types of instruments.

Live Dealer Promoting Columbia Interest

Though not all cities are supplied with means such as Cleveland and some other Ohio localities have for aiding merchants to give publicity to their products, talking machine dealers elsewhere may benefit by the experience of Renner's Music Store, Coshocton, O., Columbia dealer. In Cleveland the Cleveland Trust Co., in the center of the city, maintains an exhibit space, where all manner of products, novelties and advertising material is displayed, and this space is eagerly sought after by business interests. A similar enterprise is conducted by the Ohio Service Co. in various central Ohio cities, of which Coshocton is one. The Renner establishment was fortunate in acquiring use of this window a short time prior to Christmas, and arranged a real sales-producing window, in the opinion of S. S. Larmon, Cleveland district branch manager of the Columbia Co. A great

many sales were traced directly to it, which is the important part. This is attributed to the use of two of the higher priced Columbia models, as well as some of the late strong sales helps on them. The "10 Reasons" being used conspicuously in Columbia literature has a significant influence, in the opinion of Renner store members.

Planning Big Edison Tone-Test Drive

Under the impetus of the last-of-December business, the Phonograph Co., Edison distributor, is completing plans for the promotion of still more new business for its members. Again this takes the form of the ever-popular tone-test concert, for which 20 dealers have entered. This year a departure will be made, in that

each of these concerts will be held in some hall or theatre under auspices of the dealer handling it. In this way the largest number of attendants will be possible, and of course the largest number of prospects. For this engagement Collins and Harlan have been booked, and they will repeat numerous past successes when they appear.

Meanwhile the Phonograph Co. is supplementing its work by the distribution of illustrated literature, indicating a wide variety of Edison instruments for the prospect to select from, and in which a good return is developing. This is all a reflection of the smart pickup in wholesale business, which necessitated considerable overtime work at Cleveland headquarters in order to meet dealers' immediate demands.

L. Meier & Sons Co. Launches Drive

Among dealers' individual efforts to bring out new buying interest, that of the L. Meier & Sons Co. is conspicuous. In recent years, with practically every family in the Cleveland dis-

(Continued on page 84)

This Is An Eagle Year



Nobody Can Blame Buyers for Showing Good Judgment

EAGLE CHARGERS are the outstanding buy in the charger field this season.

It's an EAGLE YEAR—and a word to the wise should be sufficient.

EAGLE CHARGERS have a deserved, honestly earned reputation, gained by faithful performance under any and every condition.

On the market a year and a half—distributed by over one hundred and fifty of the leading radio, music and electrical jobbers—selling in tremendous volume and repeating—approved by engineers and recommended by manufacturers of sets everywhere. Isn't that a record for eighteen months?

Yet, why not? EAGLE is the ONLY bulb charger having a control of the charging rate—having a two winding transformer which cannot burn out radio tubes—which will charge 120 volts of B Battery in series—and LEGITIMATE. The EAGLE CHARGER uses Tungar bulbs under arrangement with the General Electric Company.

Strong, aggressive jobbers see the advantage of selling EAGLE CHARGERS. They MAKE GOOD. Sales resistance is less, and no jobber can afford to be without a good bulb charger upon which he can make a living profit.

List prices are RIGHT. The EAGLE sales policy is absolutely CLEAN. Discounts are on a living basis. Deliveries are good. The plant capacity has been increased each month, so that we are able to take care of our buyers. EAGLE sales features are unique—so unusual that the Jobber's salesman really have something to sell that is worth while, instead of just a battery charger.

THIS IS AN EAGLE YEAR—AS THOSE WHO ARE SELLING EAGLE CHARGERS HAVE ALREADY FOUND OUT

We can take care of just a limited number of additional sales connections. Write today—or wire—before increased volume compels us to close our lists for the season. Address the office nearest you.

Foreign & Domestic Electric Commodities, Inc.

Eastern Office
629-635 West 23rd Street
New York, N. Y.

Western Office
11502 Madison Ave.
Cleveland, Ohio

E A G L E



One handle handles it
Outing
TRADE MARK
Master of Movable Music

4 Years
Have Proved
Outing
Portables
Are the
Best

Ohio Musical Sales Co.
1747 Chester Ave. Cleveland, O.
Outing Distributor

Cleveland Trade Activities

(Continued from page 83)

trict having its own automobile to travel in, the tendency to shop elsewhere than in the downtown district has been increasing. Taking advantage of this, the L. Meier & Sons Co. is starting a heavy advertising campaign, in which the accessibility of its three uptown stores, and especially the fact that there is adequate parking space at all three, are emphasized.

Profits by Exposition Tie-Up

What the exposition can do for the radio and talking machine dealer is indicated by the results obtained by the Denton-Cottier-Daniels Co., Buffalo, at the local Radio Exposition. This firm took the largest space available, conducted numerous demonstrations, sold an unusual number of instruments on the floor, and developed a prospective clientele that will be beneficial months after the exposition itself is forgotten. This exhibit served to bring the new Brunswick-Radiola and phonographs before an exceptionally large number of people in Buffalo and nearby.

Weigel Store Adds Brunswick

Another exclusive Brunswick establishment opened locally is the Weigel Music Store, in the Broadview-West Twenty-fifth street district. Radiolas will be featured here. The opening was largely attended and was planned by E. M. Scott, phonograph division manager of the Brunswick Co.

Fifth Music Memory Contest

The Fifth Music Memory Contest for Ohio, in which talking machine records figure prominently, is well under way. A larger number of children from Ohio schools, and a larger number of older persons who are members of musi-

cal and similar societies, are taking part this year. The event will close in April, with the Cleveland Orchestra playing the finals. The same rules govern the contest this year as in former years. A complete list of records and other data pertaining to the contest has been distributed to dealers by the Cleveland Talking Machine Co.

Radio Combinations Popular

Plans for developing still further the public interest in the combination cabinet are being made by the Cheney Phonograph Sales Co. From the data developed by the increased business at Christmas, it appears that this form of instrument, that already supplies the phonograph and radio, or the phonograph adaptable to radio, is the most desired instrument, in the opinion of C. B. Hammond, general sales manager of the Cheney. Models with the Freed-Eisemann and the Federal radio installations are being featured by the Cheney for this purpose, and are being developed as ideal separate units for dealer distribution. Similar satisfactory results with the combination instrument are reported by the Cleveland Talking Machine Co., local distributor.

Columbia Holiday Window Drew Trade

One element that proved especially beneficial to Columbia dealers in obtaining Christmas business was the holiday window developed within the Columbia Model Shoppe at Cleveland Columbia headquarters. Here new types of Columbia instruments, late releases of standard records, and copies of the Master Works records were arranged in a Christmas setting. Many dealers copied this window intact, according to S. S. Larmon, district manager, or used the thought in their own way.

McKelvey Store Enters Field

Among new dealers in the field is the McKelvey Store, Youngstown, which installs the complete line of Brunswick phonographs and Radiolas in a department that is larger than ordinary for a city of this size. The opening, aided personally by E. M. Scott, Brunswick phonograph division manager, was marked with unusual window displays, in which the higher-priced models were featured.

Drive on Records

Distribution of the Brunswick records made by the Cleveland Orchestra during the last Autumn was effected by the local Brunswick organization so that the best benefit with the Christmas holiday could be obtained. Linked with this, though, was the arrangement for the personal appearance of John Charles Thomas, noted Brunswick artist, who sang with the Cleveland Orchestra, which move served to attract attention to Thomas records as well as all Brunswick selections.

And the new year starts off auspiciously for the Brunswick with the announcement of the

first new dealer in this territory for 1925, the same being the Fleck Co., at Tiffin, which will be exclusively Brunswick.

Columbia Rotogravure Advertising

For the first time the rotogravure section of local newspapers is being used to feature records. This high class advertising medium has been used conspicuously by music trade interests in Cleveland and other cities, but this is the initial attempt, and one already proved to be profitable, to use space exclusively to exploit records. This space was deemed by S. S. Larmon, branch manager of the Columbia Co., to be a fitting background to broadcast the new Columbia Master Works records. The link used to assist the dealer element was the suggestion that readers write in for literature and booklets on these records. First copy resulted in an unusual number of such inquiries, according to Mr. Larmon, and these inquiries probably will be turned over to dealers.

Death of H. E. McMillin

Passing of the old year also marked the passing of one of Cleveland's pioneer music merchants. H. E. McMillin, head of the McMillin Music Co., died at his office while transacting business. Mr. McMillin, who was 77 years of age, came to Cleveland in 1882, and was a partner in J. G. Richards & Co. Previously he had been engaged in music publishing and in the musical merchandise business in Shelby. Later he branched out for himself here, and founded the McMillin Co., which he directed personally and continuously for the last 35 years.

H. C. Prange Co. Installs New Record Filing Cases

Sheboygan, Wis., Concern Makes a Number of Improvements in Talking Machine Department Calculated to Increase Efficiency

SHEBOYGAN, WIS., January 7.—Service to customers and general comfort of clerks in the record department of the H. C. Prange Co. at Sheboygan, Wis., has been increased by the installation of new record filing cases. These cases have been so constructed as to have the highest shelf in reach of every clerk, and the lowest one far enough from the floor to prevent its being a dust collector. The records may be indexed so that they need not be handled and soiled in selecting the desired number as they are in many cabinets. The new case is the idea of Arthur Bleck, manager of the talking machine and record department of the store.

Audak Co. to Occupy Larger Quarters Soon

Late this month the Audak Co., which now occupies offices on the tenth floor of 565 Fifth avenue, New York City, will move to a larger location on the eleventh floor. The new home of the executive offices of the company takes in the entire Fifth avenue side of the building. The increased space was found necessary owing to the added popularity of the Audak record demonstrators, which many dealers throughout the country find materially increases their record sales.

Big Murdock Radio Demand

The success with which the new model of the Murdock neotrodyne met is visualized in a report from A. S. DeVeau, New York district manager of the William J. Murdock Co., Chelsea, Mass. Mr. DeVeau reports that in shortly over a month after the introduction of this new model in the New York territory more than 4,000 sets were disposed of.

The Hardwick Music Co., Uniontown, Pa., has been granted a charter to operate two retail stores. It has a capital stock of \$75,000.



RADIO

Combination Set Manufacturers

Are PROGRESSIVES in the talking machine field. They are looking into the future and preparing to meet a clearly forecast demand.

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

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

Our COMBINATION is QUALITY and SERVICE

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



*A Capitol
New Year is*

*a Happy
New Year*



CAPITOL PRODUCTS

WILL BRING

A HAPPY and PROSPEROUS NEW YEAR

The standard radio products of established quality that we distribute, are well known in the music world for their magnificent performance, beautiful appearance and moderate prices.

A good stock of Capitol products on hand will bring prosperity to the dealer and happiness to his clientele. A satisfied customer is a valuable asset to the dealer; Capitol products create good will and satisfaction among your customers.

Your big share of profits for the New Year will be readily available for you if you stock up with Capitol products NOW. To avoid last minute rush orders, phone or wire your requirements without further delay. Be prepared for a great New Year that will be fruitful of success and profits for aggressive dealers merchandising prominent Capitol products.

Distributors For:

- | | |
|--------------------------|-------------------------|
| Dynergy | Starr Cabinet Speaker |
| Murdock Neutrodyne | Adapto Cabinets |
| Compendyne Receiver | Exide Batteries |
| Starr Harmonic Receiver | Philco A & B Stor. Bat. |
| Ambler-Holman | Bright Star Batteries |
| S. D. V. Phono. Panels | Power-Bee B Batteries |
| Compendyne Phono. Panels | Neidich Batteries |
| Burns Phono Attachments | Cunningham—RCA Tubes |
| Charmitone Loud Speakers | Sampson Tubes |
| Burns Loud Speakers | Presto Plugs |
| Ethovox Loud Speaker | Ultra-Handy Chargers |
| Belltone Speakers | Marion Loops |
| | N. & K. Products |

THE NEW MURDOCK
A 5-Tube Neutrodyne Receiver with built-in Loud Speaker. Supreme in performance and appearance. Unique design. The New Murdock represents radio at its best. A remarkable set for the price of \$100 only.

ADAPTO RADIO CABINET
A perfect radio cabinet that fits practically any set. An artistically designed cabinet with place for everything. Ventilated battery compartment. Specially designed horn built into top. The Adapto Cabinet combines Beauty, Convenience and Adaptability.

BURNS LOUD SPEAKER
Unequaled in Volume, Clarity and Beauty. A dependable Loud Speaker which speaks for itself. The surprising clearness and naturalness make the Burns Loud Speaker a continued source of pleasure.

THE AMBLER-HOLMAN
A 5-Tube Radio Set which brings the magic of the air into fine home. Splendid tonal qualities, volume and wide range of pick-up. A practical set. Price \$75.



WHOLESALE RADIO

25 WEST 18th STREET

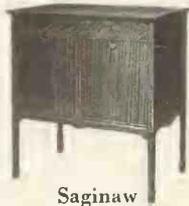
NEW YORK CITY

Telephone Chelsea 5171-5172

FACTORY DISTRIBUTORS FOR DYNERGY, THE RADIO RECEIVER THAT NEEDS NO BATTERIES

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Sonora dealers have the right merchandise at the right prices to meet the largest demand. Whether it be phonograph or radio-phonograph, there is a Sonora model to exactly meet your customers' tastes and pocketbooks. A few outstanding Sonora values are shown below. Let us tell you more about the Sonora line. Write today.



Saginaw
\$100



Sonoradio
242
\$235



Serenade
\$150



Sonoradio
241
\$475



Queen Anne
\$250

SONORA PHONOGRAPH COMPANY, INC.

279 Broadway New York City
Makers of Sonora Phonographs, Sonora Radio
Speakers, Reproducers and Sonoradios.

Sonoradio 242, manufactured by an authorized
sub-licensee of Independent Radio Manufacturers,
incorporated under Hazeltine Neutrodyne Patents
No. 1,450,080 dated March 27, 1923, and No.
1,489,228, dated April 1, 1924, and other patents
pending.

Export and Canadian Distributor:
C. A. RICHARDS, Inc.
New York City

Inventories of Los Angeles Dealers Very Low Following Normal Holiday Business

Feature of Gift Demand Was Popularity of Radio—Sherman, Clay & Co. Officials Visit Local Branch—Radio Trades Association Meeting—Zenith Dealers at Banquet Meeting—The News

LOS ANGELES, CAL., January 4.—The sale of phonographs during the holidays was normal—as far as normalcy in the phonograph business now-a-days goes. The volume of radio business in the phonograph departments proved very large indeed, although perhaps not quite up to the amount which had been anticipated earlier in the season. On account of the fact that dealers bought both phonographs and radio to a very large extent on the 'hand-to-mouth' principle, the new year sees the dealers with the minimum of stocks on hand, and they are congratulating themselves on the smallest inventories on record. This condition is very fine from the dealers' point of view; and, in their opinion, as it should be. But it is not calculated to please the jobbers very much, and the only danger which it may have engendered is a shortage of stocks next year; for the jobber will be very wary then, basing his orders on the lesson which he learned this year. Thus it all depends upon the capricious public; if they take it into their heads to storm the departments next year and commence late in the season to buy recklessly, the dealer will find himself short of goods and will in turn shout for help from the jobber.

Local Visitors

Fred Sherman and Andrew G. McCarthy, of Sherman, Clay & Co., visited Los Angeles last month in order that they might attend the Radio Exposition and spend several days in Southern California. L. E. Sturdevant, sales manager of the wholesale radio department of Sherman, Clay & Co., was also here and reported that business had been remarkably good throughout the Pacific Coast. Sherman, Clay & Co. are distributors for Radio Corp. of America products, Gilfillan neutrodyne and Crosley sets.

Birkel Co. Sells Many Combination Sets

Ed. A. Geissler, general manager of the Geo. J. Birkel Co., reported that sales of Victrola console models equipped with radio and Brunswick-Radiolas exceeded their anticipations. These sales were especially gratifying, of course, on account of the fact that they represented in nearly all cases large individual amounts. J. M. Spain, formerly of Denver, Colo., has been in charge of the phonograph and radio departments since early in the Fall.

Radio Trade Meeting

A joint meeting of the three divisions of the Radio Trades Association took place on December 16. Despite rain there was a very fair attendance from each division or association. J. W. Boothe, general manager of the music and radio departments of Barker Bros., president of the Retail Radio Division; J. A. Hartley, secretary of the Braun Corp., president of the Radio Jobbers' Association of Southern California; Carl A. Stone, C. A. Stone Co., president of the Radio Manufacturers Agents' Association of Southern California, headed the three divisions, and J. W. Boothe was voted chairman for the evening. The purpose of the meeting was the discussion of the plans for the 1925 Radio Show, about which a questionnaire had been sent out to all members. The matter was referred to a special committee of nine, consisting of two members from each division and the three presidents.

Starr Phonographs Selling Big

H. L. Nolder, general Western manager of the Starr Piano Co., reports that phonograph

and record sales for the month of November and December showed a very wonderful increase, the total volume for those two months exceeding that for the entire previous ten months.

Munson, Rayner Corp. Reports Big Month

The Munson, Rayner Corp. states that December brought in the largest business during one month in the history of its experience. The addition of radio, comprising Colin B. Kennedy products, Thompson neutrodyne sets and Eise-mann magneto Corp. products, brought about this desirable condition. Cheney phonographs of the more expensive console types, equipped with Kennedy radio sets, enjoyed good sales. President Rayner announces that they are now distributors for Eveready batteries.

Zenith Dealers at Banquet Meeting

The new Super-Zenith radio set was presented under interesting conditions to local dealers at a banquet held under the auspices of Listen-walter & Gough, Zenith jobbers in Los Angeles. The banquet was arranged primarily to enable the dealers to meet H. H. Roemer, director of



Banquet Meeting of Zenith Dealers in Los Angeles

sales promotion of the Zenith Radio Corp., Chicago, Ill., who, in turn, introduced the new Zenith set, which has attained such popularity.

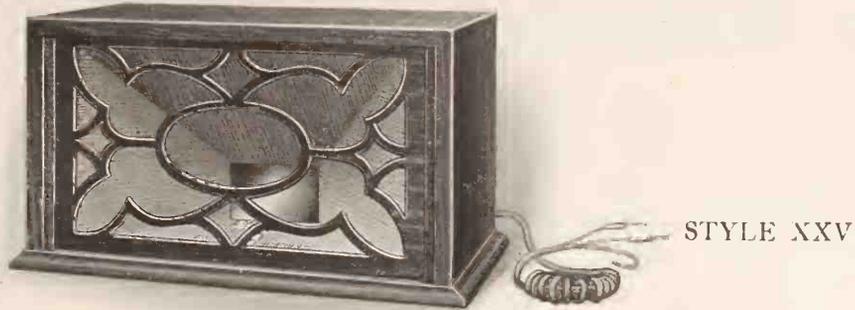
Following an interesting and informative address by Mr. Roemer, the meeting was turned over to Joseph Etienne, Zenith representative on the Pacific Coast, who was presented to the dealers with an introduction by Mr. Gough to the effect that Mr. Etienne would "bring in Chicago" on the Super-Zenith. The dealers were somewhat skeptical as to the fulfillment of this promise, for the local stations in Los Angeles were broadcasting continuously and the background was hardly propitious for long-distance reception. However, in a few seconds Mr. Etienne brought in KYW of Chicago and the dealers applauded enthusiastically.

As a result of this demonstration with a set taken from stock the Listenwalter & Gough Co. placed its order for over \$500,000 worth of Zenith products and a "spot" order for immediate shipment of one carload for Los Angeles and one carload for San Francisco. This aggressive jobber is establishing splendid dealer representation for Zenith products all along the Pacific Coast, and these dealers are receiving practical co-operation from their jobber in merchandising Zenith sets.

MONTHLY POPULAR RELEASES

ITALIAN STYLE RECORD

Distributed by
ITALIAN BOOK CO.
145 Mulberry St. New York City



STYLE XXV

Starr Loud Speaker

OUTSTANDING CHARACTERISTICS OF THE STARR LOUD SPEAKER OF INTEREST TO ALL RADIO FANS!

TONE CHAMBER OF SPRUCE Amplifying Horn of exact proportioned, extra sensitive Silver Grain Spruce the same as used in all Starr Pianos and Phonographs.

HORN IS SUSPENDED Horn is suspended to allow tone vibrations to be delivered unimpeded by any metal part or connection. Responds to widest range of tones.

TONE VOLUME Volume of tone great enough for any home. Melody and speech clear and pure as original.

FINISH Artistically finished in Mahogany, Walnut or Oak. It is compact, unobtrusive and presents a neat, attractive appearance. This beautiful, graceful, little cabinet blends harmoniously with other radio units and home furnishings.

GRILL Grill of pleasing carved lines and removable in an instant.

WORKMANSHIP Of perfect workmanship throughout. Nothing to break or to get out of order. Guaranteed to give lasting satisfaction in every respect.

ADJUSTMENT Loud speaker unit adjusted for average radio set.

DIMENSIONS Height 9 1/4 inches; Width 17 inches; Depth 9 3/4 inches.

A Loud Speaker of Genuine Merit Built to Meet the Approval of All Who Want The Very Best in Radio Equipment.

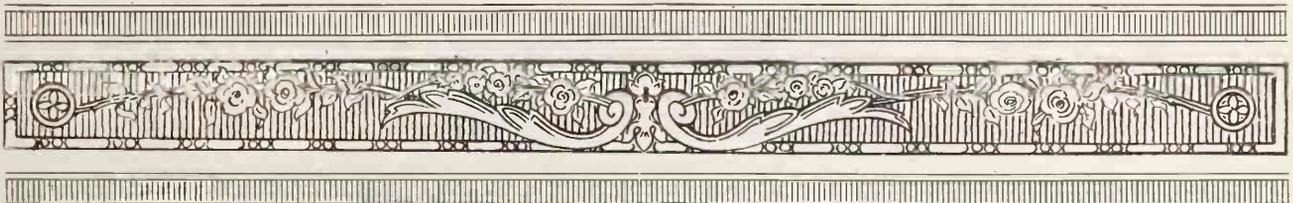
THE STARR LOUD SPEAKER is an embodiment of scientific principles of proper tone amplifying which have been incorporated in all Starr musical instruments. It brings out the melodies and voices of the air to your home with perfect fidelity. The horn is fashioned from Silver Grain Spruce famous by music masters of all time. Carved to scientific proportions the Starr Loud Speaker Horn hangs free, suspended to perfect balance so the tone is full and clear, unretarded and unmarred as it is developed from the initial impulses originated by the artist through the loud speaker unit. Thus every tone is delivered in all purity and faithfulness of the original.

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



Profit Winning Sales Wrinkles

Uses Portable as Record Demonstrator and Sales of These Instruments Jump—Store Record Displays—Selling 'em When They Pay—Direct-Mail Artists' Tie-Up

Many talking machine dealers regard the portable as an instrument which has an appeal at but two seasons of the year, during the Summer months and immediately preceding Christmas day. Others sell this type of instrument throughout the entire year without waging any special campaign other than bringing the instrument to the attention of those customers who enter the store. The talking machine department of a large New York department store has within the last couple of months sold hundreds of portable phonographs. On a recent visit to this establishment the writer had occasion to see one method which the sales force has of calling the customers' attention to this instrument.

A customer who owned a large model talking machine called with the intention of purchasing some records. Instead of going to a demonstration booth, the customer heard the records at the record counter. For the demonstration the saleswoman used one of the portables which was nearby. After hearing a couple of records played on a portable talking machine, the customer made a casual reference to the instrument, being evidently impressed with its compactness and tone. The question led to a short selling talk on the part of the saleswoman and in a few minutes the customer had purchased not only the records which she had come for, but also the portable.

This method can be used by dealers with many customers who do not bother to enter a booth when selecting records. The subtle manner of presenting the portable will in many cases draw comment from the customer, for many people persist in regarding this type of talking machine as merely a toy, having no idea of its capabilities. When such interest is exhibited, the salesman can give a short sales talk, detailing the merits of the instrument and its low price; a talk that in many cases will lead to a sale.

Watkins Bros., Inc., Victor dealers, operating stores in Hartford, Bristol and South Manchester, Conn., believe in displaying records inside the store so that all who enter may see them and thus be reminded of their record needs and

the fact that they have a phonograph at home from which increased enjoyment may be obtained through the purchase of new records occasionally. In the Hartford store just outside the booths has been constructed a long shelf about waist high and about fifteen inches wide. A number of records have been placed on this shelf in such a manner that their titles may easily be read. Another clever, though silent, record salesman is part of the equipment of each of the booths. This permits of the display of records in four flat racks which may be turned over as are the pages of a book. This is especially to be commended where a dealer desires to push slow-moving numbers. While in the booths patrons invariably turn to this device and glance at the titles of records.

The Peoples' Outfitting Co., talking machine dealer of Detroit, Mich., is also one of the largest furniture houses in the country, and the volume of business done by the establishment makes it necessary to have eight cashiers' windows. These important points are being used by the company to stimulate the sales of recent record releases. Each week a card featuring a different record is placed above each window, and to make the message more pronounced an actual record is attached to each card. Directions to the prospective customer for reaching the talking machine department are also inscribed on each card. Since this plan has been in use, countless record sales of the numbers featured have resulted.

It is a granted fact that one of the very best methods of stimulating record sales is an effective tie-up with the personal appearance of a recording artist or artists. The Danielson Music House, Jamestown, N. Y., on the occasion of a concert by Paul Whiteman and His Orchestra, anticipated the visit of this popular artist and on the envelopes containing the monthly list of releases, mailed to the complete list of customers, appeared an announcement that the Danielson store had a complete stock of Whiteman records. The result was a serious depletion of the stock.

C. L. Farrand Active in Development of Radio

President of Farrand Mfg. Co. Active in Radio Field Since Early Days of the Industry

C. L. Farrand, president of the Farrand Mfg. Co., 28 South Sixth street, Newark, N. J., is one of the pioneers of the radio field, having been actively engaged in radio development since 1910. As chief design engineer of the Marconi Telegraph Co. of America he had during this period been conversant from the inside with the remarkable growth of radio.

He has been consulting engineer for the



C. L. Farrand

Pathé Phonograph & Radio Corp., Atwater Kent Mfg. Co., R. E. Thompson Co., Liberty Corp., Talking Picture Corp. and Picturadio Corp. During the war he designed the first successful naval aeroplane wireless telephone, making it possible for planes to remain in the air and at the same time report in detail.

The Farrand Mfg. Co. manufactures receiving sets and the Farrand-Godley speaker. It particularly features its console cabinet, housing the "Farrand-Godley Single Nine," the set operating with a single dial control.

Eastern Division of U. S. Music Co. Holds Dinner

Staff Gets Together Before Christmas to Celebrate an Unusually Successful Business Year—Wrist Watch for General Manager Bliss

The Eastern Organization of the United States Music Co. held its annual banquet in the private dining room at the Cafe Boulevard, New York, on Tuesday evening, December 23. The entire sales and office force consisting of twenty-five persons were present and a most enjoyable time was had by all.

The dinner was an exceptionally pleasant one due to the rapid progress of the Eastern Division and the great success enjoyed as the result of the efforts put forth during the year just closed.

Immediately following the dinner J. M. "Mace" Wale, with an unexpected burst of oratory, presented Jack Bliss, vice-president and general manager of the Eastern Division, with a beautiful wrist watch, a Christmas gift from the office force and salesmen of the New York office.

In his speech of acceptance Mr. Bliss reviewed the progress of the Eastern Division from its inception, thanked those present for their loyal support and outlined plans for the future. After several impromptu after-dinner speeches by other members of the organization dancing was enjoyed until a late hour.

Floyd McCormick and Louis Reuschlein have opened a talking machine and radio store at Burlington, Wis.

Dulce-Tone

Radio Talking Machine Speaker

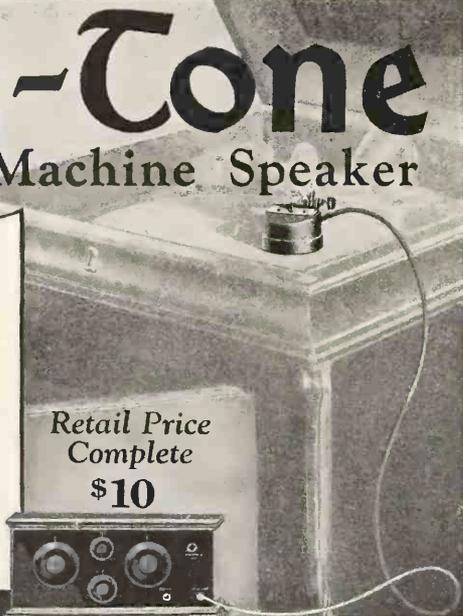
**Links the Complete
Reproducing Unit to Radio**

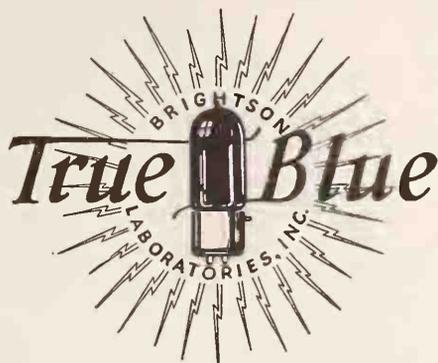
DULCE-TONE clears the radio's voice. All the loud-speaker-developed wheezes and bles are eliminated. Reproduction is clear-cut, distinct—because Dulce-Tone utilizes the complete reproducer of the talking machine as a "balanced" unit.

Its convenience to use, and lay aside, protects your volume of record sales. Large, quick turn-overs on Dulce-Tone are being made by merchants everywhere. Write today for complete particulars.

THE TEAGLE COMPANY
1125 Oregon Ave. Cleveland, Ohio
Canadian Distributor: The Otto Higel Co., Limited, Toronto, Ont.

**Retail Price
Complete
\$10**





Setting New and Higher Standards for Radio Tubes

GEORGE E. BRIGHTSON, Founder of Sonora Phonograph Co., by bringing together an organization of trained engineers, has made an achievement as great in radio as that marked his bringing new standards of perfection to the talking machine industry with Sonora.

The advent of TRUE BLUE Radio Tubes means that owners of radio receivers are through with matching or testing tubes to secure the perfect radio reception their sets can give when uniform and superior tubes are used.

George E. Brightson knew that somewhere there were men who had witnessed the birth of the first three element vacuum tube. He also knew that such men had dreamed improvements in vacuum tube design that no mere uninspired theorists could hope to equal.

Mr. Brightson found these men. He said to them, "Select the best machinery, here is the money, take your time, make the tube you have dreamed of. Then—make it better than you dreamed any

tube could ever be made—build to perfection, not to price."

True, it has taken considerable time to bring TRUE BLUE Tubes to such perfection that Mr. Brightson is willing to present them to the public. But the finished article proves that the time was well spent.

The finest radio tube factory in America now stands back of TRUE BLUE Radio Tubes with an absolute GUARANTEE *in writing* that these tubes will give the kind of satisfaction that good radio receivers are capable of giving.

TRUE BLUE Radio Tubes are not an imitation of any other radio tube. They have many exclusive features not found in ordinary tubes.

One of the many new and exclusive features of the TRUE BLUE Radio Tube is a filament that lasts two or three times longer than any ordinary tube. This makes TRUE BLUE Tubes the most economical radio tube—even at \$6 each.

MANUFACTURED BY

BRIGHTSON LABORATORIES, Inc.

GEORGE E. BRIGHTSON, President (Founder of Sonora Phonograph Co.)

Northwest Corner Waldorf-Astoria Hotel, 16 West 34th St., New York, N. Y.

Some Jobber Territory still open



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.



Buffalo Wholesalers Are Busy Supplying Dealers With Merchandise for Spring

Optimism Noticeable on the Part of All Trade Factors—Record Sales Show Large Gains—New Lines Added—License Radio As a Musical Instrument—Trade Activities of the Month

BUFFALO, N. Y., January 7.—One of the most encouraging features of the talking machine trade here is the unanimous spirit of optimism among dealers who anticipate a brisk Spring trade. Jobbers report orders for both records and phonographs are coming in in great volume, and western New York dealers are preparing for a Spring trade that will eclipse the favorable season of a year ago.

All but a few dealers in Buffalo report a considerable decrease in balances of the year just closed in comparison with 1923. The previous year was exceptionally good, in many instances the best in the history of the phonograph busi-

ness, which is a fact that must be considered when comparisons are made with 1924. Fred Peliene, Alex Maisel and the Brunswick Shoppe, of Buffalo, and the Day Music Store, in Corning, are some of the dealers in this district who have had a more brisk business the year just closed than in 1923.

One of the most convincing indications that interest in the phonograph is on the increase is the great volume of sales in records for the past six weeks. Dealers in every section of the city and of this part of the State report big demands and are ordering heavily for January and February, which will, no doubt, be a brisk

record season, particularly in songs and orchestrations of songs broadcast over the radio.

C. N. Andrews Busy

Victor business showed a big increase in December over any previous month of the year, according to Curtis N. Andrews, jobber. Mr. Andrews said that dealers in this territory are preparing for a good Spring trade, both in phonographs and the combination with radio. Records show particular activity. Immediately after announcement was made of the plan to broadcast from a New York studio voices of John McCormack and Miss Bori and the music of the Victor Salon Orchestra, dealers began ordering heavily on these records, with a very satisfying result in disposing of them. Radio business takes care of itself, with demand greater than the supply, particularly in the Sleeper sets. Announcement made by the Sleeper Corp. of a reduction in price of the regular \$160 set to \$130, made possible through increased money facilities of the concern and of the corporation's dealer rebate through its merchandising credit plan, has won many new accounts for Mr. Andrews.

Big Holiday Record Business

Goold Bros., Inc., have had a good record business, especially in Red Seals. The Goold store was one of the most beautifully decorated in the city during the holiday season, and passers-by could not resist the gay and festive appearance of the store, which was a veritable bower of holly and mistletoe. A happy spirit within the store was made possible through pleasant salespersons, as well as the festive decorations.

Eagerly Await New Brunswick Model

Brunswick dealers are looking forward to the release of the new Brunswick combination with super-heterodyne, retailing for \$500, according to E. S. Germain, head of the Buffalo distributing offices, who reported that their holiday trade exceeded all expectations for this territory. Denton, Cottier & Daniels had an excellent December business, and gave the line some very effective publicity through newspaper advertising and window displays. They look forward to a good January and February trade. Record sales have been good, Mr. Germain said. Several new accounts have been opened in this district by the Buffalo office, including the Flannigan Furniture Co., in Rochester, which opened late in December.

Heavy Okeh and Odeon Demand

Brisk record sales, particularly the three thousand series of Odeons, is keeping that department of the Iroquois Sales Corp. busy. F. D. Clare, manager of the company, said that Odeon record sales have been so great that it is almost impossible to keep up with the demand. Okeh record sales also are very satisfying. Buffalo showed good returns in Crosley business, for which the Iroquois Sales Corp. is a jobber, and very little stock was on hand after the holidays. One of the most enthusiastic Crosley dealers in

(Continued on page 91)



Buffalo for Distribution

In Buffalo we have prepared to cover a wide territory East, West and South, with shipping facilities of unusual character. Combined with these natural advantages we offer experienced and competent Victor service that leaves the dealer with little to worry about.

*Buffalo Service
Knows No Limit—Try It*

Buffalo Talking Machine Co.

Victor Wholesalers

BUFFALO, N. Y.

THE HIGHEST CLASS TEN DOLLAR LOUD SPEAKER ON THE MARKET

12 inch Bell



\$10

RETAILS at
\$10.50 West of Rockies
\$14.00 in Canada

Tone

FULL — CLEAR — MELLOW
without Distorting or Blasting

A SENSATIONAL SELLER and a real MONEY MAKER for the live dealer who wishes to feature a FIRST QUALITY Loud Speaker at the popular \$10 price.



HALLIWELL ELECTRIC COMPANY, INC.
Fourth Avenue and Twelfth St., New York City
Makers of the Finest Electrical Apparatus for a Half Century.



NON-RESONANT HORN

23 inches over all.
Mahogany crystal finish

Act!

Write today to any of the following distributors.

IMMEDIATE DELIVERY

PROGRESSIVE MUSICAL INSTRUMENT CO., 319 Sixth Avenue, New York

YAHN & LANGE,
207 East Water Street, Milwaukee, Wis.

GIBSON SNOW COMPANY, Inc.,
306 West Willow Street, Syracuse, N. Y.

SOUTHERN AUTO & EQUIPMENT CO., Inc.,
111 South Forsyth St., Atlanta, Ga.

WALTER S. GRAY CO.,
1054 Mission St., San Francisco, Cal.

OHIO MUSICAL SALES CO.,
1747 Chester Avenue, Cleveland, O.

THE EASTERN ELECTRIC SUPPLY CO.,
43 Market St., Portland, Maine.

H. A. McRAE & CO., Inc.,
137 River Street, Troy, N. Y.

WALTER S. GRAY CO.,
926 Midway Pl., Los Angeles

LUCKER SALES COMPANY, 17 South Sixth Street, Minneapolis, Minn.

A. R. RODWAY,
616 So. Michigan Ave., Chicago, Ill.

AMERICAN RADIO CORPORATION,
3-11 North Central Avenue, Baltimore, Md.

KIEFER-STEWART CO.,
Capitol Ave. & Georgia St., Indianapolis, Ind.

WALTER S. GRAY CO.,
2602 Fourth Ave., Seattle, Wash.

Canadian Distributors: THE OTTO HIGEL CO., Ltd., King and Bathurst Streets, Toronto

Trade Activities in Buffalo

(Continued from page 90)

the city is Ehrenfreid-Staff, who still has orders for delivery. Mr. Clare said he has many orders for the Strand combination to be shipped February 1 to dealers anticipating a brisk business in phonograph combinations.

Kurtzmann Co. Fire Damaged

The Kurtzmann Piano Co., on Main street, was damaged when the adjoining building was gutted by fire on December 28. The greatest loss was sustained through water damage done to merchandise in the basement and smoke on the upper floors.

Adds Cheney Line

Importance of the phonograph in completely furnished homes is a matter that has often been overlooked by dealers and furnishers who make a specialty of planning and furnishing the home de luxe. This matter has often been discussed at association meetings, as well as in the trade press. One of the first exclusive house furnishers and decorators to see the merchandising possibilities, as well as the importance of the phonograph in its establishment, is Hubbard & Parker, Inc., located in the heart of the city's exclusive shopping district. The corporation recently added the complete de luxe line of Cheney phonographs to their stock of finest imported living-room furnishings, exquisite rugs and decorations. Immediately after the first shipment of Cheneys was received, what is said to be the first phonograph display seen in the city's exclusive shopping district was placed in the windows of the Hubbard-Parker store. Unusual interest was aroused, and scores of buyers visited the store. The display was one of the most attractive phonograph windows seen in the city in some time. Melvin W. Hubbard, head



Artistic Cheney Display of Hubbard & Parker, Inc.

of the corporation since its reorganization and reincorporation several months ago, is a Cheney enthusiast, and declared that when he saw the importance of adding a phonograph line to his stock he could choose nothing but what was, in his estimation, the best on the market. Until a few months ago the Hubbard-Parker Corp. was known as the Mitchell-Parker Corp., catering only to the most discriminating buyers.

To Observe Eclipse

The Federal Telephone Mfg. Corp.'s broadcasting station, WGR in this city, will play a most important part in the scientific observation of the total eclipse of the sun and its effect on radio broadcasting on the morning of January 24, 1925, according to L. C. F. Horle, chief engineer. The Buffalo station enjoys the distinction of being the only radio broadcasting station in the shadow path of the great natural

marvel which will sweep from northern Minnesota over the Great Lakes region to Connecticut and thence out to sea.

License Radio as Musical Instrument

Radio is a musical instrument, according to an order handed down by Corporation Counsel Rupp, when the question came up as to whether or not proprietors of places of amusement, such as dance halls, cafes and restaurant, where radio was used for entertainment, should pay the music license fee of \$10 a year. The city's counsel ordered that users of radio in these places should pay the regular music fee.

Operalogues Draw Crowds at Atlantic City, N. J.

Victor Auditorium Crowded With Holiday Visitors Who Enjoy Saturday Evening Programs

ATLANTIC CITY, N. J., January 7.—The increased attendance at the Operalogues, which are given every Saturday evening at the Victor Auditorium on the Boardwalk, shows that music lovers are taking advantage of the opportunity of hearing their favorite operas in this attractive fashion. The holiday crowd on the Boardwalk was entertained last Saturday evening by T. L. Huselton with a story of Mascagni's "Cavalleria Rusticana," which was illustrated with Victor records by Caruso, Matzenauer, McCormack and the Victor Opera Chorus. The program on each Saturday night during January is one of unusual interest. At Christmas time there was a special afternoon concert in the Boardwalk showrooms, and which was entitled, "Bells in Music." Some twelve records in which bells played a prominent part were played with an explanatory talk about each selection.

Adds Audak Demonstrators

WORCESTER, MASS., January 7.—Steere's Music Store, of this city, has now equipped its record department with Audak record demonstrators. This is one of the added conveniences for customers as well as making it easier to sell records.

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

New Guide for Organization of Local Music Weeks

National Music Week Committee Issues Revised Volume Dealing With Methods for Planning Music Week Observances

The National Music Week Committee, of which C. M. Tremaine, Director of the National Bureau for the Advancement of Music, is secretary, has just issued a revised guide for the organization of local music weeks in co-operation with the National Music Week celebration in May, for which plans are already under way. The volume is a comprehensive one and gives in great detail the proper methods to be followed in organizing local Music Week committees and carrying on the work in a way to get best results. The information offered is not haphazard or theoretical, but is based on actual experience in the conduct of Music Weeks in the past.

The development of the Music Week idea has been most rapid with the result that last year there were 452 city-wide Music Week celebrations, 328 additional places where more restricted observance was held, and 68 cities and towns where Music Week was celebrated at dates varying from that of the national observance. The experience of the committees in these many cities and towns has served to remove much of the guesswork connected with the Music Week celebration.

New Store Opened

Oscar Hocl and Roy McNeany recently opened a new music shop called the Campus Harmony Shop at 619 State street, Madison, Wis.

A new music store has been opened at 321 North Hawthorne avenue, Hawthorne, Cal., by O. E. Carr. The Brunswick line is featured.



"HIS MASTER'S VOICE"

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.



New Year Opens With Continuation of Good Business in the Toledo Territory

Dealers Finding Greater Profits by Pushing Radio Along With Phonographs—Lion Store Engaged in Vigorous Business Drive—Frazelle Co. Widens Activities—The Month's News

TOLEDO, O., January 8.—After-holiday trade with the majority of dealers in talking machines, records and radio is keeping up very well. Evidently many persons received gifts of money which are being invested in machines and radio. One prominent dealer stated that he believed his store had made more money by pushing radio along with the phonograph than he earned last year selling only machines and records. This should be the case to be sure—but it also points the moral that those music merchants who are refusing to get in now and share in the profits coming from the new invention, both in combinations and straight radio, are missing a very lucrative source of income.

Lion Store Going After Business

The Lion Store Music Rooms are co-operating with the national and local advertising of the Victrola by stressing this product in special and group store publicity. Straight Victrolas and Brunswicks as well as Radiola combinations ran up a fine holiday volume.

The year-end sale of odds and ends resulted in a clean sweep of all broken lots of merchandise. Further, the Red Seal Derby Contest, in which all the girls of the department are participating, is proving an excellent sales builder. Awards are based upon sales of \$500. The first to reach that figure is given first prize. Winning one prize does not, however, eliminate a contestant. She may continue and is eligible for any of the other awards.

In the radio division the RCA, Atwater Kent, and Kennedy sets are setting a fast pace.

Enjoyed Good Holiday Sales

The J. W. Greene Co. experienced a satisfactory holiday machine and radio trade. Record sales at this store were exceptionally good. The Thompson neutrodyne is a new item of radio merchandise added. During this year the house will exploit intensively the Victor, Brunswick and Cheney combinations and the Atwater Kent, Radiola, Zenith and Magnavox radio lines.

Frazelle Co. Branching Out

The Frazelle Piano Co. has widened its Sonora, Columbia and Vocalion activities. Records will be merchandised aggressively. Miss Lilian

Paquette has joined the record sales staff. She will devote a large part of her efforts to opening new accounts. Young folks will be catered to. A check-up of buying has revealed that boys and girls wield a mighty influence in record purchasing.

Satisfactory Holiday Business

At Grinnell Bros., the Victrola Christmas demand was better than expected. Much of the business, however, came late. Window displays with colorful figures of noted musical artists emphasized the excellence of the record selections which were shown along with the miniatures. Paul Nagle is a new member of the sales staff. Henry Stucke, manager of the store, spent the holidays in New York.

Big Foreign Record Sales

At the United Music Store foreign records were eagerly purchased by the Jewish, Italian, German and Mexican customers, Harry L. Waserman reported. The Italian bought opera selections, the German, sacred music; the Mexican and Spaniard, native music. Gradually American records, however, are being introduced to the foreign groups, with the result that a greater variety of music is finding its way into these homes. The Paragon radio has been added.

Nugent Co. Adds Sonora

The Nugent Furniture Co., according to C. R. McKenney, has joined forces with the Sonora line. The new goods will be exploited aggressively. The Columbia also is handled here.

Edison Featured in Window

The Hayes Music Co. is featuring the Sheraton model Edison phonograph in window displays and illustrated newspaper ads. Paul Hayes, manager, stated that the store is lending its aid to furthering music, thereby stimulating the demand for records of worth.

Mrs. Ruth Laidley Made Manager

At the La Salle & Koch Co., F. C. Henderson Shop, Mrs. Ruth Laidley, formerly with the Euclid Music Co., Cleveland, has succeeded Francis R. Follis as manager of the department.

Making Store a Music Center

The Whitney-Blaine-Wildermuth Co., Victrola dealer, beginning with the new year is em-

ploying a music staff with the slogan—"Filling Toledo's Musical Needs"—as a trade-mark for the store, Henry C. Wildermuth, treasurer, stated that the Victrola with the Federal radio was a good holiday business getter. The Hartman and Atwater Kent sets were added recently.

Resultful Publicity Drives

The Goosman Piano Co., Bush & Lane, Vocalion, Starr and Columbia dealer, enjoyed a substantial gain in December, according to Fred N. Goosman, president. Louis Rae, now in charge of the phonograph department, is working upon a direct mail campaign. Canvassers will follow up the advertising.

The Cable Piano Co., in its Christmas publicity, departed somewhat from the usual program. Brunswicks and Victrolas were exploited in the same ad with grands, uprights and player-pianos. The two, however, were separated by an editorial in the center of the ad. This form did not in any way reduce the returns, Manager A. F. Maag reported. Brunswick-Radiola copy, however, was run in special space.

The South End Music Co. is exploiting in the newspapers Okeh and Gennett records. The store deals also in pianos and small goods.

L. J. Comer in New Post

L. J. Comer, for the past several months in charge of the Toledo territory, for the Columbia Phonograph Co., has been placed in charge of the Buffalo office of the concern. During his short stay in Toledo he has enlisted a host of friends who wish him every success in his new position.

Kellogg With Toledo Radio Co.

The Toledo Radio Co., Chas. H. Womeldorff, general manager, is advising its customers that 62 per cent of the radio business of the season is still ahead, only one-third of its opportunities have been corralled so far. Warren L. Kellogg has severed his connection with Grinnell Bros. and joined the Toledo Radio Co. as vice-president on January 1.

Palmyra Music House Opens New Radio Department

Pennsylvania Concern Featuring an Excellent Line of Radio Receivers

PALMYRA, PA., January 6.—The Palmyra Music House opened a fine department for radio installation and service. The Mehlin, Behning and Francis Bacon pianos are handled and the Brunswick phonograph. In the radio department the Atwater Kent, Ware neutrodyne, Garod neutrodyne, Radiola and Grebe outfits are on exhibition.

New Victor Record Hanger

For 1925 the Victor Co. has issued a new type of display card for use in connection with the monthly record hanger. The card is designed to be hung in the window or in the booth so that weekly and monthly record lists may be attached thereto as they appear. With the new heading it is possible for the dealer to display several record lists in hanger form, an excellent type of publicity.

Had Enjoyable New Year's

Miss C. Weissmann, secretary of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., spent New Year's week at Lakewood, N. J. As secretary of the Wall-Kane organization Miss Weissmann finds much to occupy every minute of her time, and this short mid-Winter vacation provides a well-earned rest and an opportunity to prepare for the big business expected the coming year.

C. G. Lundin recently opened the Montebello Music House, Montebello, Cal., handling phonographs, radio sets and small goods.

An Okeh Winter Business Booster —and you can get it Free!



YOU may remember to remind every customer to buy needles, but the chances are, with the record buying activity of the next few months you won't. That's where this new Okeh Needle Displayer does its work! Placed prominently on your counter, it immediately attracts and reminds the customers about Okeh needles for you! Sixteen packages of needles can be safely displayed in the sliding tray under the immovable glass top; 180 more packages may be stored in the space underneath the tray, making it unnecessary to disturb the tray display when a sale is made. The case is made of metal, heavily lacquered and beautifully lithographed.

Every dealer ordering 100,000 Okeh needles will be presented with one of these valuable Displayers absolutely FREE. You can easily sell that many needles and a great many more during the winter months with the help of the dispenser. Order them from your distributor to-day and get your Okeh Needle Displayer FREE!

General Phonograph Corporation
OTTO HEINEMAN, Pres.
25 West 45th St. New York, N. Y.

Add Federal to your phonograph



Order
No. 417—Gold finish for Art
Model Consoles, \$125
No. 200—Nickel finish for
Victor No. 215. Special, \$120



Order
No. 135 for all Up-
right Phonographs and
Victor No. 210 Con-
sole, \$98.20

YOUR customers know the recognized superiority of Federal Radio Receivers. They know Federal's exclusive advantages of tone beauty, selectivity and distance range.

Here is your opportunity to offer all these Federal advantages in panel form—designed specially for Victor consoles and all makes of upright phonographs.

Write us for further information. Let us show you how you can turn all your old phonograph customers into a new and *lasting* source of revenue.



FEDERAL TELEPHONE MANUFACTURING CORP.
BUFFALO, N. Y.

Federal

Standard RADIO Products

When in New York visit
the Federal Studio, Suite
1710, Times Building.

Boston New York Philadelphia Washington, D. C. Pittsburgh Chicago Kansas City San Francisco Bridgeburg, Canada

Sleeper Corp. Announces Price Cut on Monotrol

Economies Brought About by Increased Production Responsible for Reduction

Following its recent increase in capitalization to one and one-half million dollars, the Sleeper Radio Corp., Long Island City, New York, recently announced through Gordon C. Sleeper, president of the company, a price reduction in the Type 54 Sleeper Monotrol radio receiving set to \$130. In speaking of this price reduction and policies involved, Mr. Sleeper said:

"Due to the popularity which the Sleeper



Gordon C. Sleeper at His Desk

Monotrol has experienced and the favor in which it is held by the radio public and due to our consequent increased production, we have been enabled to write off our books many thousands of dollars of special cost for tools, dies, molds, and the heavy expense burden of moving into our new plant last August. By virtue of the ensuing savings we have been able to make this noteworthy reduction in the price of the Monotrol. We feel that it is only right and just that we should share our prosperity with our dealers and the radio public, upon whose good-will all our permanent success must depend. However, the most important factor of interest to the trade, aside from the reduction in price, is the full protection which the Sleeper Radio Corp. is offering not only to its distributors but also all Sleeper dealers. So that notwithstanding the reduction in price no dealer with stock in hand will find it necessary to take a loss but will consequently benefit rather by the reduction in price. We feel that in pursuing such a policy we are building upon permanent ground for the solid and healthy business of which the radio industry is most deserving.

New Advertising Manager for Mohawk Electric Corp.

J. F. Quinn Joins Company in That Position—Large National and Local Drive Planned

The Mohawk Electric Corp., of Chicago, manufacturer of the Mohawk line of receivers, announces the association with the corporation of J. F. Quinn as advertising manager. Mr. Quinn was formerly associated with Sears, Roebuck Co., of Chicago, as advertising manager, and his experience in the advertising and merchandising branches extends over a period of many years.

The national advertising campaign which the manufacturer of the Mohawk receivers is launching is under the supervision of J. F. Quinn, who intends to make the one-dial Mohawk receivers better known than any on the market to-day.

Besides the national publication campaign the plan includes independent concentrated drives in the various large trade centers of the nation through the agency of all the well-established buying mediums and systems, thus giving the dealers in all sections the double benefit of a national, as well as local drive, at all times of the year.

Government Reports 1923 Radio Manufactures

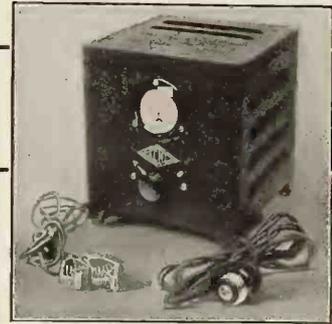
Total for That Year Valued at \$43,460,676.50—1924 Production Reported Higher in Value

WASHINGTON, D. C., January 7.—Announcement from the Department of Commerce shows that, according to data collected at the biennial census of manufacturers, radio apparatus to the value of \$43,460,676.50 was manufactured during the year of 1923. This included 1,889,614 head receivers valued at \$5,352,441; 508,001 speakers valued at \$5,621,961; 414,588 receiving sets valued at \$12,064,992.50, and 116,497 receiving sets of the crystal type valued at \$550,201.

The manufacture of 2,601,575 radio tubes valued at \$4,572,250.50 was reported as a separate item. A part of these tubes were sold to manufacturers of complete receiving sets (their value therefore being included in the total value of such sets) and the remainder were sold to individual purchasers for use in the regulation receivers.

Manufacturers expect that this year the figures will approximate \$130,000,000 in round figures, which is an increase of three times those of last year. When it is considered that nearly every manufacturer has reported sales increases

Acme Chargers Radio A & B Batteries



Type AB-120

A charger for both A and B Batteries.

Charges "A" battery 2.5 ampere rate. No fusing when charging 100 volt "B" battery, lead or Edison—in series—at 100-250 milli-ampere rate.

This is the type of charger that is demanded by owners of the better receiving sets.

Price—2.5 amp. size (minus bulb), \$16.50. Bulb—\$1.00. Liberal discounts.

Also made in 6 amp. size with or without meter.

Sell Acmes for satisfaction and profits.

Distributors wanted. Write for our proposition.

The Acme Electric & Mfg. Co.

1350 Hamilton Ave. Cleveland, Ohio

of from 100 per cent to over 500 per cent over 1923, it is not inconceivable that this or even a larger amount should have been spent for radio apparatus.

Al Jolson, Brunswick Artist, at Winter Garden

Brunswick dealers in New York territory received a communication recently from the Eastern phonograph division of the company calling attention to the fact that Al Jolson and his new show, "Big Boy," were scheduled for a long stay in New York at the Winter Garden. This famous vaudeville and musical comedy star and exclusive Brunswick artist opened at the Winter Garden on January 7, and the newspaper critics were unanimous in predicting that the show was the biggest hit that Al Jolson has ever achieved. In connection with this production Mr. Jolson recorded for the Brunswick library "Big Boy" and "Hello, Tucky," and Brunswick dealers throughout the metropolitan territory are featuring this record coincident with the run of the show.

Zenith Executives in City

Eugene F. McDonald, Jr., president, and H. H. Roemer, sales promotion manager of the Zenith Radio Corp., Chicago, made a flying trip to New York the early part of the month for a conference with Paul B. Klugh, manager of the Eastern office. Mr. McDonald was delighted to find that Zenith dealers and jobbers in the East had closed an excellent year, with the principal problem being one of securing sufficient sets to meet the ever-growing demands of the trade in this district.

Lakeman Opens in New York

Paul B. Klugh, manager of the Eastern office of the Zenith Radio Corp., announced recently the resignation of Fred E. Lakeman, effective January 1. Mr. Lakeman, who has been one of the Zenith travelers in the East, resigned for the purpose of entering the retail radio business in New York City. His advertising features Zenith products exclusively, and he has already used space in the New York papers in his sales promotion campaign.

Sets include the Famous Brach Arrestor—Type 223, Type 210 or Storm King Sets Retail at \$5.50, \$5.00 or \$4.00

BRACH
Complete Radio Aerial Outfit
TYPE 223
The group consists of one large aerial, one antenna, one 250 ohm resistor, one 100 ohm resistor, one 50 ohm resistor, one 25 ohm resistor, one 10 ohm resistor, one 5 ohm resistor, one 2 ohm resistor, one 1 ohm resistor, one 1/2 ohm resistor, one 1/4 ohm resistor, one 1/8 ohm resistor, one 1/16 ohm resistor, one 1/32 ohm resistor, one 1/64 ohm resistor, one 1/128 ohm resistor, one 1/256 ohm resistor, one 1/512 ohm resistor, one 1/1024 ohm resistor, one 1/2048 ohm resistor, one 1/4096 ohm resistor, one 1/8192 ohm resistor, one 1/16384 ohm resistor, one 1/32768 ohm resistor, one 1/65536 ohm resistor, one 1/131072 ohm resistor, one 1/262144 ohm resistor, one 1/524288 ohm resistor, one 1/1048576 ohm resistor, one 1/2097152 ohm resistor, one 1/4194304 ohm resistor, one 1/8388608 ohm resistor, one 1/16777216 ohm resistor, one 1/33554432 ohm resistor, one 1/67108864 ohm resistor, one 1/134217728 ohm resistor, one 1/268435456 ohm resistor, one 1/536870912 ohm resistor, one 1/1073741824 ohm 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Above the Babel of Radio Names NEUTRODYNE stands clear and alone

ARE you one of the thousands who, wondering what radio set to buy, are caught in the confusion of radio names and claims?

Radio, the wonder of the age, has been revolutionary. It has passed through the experimental stages faster than any other industry. Out of this have come four main circuits or systems of radio reception. The first three of these were originally designed and perfected to receive and emphasize the staccato dot-and-dash of radio telegraphy.

Neutrodyne followed broadcasting

In 1920, the broadcasting of music and speech as a free public service for entertainment in the home was begun. Immediately the electrical engineers sought to adapt the three existing systems to the new conditions.

In 1922, L. A. Hazeltine, Professor of Electrical Engineering at Stevens Institute of Technology, saw the inherent difficulties in the existing circuits. He took the factors as represented by the new conditions and mathematically worked out an entirely new system of broadcast reception.

With nothing but Professor Hazeltine's figures to work from, a receiving set was built, and marvelous to report, it worked perfectly the very first time it was tried. Distance, tone, ability to pick out any station anywhere, were right there in the first set built. It was a tremendous triumph for pure science.

The principles established by this first Neutrodyne are the identical ones embodied in every Neutrodyne set which has since been built.

Neutrodyne designed to receive broadcasting

The Neutrodyne stands today as the only radio receiver specifically built for the reception of modern broadcasting.

In order to protect the public from fraudulent Neutrodynes, the Hazeltine Corporation was formed, and Professor

Hazeltine entrusted his great idea to just fourteen hand-picked, licensed manufacturers. These fourteen radio builders are grouped into one association, known as the Independent Radio Manufacturers, Incorporated. No other manufacturers may use the genuine Neutrodyne principle!

All present-day receivers, with the sole exception of the Neutrodyne, are adaptations of radio-telegraph receiving systems.

Neutrodyne superiorities

The definite advantages of the Neutrodyne are, first, *Selectivity*. You set the dials at predetermined points and hear only the one station you have selected. All others are rejected.

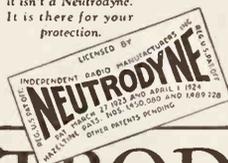
Clarity is the second point of Neutrodyne superiority. Neutrodynes create no squawks or whistles to disturb you or your neighbors. If all receivers were Neutrodynes, radio reception would be entirely free from squeals. Neutrodyne also guarantees perfect tone quality. Reproductions are faithfully realistic, producing the high notes of the violin, the low guttural twang of the bass viol, the roll of the drums. Human voices, sung or spoken, sound human.

The third Neutrodyne advantage is *Distance*. If the radio waves from a distant city are reaching your neighborhood, your Neutrodyne will convert them into voice or music. Neutrodyne owners know that what they cannot hear, no one else can. If "distance lends enchantment," you want a Neutrodyne.

The fourth and perhaps greatest of Neutrodyne features is absolute *Dependability*. Neutrodynes never disappoint.

If you invite guests to a radio party—your Neutrodyne will not fail you. Apologies such as, "It worked all right last night," are not heard in Neutrodyne-equipped homes. Yes, there really is a receiver that always works—it's Neutrodyne.

Hazeltine Corporation
(Sole Owner of Neutrodyne Patents and Trade-marks).
Independent Radio Manufacturers, Incorporated
(Exclusive Licensee of Hazeltine Corporation).



NEUTRODYNE

Perfected Radio

So the public may know about Neutrodyne



REPRODUCED herewith (greatly reduced) is the first advertisement in a series, broadcasting the truth about Neutrodyne. This advertisement appears in a string of newspapers in the great radio centers of the country—papers with a reading audience of some twenty-four millions!

It also appears in *The Saturday Evening Post*, reaching a reading audience of another six millions! Powerful publicity. Tremendous circulation. A great influence for sales.

This campaign is educational—and timely. It is designed to clear away the smoke-screen that has confused the public with various names and claims. It is designed to make it easier for you to sell Neutrodyne receivers.

Hazeltine Corporation
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Independent Radio Manufacturers, Incorporated
(Exclusive Licensee of Hazeltine Corporation).

Holiday Business of San Francisco Retailers Creates Optimism in the Trade

Prospects for 1925 Are Bright—Baldwin Adds Sonora Phonograph Line—Zenith Dealers Hold Successful Meeting—New Sherman, Clay Branches Now Operating—News of the Month

SAN FRANCISCO, CAL., January 4.—The holiday business in San Francisco and surrounding towns was well up to expectations and, what is better still, the two weeks which have elapsed since Christmas have seen no appreciable falling off in the demand for either talking machines or radio sets.

Baldwin Takes on Sonora Line

The Baldwin Piano Co. recently added the line of Sonora phonographs to its stock. The new department will be given considerable attention.



W. H. Kaempfer

The decision to add phonographs to its line was caused by the large number of prospects for phonographs which are picked up by the outside salesmen.

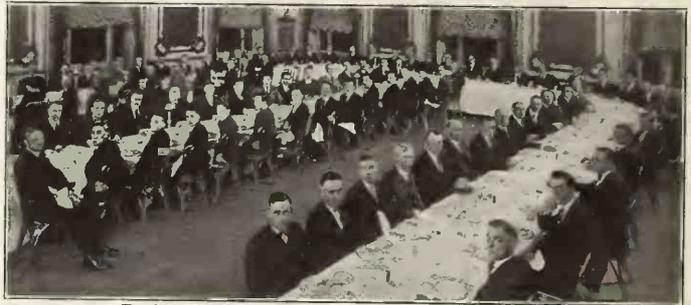
W. H. Kaempfer Looking Ahead

W. H. Kaempfer, manager of the San Francisco offices of Listenwaller & Gough, Zenith distributors, is typical of the successful California business man who never permits the words "no" and "to-morrow" to become factors in his

salesmen's reports. Mr. Kaempfer has not only won the esteem and friendship of Zenith dealers in San Francisco territory, but has earned their good will by the assistance and service that he and his organization are giving to the trade. Mr. Kaempfer believes, in common with the majority of progressive California radio executives, that the higher priced sets will be the leading sellers during the coming year, and his sales staff is being trained to handle this type of trade efficiently and satisfactorily.

Zenith Dealers Get-together

No more enthusiastic gathering of dealers has ever assembled than was evidenced at the Zenith banquet held recently at the Fairmont Hotel, under the auspices of the San Francisco management of Listenwaller & Gough, Zenith jobbers. The occasion marked the appearance in San Francisco of H. H. Roemer, sales promotion manager of the Zenith Radio Corp., and the banquet emphasized the interest aroused in the new Zenith product among California dealers. Mr. Roemer was the guest of honor at the dinner, giving one of his usual interesting and forceful addresses devoted primarily to merchandising suggestions of value to the Zenith dealers in attendance.



Zenith Dealers at San Francisco Banquet Meeting

radio was made after a careful study of the field and the growing tendency of the music trades to accept it. The same policies that have existed in the company's distribution of Vocalion records will be observed in the handling of radio. The new division is under the direction of E. R. Darvill.

New Sherman-Clay Branches

The new Mission street branch of Sherman, Clay & Co. is now in full running order and is making an excellent showing. A complete stock of all musical instruments is carried and the equipment is most modern. The branch is under the direction of Edward Conn, assisted by George Schilling, in charge of the Victor department, and William H. Rhodes, in charge of radio. A new Sherman-Clay branch was recently opened at 2400 Telegraph avenue, Berkeley, under the management of Edward Pilgrim.

Spanish-American Records Added to Victor Catalog

Records Made Primarily for Export to Latin-American Countries Now to Be Included in Catalogs for Domestic Sale

The Victor Talking Machine Co. has announced that a number of Spanish-American records will be included in the 1925 catalog of that company, it being believed that in view of the admission of a number of natives of Latin-American countries to the United States during the last few years, there should prove a sizable market for the records among the Spanish-speaking population in all sections of the world.

One hundred and nineteen records will be included in the 1925 edition of the U. S. Numerical Catalog, the records being of the latest Spanish-American music as recorded for export.

Philpitt Expands in Orlando

ORLANDO, FLA., January 6.—On December 30 the local branch store of S. Ernest Philpitt & Son was moved to a new and much larger store in this city, in order to take care of the increasing volume of business. The branch is under the direct management of Marshall S. Philpitt, who, during the few months he has been in charge, has shown good results.

Radio Firm Chartered

The Shore Radio Service, Inc., of Chestertown, Md., has filed articles of incorporation with the State Tax Commission. The company is capitalized at \$10,000. The incorporators are Philip B. Kratzer, John E. Spelcher, Jr., and Percy E. Lee.

NATHANIEL BALDWIN

RADIO SPEAKER

Standard equipment for full, undistorted amplification.

Containing the matchless Type H Baldwin Unit.

Extra strong horn, perfectly proportioned for pure tone and controlled volume.

Write for specifications and terms



NATHANIEL BALDWIN INC.
Radio-Speakers, Headphones, Units, Phone-Speakers
 EASTERN DISTRICT SALES OFFICE
 227 Fulton Street New York City, N. Y.

SINCE 1915—THE STANDARD TUBE FOR ALL SETS



—Off to a Flying Start
 1925 Looms as a Big Profitable Year
 for Dealers Handling
**Cunningham
 RADIO TUBES**

To put a real sales punch behind every Cunningham Radio Tube—to assist the dealer in every possible way—is the merchandising policy and practice of this company.

Christmas sales were enormously stimulated by the Holiday gift boxes, holding 3 and 5 tubes, which we distributed to Cunningham dealers upon request.

Reports already received indicate that the series of seven colored posters, illustrated in part on this page, are proving their value to dealers every day. Particularly designed to meet the needs of the music merchant, these nine-color "Business Getters" are daily demonstrating their worth in

directing attention to the pleasure that Radio brings into every home. Executed in fadeless, sun and water proof oil pigments, these posters should be a permanent part of every dealer's equipment. The set is still available to those who write at once for it.

The Cunningham full-page ad. in the Saturday Evening Post of December 20th, the Cunningham display copy in the radio magazines and in the leading newspapers of nineteen cities—all this is at work all the time for Cunningham dealers.

A perfected product, sound merchandising, and extensive publicity always yield Dealer-Profits and Customer-Satisfaction

HOME OFFICE.
 182 SECOND STREET
 SAN FRANCISCO

E. J. Cunningham, Inc.

CHICAGO
 NEW YORK

SINCE 1915—STANDARD FOR ALL SETS
 TYPES: C301A, C299, C300, C11, C12
 in the orange and blue carton.



PATENT NOTICE: *Cunningham tubes are covered by patents dated 2-18-08, 2-18-12, 12-30-13, 10-23-17, 10-23-17, and others issued and pending.*

DATA BOOK: *Cunningham 40-page Data Book fully explaining care and operation of Radio Tubes sent on request to San Francisco Office.*

Music Merchants of Los Angeles Adopt Strict Code of Retail Ethical Practise

Formulated by Ferris R. Miller, of Better Business Bureau It Eliminates Unfair Competition and Protects Public—New Carrying Charge on Time Sales Also Favored by Trade

LOS ANGELES, CAL., January 4.—One of the most remarkable instances of an honest endeavor to clean up advertising seems about to be completed in Los Angeles, which will reflect the greatest credit on the music trade among the other trades in this city and in addition be epoch-making, perhaps, in the trade itself, forming a pattern which will be copied in other parts of the country.

Strenuous efforts had been made by the members of the Music Trades Association of Southern California to curb the increasing tendency toward exaggeration and half-truths which were appearing in the display and classified daily newspaper columns week after week. Constant appeals were made by members of the public for protection and redress, but the difficulty of actually bringing home the enormity of the offenses to the perpetrators seemed insurmountable.

Suddenly, but after much preparation and thought, relief seemed to appear, relief, which far exceeded the most sanguine expectations; relief, which is so far reaching and so filled with potentialities for good that those who are taking part in furtherance of the efforts are inclined to rub their eyes and make sure of their own wakefulness.

Credit is due to Ferris R. Miller, manager of the Better Business Bureau, who formulated and then obtained the signatures of the heads of the music houses to the following rules or "code of ethics":

1. No names of makes of used phonographs and used pianos shall be advertised except those regularly handled by a dealer.

2. No pianos shall be advertised for rent.

3. The expression "and up" shall be eliminated in advertising prices. Let the advertising show the price range.

4. All comparative prices and values shall be completely eliminated, including such expressions as "half price," "third off," "worth double," etc.

The first rule is an elaboration of the excellent resolution which has been in force among the members of the Music Trades Association of Southern California for some time, namely, the elimination of the names of all makes of phonographs not regularly carried by a member in advertising. This Association rule precluded the possibility of members running "spite sales" of competitors' goods or from advertising a phonograph of some make which they did not regularly stock but which they advertised merely as "bait." The Better Business Bureau rule extends to pianos and will probably include small goods.

Rule two may seem at first sight unnecessarily stringent, but its object is to prevent the abuse of advertising "for rent" pianos rather than the legitimate use. There seemed to be no other way of stopping the fake advertising, of "Pianos for rent—\$1 per month." The renting of pianos for less than \$5 per month is almost unknown.

There was also some question in regard to the usefulness of forbidding "and up" advertising, but the excellence of the other rules forbade any quibbling on one phrase or another.

Perhaps the most important of all is rule four, which throws comparative values advertising into the discard.

Mr. Miller has obtained the signatures of

the managers and proprietors of most of the leading music houses in Los Angeles to this code of ethics and it has already been put into effect and is being acted up to the letter by the majority. Among those who first endorsed what the Better Business Bureau chief called "propositions" were the Rudolph Wurlitzer Co. and the Southern California Music Co., General Manager Lyons for the former and President Uhl for the latter.

Scale for Carrying Charges

Going into a well-thought-out detailed schedule of percentages, the Board of Directors of the Music Trades Association of Northern California have drawn up the following scale for carrying charges instead of interest on deferred payments for band and orchestra instruments, phonographs and radio, as follows:

5 per cent to be added to the balance of account after first payment is deducted if the contract is to run ten months or less.

6 per cent to be added to the balance of account after first payment is deducted if the contract is to run eleven or twelve months.

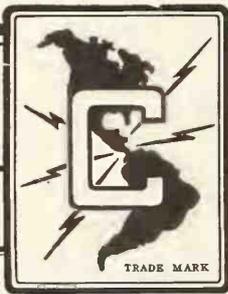
7 per cent to be added to the balance of account after first payment is deducted if the contract is to run thirteen or fourteen months.

8 per cent to be added to the balance of account after first payment is deducted if the contract is to run fifteen months.

Carrying charge is to be canceled if account is paid up in full within sixty days from date of sale.

Interest at 8 per cent per annum is to be charged from the date of maturity of contract on any balance remaining unpaid at that time.

A customer buys a talking machine on ten months' time for \$150, paying \$30 down—the balance remaining is \$120. The carrying charge for ten months contract is 5 per cent or \$6, making a total of \$126. The salesman makes out the contract for a total of \$156, the down payment is to be \$30 and the balance at \$12.60 per month for ten months.



THE SYMBOL OF SERVICE

CONTINENTAL

"New York's Leading Radio House"

Plenty of Service—Permanent Service

Service such as Continental Radio and Electric Corp'n. offer to radio dealers covers every detail in the merchandising of radio equipment. Plenty of Service—the right kind and at the right time is an asset to any dealer.

It is Service the year round—always dependable—that helps make your radio business a success.

Continental Radio and Electric Corp'n. offer you for the new year—Plenty of Service—and Permanent Service.

Wholesale Distributors Only

Distributors for:

Alden Mfg. Co. ("Na-ald")	Lopez Low-Loss Tuner
Allen Bradley Electric Co.	Manhattan Electric Supply Co.
American Transformer Co.	Mitchell-Rand
L. S. Brach	R. Mitchell & Co. ("Se-ar-de")
Cornish Wire Co.	Mueller Electric
Crosley Radio Corp.	Multiple Electrical Products
Chaslyn Co.	National Carbon (E. R. Batt)
Como Apparatus Co.	Pacent Electric
Daven Radio	Premier Electric
Diamond State Fibre	Radio Corp. of America
Dubilier Cond. & Radio Corp.	Sterling Mfg. Co.
Eby Mfg. Co.	Testrite Inst. Co.
General Radio	U. S. Tool Co., Inc.
Jewell Elect. Instrument	Ward-Leonard
Colin B. Kennedy	Western Electric Co.
King Electric	Weston Electrical Inst.

CONTINENTAL RADIO & ELECTRIC CORPN.

Fifteen Warren Street

New York, U. S. A.

2092-Q

At Last a Set you can concentrate on

Hundreds of dealers are turning to the Grimes Type 3X-P Receiver. It answers the long-felt need of a receiver with a *real* selling appeal. Built and sponsored by David Grimes, the authoritative radio engineer, this official laboratory model is the last word on dependability. Its price is within the reach of every pocketbook; its performance is astoundingly excellent.

GRIMES Type 3X-P INVERSE DUPLEX

Why Type 3X-P sells so easily

To be sure there is a tone quality, a superior selectivity and a freedom from tube sputtering in type 3X-P, that only the Inverse Duplex System makes possible. Back of it all, however, this receiver sells because of its economy.

- 3 tubes do the work of 6
- half the expense on new tubes
- half the expense on replacements
- half the drain on the batteries

All this makes rapid turnover possible—less to worry about for the dealer—more to depend upon in the quality and the reliability of the receiver.

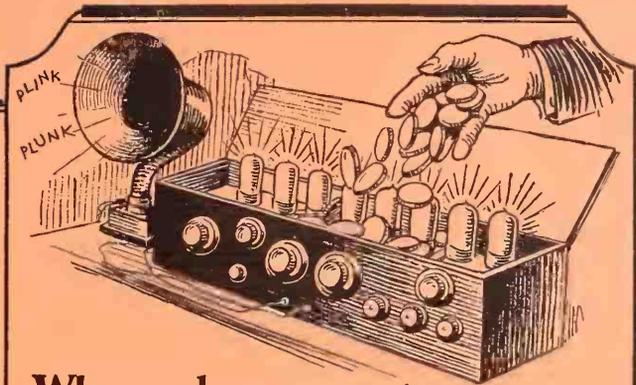
Dealers apply to your nearest jobber; jobbers write direct to

David Grimes
INCORPORATED

INVERSE DUPLEX SYSTEM

Insures Natural Tone Quality

Strand Theatre Building
New York City



Why make your set
a charity box ?

*When a 3 tube receiver
will do the work!*

Every new tube you buy—every one you replace—costs money.

The more tubes in your set, the more it costs to operate.

Why make your set a charity box? Why use six tubes, when with the Grimes 3X-P Receiver you can get even better tone quality, even better selectivity, and can tune out powerful neighboring stations to bring in distant ones?

Visit our store. See and hear for yourself this marvelous creation of David Grimes, creator of the famous Grimes Inverse Duplex System. Its purchase will save you money in initial cost, operation, and will give you radio as you wish to hear it.

The DAVID GRIMES INVERSE DUPLEX SYSTEM

Type 3X-P
Official Laboratory
Model

RETAIL
PRICE \$85
EAST OF THE ROCKIES
Without Accessories



This Space for DEALER'S
NAME AND ADDRESS

*Mats or finished proofs
of a complete series of
dealer advertisements
like this are available
in various sizes.*





A Message

"From The House of Service"

Representatives for **DAVID GRIMES, Inc.**

Manufacturers of the

Famous 3-XP Inverse Duplex

List Price \$85.00 (Without Accessories)

The standard of tone quality.
Simplicity of operation.
Finest material and workmanship.
Efficient and reliable.
Backed by a National Advertising Campaign

The INVERSE DUPLIX

Insures Natural Tone Quality
LICENSED UNDER PATENTS ISSUED AND PENDING

MR. DEALER:—

After careful investigation, we have selected this famous instrument as our leader. In addition, it is backed by a reliable organization.

You should know our plan of distribution in your locality. We are personally interested to have you represent us.

Write or phone immediately.

NEW ENGLAND TALKING MACHINE CO.

93 Federal Street

BOSTON, MASS.



LIVE Dealers Wanted

Our rapid growth has necessitated our recent removal to larger quarters. We grow because we give the kind of service the dealer wants. Let us serve you and help you to "GROW WITH US"

DISTRIBUTORS OF
GRIMES

The INVERSE DUPLIX

Insures Natural Tone Quality
LICENSED UNDER PATENTS ISSUED AND PENDING

Bright Star Batteries
(Supreme in Every Test)
Fahnestock Clips

Also

Brach Aerial Outfits
Head Sets
Loud Speakers

NEW CATALOGS

Our extensive 1924-1925 Radio Catalog Now Ready
Mailed FREE for the asking

TRILLING & MONTAGUE

Exclusive Wholesale Radio Merchandisers

49 North Seventh Street . . . PHILADELPHIA, PA.

PACIFIC COAST MUSIC DEALERS

can obtain the

GRIMES

The INVERSE DUPLIX

Insures Natural Tone Quality
LICENSED UNDER PATENTS ISSUED AND PENDING

The greatest innovation in Radio in years. A wonderful Receiver at a reasonable price.

from

Western Radio, Inc.

1224 Wall St.
Los Angeles

To Discuss Standard Forms for Business

Conference Called in Washington on January 14 in Effort to Develop Standards in Inquiry, Purchase, Order and Invoice Forms.

WASHINGTON, D. C., January 2.—A conference to be held here January 14 has just been called by the Department of Commerce in an effort to bring about economies in current commercial practice through the adoption of standard inquiry, purchase, order and invoice forms. The National Association of Purchasing Agents, at whose request the meeting was called, declares that a survey by that organization indicates a potential saving of more than \$15,000,000 annually to the business concerns of the country through the adoption of such standard forms.

The invitations sent out by the division of simplified practice call the attention of more than 1,200 trade associations to the proposals and ask them to designate some one to represent their interests at the forthcoming meeting.

It is pointed out that there are four fundamental steps in any purchasing transaction: Inquiry, selection, purchase and payment; and that the shortest, simplest and most effective methods of handling each of these four are of utmost importance to modern business. The analysis of the proposed standard invoice form developed from a study of thousands of invoice forms in many lines of business, it is stated, showed certain terms, expressions and other data occurring with great frequency.

Brief on Mileage Books Is Filed by Travelers

International Federation Urges Interstate Commerce Commission to Order Test of Plan to Demonstrate Its Practicability

WASHINGTON, D. C., January 6.—A brief has just been filed with the Interstate Commerce Commission by the International Federation of Commercial Travelers' Organizations, in support of a 20 per cent reduction below the maximum fare for interchangeable scrip or mileage tickets. The brief said that experience has shown that increased fares do not mean increased revenues and, conversely, decreased fares do not mean decreased revenues.

The brief, which is along lines similar to others that have been filed, urged the commission to enter an order which would provide a practical test, provided it was done upon the record in the case and was not based entirely on the purpose of the law. The organization further believed that the phonograph requirements by carriers was not necessary and that the exemption of carriers made by the commission in its original decision was right. It claimed further that no evidence had been introduced at the last hearing that would justify or warrant further exemptions.

Music Department Opened by Tacoma Drug House

McMillan Bros. to Handle Full Line of Pianos, Brunswick Phonographs With Radio, Musical Merchandise, Rolls, Etc.

TACOMA, WASH., January 2.—A new music department, handling pianos, Brunswick phonographs, latest music rolls and musical merchandise, has just been opened by McMillan Bros., located in the Darmer Building, 1111 Broadway, this city. The firm, which has been long established in the retail drug business at this address, has remodeled its quarters to make room for the new department. The music end of the business will be conducted on the mezzanine and second floors of the building, demonstration booths having been installed on both floors. The displays are attractively arranged.

William H. Barker Dies Suddenly in Brooklyn

President of American Talking Machine Co. Suffers Stroke on Day Before Christmas—Was in the Trade for 21 Years

William H. Barker, president of the American Talking Machine Co., Victor wholesaler in Brooklyn, N. Y., died suddenly at his home, 492 Macon street, Brooklyn, on December 24 as the result of a stroke which he suffered soon after arriving and to which he succumbed shortly after.

Mr. Barker was fifty-eight years old, and after being engaged successfully in Brooklyn for a number of years, joined the American Talking Machine Co. at the time of its organization twenty-one years ago, and remained its president until the time of his death. He was a man of genial disposition and popular with those in the trade with whom he came in contact. He was a member of various civic and

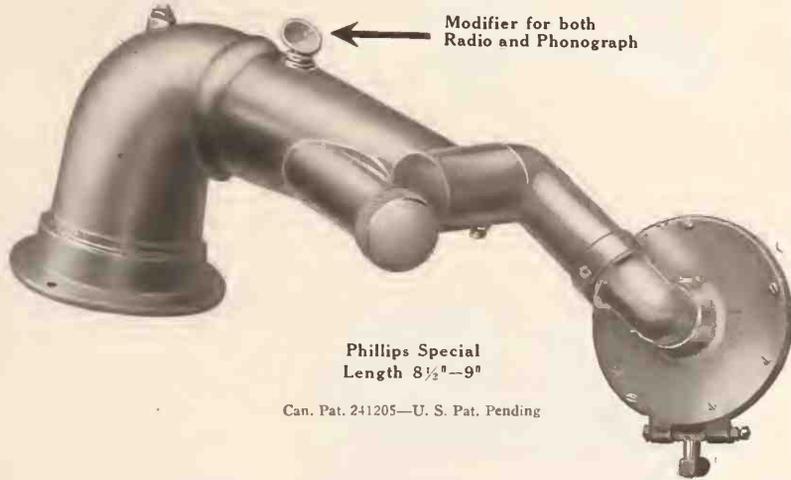
fraternal organizations, including various Masonic bodies and the Shrine.

The funeral services were held on Saturday afternoon at the Fairchild Chapel, 86 Lefferts place, Brooklyn, and were attended by the staff of the American Talking Machine Co., as well as many members of the trade in the metropolitan district. Mr. Barker, who was a bachelor, is survived by two sisters and two brothers who reside in Boston.

Altoona Dealers Broadcast

ALTOONA, PA., January 7.—The Brooks Music House, the F. A. Winter Music House and the Russell & Rigg Music House, all of Altoona, are participating in the broadcasting program from station WFBG operated by the Altoona Tribune and the William F. Gable Co. Each of the three firms on various days at stated hours during the week render programs, which are very much appreciated by the listeners-in, according to the letters that come in daily.

Start the New Year Right By Using Phillips



Phillips Special
Length 8½"—9"

Can. Pat. 241205—U. S. Pat. Pending

The newest Phillips model shown herewith incorporates the best and newest features in radio tone arms.

Samples \$5.00

Quantity Prices on Request

WARNING.

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

WM. PHILLIPS PHONO PARTS CORP.

145 West 45th Street

CABLE ADDRESS
"PHONOPARTS"

New York City

J. A. Sieber Made Officer of Advertising Company

Popular Advertising Executive Is Now Vice-President of Pratt & Lindsay—Has Had Wide Trade and Advertising Experience

The many friends in the trade of J. A. Sieber, for the past four years advertising manager of the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, Heine-man motors, steel needles and other products, will be interested to learn that this popular



J. A. Sieber

advertising executive is now vice-president of Pratt & Lindsay, a well-known and successful advertising agency, with headquarters at 461 Eighth avenue, New York. Mr. Sieber assumed his new duties the first of the year, taking with him the hearty good wishes and good will of the executive staff of the General Phonograph Corp.

Mr. Sieber is particularly well qualified to enter upon executive work with an advertising agency, for his experience during the past ten years has given him an intimate knowledge of all phases of advertising and publicity work. He joined the Columbia Phonograph Co.'s retail selling organization in 1914, subsequently specializing in dealer service work at the New York wholesale branch and later being promoted to the post of assistant manager of the dealer service department of the Columbia executive offices. Mr. Sieber joined the Okeh organization in 1921 and over a period of four years was responsible for the exceptionally fine advertising that has been used by the General Phonograph Corp. to feature Okeh and Odeon records. As vice-

president of Pratt & Lindsay Mr. Sieber will have a splendid opportunity to further demonstrate his capability as an advertising and merchandising executive.

Prominent Distributors Handle Starr Loud Speaker

Latest Product of Starr Piano Co. Making Rapid Strides in Trade and Public Popularity

The Starr loud speaker, the latest product of the Starr Piano Co., Richmond, Ind., is assured of widespread distribution through the metropolitan district by virtue of the wholesale connections already made and those in prospect. The wholesale representation has been granted to the Capitol Distributing Co., Emerson Radio & Phonograph Co., Herbert-John Corp. and Davega. A further announcement regarding wholesale concerns, prominent in the talking machine trade, taking on the Starr cabinet loud speaker is expected in the course of a few days. G. H. Keats, of the New York office of the Starr Piano Co., states that the new loud speaker has taken exceptionally well with the New York trade and dealers are waxing enthusiastic over both the appearance and quality of the product. Production at the factory is constantly being increased to keep pace with the demand.

Geo. A. Lyons' Sister Dies

Geo. A. Lyons, assistant to Harry A. Beach, manager of the Eastern phonograph division of the Brunswick-Balke-Collender Co., is receiving the sympathy of his many friends in the trade upon the death of his sister, Mrs. Nellie Ahles, who died at her home in Baltimore, Md., on Christmas Day, after an illness of three days. Mr. Lyons, accompanied by his brother, E. B. Lyons, formerly general manager of the Eclipse Musical Co., Cleveland, attended the funeral services. Mrs. Ahles is survived by her husband and a two-year-old boy.

Congratulates the Victor Co.

The Freed-Eisemann Radio Co., Brooklyn, N. Y., through Alexander Eisemann, treasurer, has sent a letter of hearty congratulation to the Victor Talking Machine Co., on the success of its inaugural program on New Year's night.



General Phonograph Corp.
15 West 18th St. New York, N. Y.
Metropolitan Outing Distributor

4 Years
Have Proved
Outing
Portables
Are the
Best

Eagle Radio Co. Announces New Three Tube Receiver

"Eaglet" Is Name of New Popular Priced Model Now Being Marketed

The Eagle Radio Co., 16 Boyden place, Newark, N. J., has brought out a new three-tube dry cell battery receiving set, which is to be retailed at a very popular price.

Albert B. Ayers, sales manager of the Eagle Radio Co., states that this new popular model



Albert B. Ayers

is a result of insistent demand on the part of the trade and consumers for an Eagle receiver that would retail at a low price and still maintain the high quality found in Eagle products. The new set is a table model and will be marketed under the name Eaglet. This is of an entirely new Eagle design of the sloping face style which has won wide approval during the past year.

Artistic Booklet Issued by Dayton Fan & Motor Co.

The Dayton Fan & Motor Co., Dayton, O., manufacturer of Day Fan radio sets, recently issued to its trade a beautiful brochure, entitled "Trade Winds," devoted to its products. Profusely illustrated and handsomely printed on high-grade stock the booklet is admirable for use by dealers as a reference book. As for more than thirty-five years this company has manufactured electric fans and motors as its chief products, the greater part of the book is devoted to descriptions and illustrations of Dayton fans and motors.

Use Ten Audaks

WHEELING, W. VA., January 7.—Davis, Burkhan & Tyler have equipped their new store with ten Audak record demonstrators. This equipment takes up a minimum space in the new quarters, and the Audaks are proving popular with customers, who seem delighted with the convenience of this form of record demonstration.

**Always Ready
to supply you with**

Okeh Records

Negro Records

Irish Records

Standard Records

Odeon Records

Foreign Records

Okeh Needles

Truetone Needles

Kimberly Phonographs

Outing Portables

Honest Quaker Main

Springs and parts

General Phonograph Corporation

New York Distributing Division

15 West 18th St.

New York, N. Y.



GILFILLAN NEUTRODYNE

"Far and Near—Equally Clear"



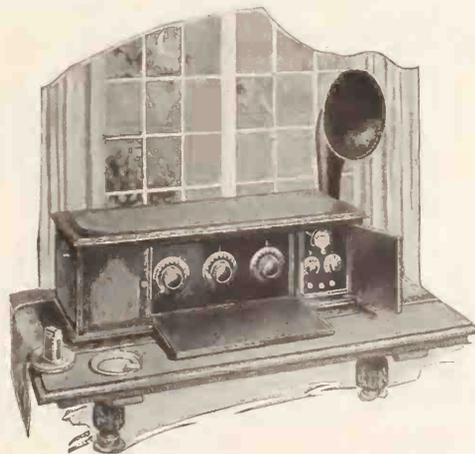
STYLE GN-2, is illustrated, in a handsome cabinet of American Walnut slightly smaller than GN-1 but with the same Neutrodyne features and construction without accessories. **\$140**

The Music Dealer Must Have Sure and Exceptional Results

Gilfillan Neutrodyne sets are made in our three Radio factories with years of Radio experience behind them, to supply the Music Trade of any locality. Superior in Range, Selectivity, Clarity and Volume, the Gilfillan Neutrodyne will be as good 10 years from now as to-day.

Our sets are tested and ready for instant service to get the distant station or to select a particular station with a wave length nearly the same as others. No matter how many stations are playing you can "reach out" and bring in what you want—with clear, full tone and without interference or distortion. Stations once recorded, come in at the same dialing thereafter.

Gilfillan Neutrodyne is handled on the Coast by the largest distributor of musical instruments in that section. They report its phenomenal success is due to its sure and splendid performance.



STYLE GN-1, in large cabinet with space for "B" Batteries, without accessories **\$175**

Send for Literature to nearest Office

GILFILLAN BROS. Inc.

KANSAS CITY
2525 W. PENN WAY

1815 W. 16th Street, LOS ANGELES, CAL.

NEW YORK CITY
225 WEST 57th ST.



Plaza Music Co. of New York Moving Into New Offices and Warerooms This Month

Prominent Manufacturer of Portable Phonographs, Records and Other Products to Complete Move Into Larger Quarters by End of Month—Fifteen Years of Progress Is Record of the Firm

The Plaza Music Co., which at present has its executive offices and warehouse at 18-20-22 West Twentieth street, New York City, announces that during January the company will move into much larger quarters at 10-12-14-16 West Twentieth street. The new home of the company will occupy the entire sixth floor at the new address, running through the entire block, with entrances also on Nineteenth street. The removal will be made gradually and will in no way interfere with production or shipping and without loss in the efficiency of the organization.

The Plaza Music Co. has served the music trade for over fifteen years. Starting in 1911 as sheet music distributors in West Fifty-sixth street, New York, the company has steadily grown until to-day it occupies over 30,000 square feet of floor space, exclusive of its recording laboratory and record-pressing activities.

To-day the company manufactures talking machine records, player rolls, steel needles, the Pal and Regal portables and numerous accessories for the talking machine store as well as many adjuncts; also sheet music. Besides, it distributes the Banner, Playtime, Regal and Little Tot records and other important items for retail establishments.

S. Kronberg, the vice-president of the company, in speaking of the fifteen years' activity of his firm and the progress attained in that period, said: "Our removal to much larger quarters was necessitated by the tremendous increase in the volume of business, which aside from our export trade is confined to a great extent to dealers. We will still retain part of our old quarters as additional manufacturing space.

"We attribute our success to service on the lines manufactured and distributed and in the supplying of particular products that have a current vogue, thereby working closely with the retailer in a manner that is most profitable to both. We have installed many improved methods of handling orders, all towards one aim of making it easier for the dealer to obtain his supplies. The fact that a varied line of active products can all be obtained from one source has stood us in good stead and has con-

tributed in no small way to our steady growth.

"The sale of our Pal portable is now an all-year-round active item and its younger brother, the Regal portable, a more popular-priced product, has shown remarkable gains during the past few months. Dealers to-day realize that the portable properly presented has an all-year-round sale.

"Since the first of the year the Plaza Music Co. has been guaranteeing complete shipment of orders for Banner and Playtime records the same day that the orders are received, and this new policy has already been taken advantage of by hundreds of retailers. This service also applies to our sheet music department, which not only carries a complete

B. R. Forster Resigns From the Brilliantone Co.

General Manager of Needle Manufacturing Firm Disposes of Interests in Brilliantone Co. —Taking Rest After Years of Strenuous Work

Byron R. Forster, general manager of the Brilliantone Steel Needle Co. for the past five years and well known to talking machine jobbers and dealers throughout the country, resigned from the company's forces January 1. Mr. Forster sold his interest in the company to the remaining stockholders, and is leaving the organization with the hearty good will of all of his former associates.

At the present time Mr. Forster is enjoying a well-deserved rest before announcing his new plans for the future, although since the first of the year he has had several important propositions under consideration. As one of the veterans of the talking machine industry, Mr. Forster numbers among his friends dealers and jobbers from coast to coast, and he is generally recognized as one of the most capable sales executives in the trade. He will shortly announce his new plans, which will undoubtedly offer him an opportunity to keep in close touch with the industry that he has served for so many years and in the development of which he played an important part.

line of popular and standard numbers, but is able to fill overnight demands on orchestration.

"Starting as sheet music distributors and making service our slogan, we quickly outgrew our original quarters and moved into the present Twentieth street address in 1914. Gradually we spread out into other lines and as success marked the development of these new enterprises we continued to make additions until to-day the Plaza's numerous lines and great quantities of stock are probably the largest and most comprehensive in the industry. In records alone we have products that meet the needs of the dealer and the taste of the consumer, retailing at various prices, all assuring a good healthy margin for the retailer. Our organization is a specialized one to serve the music dealer. Maximum service on a varied line all obtained from one source with reduced transportation charges and a minimum of bookkeeping and office work have been vital factors in our achievement."

Popular Member of Jewett Co. Is H. E. Mikesell

Covers Middle Western Section of Country for Prominent Radio Manufacturers

One of the most popular members of the sales staff of the Jewett Radio & Phonograph Co., Detroit, Mich., is H. E. Mikesell, who



H. E. Mikesell

covers the Middle Western section, comprising the States of Illinois, Wisconsin, Michigan, Minnesota, Iowa and northern Missouri. He needs no introduction to either the radio or phonograph trade, for his three years' association with the Jewett organization has given Mr. Mikesell a wide acquaintance among jobbers and dealers. He keeps in close touch with the trade throughout his territory, working with them along lines of practical and productive cooperation. Mr. Mikesell was formerly associated with the Edison Phonograph Co. of Detroit for four years as Michigan representative.

Camden Store Enlarged

Bensberg's Music Shop, Camden, Ark., has been remodeled in order to provide a large balcony for display purposes. The store now has one-third more space available for displays of talking machines and other musical goods.

The Bowles Music & Jewelry Shop has been opened in Bloomington, Ill., under the management of John C. Hollingsworth. The store will carry a full line of musical instruments of all types, including talking machines.

1925

will be a year of Happiness and Prosperity, if you always insist on

DE LUXE NEEDLES

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of

DE LUXE NEEDLES

ANSONIA, CONN.

ONE NEEDLE PLAYS 100-200 RECORDS

“The Columbia record of”
all alone”

*presents this popular hit as a
 waltz on one side and a tenor
 solo on the other—*

A SURE SALES WINNER! ★
Columbia Record 235D

“ALL ALONE” is one of those rare song hits that will be in demand long after its companions are forgotten. And because Columbia has recorded it both as a dance and a vocal solo on the same record, it will be enthusiastically received by your customers. The Cavaliers (waltz artists) play it

with exquisite effects on one side, and on the other Lewis James rises to new heights as he sings it.

In offering this combination vocal and dance record of “All Alone,” Columbia has given its dealers an outstanding salesman. It will pay you to feature it to your customers.

COLUMBIA PHONOGRAPH CO., 1819 BROADWAY, NEW YORK

Write to the Columbia branch or distributor nearest you

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

TAMPA HARDWARE CO.
 Tampa, Fla.
 COLUMBIA STORES CO.
 1608 Glenarm Avenue, Denver, Colo.
 221 S. W. Temple, Salt Lake City, Utah
 W. W. KIMBALL CO.
 Wabash Avenue and East Jackson Boulevard,
 Chicago, Ill.
 COLUMBIA DISTRIBUTORS, Inc.
 1327 Pine Street, St. Louis, Mo.
 224 West Fourth Street, Cincinnati, Ohio
 517 Canal Street, New Orleans, La.
 COLUMBIA PHONOGRAPH CO., LIMITED
 22 West Front Street, Toronto



Columbia

PHONOGRAPHS AND



NEW PROCESS RECORDS

G. C. Jell's Columbia Trip Pronounced Big Success

Introduces Fine Art Series of Musical Masterworks on Trip Throughout the Country

George C. Jell, of the sales division of the Columbia Phonograph Co., Inc., returned to New York recently after an important trip



Geo. C. Jell

which included a visit to Columbia branches and dealers in Philadelphia, Pittsburgh, Louisville, Memphis, St. Louis, Cincinnati, Chicago and Cleveland. Mr. Jell's trip was in the interests of the Fine Art Series of Musical Masterworks, introduced recently by the Columbia Phonograph Co., and wherever he visited Mr.

Jell received gratifying reports as to the popularity of these splendid recordings.

Mr. Jell is well known to talking machine dealers throughout the country, for he has been identified with the industry for many years, being associated with the Columbia organization practically all of the time. He is directly responsible for the production of the Musical Masterworks Series by the Columbia Co., and there is no doubt but that this series is going to meet with a popular sale during the next twelve months.

R. H. Keith Made General Sales Mgr. Ramstone Corp.

Resigns as President of Long Island Phonograph Co., Which Will Continue Under Direction of C. W. Keith in New Home

Robert H. Keith resigned as president of the Long Island Phonograph Co., Brooklyn, N. Y., distributor of Sonora products in the Brooklyn and Long Island territory, of which he was one of the founders, on January 1, and has entered the radio field as general sales manager of the Ramstone Corp., New York City, manufacturer of radio frequency receivers.

The Long Island Phonograph Co. continues under the ownership of C. W. Keith, father of the sales manager of the Ramstone Corp., and vice-president and treasurer of the company. The headquarters of the wholesale concern have been changed from Hanover place to the Bush Terminal Building No. 6, 68 Thirty-fourth street, where the business will be conducted under the direction of C. W. Keith and H. B. Haring, formerly of the Columbia Phonograph Co.

Mr. Keith intends giving preference to the music trade in distributing the products of the Ramstone Corp., and he states that the policy of the company will be exclusive wholesale representation and a carefully chosen retail representation in one section of the country after

another. The Ramstone Corp. is planning to place on the market shortly a five-tube radio frequency set which will be marketed at a very low list price.

Zenith Dealers Hold New Orleans Meeting

H. H. Roemer, Director of Sales Promotion of Zenith Corp., Delivered Interesting Address

NEW ORLEANS, LA., January 5.—Zenith dealers in and near this city showed exceptional enterprise and aggressiveness recently when on a short notice received from the Woodward, Wight Co., Zenith jobber, of this city, they assembled at the St. Charles Hotel for an informal banquet. The dealers had been notified that H. H. Roemer, director of sales promotion of the Zenith Radio Corp., would visit New Or-



Zenith Dealers at Banquet Meeting

leans for a day or two and deliver one of his characteristic addresses on "Selling Radio," and this address was well worth the "hurry call" to attend.

At the time of Mr. Roemer's visit the New Orleans radio show was in full blast and the dealers who attended the banquet also visited the show. The day was marked by a spirit of enthusiasm and aggressiveness that emphasized the rapid strides attained by Zenith products in New Orleans territory.

The Har-Mo-Nee Music Shop has been opened at Decorah, Ia.

At the New Price— NOW **Herald** MODEL **B** Loud Speaker

\$12

Leads the Field!

THE same speaker that won nation-wide popularity at \$18 in competition with the most expensive speakers built, is now priced at \$12. At this new price, Herald-B is the greatest value ever offered in radio.

The only speaker in its class with full-sized, gooseneck, fibre horn. Height, 25 inches over all. 12-inch bell.

Herald clarity and volume at \$18 brought big sales to Herald dealers. The very same speaker at \$12 is a bet you cannot afford to miss.

Wire or write today for full details.

Herald Phonograph Unit!

THE Herald Phonograph Unit instantly turns any standard phonograph into a radio loud speaker.

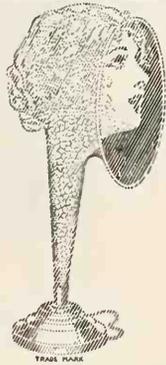
Exactly the same device that makes the Herald Speaker so full-toned and clear.

Durable—simple—quickly adjusted. Every phonograph owner a possible buyer. An ideal unit for "built-in" cabinet loud speakers.



HERALD ELECTRIC COMPANY, Inc.

113 FOURTH AVENUE, NEW YORK



Atlas

TRADE MARK

RADIO REPRODUCTION *speaker*

YOU DO NOT want just noise from your radio set.

Tone-range, quality, clarity, volume; each, alone, just noise. But their balanced combination as from *Atlas Speakers* "gives the best that's in your set". This is balanced *Atlas Radio Reproduction*.

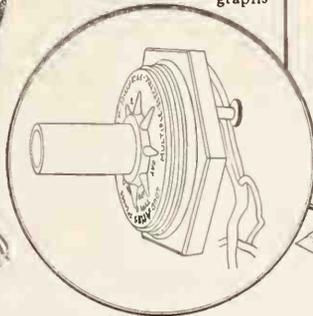
MULTIPLE ELECTRIC PRODUCTS CO., Inc.
365 Odgen Street, Newark, N. J.
(Dept. W.)

New York, Boston, Philadelphia, Baltimore, Pittsburgh, Detroit, Chicago, St. Louis, San Francisco.

Marconi Wireless Telegraph Co. of Canada, Ltd.
Sole Canadian Distributors



Atlas Model 101 Speaker



Atlas Type B Unit for Phonographs



Atlas Model 102 Speaker

Blackman T. M. Co. to Distribute Eagle Charger

New York Organization to Push Battery Charger of Foreign & Domestic Electrical Commodities, Inc.—Company's Line Popular

The Foreign & Domestic Electrical Commodities, Inc., New York, manufacturers of radio equipment, including the Eagle battery charger, Fordec "B" battery eliminator and Electradyne radio receiving set, recently announced through H. H. Southgate, vice-president of the company, the appointment of the Blackman Talking Machine Co. as the distributor of the Eagle battery charger in New York. The company at the present time has a number of distributors in the music trade, including the Girard Phonograph Co., of Philadelphia, Pa.; Silverstone Music Co., St. Louis, Mo.; Wilbur Tempelin Music Stores, of Elkhart, Ind., and also the Phonograph Co., of Kansas City, Kan., and Cleveland, O., Edison jobber.

"The Fordec 'B' battery eliminator has met with exceptional success in both the music and radio trades. Due to the number of orders which have been received for this product we have opened up a new plant in Cleveland to be used exclusively for the production of the Fordec," said Mr. Southgate, in speaking of the activities of his company. "It is rather interesting to note that radio is becoming estab-

lished upon a very firm footing throughout the rural districts. We have been able to discover this to be a fact through the sales of a device which is manufactured by this company and is distributed almost solely through the outlying districts. This device, which is known as the D. C. Radio Power, makes use of the power generated by the Delco lighting system used to furnish electric power for farms and houses where there is no central power station. Its function is to draw power from the plant and cut down the amount of 'B' battery power necessary to operate radio receiving sets. We have found a ready market for this unit and the results obtained in sales lead us to conclude that radio is established throughout the country."

New Quarters in Alhambra

ALHAMBRA, CAL., January 3.—New quarters at 18 East Main street, a few doors from the former location, have just been taken by the Alhambra Music House, of which J. D. Coops is proprietor. The new store has been selected as it affords larger floor space and other display facilities. Mr. Coops has recently added a radio department to his store, and handles a full line of phonographs and pianos as well.

The Cable Piano Co., Toledo, O., is making extensive alterations in its store.

Miss Lee Morse Pathé Records Widely Popular

Young Artist's Recordings Are Among the Best Sellers in the Pathé List

The Pathé Phonograph & Radio Corp., Brooklyn, N. Y., has found in Miss Lee Morse one of the most popular recording artists in the



Miss Lee Morse

history of the organization. Miss Morse is a singer of blues, mammy songs, ballads, old plantation songs and old minstrel numbers. Lee Morse started singing in public when very young. She has earned the reputation of "the little girl with the big voice" and often introduces in her recordings a yodeling effect. She has also had considerable stage experience, appearing in "Artists and Models," "Hitchy Koo," Pantages vaudeville circuit and at the Palace Theatre, New York.

Lee Morse has an inborn sense of syncopation and puts her whole heart and soul into her singing. It is said she can run the whole gamut of emotions from the meanest blues to the most touching heart song. She is also a composer, using almost entirely her own material. The records that she has made for Pathé so far have proved remarkable successes and she has already taken her place in the stellar role among Pathé female record artists.

Greater City Co. Closes Most Successful Year

Close Co-operation With Dealers Has Brought Big Returns, Says Maurice Landay

The Greater City Phonograph Co., Inc., New York, distributor of radio equipment in the metropolitan area, has recently closed the most successful business year in the history of the company, according to Maurice Landay, president.

"We have done an excellent volume of radio business. The Freed-Eisemann neodyne radio sets and panels for installation in phonographs and the Sonora loud speaker have been in great demand. It has been our experience that year by year our business among the dealers whom the company serves has increased, and this fact is exceptionally pleasing in that it would seem to reflect the results of our close co-operation with those we serve in terms of increased business. It has been our policy to do everything within our power to build up that spirit of friendship and co-operation which is so desirable between a distributor and its dealers and the past year's business would seem to point to the fact that we have succeeded in accomplishing our purpose," said Mr. Landay in discussing the year of 1924.

The Onondaga Radio Service Co., Syracuse, N. Y., was recently incorporated at Albany with a capital stock of 100 shares of preferred stock at \$100 per share and 100 shares of common stock of no par value. The incorporators are M. Putziger, S. and I. Comicz.

ANNOUNCEMENT of LEE-SAGER CO.'S ENTRANCE IN THE MUSICAL FIELD—AND

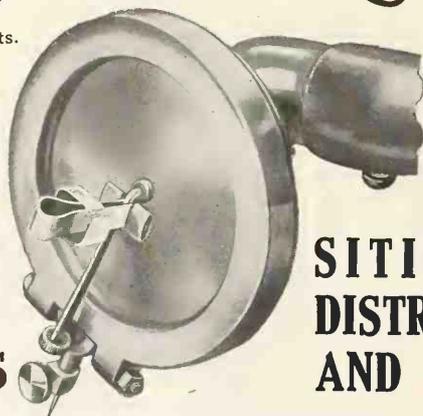
THE

PHONOMUTE

Pats.

Pend.

100%
PROFIT
FOR
DEALERS



A REAL
PROPOSITION FOR
DISTRIBUTORS
AND JOBBERS

THERE IS A BIG DEMAND for THIS ARTICLE
This attractive display card in two colors does the work and tells all about it

WE WILL
GIVE
DISTRIBUTORS
JOBBERs
and
DEALERS
ALL
POSSIBLE
HELP

Write
LEE-SAGER CO.
ST. CLAIR
MICH.



HAS BEEN
THOROUGHLY
TRIED OUT
AND PROVED
A FAST
SELLER

DEALERS
THAT NOW
HAVE THIS
ARTICLE
ALL SAY IT IS
A WINNER

YOUR FIRST
CARD WILL
PROVE IT
TO YOU

A CARD IN YOUR WINDOW BRINGS CUSTOMERS IN YOUR STORE

And now the— **NEW**
EMERSON 50c RECORD

Distribution Policy makes this the
BIG PROFIT LINE
FOR JOBBERS

THE Famous Emerson 50c Records are now distributed exclusively through jobbers, with full protection and merchandising co-operation that will make the Emerson franchise a permanent and highly profitable asset.

100,000 Emerson Records Per Day

is now the capacity of the two big plants at Scranton, Pa., and Auburn, N.Y., of the Scranton Button Company, making exclusively Emerson Records complete—Recording, Plating and Pressing. Quick deliveries.

Emerson 50c Records Mean Money in Your Pockets

You are assured of uniform excellence and unequalled service backed up by a big organization of unquestioned strength and resources, offering a most attractive profit to jobbers.

Emerson Records now enter a new and vastly broader field, backed by combined interests which assure stability and confidence. A nationally known product, with complete advertising and selling co-operation.

*Jobber Franchises in Exclusive Territory Now
 Open—Write for full particulars at once*

EMERSON RADIO & PHONOGRAPH CORPORATION

Sole Agents for Emerson Records throughout the world

307-9 SIXTH AVENUE

NEW YORK CITY



Emerson
*Records and
 Phonographs*

**Comprehensive
 Catalogues**

By NOTED ARTISTS

- POPULAR SONGS
- LATEST DANCES
- COMEDY—NOVELTY—
- RACE
- HAWAIIAN
- STANDARD
- OPERATIC
- SACRED
- IRISH
- RUSSIAN
- ITALIAN
- JEWISH
- GERMAN
- POLISH

All the big hits out when they *are* hits!

Over 100,000,000 Emerson Records have been sold. Everybody knows them—everybody wants them. The only nationally advertised standard record with an established and permanent retail price of

50c

When you handle Emerson Records you have back of you the famous Emerson selling co-operation and the greatest modern popular priced record catalogue, carrying both standard and popular numbers and a representative foreign catalogue in many languages by prominent artists.



Baltimore Holiday Sales Satisfactory

Last-Minute Rush for Musical Instruments Brings Sales Volumes Up to an Excellent Figure—Trade News and Activities

BALTIMORE, Md., January 10.—The last-minute Christmas buying of talking machines more than made up for the slump earlier in the month, and the volume of business done this Christmas far exceeded that for several years. In fact, some of the dealers report having the best Christmas business in their experience.

Department stores report better sales of talking machines than for several years, with increase over 1923 running from 20 to 400 per cent. Very few cash sales were reported by the department stores, but a number of exclusive shops report sales of the higher-priced models for cash. Consoles sold better than up-rights in a majority of cases, the ratio ranging as high as twenty to one in one store and averaging around ten to one in the others.

Naturally the record business kept pace with the talking machine demand and most of the dealers report the best Christmas business in records in the history of their business.

Special Okeh Record a Big Hit

One of the biggest hits during the holidays was made by the Okeh record, specially released for Baltimore, of "Nobody Knows How I Felt This Morning," which was sung by Miss Margaret Johnson at one of the local theatres during the week. William Braitman, proprietor of the Laurens Music Shop, who is distributor of Okeh records for Baltimore and Washington, and also represents Everybody's Talking Machine Co., of Philadelphia, was responsible for getting the special release of Miss Johnson's hit and said the sales far exceeded even his most sanguine expectations.

Tie Up With Record Artists

Another feature of the month was the third appearance here since August of Paul Whiteman and His Orchestra at the Lyric and for the third successive time the house was packed. A new composition, called "Broadway at Night," was heard for the first time in Baltimore and made one of the biggest hits that this popular conductor and his artists have made here. He also played a number of jazz selections, showing first the crude jazz and contrasting it afterwards with his band adaptations. Sales of the



Baltimore Headquarters for Columbia Service



READY TO DELIVER

All types of Columbia Phonographs
The New Imported Recordings
Records of Hits—While they are Hits
All Best Selling Standard Selections
Best Line of Race Records on the Market
Old Time Tunes and Fiddlin' Records

Let Us Serve You

COLUMBIA WHOLESALERS, Inc.

L. L. Andrews

Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St.

Baltimore, Md.

Whiteman records took another big jump as a result. Dealers made effective tie-ups.

Wholesale Houses Rushed

While the retail business was making new records for the holiday trade the jobbing houses were also kept on the jump to supply the last-minute demand and as a consequence no details as to the amount of business last year as compared with 1923 are yet available, but it is believed 1924 will show a substantial gain over the previous year.

Optimistic Over Radio-Phono Outlook

One of the most optimistic men in the business over the combination Brunswick-Radiola is Charles F. Shaw, manager of the local Brunswick agency. Mr. Shaw said the outlook for the combination machine was very bright and that this year should prove one of the best in the history of the trade, but would depend to a large extent on the activities of the dealers.

"If the trade will go after the business ac-

tively and co-operate with the jobber 1925 should prove the banner year of the business," said Mr. Shaw. "The combination radio-phonograph is bound to be one of the best sellers ever put out in the musical line and one works to help the other. The music store is the logical outlet for the radio and dealers can greatly increase sales by co-operating with the jobbers. As a matter of fact, in my opinion, business to a great extent this year will depend entirely upon the co-operation that exists between the dealer and the jobber and with the proper co-operation on the part of both the dealer and the jobber 1925 can be made the banner year of the trade in this territory."

Columbia Gets Good New Year Start

The new year has begun well for the Columbia Wholesalers, Inc., in both the Columbia and radio departments of this well-known distributing organization. Applications continue to be received from representative dealers in the territory desiring to take on the Columbia line for 1925. In the radio field this company has taken on a list of representative products that find ready sale. Coupled with this the quality of dealer service rendered would tend increasing growth for this company during 1925.

Kranz-Smith Co. Has Brunswick Franchise

The Kranz-Smith Piano Co., of this city, has acquired the Brunswick franchise, and will handle at retail the complete line of Brunswick phonographs, Radiolas and records. In connection with this new line the Kranz-Smith Co carried on a very broad program of advertising during the holiday season featuring its recently acquired line.

News Brieflets

Dealers here report an increased demand for the records of both John McCormack and Lucrezia Bori since they broadcast a number of selections on January 1.

The Peter Pan gramophone made its first appearance on the local market during the holidays and met with a very good demand, according to the dealers carrying this line.

Receiver Appointed

The Chesapeake Radio Co. has been placed in the hands of a receiver on order of Judge Charles F. Stein in the Circuit Court and Wirt A. Duvall, Jr., named receiver under a bond of \$2,000. The defendant company filed an answer to the suit denying that it was insolvent, but consented to the appointment of a receiver to wind up its affairs.

In Radio

SERVICE and QUALITY

are the principal requirements in a jobber

The following names represent the best quality merchandise on the market today.

DEFOREST	FEDERAL	BURGESS	KING
FADA	BALDWIN	BRACH	CARTER
CROSLEY	ATLAS	WESTON	THOROLA
MAGNAVOX	PHILCO	APCO	

COLUMBIA NEW MODEL PHONOGRAPHS
COLUMBIA NEW PROCESS RECORDS

The following names represent the best jobbing service obtainable in the trade.

COLUMBIA WHOLESALERS, Inc.

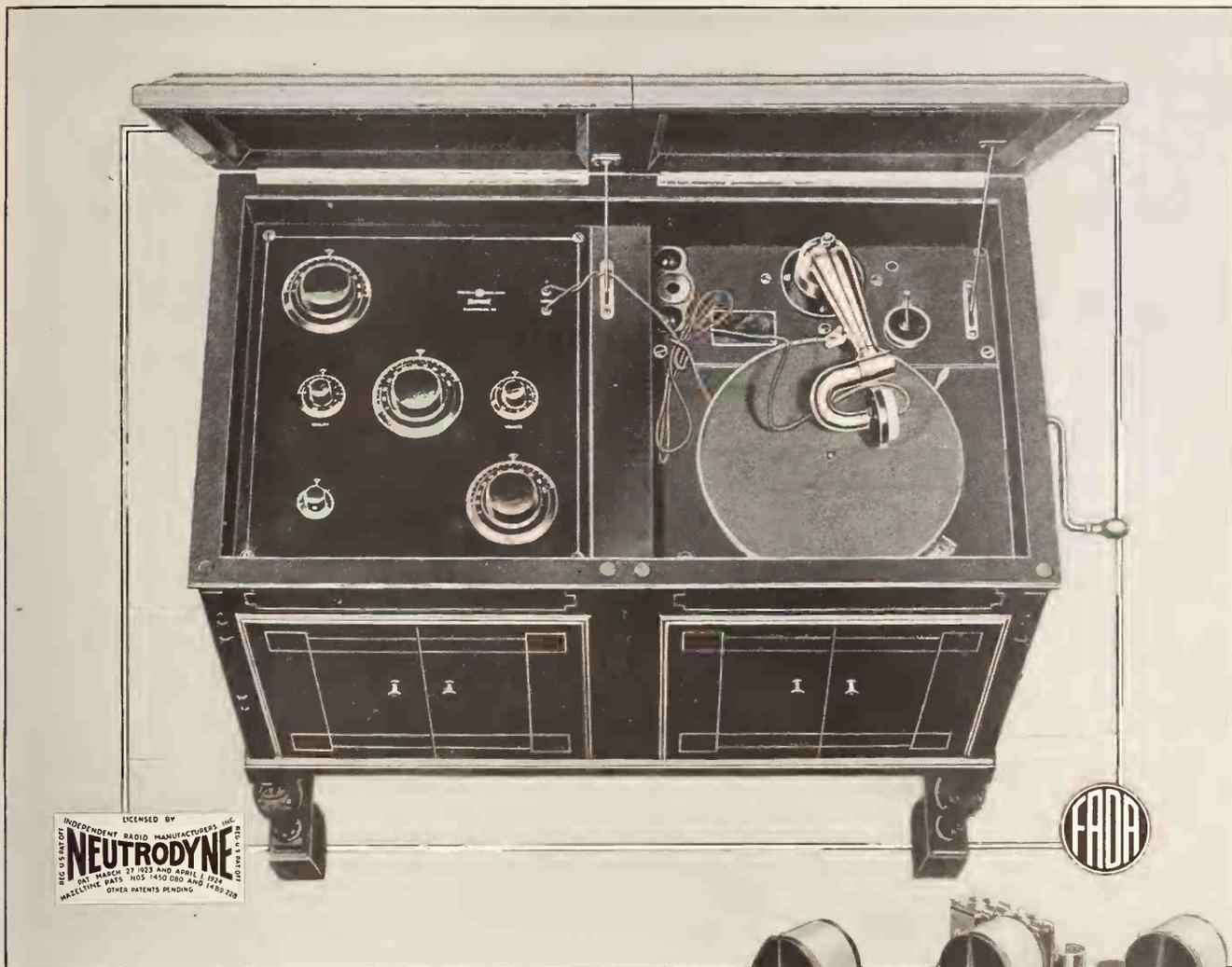
L. L. Andrews

Wm. H. Swartz

Exclusively Wholesale

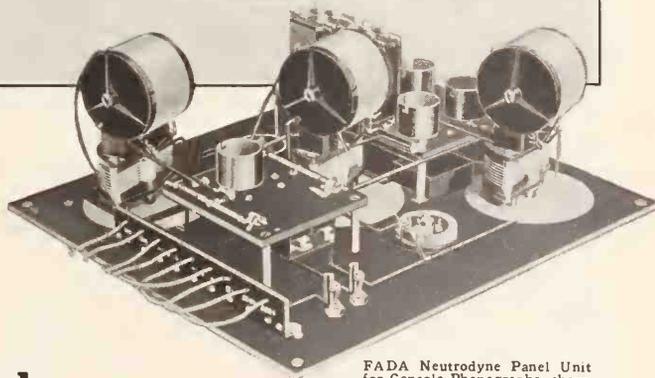
205 W. Camden St.

Baltimore, Md



Victor Console Model Phonograph, Models 400, 405 and 410 cabinets, with five-tube FADA Neutrodyne Panel Unit, Catalog No. 196-A.

A FADA Neutrodyne will sell your phonograph



FADA Neutrodyne Panel Unit for Console Phonographs, showing compactness and beautiful workmanship in arrangement of parts.

THE phenomenal success of FADA Neutrodyne radio receivers is being duplicated in the sale of console phonographs containing FADA Neutrodyne Panel Units.

Designed for use with all standard console phonographs, these FADA Panel Units afford the same simplicity of operation, the same volume, sensitivity, selectivity and amazing clarity that are obtained with the FADA Neutroceiver and the Neutrola.

Five tubes are used—either dry cells or storage battery types—without the necessity for reneutralization. A simple, plainly marked adjustment of the Neutrodons is the only alteration that is necessary to enable one to make the change

from storage battery to dry cell tubes.

FADA Phonograph Panel Units are made in two different sizes. One, Catalog No. 196-A, measures 15 3/16 in. x 16 27/32 in., is designed for Victor Models Nos. 400, 405 and 410 console phonographs. FADA Catalog No. 197-A has panel dimensions of 14 1/2 in. x 17 13/32 in. to fit Victor Model No. 215 console phonograph. These two units are also adapted to other standard models of console phonographs.

Every FADA Phonograph Panel Unit is made of the same high-grade units and parts as used in the FADA Neutroceiver and Neutrola. The only difference is the panel arrangement and the placing of the radio parts to fit the restricted dimen-

sions of the phonograph compartment. Every detail of workmanship bears the stamp of FADA exactness and engineering skill, so that you are assured of the utmost efficiency in materials, workmanship and results.

With FADA Neutrodyne Panel Units installed in your console phonographs and using the horn of the phonograph as the loud speaker, you can offer your trade the most remarkable combination of those two most necessary entertainers—the phonograph and radio. And the FADA Panel Unit will sell the phonograph.

Write for full particulars and prices.

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

FADA Radio

Steady Improvement of Trade in Detroit Reaches Climax During Holiday Season

Satisfactory Sales Volume for the Year—Outlook Is Bright—Radio Coming in for Considerable Attention—Grinnell Managers to Meet—Important New Royal Accounts—News of the Month

DETROIT, MICH., January 9.—Nineteen twenty-four has gone forever but it leaves behind a pretty good record after all so far as the talking machine dealers of Detroit are concerned. The beginning of 1924 was not very good, but after the first six months had elapsed business showed a decided improvement and it kept on improving every single month. November was exceptionally good for most dealers, December being the best month of all. It all seemed to come during the last two weeks.

Dealers Tying Up With Radio

Dealers for 1925 will do well to watch radio as it applies to the talking machine industry. After making a rather exhaustive survey of what dealers are doing who handle combination radio and phonograph outfits we are thoroughly convinced that the dealer who does not put in one of the well-known combination lines and go after radio business is going to be left out in the cold before another year is out. The radio is an important link in the talking machine industry. The dealer who is alive to what is going on in the radio world can increase his record sales very materially. For example, in one store we read an announcement something like this: "Did you hear _____ sing 'All Alone' over the _____ radio the other night? Now hear _____ on the Brunswick record. You'll like it all the more." This particular dealer does not drop his chin and say the radio is hurting his record business, but is finding a way to make the radio increase his record sales.

Big Call for Combination Machines

Loads and loads of combination machines were sold for the holidays. Brunswick dealers reaped a harvest with their combination phonographs, and they could have sold even more if they could have secured all the styles they wanted. Both the Brunswick Shop and the J. L. Hudson Music Store had anticipated a big demand and ordered accordingly, but even they could not fill all their orders in time for the holidays. There was a regular stampede for the combination phonographs, and particularly in the expensive models, the last few days.

New Victrola and Recitals Appeal

The new Victor talking machine, with special department for installation of radio, is proving popular, as a great many people have their own radio and the idea of a machine, such as the new Victrola, appeals strongly to them. Victor dealers are pleased with their December business, and report record sales are holding up very well.

There have been quite a number of recitals in the Victor talking machine department of Grinnell Bros. on Thursday afternoons, and

some of the very best artists in the musical world, visiting Detroit, have entertained there. The recitals are free and twice as many people are turned away as can be admitted.

Grinnell Bros.' Managers to Meet

Grinnell Bros. will hold their annual convention of branch managers some time this month. The managers will come from all the Grinnell Bros.' stores and will meet twice daily, taking up every phase of the business. The talking machine will come in for considerable discussion this year, as the officials of the company are very anxious to get the views of the different managers on how radio is taking in the respective localities, how the public is taking to the new Victor combination machine, the effect of radio on records and talking machines. Grinnell Bros. do not handle anything in the radio line aside from the new Victor combination model. We understand that a number of the State managers at various times have hinted to the office that a radio department would do considerable business, as a great many people have been in to buy radio equipment and outfits.

Important Houses Take on the Royal

With the sale of the Vocalion record to the Brunswick, Sam E. Lind, who has been the Michigan distributor, will now devote his entire energies to the Royal line of radio-phonograph machines which he has handled for the past year with great success. Mr. Lind has a very fine list of dealers in the city and State and is busy preparing for big business the first six months of the new year.

The Detroit Music Co., which handles Columbia and the Sonora, has added the Royal line of phonograph and radio. Among some of the other big concerns handling the Royal are the People's Outfitting Co., Brushaber Furniture Co., City Music Co., Gardner-White Co., White Furniture Co., W. R. Woodmansee, Lieberman Furniture Co., Kelly Furniture Co., Western Talking Machine Co., J. F. Ratke, M. Naimark and the Urban Music Co.

Suffer \$15,000 Damage by Fire

Grinnell Bros.' store in Flint, Mich., recently suffered a \$15,000 loss by fire which broke out in the same block and rapidly spread to surrounding structures.

An Innovation at the J. L. Hudson Store

The J. L. Hudson Music Store recently announced an innovation that undoubtedly will be watched with interest by music dealers in other cities. The Hudson store now has its own records, which retail at 50 cents, all being double faced records, two selections on each record. The store will have about ten releases each month. Each record is packed in individual containers, same as the Victor and Brunswick



"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years
Have Proved
Outing
Portables
Are the
Best

C. L. Marshall Co.

514 Griswold St.

Detroit, Mich.

Outing Distributor

records sold at that store. As the records are all late songs and played by good orchestras, it will of course be interesting to know whether it will create a new field or whether it will hurt the record sales of other nationally-known lines carried.

Dupraw Glad He Expanded Lines

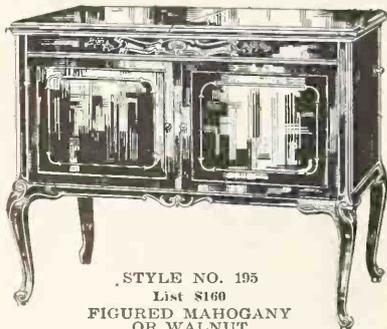
Dupraw's Music House, at 1510 Broadway, is doing a big phonograph and radio business, and C. W. Dupraw, proprietor, is certainly pleased that he added radio to his phonograph line. In fact, Mr. Dupraw is handling small goods, as well as pianos, in addition to his phonograph and radio lines. He handles the Okeh line of records and is building a very fine clientele of customers who come in regularly for the new releases. Speaking of the Okeh, there are about thirty dealers handling this record in this city, although in the downtown section of Detroit the Cunningham Shop, at 1065 Woodward avenue, and the Dupraw Music House are the only ones.

New Bush & Lane Branch

OLYMPIA, WASH., January 2.—A new branch of the Bush & Lane Piano Co. has just been opened here at 510 Washington street, adjoining the Liberty Theatre. The local store is under the management of Paul Kuhl and is handling a full stock of pianos, phonographs and musical accessories. The store enjoys the advantages of a splendid central location and is fitted up in an up-to-date manner.

Death of M. Goldsmith

M. Goldsmith, prominent talking machine dealer, of 1525 First avenue, New York, died suddenly on December 23, 1924. The deceased was prominent in his community and was active in talking machine circles in New York, being a member of the Talking Machine and Radio Men, Inc.



STYLE NO. 195
List \$160
FIGURED MAHOGANY
OR WALNUT
Height 34 1/2"
Width 40"
Depth 22"

The
Pooley
PHONOGRAPH

Every dealer owes his customers quality and value equal to the cost. The Pooley Phonograph is acknowledged and recognized to be unequalled in the combination of these qualities.

Fine Veneers
Beautiful Finishes
High Grade Cabinet Work
Mechanical Perfection
Liberal Discounts to Dealers

The Greatest Phonograph Value Obtainable for the Money

C. L. MARSHALL COMPANY, Wholesale Distributors

514 Griswold Street

Detroit, Mich.

Pooley Phonographs, Pooley Phonograph and Radio Combinations, Pooley Radio Cabinets and Outing Portables.

The Trade in **BOSTON** and **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

Optimism Prevails Throughout Trade Regarding Outlook for 1925 Business

Liberal Stocks in the Stores of Retailers in Preparation for Expected Stable Business—Brunswick-Balke-Collender Co. of Massachusetts Chartered—Steinert Managers Meet—Other News

BOSTON, MASS., January 5.—It is a pleasure to be able to quote the local trade in stating that everywhere there is eager expectation, a firm belief in fact is current that the year upon which we now have entered is to be a good year, something that will go down in history. Such a situation is predicted for the trade in general by economic experts, and there is no reason why the talking machine and radio business should not get its share; in truth there is the general belief that it will. Jobbers report that dealers are rather keen on keeping good stocks on hand, something that, as the trade well knows, they hesitated in doing before the holidays. The December business with the Boston houses was not what it should have been; that's an open secret, so that it was not calculated to swell the year's business to any great extent. But it is to be hoped all this is but a memory.

Too Busy for Christmas Greetings

The local trade was not as liberal as formerly with their Christmas greetings. It is a fact that several houses gave serious thought to sending out holiday souvenirs, such as had been done heretofore; but general conditions were felt not to warrant any such expenditure. Several houses, however, sent out holiday greetings in the shape of cards.

Local Brunswick Incorporation

The Brunswick-Balke-Collender Co. of Massachusetts, to act as a subsidiary of the parent concern of that name of Chicago, has just been incorporated in this State with a capital stock of \$20,000. It is understood that this new company will take over the business of the Brunswick phonograph, heretofore operated by Kraft, Bates & Spencer, the retirement of which concern from the local representation of the Brunswick was announced in last month's issue of The World. Very shortly there will be a meeting of this newly formed company and officers elected, whose names will be duly announced. Meanwhile Harry Spencer is daily on the scene and the Brunswick business not only

continues large but the indications for a splendid 1925 are very promising, according to Mr. Spencer.

Columbia Business Up to Expectations

Manager W. S. Parks, of the Columbia Co., reports that business quite came up to his expectation, and he anticipates a steady improvement through 1925. The Master Works Fine Art Series of Columbia records have been splendid sellers, and many inquiries have been received, following an advertising campaign, which inquiries were sent to the nearest Columbia dealers having the desired sets, for the Washington street headquarters were early entirely sold out, though Manager Parks had ordered heavily weeks in advance in anticipation of a big call for Christmas. Mr. Parks was over in New York right after the holidays, and he says his views of future business are borne out by the New York officials with whom he got in contact.

Steinert Branch Managers Meet

All the branch managers of M. Steinert & Sons have been called to a conference, to be held at Steinert Hall, this city, in a few days. Following an all-day conference the group will be the guests of the company at dinner, and this will be followed by a theatre party at one of the leading playhouses. The Steinert Co. was one of those to remember its friends with a handsome holiday card.

Good Results From Broadcasting

It is especially interesting apropos this broadcasting plan of the Victor Co. that the first concert given by the two above-named artists was immediately productive of happy results. The very next morning orders for the records of these two artists came in from persons who must have mailed their letters a few hours after hearing Bori and McCormack. As for the jobbers, the three Boston houses, the Oliver Ditson Co., M. Steinert & Sons and the Eastern Co. got such sizable orders from dealers that it was not possible to fill them until larger

HORTON-GALLO-CREAMER CO.
NEW HAVEN

VICTOR WHOLESALEERS
 who serve a small clientele of preferred dealers especially well.

invoices come from the factory. The first concert, therefore, may be considered an unqualified success, to judge from the local point of view, and the experience of jobbers and dealers here is doubtless duplicated all over the country.

K. E. Reed Optimistic Over Trade Outlook

Kenneth E. Reed, Victor manager of M. Steinert & Sons, is highly optimistic over the prospects of business for 1925. He is firmly of the opinion that the Victor industry is to experience an excellent year, and this will in part be due to new features that the Victor Co. will introduce by way of stimulating business, and which began with the broadcasting of two of the Victor artists, Lucrezia Bori and John McCormack, whose singing was heard by thousands of people.

William J. Weyand in New Home

William J. Weyand, who is well known throughout the trade as head of the company bearing his name engaged in the repairing of
 (Continued on page 112)

RELIABILITY IN

VICTOR SERVICE



Ditson Victor Service has won its following among the dealers through steady and efficient co-operation, devoid of the spectacular. We serve the trade in the most thickly populated sections of the country in a manner that guards the dealers interests to the utmost.

We offer good service where it is needed most.

OLIVER DITSON CO.
 BOSTON, MASS.

CHAS. H. DITSON & CO.
 NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 111)

1925 A Victor Year

Exclusively



Wholesale

The Eastern Talking
Machine Co.

85 ESSEX STREET
BOSTON MASS.

talking machines of all makes, has moved to more spacious offices and salesrooms at 7 Water street. Mr. Weyand also deals in talking machines and handles accessories and parts of all kinds, and he has built up an excellent business by progressive methods and service of the highest type.

Death of Mrs. Burke Universally Regretted

Joe Burke, New England manager of the Musical Supply & Equipment Co., has the sympathy of a large circle of friends in his sad

bereavement, his wife, formerly Eleanor Dolores Keyes, having died suddenly on Christmas day. Mrs. Burke had not been well for some time, but lately had apparently been improving, and Mr. Burke contemplated taking her on a trip South. Only a few hours before her death specialists had closely studied her case and saw no immediate cause for alarm. Mrs. Burke was twenty-seven years of age, and the family home was at 31 Waverley avenue, Newton. The couple had been married seven years.

Good Business Outlook Reported

Business with the Musical Supply & Equipment Co. made a good showing for the last four months of the year, but the demand was largely for radios and loud speakers, the latter being in such demand that Mr. Burke has found it difficult to supply the trade. Mr. Burke's staff of field men will start off in a few days for their respective territories, and they are looking for big business; in fact, Mr. Burke himself sees a banner year ahead. He is going over to New York in a few days to arrange for getting adequate shipments for the next few months.

Oliver Ditson Co. Employees Have Good Time

The Oliver Ditson Co., Victor distributor as well as music publisher, gave a jolly Christmas party on the upper floor of its Tremont street store on the evening of December 30. There was a supper, entertainment and dance, and Henry A. Winkelman, manager of the Victor department, was active in seeing that everyone had a good time. Each year the Ditson house arranges for a gathering, which is always eagerly looked forward to by the employees. One pleasant feature this year was the announcement that for a New Year's present Mr. Charles H. Ditson, of New York, had arranged to give each employe a week's salary.

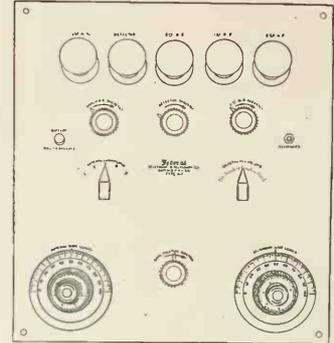
Stocking Up for New Year Demands

Arthur Erisman, of the A. C. Erisman Co., had a busy holiday season and there were heavy demands for the Federal, Kennedy and other radio sets which this house carries. Mr. Erisman is looking for a big year and he is stocking up so that all demands upon his place can be quickly filled.

Expects Prosperous 1925

The Eastern Talking Machine Co. had a good Christmas business, according to Manager Herbert Shoemaker, who looks for a very busy year ahead. Stocks now are in excellent shape and the house is ready to give splendid service in the way of deliveries. The radio business,

Put this In Your Victrolas



Send for Folder

The Eastern Talking
Machine Co.

85 ESSEX STREET
BOSTON MASS.

which has not been especially promising, is slated to show a vast improvement. The Eastern Co. is one of those local concerns that are feeling the good effect of the McCormack-Bori concert over the radio a few nights ago, and Manager Shoemaker says that dealers with whom his house comes in touch found business rapidly improving from the very day following the concert.

Herbert Shoemaker, of the Eastern Co., made a flying trip to Springfield and Hartford a few days ago, and he found conditions in these cities showing a healthy improvement.

Satisfactory Cheney Sales

G. Dunbar Shewell, Jr., New England manager of the Cheney Talking Machine Co., has just been into the western Massachusetts territory and he finds everyone lined up for big business this year. A good many of the high-priced sets which are carried at the Boylston street headquarters were entirely sold out just before Christmas, and some of the New England dealers could not get what they most wanted.

Going South to Golf

Alexander Steinert, of M. Steinert & Sons, has left for New York and from there will go to Pinehurst, S. C., for a few weeks of golfing, a sport in which he revels during these Winter sojourns.

Brieflets of Trade Interest

Salesman Moore, of the Columbia Co., was the recipient of a welcome Christmas present, a baby daughter, and all other holiday remembrances were forgotten for the time in Mr. Moore's household.

Winthrop A. Harvey, head of the C. C. Harvey Co., immediately following Christmas, went with his family to Lake Placid, N. Y., together with a group of friends, where they now are enjoying the sports which the Winter sojourners in the Adirondacks always enjoy.

Salesman Fiumara, of the Columbia Co. forces, came to Boston during the holidays with

Okeh and Odeon Records

1925 will be a big year. Don't lose any profits through incomplete or delayed deliveries. Tie up with a service that can be depended upon. In other words, call on

General Phonograph Corporation
of New England

126 Summer Street

Boston, Mass.

BUY OKEH NEEDLES—They Keep Record Sales Alive!



One handle handles it
Outing
Master of Movable Music

4 Years
Have Proved
Outing
Portables
Are the
Best

A. C. Erisman Co.

175 Tremont St. Boston, Mass.
New England Outing Distributor

his wife and spent a few days here pleasantly. Mr. Fiumara expressed himself as well pleased with the holiday business and is looking for a big year.

Capitol Co. Distributing Two New Radio Products

New Starr Loud Speaker and Starr Radio Receiving Sets Added to Lines—Company Enjoyed a Year of Progress

The Capitol Distributing Co., New York City, radio distributor to the phonograph trade, opened the new year with two new products added to its line. Strange to say, both products are "Starr" products, although manufactured by two entirely unconnected concerns. One of these products is the Starr loud speaker manufactured by the Starr Piano Co., Richmond, Ind. This speaker is of the cabinet type and made by this firm, which has earned such an excellent reputation in the talking machine field as manufacturer of Starr phonographs, pianos and Gennett records. The other product is the Starr harmonic five-tube radio receiving set made by the Starr Equipment Corp., Brooklyn, N. Y. This receiving set is well known throughout talking machine trade circles and has been exhibited at the various radio shows.

Optimism over 1925 permeates the general offices of the Capitol Distributing Co. Ira Greene, president of the company, in an interview with The World stated that a continuance of the progressive merchandise methods of the past, together with full co-operation with dealers for 1925, will be the policy of the company. Mr. Greene also stated: "We are a young concern and have been in the radio field for less than one year, but the results we have achieved in that short period have been extremely gratifying from all angles. Beginning our business with the distribution of the Dynergy set we have added carefully to the line, selecting only those products which are best suited for merchandising by the talking machine dealer. We have since added such lines as the Murdock neodyne, Ambler-Holman receiver, Compendyne receiver, Engler SDV panels, Burns Charmitone and Ethovox loud speakers, Adapto cabinets, Exide, Philco, Bright Star and Neidich batteries, and many other lines of equal prominence. In addition to the building up of the lines which we distribute, we have given much attention to the development of the organization and a service department which has proved itself worthy in solving the problems of the radio dealer."

Mr. Greene pays tribute to his staff of co-workers, George Seiffert, sales manager; E. A. Izaar, Cy Rankin, Abe Mandell, R. Gordin and J. V. Cremonin, for the success of the firm.

The Cardinal Radio Mfg. Co., New York, was recently incorporated at Albany by H. J. Levey, S. and M. Spiegel.

Paragon Receiver Featured in Landay Newspaper Ads.

Four Full-page Advertisements in Daily Papers Responsible for Stimulation of Sales of Paragon Sets in Landay Stores

One of the outstanding advertising campaigns in the metropolitan district to stimulate business was that put behind the Paragon radio line by Landay Bros., who operate a chain of retail stores in Greater New York, for the two weeks immediately preceding Christmas. This campaign took the form of four full-page advertisements in the New York Journal on December 8, 10, 15 and 19, and the text and illustrations in each advertisement were devoted entirely to descriptions of the various models of the Paragon instrument.

The text matter of the advertisements summed up in understandable language the capabilities of the set in a way that was perfectly intelligible to the layman who is not conversant with the technicalities of radio. The reasonable price of the Paragon three and the Paragon four was given, together with a description of

the reasonable terms under which the instruments could be purchased.

An attractive illustration of the Paragon receiver appeared in each advertisement and in two cases a dancing couple was depicted, together with the information that a single turn of the dial would bring the music of the world-famous dance orchestras to the home. The other two advertisements emphasized the single-dial control and distance reception. The assurance of safe buying, emphasizing the reputation of the Landay organization and of the Adams-Morgan Co., Inc., manufacturer of the Paragon set, was a feature of the advertising.

The managers of the various Landay stores report that the results from the campaign were immediately apparent. Inquiries for the Paragon receiver were many and in quite a number of cases prospective customers mentioned seeing the advertisements.

Opens Ansonia Branch

Miller's Music Shop, of New Haven, Conn., has opened a branch store in Ansonia, under the management of Oscar Feinberg. New Columbia phonographs and records are featured.

Radiola
REGENOFLEX
and the NEW ENGLAND
PHONOGRAPH DEALER

**Last Call on Radio for
Holiday Profits**

One half of the year's radio business will be done during the next three months—your most profitable season. Don't let another minute elapse before you find out how Pitts Service on radio merchandise can help you to establish your radio department. We have no "side lines," for radio is our only business, and we are obliged to make this work profitable for you. You get concentrated service covering the best of radio products.

The big fear of securing unsalable merchandise is eliminated by using Pitts Service. Let us tell you all about the radio business; what other dealers in the talking machine field have done, and show you exactly where you can achieve the same results.

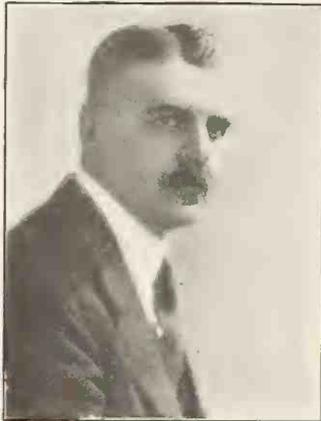
Write, wire or telephone and you will receive full particulars about the quickest selling and most satisfactory radio merchandise—"Radiola!"

F.D. PITTS COMPANY
inc.
219 Columbus Ave. BOSTON, Mass.
RADIO MERCHANDISE-EXCLUSIVELY - - - WHOLESALE

Two New Informative Odeon Publications Full of Interesting Data for Retail Trade

Odeon Catalog and Pamphlet, "Breaking Record Sales for Odeon," Prepared Under Direction of A. Thallmayer, Manager, Foreign Record and Odeon Divisions, General Phonograph Corp.

Under the capable direction of A. Thallmayer, manager of the company's foreign record and Odeon divisions, the General Phonograph Corp., New York, has just issued two very important publications for the use of the Okeh and Odeon dealers. In preparing this literature, Mr. Thallmayer worked in close co-operation with Otto Heineman, president and founder of the General Phonograph Corp., who for many years has devoted a considerable part of his time to the



A. Thallmayer

development and stimulation of this important division of the company's business.

The new Odeon catalog is not only attractive in design and make-up, but is exceptionally important as indicative of the world-wide popularity of these records. There are listed in this book the entire 3,000 and 5,000 series of imported recordings by world-famous artists, all of which were made in Europe. The cover of the book is multi-colored and the plates for the design were imported, so that the book itself is representative of the records which are featured. It is printed throughout in two colors and is one of the most attractive foreign language record catalogs ever issued.

The listings are divided into three groups—group one containing some of the imported recordings which belong to the heading "Symphonic and Orchestral Music" by famous masters. In group two are listed recordings under the heading of "Concert Selections and Popular Overtures" played by famous orchestras, and in group three are featured vocal music, comprising a list of imported recordings by famous artists. In the back of the book is an alphabetical list of all titles, so that maximum convenience is afforded the dealer and music lover in making a choice of records.

The General Phonograph Corp. was the first record manufacturer to introduce album sets of imported records and these sets are prominently featured in the new catalog. Photographs of some of the many famous artists recording for the Odeon library are presented in the book, including Eduard Moerike, Marek Weber, Richard Tauber and others.

The second important contribution to Odeon sales literature is a sixteen-page pamphlet entitled "Breaking Record Sales for Odeon," and this pamphlet was prepared for the use of the Odeon dealers and their sales staffs. It is essentially practical in its contents, giving suggestions to the dealers as to the best plans for increasing record sales, and offering important ideas of timely interest. The booklet briefly discusses the distinctive musical and sales qualities of Odeon records and several paragraphs are devoted to a discussion of radio as applied to the record business.

It is suggested that Odeon dealers use these records to revive interest in the general record catalog, and it is pointed out that record sales mean permanent profits. One important paragraph tells the dealer how to demonstrate Odeon records and several pages under the heading of "The Test Record Plan" give the dealer a working basis for the use of his sales staff in the introduction of the proper classes of records to the various types of customers. "Holding Old Customers and Creating New Ones" is the title of one very important sec-

tion of the book, and suggestions are also offered regarding the ordering of records, the proper use of advertising and the preparation of window displays. Mr. Thallmayer has been congratulated upon the production of this pamphlet, which in conjunction with the new Odeon catalog can be used to splendid advantage by Odeon dealers everywhere.

Outing Talking Machine Co. Elects New Officers

A. J. Coté, President and General Manager—
Company Closed Successful Year

The Outing Talking Machine Co., Mount Kisco, N. Y., manufacturer of Outing portables, held a meeting recently of its directors and at



Outing Window of a New Zealand Dealer

the close of the meeting they announced the election of the following officers: A. J. Coté, president and general manager; J. E. Merriam, vice-president, and G. H. Knapp, secretary and treasurer. Mr. Coté needs no introduction to the talking machine trade, for he is the founder of the Outing Talking Machine Co., Inc., and is responsible for the country-wide popularity of these portables. Mr. Coté announced that the company had closed a very successful year and is now making plans to co-operate with its jobbers and dealers during 1925 to a greater degree than ever before.

One of the features of the Outing Talking Machine Co.'s business during the past year has been the steady growth of its export trade, and Outing portables are now being marketed in practically every civilized country in the world. Recently Mr. Coté received several interesting photographs from New Zealand and Honolulu, showing the use of Outing portables in the preparation of attractive window displays. One of these windows is shown herewith and it is not surprising to learn that this window produced a healthy volume of business.

Mr. and Mrs. Linde Entertain

An enjoyable Christmas Eve celebration was given by Mr. and Mrs. Herman A. Linde at their home, 255 Eastern Parkway, Brooklyn, to some two hundred of their friends. Mr. Linde is president of the Triangle Radio Supply Co., Inc., New York, and the guests included many prominent figures in the radio trade from New York, New Jersey and Pennsylvania. The event was in the nature of a celebration of the fifth anniversary of the marriage of Mr. and Mrs. Linde.

Radio for Tusting Piano Co.

ASBURY PARK, N. J., January 8.—The Tusting Piano Co., located at 609 Mattison avenue, this city, has recently completed alterations to provide for a very complete radio department which has been installed. While radio has been carried by this firm for the past nine months, it has only recently developed to a point where a department was necessary.

Charges All
Batteries
"A" or "B"—
Both 24 and 48
Volts

ULTRA HANDY CHARGER

Charges Batteries
Quickly. Five to
Seven Amperes
to a Six-Volt
Battery

The Ultra Handy Battery Charger is a convenience that should be sold with every radio set using wet batteries and to all Radio Set owners using storage batteries with their radio sets.

The Ultra Handy Charger is absolutely fireproof. There is no danger or fuss attached to its use. It is unbreakable and comparatively quiet. Every Ultra Handy Charger is equipped with a Weston Ammeter, which shows the amount of current going into the battery at all times.

The case is crystal mahogany finish, making it an attractive addition to any home. There is absolutely no danger. Even if the charger is allowed to run for several days it cannot overcharge the battery or cause trouble.

No bulbs nor liquids.
No breakable glass.
No fast-wearing parts.
No auxiliaries necessary.
No frequent adjustments.
No sticking contacts.

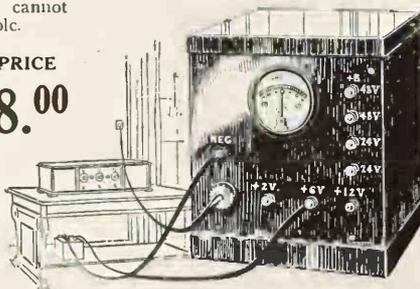
LIST PRICE

\$18.00

Order from your Jobber or write us
for illustrated literature.

INTERSTATE ELECTRIC CO.

4339 Duncan Ave., St. Louis, Mo.





I am the Voice

I am a violin. I am tom toms. I am grand opera and vaudeville.

I enchant youth like the Pied Piper. I am a teacher. I am town crier.

Verily, I shrink the world . . . But never am I my own master . . .

For Thorola Loud Speaker can sing and play and speak only what goes into the radiocasting microphone—nothing is lost—nothing is added but volume.

Extreme volume is suggested by the very size of the Thorola reproducer—so large as to permit scientific accuracy which is impossible in miniature!

But the greater the volume, the purer the tone must be to satisfy the musical ear. So it was absolutely necessary for Thorola to introduce features associated only with finest musical instruments.

The exclusive Thorola Controlled Mica Diaphragm was created, bringing highest musical art to radio. And for the first time the overtones—which *make* true music or natural voice—are preserved in all delicacy by the Thorola Separix found in no other loud speaker.

For the beautiful Thorola horn, Thorite was evolved, a laboratory compound, acoustically perfect beyond natural materials. For harmonizing *each* Thorola with the characteristics of *each* radio receiver, the Thorola Synchronizer is provided, putting Thorola always at its best on every set, ready to bring the radio of a continent in the very finest music-room style. Thorola betterments bring the culture of music to radio—the biggest thing you can sell.

Under the remarkable 10-day Refund Warranty, Thorola *must* fulfill every claim—*must* improve reception, power, range, **TONE QUALITY.**

THOROLA 4, \$25 THOROLA 9 (Cabinet) \$40
 THOROLA 6 (Phonograph Attachment) . . . \$15
 Thorola models require no battery
 —Simply plug in same as phones
 THOROPHONE (Power Type Speaker) . . . \$45

REICHMANN COMPANY
 1725-39 West 74th Street · CHICAGO

Thorola

THE SPEAKING LIKENESS

What Keeps the Crowds Coming?

**The Cameo name
The Cameo quality
The Cameo price**

In buying records the American public has formed the habit of looking for the *Cameo* name.

From the day that the first *Cameo Record* was played in an American home, record buyers everywhere have found that *Cameo* means *quality*.

In every one of the 48 states folks know that they can invest 35c in a *Cameo Record* and get plenty of return for their money in enjoyment, entertainment and satisfaction. And they know that *Cameo* always comes out with the newest hits as soon as they are hits.

Are you cashing in on that?

NOTE: See the new *CAMEO* list in news pages under "Advance Record Bulletins"

CAMEO RECORD CORPORATION, 249 W. 34th St., NEW YORK

**CAMEO
RECORDS 35¢**

**THE ORIGINAL
QUALITY RECORD** *at*

J. STIEHLER

What Keeps the Children Happy?

Cameo-Kid Rhythm
Cameo-Kid Clarity
Cameo-Kid Variety

Play a *Cameo-Kid Record* for any youngster and you will see why they make such an instant hit. He can't tell you in words what rhythm is—but his sensitive ears will tell him it's *there*. And the same goes for tone and harmony and expression and clarity—a distinct part in every *Cameo-Kid* recording.

And children do appreciate variety. The *Cameo-Kid* list includes everything that a list for children ought to have. And in every selection "The Spirit of the Nursery in Song and Story" is brilliantly and vividly brought out.

Are you helping to make the children in your neighborhood happy?

NOTE: Ask for new *CAMEO-KID* list—keep your stock up-to-date for the youngsters.

CAMEO RECORD CORPORATION, 249 W. 34th St., NEW YORK

Cameo-Kid
RECORDS 15¢
THE QUALITY
JUVENILE RECORD at



Holiday Buying Brings Up Sales Volumes in Brooklyn and Long Island Territory

Slow Start of Gift Buying Ends in a Grand Rush—Loeser Does Tremendous Radio Business—Ackerley Opens New Store—Long Island Phonograph Co. in New Home—Other Trade Changes

The month of December, in the talking machine and radio trade in the Brooklyn and Long Island territory, started in rather a disappointing fashion. The majority of dealers had been looking forward to December and the Christmas season with such fond hopes and optimism that they had auto-suggested themselves into the belief that with the first of December, in some miraculous way, sales would double and triple themselves. Consequently, when but a slight increase over last month was apparent the early days of the month, many dealers were more or less in a slough of despondency. Happily, however, the business trend slanted upward in the middle of the month and the days immediately preceding Christmas were real old-fashioned, heart-warming days of brisk sales activity.

All lines of instruments were in demand, radio also was to the fore in popularity. When viewed from all angles it might safely be said that the merchandise which had the sales efforts put behind it sold. Records went briskly, with the standard Christmas selections in greatest demand, and many dealers doing a nice business in the different album sets recently placed on the market by the record manufacturing concerns.

One Hundred and Fifty Per Cent Increase

One hundred and fifty per cent increase in radio sales over December of last year was the very satisfactory report which Ed. Norton, manager of the radio department of Fred. Loeser & Co., made at the end of the month. The total sales for the month were \$125,000 as compared with \$50,000 last year. The Loeser establishment has been pushing radio merchandise consistently and has won for itself a command-

ing position among retail stores through its aggressive sales policies, backed by constant and heavy advertising campaigns in the local newspapers. It was because of these policies that such a business was possible during one month, and it was the service rendered that will make the purchasers regular Loeser customers. The last-minute shoppers were taken care of, and a staff of more than seventy men installed hundreds of receivers from four-thirty Christmas Eve until three o'clock on Christmas day.

Ackerley Opens New Store

The new home of Jerome Ackerley's music store, located in the heart of the business section of Patchogue, L. I., was opened the latter part of last month with appropriate ceremonies. The new store occupies a corner site and is completely and modernly equipped throughout. Many personages prominent in talking machine circles attended the opening ceremonies.

Baim Bros. & Friedberg Open Branch

Baim Bros. & Friedberg, talking machine dealers, who operate three music stores in the Brooklyn territory, recently invaded the New York territory and opened a new store at 59 Second avenue. The store was formerly occupied by the Stanley Piano Co., and has undergone extensive alterations. David Friedberg will be in charge of the new establishment.

L. Gilman Buys Berdy Store

The talking machine store, at 1198 Fulton street, which was founded and conducted for many years by William Berdy, was recently sold to Louis Gilman. Mr. Berdy has suffered from ill health for a number of years and recently decided to retire from active business. The establishment is admirably located, drawing a transient trade, in addition to being sit-

uated in the heart of a high-class residential section. Mr. Gilman plans to make extensive alterations in the store. Charles Gilman, son of the proprietor, will manage the business.

Long Island Phonograph Co. Moves

The Long Island Phonograph Co., Inc., Sonora distributor for Brooklyn and Long Island, which has been located at 17 Hanover place, moved the early part of this month to the Bush Terminal Building (Building No. 6), 68 Thirty-fourth street, Brooklyn. C. W. Keith reports a very satisfactory business in all lines for the past month, with the Sonoradio and Sonora loud speaker being in especial demand.

American Does Brisk Business

The American Talking Machine Co., Victor wholesaler, reported a good business for the month of December, with the greatest activity apparent in the ten days prior to Christmas. The telephone was ringing constantly with dealers imploring immediate rush delivery on stock. The standard records of Christmas and the album sets were in especial demand.

Max Udko Engaged

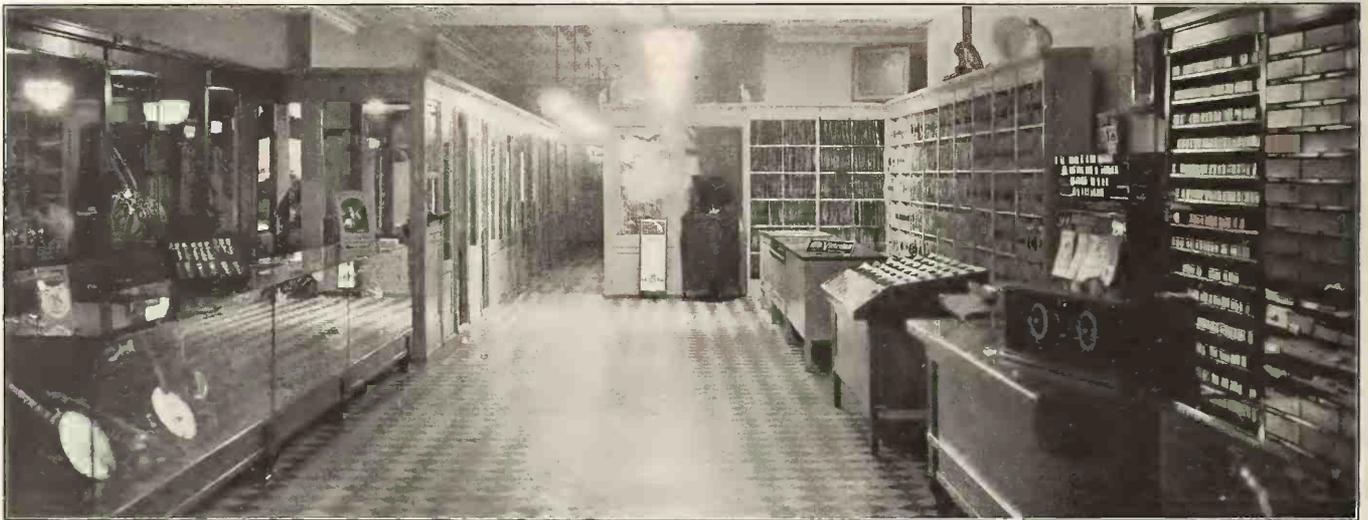
Announcement was recently made of the betrothal of Miss Florence Adele Lewis, of 220 West Ninety-eighth street, New York City, to Max Udko, president of the Greeley Music Shops, Inc., of Brooklyn and New York.

Plan Grand Opera in Dallas

DALLAS, TEX., January 6.—Leading dealers, including D. L. Whittle, of the D. L. Whittle Music Co.; Lester Burchfield, of Sanger Bros., and Robert N. Watkin, of the Will A. Watkin Co., represent the local music trade upon the committee appointed recently by the City Clubs to provide for a season of grand opera here. The committee will at once start work on underwriting a guarantee of \$37,000 to bring the opera company to this city.

The Parry Street Hardware Co., Defiance, O., has added the Columbia line.

Radio and Phonograph in Combination The Big Opportunity for 1925 Merchandise



The Unico Equipped Establishment of Scranton Talking Machine Co., Scranton, Pa.

IN planning to take advantage of this opportunity by all means adopt Unico Service.

OUR 12 years' intimate contact with both the phonograph and radio industries is at your service.

WE have developed and equipped thousands of sales-stimulating, profit-producing stores and departments.

UNICO EQUIPMENT IS A QUALITY PRODUCT—REASONABLY PRICED UNICO AUDITION ROOMS—UNICO SALES and SERVICE COUNTERS—UNICO STOCK FIXTURES

Prompt shipment from stock—expedited delivery—expert installation

ATLANTA, GA.
25 Moore Bldg.

NEW ORLEANS, LA.
506 Marine Bank Bldg.

JOHANNESBURG, SO. AFRICA
51 Sackes Bldg.

UNICO SERVICE is WORLD WIDE
Address Nearest Branch Today

KERN DODGE, Receiver
UNIT CONSTRUCTION CO.

Rayburn Clark Smith, President
Fifty-eighth St. and Grays Ave., Philadelphia, U. S. A.

DALLAS, TEX.
209 Dallas Co. Bank Bldg.

DENVER, COLO.
1642 Arapahoe St.

LONDON, ENG.
Premier House.

The Two Fastest Selling Record Artists of All Time

Exclusive Artists



Cliff Edwards (Ukulele Ike)

Cliff Edwards

(Ukulele Ike)

Recordings by this artist are the leading best sellers of the season. All his recordings are of the latest hits and their popularity is unsurpassed. Now appearing in the Broadway success, "Lady Be Good." Has signed new exclusive contract. Cash in on his popularity.



Lee Morse

Lee Morse

Greatest female singer of blues, mammy songs, ballads, plantation and minstrel songs on talking machine records. A past record of vaudeville triumphs from coast to coast. She can run the gamut of emotions from bluest blues to the most touching heart songs. These records mean continuous turnover for you.

*Send to-day for complete list of the recordings
of the most popular artists of the day.*

Pathe Phonograph & Radio Corporation

20 GRAND AVE.

BROOKLYN, N. Y.

HAPPENINGS IN THE DOMINION OF CANADA

Important Price Maintenance Decision Handed Down by Canadian Superior Court

Court Refuses to Uphold Fixed Prices on Records—Montreal Dealers Active in Promoting Business—Compo Co. Suffers Fire Loss—New Lines Added—Other Important Trade Activities

MONTREAL, CAN., January 8.—An important decision regarding price maintenance on retail record sales has just been handed down by Justice Bruneau, in the Practice Division of the Superior Court, in his refusal to restrain, by means of a permanent injunction, the Musical Merchandise Co., Ltd., and several other firms, from selling to dealers His Master's Voice gramophone records and goods at prices lower than those fixed by the Berliner Gramophone Co., Ltd., and the Victor Talking Machine Co., of Canada, which concerns asked for the injunction.

The two petitioning companies declared that the Musical Merchandise Co., Ltd., the Brunswick Co., of Canada, Ltd., the Compo Co., Ltd., and James William Shaw, carrying on business under the firm name of J. W. Shaw & Co., were unlawfully interfering, either in combination or separately, with the trade and business of the petitioners, by offering to dealers under contract with the latter "His Master's Voice" products at prices lower than those fixed in the dealers' contracts as the regular retail price.

Justice Bruneau, in refusing to issue a permanent injunction, declared that the terms of the 1,800 contracts clearly showed the intention to resell the petitioners' products through contracting dealers at a price and under conditions absolutely left to the arbitrary discretion of the petitioners.

The Civil Code, said Justice Bruneau, declared that contracts have effect only between the contracting parties and cannot affect third parties, save in certain cases, which did not apply in the instance.

The defendants, continued the court, were third parties, with regard to the petitioners, and the latter had no recourse against the defendants, if the dealers with whom they had entered into contract sold their products or merchandise under other conditions than those contained in their contracts. If the defendants had the right to purchase merchandise in the market they undoubtedly had the right to resell it for the price and under the conditions they deemed fit, said the judge.

"The petitioners have a perfect right to sell to the dealers at prices and under conditions determined by them, but they have no right to fix the price at which the dealers shall be bound to resell to the public without violating the liberty of trade, which would be an attempt to deprive the public of its rights."

Layton Bros., Ltd., are pushing extensively the new York console Brunswick model with good success and are advertising this particular instrument in good-sized space.

"The Phonograph Shop around the corner" is

the way the Cosmopolitan Phonograph Co. announces the opening of its new store at 2151 Bleury street, which is in charge of Miss Vezina. This firm specializes exclusively in Columbia phonographs and records and since the removal to its new location has noticed a large influx of business.

Layton Bros., Ltd., devoted considerable newspaper space to announcement of the fact that Lucrezia Bori, John McCormack and the Victor Salon Orchestra were to be heard in the air January 1.

His Master's Voice dealers report a warm reception for the new Victor Nursery model,

Radio Coming to the Fore Throughout the Toronto Retail Trade Territory

Many Dealers Now Operating Radio Departments—A. J. Kendrick, General Sales Manager of the Phonograph Division of Brunswick Co., a Visitor—Important Trade Exhibit—The News

TORONTO, ONT., January 8.—That the combination of radio and phonograph is the logical instrument and the instrument of public demand is the decided opinion of A. J. Kendrick, general sales manager of the phonograph division of the Brunswick-Balke-Collender Co., Chicago, who recently visited the Canadian factory here, and Brunswick Canadian distributors, Musical Merchandise Co., Ltd.

An agreement recently completed between the McLagan Phonograph Corp., Ltd., Stratford, Ont., and the WorkRite Mfg. Co., of Cleveland, provides that the former will handle for Canada WorkRite neotrodyne radio receiving sets.

George J. Lifton, phonograph repair expert, of Kitchener, Ont., has opened a downtown store in addition to retaining his other store on King street East.

The Nordheimer Piano & Music Co., Ltd., has added a radio department to its extensive piano and phonograph business.

At a special general meeting of the Canadian Bureau for the Advancement of Music held in this city a resolution was passed to the effect that the radio interests should be invited to bear their fair share of expense in maintaining and extending the work of this body by becoming members of the bureau and contributing to its support.

The Phonola Co. of Canada, Ltd., Elmira, Ont., has added the Canadian distribution of Music Master loud speakers, made by the Music Master Corp., Philadelphia.

Heintzman & Co., Ltd., recently ran a full page in the Toronto dailies, announcing that they had taken on the representation of the Brunswick-Radiola line for their local store.

which went over big during the holiday season as a suitable gift for a child.

Dictograph Products Corp., New York, manufacturer of the Dictogrand upright loud speaker, Portable loud speaker, Dictograph Aristocrat headset, Dictophone unit and Dicto-switch block, announces the appointment of Marconi Wireless Telegraph Co., Ltd., Montreal, as exclusive Canadian distributor, with divisional offices at Vancouver, Winnipeg, Toronto, Halifax and St. John's, N. F.

Shellac and other materials used in the manufacture of records to the value of approximately \$35,000 were destroyed by a fire that broke out in the storage warehouse adjoining the factory of the Compo Co., Ltd., Lachine, Que., where Apex records are pressed. The sprinkler system with which the buildings are equipped saved the factory and plant. Manufacturing operations continued with practically no interruption.

T. Hall has opened a new store at 17 Main street, North Bay, and will handle a complete line of phonographs.

Robert Wormington, formerly of the Melode Shoppe, Kingston, Ont., is opening up a store and will handle records.

At the Stratford, Ont., Exhibition to be held January 12 to 24 the McLagan Phonograph Corp. will have on view over thirty models, including the Audak system for demonstrating records, the invention of Maximilian Weil, already referred to in these columns, which facilitates record demonstration.

The purchase of the Vocalion record catalog by the Brunswick Co., Chicago, will make no difference to the Canadian trade, as these records will retain their identity in Canada. Service to Vocalion dealers will continue without change or interruption through the usual channels of supply, the Scythes-Vocalion Co., Ltd., which covers Canada.

The Canadian Radio Trade Association has decided upon the week of February 2 to 7 as Canadian Radio Week.

Writes on Construction of Radio Loud Speakers

A series of very interesting articles on radio loud-speaker construction, with an especial appeal because of the fact that they deal with a technical subject in an entertaining and untechnical manner, have been prepared by Frank Reichmann, a pioneer designer and manufacturer of loud-speaking devices and a widely known acoustical engineer. Mr. Reichmann is prominent in the radio field as vice-president of the Radio Manufacturers' Association and as president of the Reichmann Co., of Chicago, maker of Thorola loud speakers.

"What We Hear in Music"

The fifth revised edition of "What We Hear in Music," by Ann Shaw Faulkner, has just been issued with an admirably written foreword by Mrs. Frances Elliott Clarke. This volume, produced under the auspices of the Victor Co., has proved one of the great factors in stimulating a wider knowledge of all forms of music, and has won a special place in the schoolroom and in the home.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

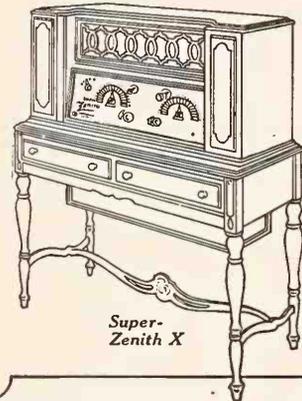
THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

ZENITH RADIO



*They Cost More
But They Do More*

*Super-Zenith VIII—
the ideal radio set
for the fine home*



Every Zenith Set Is a Salesman—

ONE of your customers sees a Zenith in the home of a friend. He observes its beauty of design. He notes the distinction it lends to its surroundings. He is immediately curious to know if it performs as admirably as its appearance leads him to believe it should.

And then—his friend puts his two hands on the dials and quickly brings in one station after another, each as clear as though the music or the voices were coming from the next room. No overlapping of stations—no interference. Just an amazing succession of programs, ranging at will from the dinner concert at the Waldorf-Astoria, New York, to the dance music at the new Ambassador, Los Angeles—and even while powerful locals are on the air full blast.

What is it worth to you as a radio merchant to sell receiving sets that everywhere arouse the greatest admiration; that everywhere excite immediate desire for possession?

—Especially when the only channel through which that prospective customer can buy a ZENITH is through an exclusive ZENITH dealer in your community—and—when you are that ZENITH dealer?

Zenith sales distribution is practically completed. The Zenith franchise is becoming increasingly valuable. Write or wire for particulars.

ZENITH RADIO CORPORATION
332 South Michigan Avenue, Chicago
ZENITH—the exclusive choice of MacMillan for his North Pole Expedition

The complete Zenith line ranges in price from \$95 to \$550.

With either Zenith 3R or Zenith 4R, satisfactory reception over distances of 2,000 to 3,000 miles is readily accomplished, using any ordinary loud speaker. Models 3R and 4R licensed under Armstrong U. S. Pat. No. 1,113,149. They are NON-RADIATING.

Zenith 4R - - \$95
Zenith 3R - - \$160

The new Super-Zenith is a six-tube set with a new, unique, and really different patented circuit, controlled exclusively by the Zenith Radio Corporation. It is NOT regenerative.

SUPER-ZENITH VII—Six tubes—2 stages tuned frequency amplification—detector and 3 stages audio frequency amplification. Installed in a beautifully finished cabinet of solid mahogany—44 1/2 inches long, 16 1/2 inches wide, 10 1/2 inches high. Compartments at either end for dry batteries. Price (exclusive of tubes and batteries) **\$230**

SUPER-ZENITH VIII—Same as VII except—console type. Price (exclusive of tubes and batteries) **\$250**

SUPER-ZENITH IX—Console model with additional compartments containing built-in Zenith loud speaker and generous storage battery space. Price (exclusive of tubes and batteries) **\$350**

SUPER-ZENITH X—Contains two new features superseding all receivers. 1st—Bullt-in, patented, Super-Zenith Duo-Loud Speakers (harmonically synchronized twin speakers and horns), designed to reproduce both high and low pitch tones otherwise impossible with single-unit speakers. 2nd—Zenith Battery Eliminator, distinctly a Zenith achievement. Requires no A or B batteries. Price (exclusive of tubes) **\$550**

Price (without battery eliminator) **\$450**
All Prices F. O. B. Factory.

Zenith Radio Corporation, Dept. 1-W
332 South Michigan Avenue, Chicago, Ill.

Gentlemen: Please send me full particulars of your dealer proposition.

Name

Address

The Trade in PHILADELPHIA and LOCALITY

Demand for Records and Combination Radio-Phonographs Featured Gift Buying

Unusually Strong Demand for Records, Even for the Holiday Season, Responsible for Bringing Up Sales to Fair Figure—Distributors Were Taxed to Supply Demand—The News

PHILADELPHIA, PA., January 7.—Although the Quaker City trade was much gratified with the holiday sales for the record division of the talking machine industry, there were not the enthusiastic reports of the gift-giving season's distribution of machines. In fact, while the record boom kept some of the distributors working on a night schedule, there was no overtaking of shipping departments by holiday demand for talking machines. The most active stocks on the Christmas list of machines were those of the combination talking machines and radio, while the popular priced models of phonographs were the second in favor.

Records were the mainstay of the trade and had it not been for the wide demand for all the numbers of the well-known and nationally-advertised makes the holiday trading would have been flat. Not only were the specially prepared list of holiday selections freely patronized but with these holiday recordings topping the list of salable numbers the demand spread to popular jazz and vocal records. A last-minute rush necessitated the overtime employment of workers in order to get out shipments, hurried to their destinations by special parcel post and express deliveries.

Penn Co. Distributing Fada

While the Victor has resorted to the radio for its publicity and sales promotion advantages the trade was also informed that one of its large Victor distributors, the Penn Phonograph Co., 913 Arch street, had entered the wholesale distribution field for radio sets and accessories. During the holiday month the Penn Co. enjoyed its initial sales for the Fada radio sets, made by the F. A. D. Andrea Co., of New York, for which it has become Philadelphia distributor and taking care of the dealers' needs in the eastern Pennsylvania territory. Its introductory sales during December were most encouraging and greater than anticipated for a beginner in an entirely new field. Already the Penn Co. has opened up in the talking machine trade in the cities of eastern Pennsylvania a large number of retailers who have entered the radio business with their first stock of Fadas. Under the personal supervision of President T. William Barnhill the radio department was successfully launched. While President Barnhill is

personally introducing the Fada to the dealers his able assistant, E. G. Dare, is giving his attention to the details of shipments and stock in conjunction with his duties as manager of the record department of the Penn Co. The new radio stock to be carried in a large assortment ready for immediate shipments consists of five types of the Fada, ranging in price from \$74 to \$220, with a full line of accessories in the way of batteries, tubes and parts and the Music-Master loud speakers. A special feature in the radio stocks will be the Fada panel for the Victrola, providing a combination outfit ranging from \$300 to \$450. This was one of the big holiday sellers among the combinations. An attractive display room, providing a dealers' service in the Fada radio, has been arranged on the second floor adjoining the offices of President Barnhill. Here are displayed the several radio sets, with advertising posters and literature adapted to the needs of the retailer, and the prospective customers are now gathering in these rooms for a demonstration of the new line. The Penn Co. also is distributing the Pooley cabinet with the Atwater Kent sets. Among the talking machine dealers who have taken on the Fada through the Penn Co. and who visited the local offices late in December for the selection of stock, were Leon Wittich, of the Wittich Music Co., Reading, Pa., and Jacob Sitnik, of Altoona, Pa. The Copes Music House, Perkasio, Pa., and the Lamb Music Co., Pottstown, also were added to the list of Fada dealers.

Attend New Store Opening

Among the representatives of the Philadelphia talking machine distribution trade who journeyed to Norristown, Pa., during the month to join in the opening program of the newly-reconstructed Stephens Music House were the officials of the Penn Co., President T. W. Barnhill, Secretary and Treasurer H. T. Miller and Manager E. G. Dare, of the record department, and up-state representative, T. R. Clark. The opening program of the newly-constructed but old-established home of the Stephens Co., 217-219 Main street, is one of the finest of its types in eastern Pennsylvania. It has been enlarged to twice its original size and has been given an attractive double window display front. The

Victor department has been greatly extended and with it there has been installed a radio department featuring the Fada.

Witlin Co. Negotiating for New Lines

Changes in the recently innovated business of the Witlin Musical Instrument Co. are expected soon. While the company only a few months ago entered the wholesale distribution exclusively after several years of retailing co-jointly with the wholesaling, it is anticipated that further developments will take place in the coming year. President Benjamin Witlin left for the factory headquarters of the Starr Piano Co., manufacturer of phonographs, pianos and radio loud speakers, Richmond, Ind., for the purpose of negotiating plans for the local representation of the Starr products as an individual territorial representative. If the present plans are put through the Witlin Co. will be dissolved and the business conducted under the name of Ben Witlin. The Witlin Co. was organized about five years ago and until the change several months ago conducted a retail and wholesale business at the Walnut street address, featuring the Starr pianos, Starr phonographs, Starr loud speakers and the Gennett records. President Benjamin Witlin, of the old company, also became the head of the wholesale organization, and conducted his business at the old address, occupying the second floor of the building and giving up the retail store located on the ground floor. He will continue to make these offices his headquarters when the new plans are effected in the early part of the year, and from here the wholesale of the Gennett records and Starr phonographs will be conducted for the requirements in eastern Pennsylvania, southern New Jersey, Delaware, Maryland, and District of Columbia. He will also add other lines of musical instruments.

Big Brunswick Holiday Demand

The most prominent of the Brunswick models during the holiday trading was the new Radiola combination for which the Philadelphia headquarters had the greatest demand since the new model was introduced and cleaned up all stocks available. The records on the special holiday list and all the popular artists were freely bought and practically all the numbers were sought in the holiday buying. Among the newly-introduced Brunswick dealers who have opened up permanent departments are the Strawbridge & Clothier department store and Stern & Co., in Philadelphia and the M. E. Blatt department store in Atlantic City. Two of Philadelphia's prominent department stores

(Continued on page 123)

THE new year abounds with great possibilities. Let us plan now to make it a big Victor year. If you are a Victor retailer situated in the territory which we serve you will find the backing of the Talking Machine Company's service of excellent assistance.

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 122)

featured during the month special holiday Brunswick windows, making elaborate displays of all the models. In the new quarters on North Sixth street the Brunswick Co. has arranged a special display department, with booths, as a dealers' service room. It has been equipped with all the models and on the walls are arranged various displays for window and counter and a number of broadsides. There is among the displays a set of newspaper ads adapted for the retailers. Manager E. B. Shiddell has announced to the dealers that this special service is open to them and that any ideas that the firm may be able to advance for the promotion of the sales of Brunswicks will be freely granted in connection with the new plan.

Association to Elect

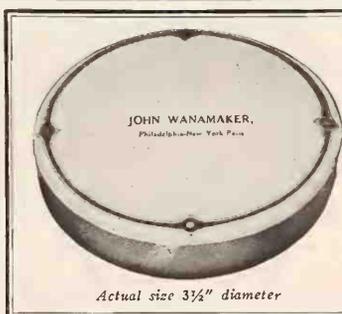
President Walter G. Linton, of the Philadelphia Victor Dealers' Association, has called a meeting of that organization to be held on January 8 for the purpose of electing officers to serve during the coming year. The election will follow a luncheon to be served in the L'Aiglon Cafe at noon.

Tie Up With Broadcasting

The local dealers are much elated at the newly-adopted policy of the Victor Co. to popularize its records through broadcasting the various selections by its artists over the radio. The first of the programs was introduced on New Year's night when John McCormack and Lucrezia Bori as individual vocal artists, and the Shannon Male Quartet and the Victor Salon Orchestra, group selections, were listed in the program. In co-operation with the Victor Co., the local dealers gave broad publicity to the various records by the artists who were numbered in the first radio program. Co-operative ads in the newspapers, window announcements and displays featuring these artists' records were among the means of reaching the public for the promotion of sales of the selections broadcast. Distributors, too, are heartily endorsing the radio exploitation and will keep on hand a plentiful supply of the records of the various musical selections or instrumental records of the broadcast programs.

Everybody's Co. Rushed These Days

The Everybody's Talking Machine Co., manufacturer of the Honest Quaker main springs and complete line of talking machine parts, reports every department busy and that it is working nights to fill orders. This company has built up excellent business with dealers and



Actual size 3 1/2" diameter

It Pays to Add Deeds to Words

Word advertising can bring business, of course, if you do enough of it; but being helpful is more effective. Indeed, the offer alone of the

Velvaloid Record Cleaner De Luxe

brings people to your store, and then it continually delivers our message to them, during its years of helpfulness. We know the way it's bound to pay. Ask us to tell you about it and you'll surely order Velvaloids through your Jobber.

PHILADELPHIA BADGE CO.

942 Market Street Philadelphia
We manufacture and export other patented selective Advertising Novelties, in regard to which we solicit your inquiries.

jobbers throughout the entire length and breadth of the country and abroad as well. The large complete Everybody's catalog, which is in the hands of these dealers, is looked upon as an authoritative reference book and is constantly developing orders and reorders. J. A. Fischer, president of the company, recently went to Chicago in preparation for 1925 business.

The Everybody's Talking Machine Co. is also a distributor of Okeh and Odeon records. This department is reported very busy, and Philip Grabuski, head of the department, reports that in the comparatively short time it has had the distribution of this line it is already shipping more records than it ever has in the past. Great care is exercised in the selection of proper representation for the Okeh line, and, accordingly, among the dealers being appointed are to be found many of the foremost merchants in the territory in which this company operates.

The Everybody's Talking Machine Co. maintains a policy of hearty co-operation with its dealers and is constantly on the alert with sales ideas and helps. In this respect the Everybody's Talking Machine Co. has recently prepared for its dealers a series of posters and window strips featuring various numbers of the Okeh line.

S. Fingrud, general manager of the company, is very optimistic over 1925 and expects this year to surpass all others in the history of the organization.

F. N. Eaton Takes Charge in Philadelphia

F. N. Eaton, who for the past ten months has been resident manager of the Federal Telephone Mfg. Corp., at Washington, D. C., is now located at the Philadelphia offices of the Federal Corp., at 604 Vandam Building. His new duties in Philadelphia will include working

with the music trade exclusively, as well as taking care of the territory which formerly came under the Washington office. Mr. Eaton is well known among the music dealers in Philadelphia, having been credit manager and dealer service supervisor of the Columbia branch two years ago.

Mr. Eaton states that the new Federal five-tube panels designed for the Victor console types, as well as the new Federal five-tube No. 141 set, is very popular in Washington, due to the fact that these sets have excellent tone quality in addition to being extremely selective.

Tribute to Velvaloid Record Cleaner

A rather unusual testimonial was received recently by the Philadelphia Badge Co., of this city, on its Velvaloid record cleaner. It was sent by a retailer situated in a country many thousand miles away, where the heat of the sun and the salt sea air have a tendency to raise havoc with a great many articles that ordinarily are immune to these conditions. This retailer has handled the Velvaloid record cleaner for over a year and has disposed of thousands of them. It was not on these points, however, that the testimonial was received. It states: "We never paid much attention to the construction of this record cleaner. A few days ago in cleaning out one of our show cases we removed the original samples which you mailed us about fifteen months ago. The fact that the design and printed matter had not faded and looked so fresh had aroused our curiosity and led us to make a close and careful examination. This cleaner had been exposed to the hot sun daily and also the dampness of the sea air, which is very destructive in this country. We found that even scraping with a sharp knife had no effect."

This letter from this distant retailer has generated a new selling point which will be used by this company in its sales campaign in the future. The attractiveness and utility of these cleaners have been thoroughly stressed in the past and it is now evident that its durability is another important point.

Fine Atwater Kent Publicity

In conjunction with a recent bulletin issued to its wholesalers, entitled "Selling More by Telling More," the Atwater Kent Mfg. Co., Philadelphia, Pa., has issued two particularly attractive folders on the Atwater Kent line on both sets, loud speakers and phonograph units. These folders are attractively prepared in colors and are destined to help the dealer and distributor sell more by telling more.

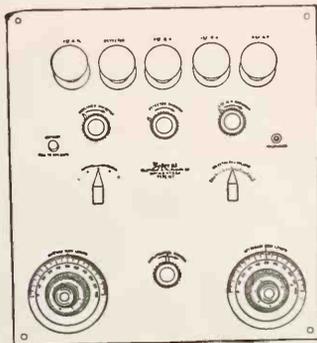
Gem Co. in New Home

The Gem Phonograph Co., formerly located at 109 North Tenth street, has moved to 1324 North Carlisle street. The firm, of which Milton Marks is head, manufactures the Gem portable machines.

Cheney Models Draw Gift Trade

Leading the holiday favorites among the models of the Cheney Sales Corp. was the recently introduced Carlyle model in the console style. This newest addition to the Cheney machines was brought out last Summer and is a low-priced console style that has all the appearance of the higher priced instruments. It has been one of the most attractive propositions that the Cheney Corp. has to offer in a popular-priced machine and its appeal as a gift was spontaneously productive of good demand wher-

NEW FEDERAL RADIO PANELS for VICTROLA SPECIALS



A Five Tube Set of Unusual Selectivity

H. A. WEYMANN & SON, Inc.

1108 Chestnut Street

PHILADELPHIA

VICTOR WHOLESALERS

Distributors of

FEDERAL and FREED-EISEMANN RADIO PANELS for VICTROLAS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 123)

ever it was featured. Another specially strong holiday product was the Salisbury Cheney combination with the Freed-Eisemann or Federal radio equipment. G. Dunbar Shewell, Jr., son of President Shewell, of the Cheney Corp., and who is in charge of the Boston offices, came to Philadelphia during the holidays to spend the season with his parents.

Improve Guarantee Portable

Improvements have been effected in the Guarantee portable talking machines made by the Guarantee Talking Machine Co. The newest Guarantee portable will be introduced to the trade this month. It has been improved both in appearance and in tone through the construction of a larger cabinet, one inch longer than the old style, and its tone has been made louder through the installation of a new tone chamber of greater capacity.

Louis Buehn Co. Pushing Records

A large stock of the records, which will include numbers sung by the broadcasting artists of the Victor Co., have been stocked by the Louis Buehn Co. for the accommodation of the trade. The firm is sending out an announcement to dealers informing them that it is prepared to render a speedy service for their demands for the popular sellers that will be featured in connection with the radio broadcasting.

Girard Co. Adds to Lines

Arthur Rhinow, of the Girard Phonograph Co., is still confined to his home in Newark, N. J., suffering from an affection brought on by a severe cold from which he suffered in the early days of December. The Girard Co. is now distributing, in addition to the Edison phonographs, the Magnavox radio for which it is local wholesaler, taking care of the eastern Pennsylvania and New Jersey trade. The firm has the exclusive agency for the two models, T. R. T. 5 and T. R. T. 50. Full-page newspaper ads have been featured by the company during the holidays for the Magnavox.

Talking Machine Co. Service

For the accommodation of the dealers and so that they might have the full benefits to be enjoyed from the last-moment sales of records and machines, The Talking Machine Co. arranged for a night shift of helpers who were kept busy for several days before Christmas sending out belated orders. The firm, taking advantage of the special parcel post service and the express accommodations, gave these belated orders their special attention and the dealers were not disappointed by receiving their goods too late for the last-moment sales.

Everybody's Attractive Publicity

Everybody's Talking Machine Co., Philadelphia, Pa., has issued a particularly attractive broadside in colors which was mailed at the beginning of the new year to thousands of dealers on the list. This broadside, which constituted practically a reprint of the current ad in The Talking Machine World, should be particularly valuable as a sales stimulant.

THE PENN VICTOR DOG



Awaits your call to service in promoting Victor business and hopes to make you his friend.

MORE THAN 250,000 SOLD IN 1923

PENN PHONOGRAPH CO., Inc.

Victor Wholesale Only

913 Arch Street

Philadelphia, Pa.

Features De Forest Radio in Attractive Display

An attractive display which featured the De Forest radiophone and various models of De



Attractive De Forest Window

Forest products recently occupied the show windows of the Universal Radio Co., New York City. This holiday window attracted

much attention and favorable comment from passers-by and resulted in many sales.

Gulbransen Registering Piano Rolls Announced

The Gulbransen Co., Chicago, manufacturer of Gulbransen registering pianos, has just announced a new and important product which will be known as Gulbransen registering piano rolls. Dealers who have received the first shipments of these rolls are enthusiastic regarding their sales value, for they represent specially picked music rolls with all melody and harmony notes checked so that they can be easily picked out by the owner of the instrument. They are furnished in sets of twelve rolls, packed in an attractive container, and the box label and the roll itself is stamped as a Gulbransen registering roll. It is suggested to dealers that they can use the rolls in effective demonstration after the instruction roll has been introduced showing how the registering piano rolls follow logically as the next step after instruction rolls are mastered by the customer. The Gulbransen registering rolls comprise all types of music, so that the dealer has an unlimited library of music available to present to his customers.

JOBBERS

REPAIR PARTS

GRAPHITOLEO

ALBUMS

BRILLIANTONE

GILT EDGE

RENOL POLISH



TRADE MARK



TONE ARM FOR COLUMBIA AS PICTURED

Sample	\$1.75
Lots of 12	1.50
Lots of 100	1.00

GUARANTEE TALKING MACHINE SUPPLY CO.

109 N. TENTH STREET, PHILADELPHIA

Write for our latest Main Spring Chart

JOBBERS

MOTORS

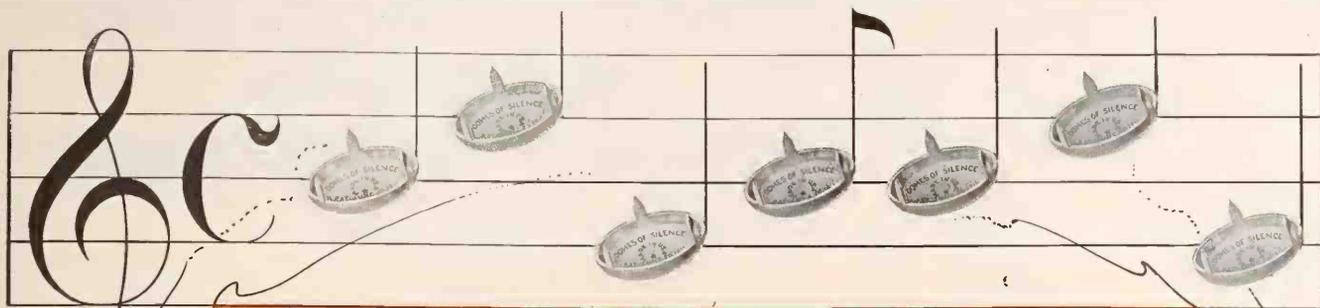
TONE ARMS

SOUND BOXES

ADDATONES

3-IN-1 OIL

ATTACHMENTS



A Big Hit On Any Talking Machine

DOMES of SILENCE are the best footwear for talking machine cabinets ever devised.

Period model Talking Machine makers use **DOMES of SILENCE** on their products in preference to all other forms of footwear. They suit upright models as well as period styles.

DOMES of SILENCE

"Better than Casters"

have six big advantages:

They are economical

They are simple in construction

They are silent in use

They are invisible

They are adaptable to all styles and conditions of use

They give long wear

If you specify them in your orders, manufacturers will place them on all the models you carry.

DOMES of SILENCE Division
Henry W. Peabody & Co.
11 State Street, New York City

Reg. U. S. Pat. Off.
No. 005758 which will
be strictly enforced

P-1678



The World Receives Many Holiday Trade Greetings

Leading Manufacturers, Wholesalers and Retailers Extend Best Wishes

The Talking Machine World considers it a privilege to reciprocate the very many expressions of good will and good wishes that it received from its many friends in the trade during the recent holiday period. We acknowledge with thanks Christmas and New Year's greetings from the following: Otto Heineman, president, General Phonograph Corp., New York, N. Y.; J. Newcomb Blackman, Blackman Talking Machine Co., New York, N. Y.; Eugene F. McDonald, Jr., president, Zenith Radio Corp., Chicago, Ill.; F. K. Dolbeer, Victor Talking Machine Co., Camden, N. J.; Buffalo Talking Machine Co., Buffalo, N. Y.; M. Steinert & Sons Co., Boston, Mass.; E. H. Droop, E. F. Droop & Sons Co., Washington, D. C.; Oscar W. Ray, Aeolian Co., New York, N. Y.; L. Gruen, Federal Tel. Mfg. Co., New York, N. Y.; Louis J. Unger, Brilliantone Steel Needle Co., New York, N. Y.; Empire Phono Parts Co., Cleveland, O.; Mr. and Mrs. Jack Kapp, Columbia Phonograph Co., Inc., Chicago, Ill.; Mr. and Mrs. Lambert Friedl, Adler Mfg. Co., New York, N. Y.; Wm. Phillips Phono. Parts Corp., New York, N. Y.; Hartzell Sales Co., New York, N. Y.; Mr. and Mrs. W. C. Hutchings, Brunswick-Balke-Collender Co., Chicago, Ill.; Columbia Phonograph Co., Inc., New York, N. Y.; Pierre Boucheron, Radio Corp. of America, New York, N. Y.; H. Emerson Yorke, Brunswick-Balke-Collender Co., New York, N. Y.; Orsenigo Co., New York, N. Y.; Allan W. Fritzsche, General Phonograph Corp., New York, N. Y.; A. C. Barg, Jewett Radio & Phonograph Co., New York, N. Y.; P. R. Hawley, Girard Phonograph Co., Philadelphia, Pa.; Mr. and Mrs. H. Harvey Roemer, Zenith Radio Corp., Chicago, Ill.; Gail Murphy, Geo. Batten Co., New York, N. Y.; C. Bruno & Son, Inc., New York, N. Y.; Arthur W. Rhinow, Girard Phonograph Co., Philadelphia, Pa.; Curtis N. Andrews, Buffalo, N. Y.; Allan Strauss, Adler Mfg. Co., New York, N. Y.; "Jim" Davin, Musical Instrument Sales Co., New York, N. Y.; Earle W. Jones, New York, N. Y.; A. J. Kendrick, Brunswick-Balke-Collender Co., Chicago, Ill.; Mr. and Mrs. Wm. H. Reynolds, Mobile, Ala.; Arno B. Reincke, Reincke-Ellis Co., Chicago, Ill.; J. A. Sieber, Pratt-Lindsey Co., New York, N. Y.; B. R. Stauffer, Pooley Co., Philadelphia, Pa.; James F. Boyer, C. G. Conn, Ltd., Elkhart, Ind.; Geo. A. Seiffert, Capitol Distributing Co., New York, N. Y.; John Cromelin, New York, N. Y.; H. A. Yerkes, Columbia Phonograph Co., Inc., New York, N. Y.; Mr. and Mrs. Bert R. Hassler, Colin B. Kennedy Co., St. Louis, Mo.; Joseph C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.; Consolidated Talking Machine Co., Chicago, Ill.; Frank V. Goodman, Sonora Phonograph Co., Inc., New York, N. Y.; Mr. and Mrs. Herbert A. Brennan, Gross-Brennan, Inc., New York, N. Y.; Samuel Fingrutd, Everybody's Talking Machine Co., Philadelphia, Pa.; Louis Buehn Co., Philadelphia, Pa.; Lloyd L. Spencer, Silas E. Pearsall Co., New York, N. Y.; Musical Instrument Sales Co., New York, N. Y.; Ray Reilly, Edray

WATCH for the STARTLING ANNOUNCEMENT

of the New Line of the

National Phonographs

NEXT MONTH

New Models — New Prices

National Phonograph Mfg. Co.

3 WEST 29th ST. NEW YORK

BOSTON OFFICE: 128 Summer St.
FACTORY: CANTON, PA.

Sales Co., Chicago, Ill.; Nat Golden, Superior Phonoparts Co., New York, N. Y.; Russell E. Hunting, Federal Tel. Mfg. Co., Philadelphia, Pa.; Mr. and Mrs. James D. Moore, New Orleans, La.; Mr. and Mrs. Wendell Hall; Frank J. Gibbons, New York, N. Y.; Carl Knittel, Wolf Mfg. Industries, Quincy, Ill.; Ferdinand A. Buescher, Buescher Band Instrument Co., Elkhart, Ind.; Harry A. Beach, Brunswick-Balke-Collender Co., New York, N. Y.; Ed. Blinke, Edray Sales Co., Chicago, Ill.; Standard Talking Machine Co., Pittsburgh, Pa.; H. A. Weymann & Son, Inc., Philadelphia, Pa.; Kenneth E. Reed, M. Steinert & Sons Co., Boston, Mass.; Mr. and Mrs. Fred P. Oliver, Blackman Talking Machine Co., New York, N. Y.; Crown Music Co., New York, N. Y.; Harry G. New, Plaza Music Co., New York, N. Y.; Grinnell Bros. Music House, Detroit, Mich.; Mr. and Mrs. Geo. A. Lyons, Brunswick-Balke-Collender Co., New York, N. Y.; Van Veen & Co., New York, N. Y.; Emerson Radio & Phonograph Corp., New York, N. Y.; Eagle Radio Co., Newark, N. J.; H. B. Bertine, New York, N. Y.; Harry A. Goldsmith, Badger Talking Machine Co., Milwaukee, Wis.; Howard J. Shartle, Cleveland Talking Machine Co., Cleveland, O.; National Publishing Co., Philadelphia, Pa.; Walbert Mfg. Co., Chicago, Ill.; Mr. and Mrs. Ben Garetson, Radio Manufacturers' Show Assn., Chicago, Ill.; Herbert D. Berkley, Bloomingdale Bros., New York, N. Y.; H. B. Sixsmith, Mickel Bros., Omaha, Neb.; Carter Radio Co., Chicago, Ill.; Musical Products Distributing Co., New York, N. Y.; M. Hohner, Inc., New York, N. Y.; International Mica Co., Philadelphia, Pa.; Penn Phonograph Co., Inc., Philadelphia, Pa.; Wm. Nelson, Vega Co., Boston, Mass.; Columbia Mantel Co., Brooklyn; Mutual Phonoparts Co., New York City.

Ohio Association to Talk Over the Record Situation

Special Meeting Called in Columbus on January 12 to Determine Whether There Is an Overproduction of Records

CINCINNATI, O., January 7.—On Monday, January 12, there will be a special meeting of members of the Ohio Music Merchants' Association in Columbus, at which President Otto Grau, of Cincinnati, will preside. Some music merchants are of the opinion that there is too great a production of talking machine records, and this is the topic that will be discussed. If it is found to be a fact that too many records are produced for the best interests of all concerned the matter will be brought to the attention of record manufacturers with an appropriate recommendation. "The sole object of the meeting," stated Wm. J. Bickel, manager of the talking machine department of the Otto Grau Piano Co., "is to determine exact facts in regard to the matter. Then these facts will be placed before record manufacturers for their consideration."

Interstate Co. Enjoyed Rapid Business Growth

ST. LOUIS, Mo., January 8.—The Interstate Electric Co., of this city, organized two years ago to manufacture battery chargers, has met with unusual success in the marketing of this product. Manufacture was started in 1922 in the face of severe competition, but through the efforts of E. Ballman, chief engineer, and J. C. Grindell, vice-president and sales manager, manufacturers of battery chargers since 1911, weak points of early chargers were eliminated.

The Ultra Handy charger has won popularity because of the absence of "sticking contacts." This fast-rate type of battery charger in particular has found a great sale because of its flexibility, since it charges every size and type of radio battery on the market to-day. The Interstate organization has perfected a "B" battery eliminator, manufacture of which will be started early in the Spring. The executives of the Interstate Electric Co. are Charles Jehle, president and treasurer; C. Grindell, vice-president and sales manager; E. Ballman, chief engineer, and Homer A. Dodson, secretary.

CARTER "ONE-WAY" PLUGS

"TU-WAY"



\$1.00

"TU-WAY"



50c.

"ONE-WAY"

Every set purchaser is a prospect for a plug. CARTER plugs have been adopted as standard equipment by the leading manufacturers. They have an originality of design that makes them instantly recognizable. They are one big seller you can sell with confidence.

In Canada—Carter Radio Co., Limited, Toronto, Canada.

Any jobber can supply



Write for catalog of other Products

3 Tubes DO THE WORK OF 6



Crosley Trirdyn Special, \$60.00
With tubes and Crosley Phones \$75.75

In the CROSLEY Trirdyn

SINCE the inception of radio, the results obtained with Armstrong Regenerative Receivers have been the goal of comparison for all others. Trick circuits have been designed to get around the Armstrong Patent hoping to obtain results "just as good." This has resulted in the use of more tubes, necessary without, but unnecessary with regeneration.

This is one reason why Crosley Radios, licensed under Armstrong U. S. Patent No. 1,113,149 have performed everywhere so remarkably on so few tubes.

The Crosley Trirdyn, employing Armstrong Regeneration combined with tuned non-oscillating radio frequency amplification and reflexed audio frequency amplification and using only three tubes, consistently gives greater selectivity, more volume and wider range than can be obtained where five or six tubes are employed without regeneration. With no regeneration, two stages of radio frequency amplification, requiring at least two additional tubes, must be employed in front of the detector tube to get the same results as furnished by one tube where regeneration is used.

Every additional tube means additional expense; an added dial to tune, greater difficulty in operation, more distortion and more tube noises. The three tube Crosley Trirdyn has only two dials. These operate but two circuits, making tuning and logging very easy.

You can't beat the results obtained from an Armstrong Regenerative Crosley Radio. A trial will convince you.

**BEFORE YOU BUY—COMPARE
YOUR CHOICE WILL BE A CROSLEY
For Sale By Good Dealers Everywhere**

Crosley Regenerative Receivers are licensed under Armstrong U. S. Patent 1,113,149

Prices West of Rockies—Add 10%

Write for Complete Catalog

THE CROSLEY RADIO CORPORATION

Powel Crosley, Jr., President

126 Sassafras St.

Cincinnati, Ohio

Crosley Owns and Operates Broadcasting Station WLW

CROSLEY Better—Costs Less Radio

*Crosley
Head Phones
Better—Cost Less
\$3.75*



Crosley One Tube
Model 50, \$14.50
With tube and Crosley Phones \$22.25



Crosley Two Tube
Model 51, \$18.50
With tubes and Crosley Phones \$30.25



Crosley Three Tube
Model 52, \$30.00
With tubes and Crosley Phones \$45.75



Crosley Trirdyn Regular \$50.00
With Tubes and Crosley Phones \$65.75



Crosley Trirdyn Newport, \$85.00
With tubes and Crosley Phones \$100.75

Mail
This
Coupon
At Once

The Crosley
Radio Corp'n.
126 Sassafras St.
Cincinnati, O.

Mail me, free of
charge, your catalog
of Crosley receivers
and parts.

Name _____

Address _____

Organization of the United Radio & Manufacturing Co. Under Way in Chicago

Frank F. Paul and Norman E. Wunderlich Organizing New Firm—Will Take Over Assets of Radio Division of United Mfg. & Distributing Co.—Latter to Continue in "Talker" Field

Plans for one of the most important deals in mid-West radio and phonograph circles are rapidly approaching completion as *The Talking Machine World* goes to press. Frank F. Paul, general sales manager of the United Mfg. & Distributing Co., 9705 Cottage Grove avenue, Chicago, Ill., and Norman E. Wunderlich, chief engineer of the United Radio division, are organizing a new concern, to be



Frank F. Paul

known as the United Radio & Mfg. Co., which will take over the physical assets of the radio division of the parent firm.

Mr. Paul became general sales manager of the United organization about two years ago, has had extensive experience in the manufacture and marketing of radio equipment, and is well equipped to assume his new work as head of the prospective organization. Mr. Wunderlich, who has held the position of chief engineer of the United radio division for the past two years, will occupy the same position in the contemplated venture. He takes up his new work armed with a fund of knowledge and experience in the manufacturing of radio products, and is in great measure responsible for the high standard of quality which marks both United receiving sets and parts.

The organization to be formed will carry with it the good will, patents, and physical assets of the United radio division. These fac-

tors, coupled with a sound financial basis and with experienced men at the helm, give every indication of assured success.

The United Mfg. & Distributing Co. will concentrate on the manufacture of its high grade talking machine motors, with H. L. Mills remaining at the head of the organization. The firm is one of the largest producers of motors in the country, and before entering the radio business all time and resources were devoted to the motor phase of the phonograph industry. It was a pioneer in the radio industry and has been enjoying a fine business on sets, transformers, variable condensers and phonograph panels.

The United Radio & Mfg. Co., when plans are completed within the next few days, will seek to locate its new plant somewhat nearer the downtown district, according to Mr. Paul. Several sites are being considered, but at this late hour no decision as to location has been made.

Satisfactory Peerless Album Sales in 1924

Phil Ravis, president of the Peerless Album Co., 638 Broadway, New York City, in commenting on the album business of his firm during the past year, said that with the exception of the tremendous holiday business sales of albums were quite steady during the whole of 1924. In checking up the year's total the figures proved most surprising, as the sales showed a healthy increase over those of the past two years.

One of the contributing factors that undoubtedly made new sales figures possible was the wider acceptance of the group record sales idea in album form. The Peerless Album Co. was the originator of this form of album and for many months has carried on propaganda throughout the trade, showing the sales possibilities through the group plan with the aid of albums. To-day this is no small part of the Peerless Album Co.'s business.

Another item that has encouraged the sale of talking machine record albums is the widespread popularity of portable talking machines. This product is often purchased to be carried to camps, on outings and for other open and indoor events, and the album provides a convenient extra record carrier, making it worth the dealer's sales promotion effort.

Take on Cabinet Speaker

Bristol & Barber Co., Inc., New York City, radio and talking machine distributors, have taken on the new cabinet speaker made by the Remo Corp., of Meriden, Conn. This well-known metropolitan distributing organization has achieved exceptional success with the Remo trumpet type of speaker and it is expected that the new cabinet model will prove equally, if not more, popular.

J. K. Fletcher Manager of New Corley Co. Store

Petersburg Establishment of Prominent Richmond Firm Building Substantial Business Under His Able Management.

RICHMOND, VA., January 9.—J. K. Fletcher, manager of the new store of the Corley Co., Petersburg, Victor dealer, is well known to the music trade of that city, having been identified with it for the past five or six years. The store was established about the middle of



J. K. Fletcher

November and is located at 23 West Washington street. It handles the same general music lines as are handled at the retail headquarters of the Corley Co. in this city. A big volume of business was done during the holiday period and it is believed that under the able management of Mr. Fletcher even greater things are in store for it.

Sanders, Inc., to Expand Record-Pressing Activities

One of the most efficient record-pressing plants in the country is that of Sanders, Inc., Springdale, near Stamford, Conn. The firm has concentrated on turning out quality products and for this reason this production has been limited in comparison with some of the larger organizations of the industry.

According to S. Sanders, general manager of the company, the production of Sanders, Inc., will be gradually increased during the coming months. The plant is most modern in design and in building its future growth was taken in consideration so that a substantial increase in the number of record pressers can be made if necessary. This will not in any way curtail present production.

The power plant in the present structure is of sufficient size to take care of the operation of even more machinery. It develops its own waterpower and the surrounding grounds allow for several months' supply of fuel. A private railroad siding gives ample facilities for the entry and shipment of goods and a series of small trucks are maintained by the company for smaller shipments and quicker service.

This record bag without String or button **BUT** with effective flap latch is a

COHOES
(PRONOUNCED KO-HOSE)

RECORD CARRY BAG

Cohoes Envelope Co., Inc.

Sales Office
N. Y. and Vicinity
342 MADISON AVE.

Home Office
and Factory
COHOES, N. Y.

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.

Is "Neutrality" Out of Date Mr. Victor Dealer

Do you remember our famous "neutrality" attitude before we entered the World War? Do you recall the unfortunate "too proud to fight" statement of our President? "Watchful waiting" was misunderstood, as was our President's reference to "strict accountability." Who would say now that we were "too proud to fight" or that we did not hold Germany to a strict accountability?

When all business was put on a war basis our own, among others, was referred to as "non-essential," but during the Liberty Loan drives we proved how "non-essential" the music industry was by being the first to go over the top in making and exceeding our quota. A telegram to Secretary McAdoo referring to this achievement and the so-called non-essentiality of our industry received much publicity in the daily newspapers. Enrico Caruso, John McCormack and other famous Victor artists, at the request of the Victor Company, gave their talent free in the interest of winning the war.

With the inauguration of broadcasting by Victor artists on January 1, I believe a typical example was given of what may be expected when the Victor Company starts to do things. And, likewise, as in the case of the unprecedented publicity given us during the war when Victor artists gave their talent in the general cause, we have had a similar publicity and prominence marking a new era in radio broadcasting.

Now, Mr. Victor Dealer, I am not authorized to talk for anybody but my company and myself, but I believe the year 1925 is going to be one in which, under Victor leadership, Victor Dealers are going to blaze an enviable trail in the radio field. Your radio experience will be valuable. You will be rewarded in proportion to the contribution you make toward stabilizing and dignifying the radio industry.

So I will say, "Yes, neutrality is out of date," insofar as the talking machine industry being indifferent about radio during 1925. I believe it will be a year recording the entrance of the Victor Company into the radio field in a manner that will command the respect and admiration of manufacturers, distributors and dealers, and, above all—the public.

Mr. Victor Dealer, don't let "neutrality," or anything, interfere with your giving the Victor Company the proper "hook-up" of cooperation. Let's cut out any "static." We welcome the opportunity to help you get the right "hook-up."

This is Station BTMC signing off,

J. NEWCOMB BLACKMAN Announcing.



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

The CHENEY

THE MASTER PHONOGRAPH

The most perfect music-reproducing instrument



*The CARLYLE
which retails at \$135*

Designed to receive radio

\$145

(East of the Rockies)

The Cheney Factories Achieve the Impossible

A Cheney in every sense of the word — that retails at \$135. All of the famous Cheney acoustic system, a cabinet worthy of a place with the other cabinets in the line!

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 every one 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.

The Cheney offers any merchant increased business, increased profits, and greater sales opportunities. It 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. The Cheney is the big profit-maker in many phonograph stores. Write for full information

CHENEY TALKING MACHINE COMPANY - CHICAGO

Made complete in our own factories at Grand Rapids, Mich.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

Entire Middle Western Trade Facing New Year With Confidence Regarding Future

Soundness of Basic Business Conditions Practically Insures Normal Year Ahead—Live Retailers Making Plans for Sales Promotion—Radio to Be Sales Factor—The Month's News

The talking machine industry throughout the Middle West is facing the coming year with the firm conviction that 1925 will be a period of normal prosperity and stability. There is no gainsaying the fact that 1924 was slightly below expectations in the volume of sales transacted in this territory, but the figures as a whole were very gratifying, not alone in volume but because of the fact that the business closed during the past three months of the year was excellent. Almost without exception phonograph manufacturers, jobbers and dealers are entering upon the new year with optimism and confidence, and there is every reason to believe that these expectations will materialize.

Fundamentally, conditions throughout the country are excellent and this applies particularly to the Middle West. There is hardly a section or even a State where commercially and economically the outlook for 1925 is not far better than existed at the beginning of 1924. It is only fair to predict that during the next twelve months there will be keen competition in the talking machine industry, but this very competition is going to make the year a prosperous one. The progressive and wide-awake dealer is now devising aggressive and up-to-date sales plans which will enable him to attain

satisfactory sales totals during the coming year. The foresighted jobber is enhancing the strength of his sales organization, while the manufacturer of phonographs, parts and accessories is leaving nothing undone to manufacture his product on a basis whereby it can be merchandised profitably and efficiently.

The growth of radio business in the Middle West during the past twelve months was little short of phenomenal, but the talking machine dealer was a vital factor in this expansion and will continue to be a most important figure in the sale of radio products. The dealer with his finger on the pulse of the talking machine trade understands and appreciates the fact that radio sets and phonographs are not competitive products but can be marketed in a way that will bring him profits and prestige. Both instruments have their respective places in the home, and both instruments have a logical place in the selling plans of the talking machine dealer.

Plans Drive on Columbia Fine Art Records

The Fine Art Series of Musical Masterworks, recently introduced by the Columbia Phonograph Co., Inc., met with a very enthusiastic reception during the holiday season from Columbia dealers in Chicago territory. Jack Kapp, manager of the record department at the

Columbia Co.'s Chicago branch, is keenly enthusiastic regarding the sales possibilities for these exceptional recordings, and under Mr. Kapp's direction an intensive co-operative selling campaign has been inaugurated. This Fine Art Series, comprising five complete symphonies and three major works of chamber music in album sets represents one of the most important recording developments in recent years, and the Columbia Phonograph Co., Inc., has been congratulated upon its initiative in recording and merchandising these records. G. C. Jell, of the Columbia Co.'s executive sales staff, was a recent visitor to the Chicago headquarters, co-operating with Charles F. Baer, Chicago Columbia manager, and Mr. Kapp in laying out a 1925 campaign for the Musical Masterworks. Mr. Jell is responsible for the recording and introduction of this important series of records.

To Display Heineman Motors

The General Phonograph Corp. of Illinois, representing in Chicago territory the General Phonograph Corp., with headquarters in New York, has just leased space in the American Furniture Mart, 666 Lakeshore Drive, covering a period of five years. This space has been leased in addition to the company's headquarters at 216 North Michigan avenue, and this move was made in recognition of the increasing interest being manifested by furniture manufacturers in the production of phonographs. A complete line of Heineman motors will be on display at the American Furniture Mart through-

(Continued on page 134)



Style M
One of several beautiful console models



Kimball Style X—Tudor

KIMBALL PHONOGRAPHS

There Is No Better Value

Whether you consider reproduction of *Natural Tone*, or excellence of construction throughout, or exterior appearance or reliability, you will find all of these qualities in the Kimball—There is no better value. The long established Kimball name is a prestige builder for the dealer.

There is a variety of both Console and Upright Kimball Phonographs.

Ask About Dealer Franchise Territory and Terms

W. W. KIMBALL CO.

Established 1857

Kimball Hall 306 So. Wabash Ave.
CHICAGO, ILLINOIS

Manufacturers of
Phonographs, Pianos, Player Pianos, Reproducing Pianos
Pipe Organs, Distributors of Columbia Records



Style J
Mahogany
One of several beautiful upright models

KIMBALL PHONOGRAPHS PLAY ALL RECORDS



JEWEL-TONE BABY GRAND PHONOGRAPH

Equal in
tone and volume
to any
high-grade
talking machine



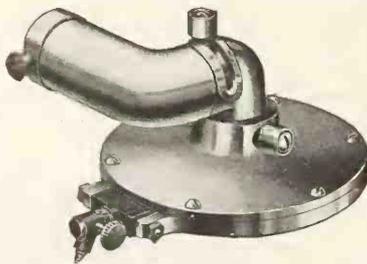
The
ideal phonograph
for that
small apartment
or anywhere

A real high-grade, musical instrument, equipped with the famous genuine Jewel-Tone Arm and Reproducer. Tone is equal in quality and volume to most of the expensive machines on the market, handsome, convenient, and thoroly good.

Samples sent on approval to responsible dealers.

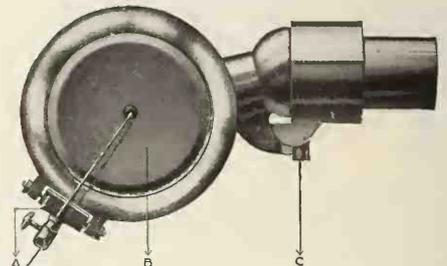
THE JEWEL-TONE Attachments for Victor and Edison

With
NOM-Y-KA
Diaphragm



Victor Attachment
for playing Edison and Pathe Records

Illustration shows this attachment in position for playing Edison or Pathe Records. Takes but a moment to change. Plays Victor and all lateral cut records with true, full tone.



Edison Attachment
for playing all lateral cut records

Perfectly balanced for playing all records on the Edison Diamond Disc phonograph. Pure and lovely in tone, full volume, and gives true value to your records.

*If your Jobber does not handle the Jewel
Products, write to us direct.*

JEWEL PHONOPARTS CO.

150-160 Whiting St., Chicago

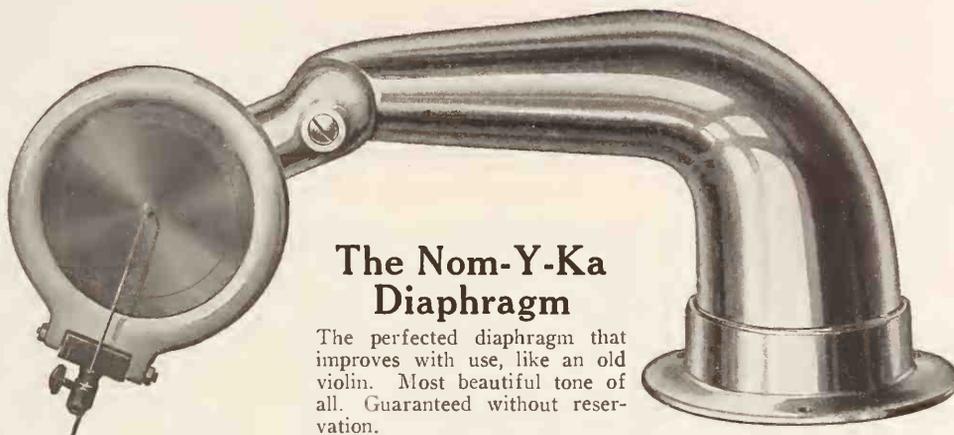
Mail this coupon for our new complete catalog.
Name _____
Address _____



THE JEWEL-TONE

Reproducers and Tone Arms

**Standard
No. 3
Plays All
Records
Perfectly**

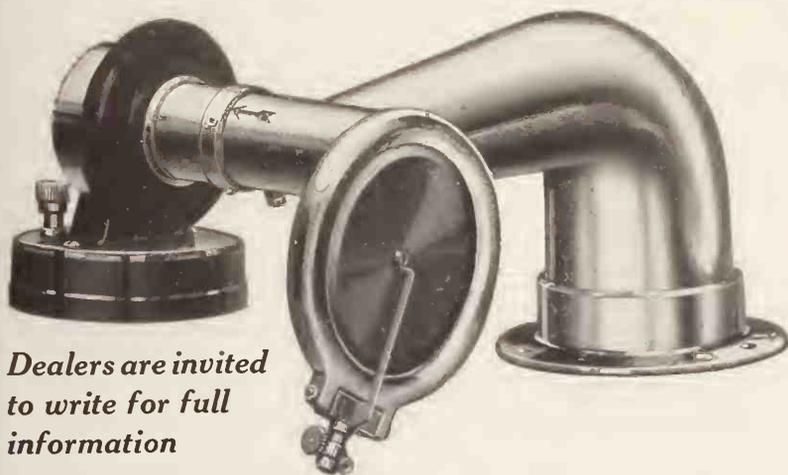


**The Nom-Y-Ka
Diaphragm**

The perfected diaphragm that improves with use, like an old violin. Most beautiful tone of all. Guaranteed without reservation.

This is the famous No. 3 tone arm and reproducer equipped with the Jewel NOM-Y-KA diaphragm. A wonderful improvement on any talking machine. The perfected tone arm and NOM-Y-KA diaphragm gives full, true tonal value, and beauty to all records.

The Jewel-Tone Reproducer and tone arm plays Victor, Edison, Brunswick and all makes of records—plays them equally well. It is made for every type of talking machine, and can be substituted for the old arm in a few moments.



*Dealers are invited
to write for full
information*

RADIO

with the
Famous
Holtzer-Cabot
Loud Speaker
Unit

Here is the latest Jewel-Tone product, the famous Jewel-Tone reproducer and tone arm in combination with the finest Radio Loud Speaker Unit. Either Phonograph or Radio can be tuned on or off in an instant. Unit off, does not interfere with the other.

Holtzer-Cabot Loud Speaker Unit is a quality product in every way, handsome and supremely efficient. It gives exceptional volume with a purity of tone seldom equaled, and a fitting mate to the Jewel-Tone reproducer.

JEWEL PHONOPARTS CO.

150-160 Whiting St., Chicago

Mail this coupon for our new complete catalog.
Name _____
Address _____

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 131)



THE ALTO Automatic Stop

For Phonographs.

Nothing needs to be screwed unto the tone arm. Simple in construction. It fits under the turn table. Our customers say it is the most accurate stop they found yet in spite of its low cost.

ALTO MFG. CO., 1647-51 Wolfram Street CHICAGO
Canadian Distributor Phon Parts Supply Co., Toronto, Ont.

out the year, with a representative in attendance during the January and July furniture shows. Incidentally, the General Phonograph Corp. of Illinois closed a very satisfactory year, and, in addition to maintaining its popularity among well-known phonograph manufacturers in the Middle West, the Heineman motor was adopted by many new concerns during 1924. S. A. Ribolla, general manager of the company, and popular throughout the Middle West, is keenly enthusiastic regarding the sales possibilities for Heineman motors during 1925.

Wasmuth-Goodrich Co. in New Offices

The Wasmuth-Goodrich Co., Peru, Ind., manufacturer of the Phonoradio, which has maintained a Western sales office in the Republic Building for the past year, has taken space in the American Furniture Mart, 666 Lake Shore Drive. The firm was completely installed in its new offices on the sixth floor January 1. The entire line of 1925 models, including the new Phonoradios in Verdi, Wagner and Mozart consoles, is on display, under the direction of Thos. C. Hindley, Central States representative.

Walter Magill in New Post

Walter Magill, sales manager of the radio division of the Krasco Mfg. Co., of this city, resigned from this position a few weeks ago to become manager of the newly created Angelus division of the Electrical Research Laboratories. This company, which is well known in Chicago manufacturing circles, has headquarters at 2500 Cottage Grove avenue, and Mr. Magill's offices are located at 1421 South Michigan boulevard, where display rooms and sales headquarters are maintained. The Angelus division, which is under Mr. Magill's charge, manufactures combination radio and phonograph units, phonograph panels, five and six-tube radio sets and the De Luxe portable.

As one of the veterans of the talking machine industry, Mr. Magill is ideally qualified to merchandise the products of the Angelus division

of the Electrical Research Laboratories, for, in addition to his intimate familiarity with every phase of the phonograph field, Mr. Magill has made an exhaustive study of the manufacturing and marketing of radio products. For many years he has been in close touch with every factor in the talking machine trade, and during the past year or two has also visited the leading members of the radio industry. He enters upon his new work with the enthusiastic good will of his host of friends in both industries.

Death of Paul J. Healy

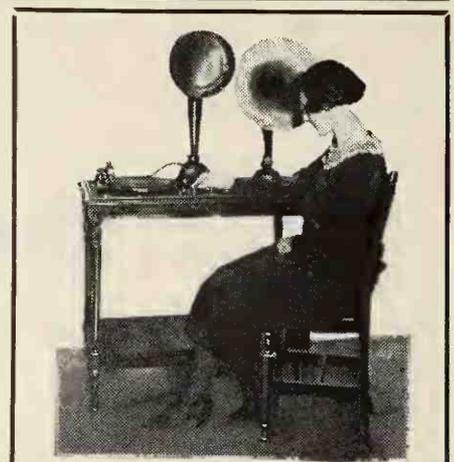
Paul J. Healy, formerly president of Lyon & Healy and son of the founder of the firm, was buried December 28 from Jordan's Chapel, with the Rev. Father Mullalley officiating. The body was placed in the Healy Mausoleum at Calvary. Mr. Healy died in Paris December 9 of heart disease and the body arrived in the United States on December 22 on the Leviathan. He is survived by Mrs. Healy, who had accompanied him on the trip abroad.

Zenith Corp. Declares Dividend

It was announced recently by S. I. Marks, treasurer of the Zenith Radio Corp., of this city, that a 6 per cent cash dividend on Zenith stock was authorized as of January 2. The company is in splendid financial shape, and only recently opened a second factory in order to keep pace with the requirements of Zenith jobbers and dealers. In fact, as this issue of The World goes to press it is understood that negotiations are pending for a third Zenith factory, which will give the company the floor space and facilities that it requires to handle its phenomenally expanding business.

Lakeside Supply Co. Closes Good Year

The Lakeside Supply Co., 73 West Van Buren street, manufacturer of radio sets, phonographs and accessories, closed a very satisfactory year with its sales totals more than doubling 1923 business. G. C. Fricke, president of the company and well known throughout the trade, is optimistic regarding 1925, and in his opinion the demand during the coming year will center chiefly on moderate priced phonographs, in preference to the higher priced models. Mr. Fricke believes that the talking machine dealer is proving and will prove an ideal outlet for the sale of radio products, based on the fact that the talking machine dealer maintains an attractive establishment with ample space for demonstrating purposes, is accustomed to handling instalment sales and knows how to merchandise high-priced units. Mr. Fricke suggests that dealers confine themselves to no more than two makes of sets, and thoroughly



This illustrates the Lakeside loud speaker test table. While designed for use of the dealer in selling speakers, it is also used as a form of entertainment for dance halls, skating rinks and small moving picture shows. Price \$80.00

Lakeside Supply Co.
73 W. Van Buren St., CHICAGO, ILL.
Phone Harrison 3840

understand the distinctive constructional features of these sets. When a dealer sells a set on the time-payment plan he should be in a position to service the set efficiently, although Mr. Fricke has found in the majority of instances that the complaints regarding radio sets are of a minor and trivial character.

J. F. Quinn With Mohawk Electric Corp.

J. F. Quinn, formerly associated with the Sears, Roebuck Co., has been appointed advertising manager of the Mohawk Electric Corp., of this city, manufacturer of the Mohawk "one-dial-to-tune" radio set. Mr. Quinn, whose experience in the advertising and merchandising world extends over a period of many years, will take an active part in the national advertising campaign which the Mohawk Electric Corp. has just introduced to feature its five-tube set. A substantial appropriation for this purpose was made recently, and besides the national campaign the present plan includes independent concentrated drives in the various trade centers. The campaign has been worked out in such a way as to give the national and local publicity

(Continued on page 136)

An Exceptional Line for Wide Awake Dealers COLUMBIAN BABY GRAND



Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59" x 56".

EXCEL PHONOGRAPH CO.
Manufacturers

400-412 West Erie St. CHICAGO, ILL.



Above are shown some of our best sellers. Styles 1 and 3 can be had in mahogany and oak finishes. Styles 10, 40 and 50 in mahogany and Walnut.

Order Now to Insure Immediate Delivery

ANNOUNCEMENT

We take this opportunity of announcing our 1925 line of Caswell Portable Phonographs. The few leading distributors and dealers who were invited to see these new creations in portables pronounced them America's finest. A new standard in portable phonograph values and quality has been created.

"Caswells" are bound to establish new sales records in 1925. Fifty years' experience in the manufacture of fine cases is embodied in each machine.

Our case of selected, three-ply, non-warping veneer has carefully rounded edges and corners. New effects have been secured by hand padding top and bottom. Outside coverings are of genuine Dupont Fabrikoid in rich blues, greys, browns, red, green and black, inside coverings in harmonizing colors. Continuous piano hinge, rustproof hardware, big, generous "easy carrying" handle. The famous Heineman Motor, full throw-back universal tone arm, our new "Caswell Microtone" reproducer, a real tone chamber all contribute to its rich, deep melodious tone, remarkable in volume, too. It will surprise you. Carries eighteen records securely, quickly accessible and convenient. This will please you, no other portable has this feature.

Beautiful in appearance, full of value, wonderful in tone and volume—your trade will buy it in preference to all others.

"Where one creates, hundreds imitate"—as usual our features will be feebly imitated by others.

DEALERS—Until your jobber is supplied order a few sample machines, direct from us. Be sure and give us your jobber's name.

JOBBERS—Your territory may be open, write or wire. Line shown only by appointment, we are not peddling.

List Price - \$25.00

\$27.00 in Far West and South

CASWELL MANUFACTURING CO.

Portable Phonographs of Distinction

St. Paul Avenue
at 10th Street

Milwaukee, Wisconsin
U. S. A.

Western Sales Office: Oakland Tribune Tower, Oakland, Cal.

FROM CUR CHICAGO HEADQUARTERS—(Continued from page 134)

HARRY ALTER & COMPANY

Radio and Electrical Supplies

OGDEN at CARROLL AVE. CHICAGO

Wholesale distributors for the following radio apparatus and supplies:

Freed-Eisemann	Mohawk	Frost
Renler	Premier	Signal
Freshman	Acme	Burgess
Dubilier	Allen-Bradley	Howard
Carter	Brandes	Radion
Benjamin	Eby	Walbert
France	Dulce-Tone	Balkite
Timmons	Unity	Kestner
Baldwin	American Hard Rubber	Erla
Electrad	Raven	C. R. L.
Rasla	Pacent	Weston
Apex	Keystone	Shamrock

Dealers who make Harry Alter & Co. their source of supply have at all times access to ample stocks of nationally-known merchandise, and prompt delivery from these stocks.

Our monthly catalog, *The "Pocketbook,"* will be sent to any established dealer who requests it on his letterhead



simultaneous exploitation, thereby giving the dealers double benefits.

Gulbransen Registering Piano Popular

Chicago business, musical and industrial organizations in increasing numbers are requesting the services of the Gulbransen registering piano at their entertainments, musicales and assemblies, because of the musical character of this instrument and its adaptability to work of this type. On Saturday afternoon, December 20, a demonstration of the Gulbransen was made at the Union Special Machine Co.'s Christmas festival and the program included ballads, Christmas hymns and classical selections. The Gulbransen was used not only as a solo instrument but to furnish accompaniments to the solos, duets, quartets, etc., sponsored by the employes of the Union Special Machine Co. The Gulbransen registering piano was used at this Christmas festival at the suggestion of one of

the Union Special Machine Co.'s employes who owns one of the instruments and is keenly enthusiastic regarding its musical qualities.

Vincennes Co. in New Home

J. S. Watters, president of the Vincennes Phonograph Co., of Vincennes, Ind., spent several days in this city during the latter part of December, superintending the removal of the company's Chicago office from the Republic Building to the American Furniture Mart. Here the Vincennes display and office, under the management of Leon C. Samuels, is located in Division B, house furnishing section.

Throughout the furniture show, which is being held from the 5th to the 20th of this month, the firm will display the Queen Anne, William and Mary and Tudor period model phonographs and various models showing the Rivoli two-color horn and two-tone finish.

Mr. Watters, during the course of a chat with

The World representative, stated that he is well pleased with the business of the past year and pointed out that shipments made during the month of October alone exceeded those of the entire preceding year. November and December also kept pace with the record-breaking month of October.

Winners in Sales Race

Valuable prizes were offered by the Consolidated Talking Machine Co. to the salesmen obtaining the largest number of orders for Work-Rite radio sets. The contest extended from the first of December to Christmas Eve. James Zawodnika, of the foreign record department, won first prize, a five-tube WorkRite set valued at \$160, and F. B. Dunford, Illinois traveler, carried off second honors, winning a three-tube WorkRite set, priced at \$75.

Blumberg Opening Attracts Crowds

Overflow crowds marked the opening of the new store of J. Blumberg, Columbia dealer and



Crowds Around Blumberg's New Store

successful furniture merchant of Waukegan, Ill. Not only was the building filled to capacity, but the sidewalks and streets became so congested that it was necessary to secure the assistance of the police department to keep the crowds moving. The store is very handsomely decorated and furnished and the opening received considerable notice in the newspapers. There are enlarged quarters for every department, and Mr. Blumberg reported a very satisfactory phonograph business over the holiday season.

New Kimball Console, Style Y, Introduced

The W. W. Kimball Co., of this city, manufacturer of Kimball phonographs and pianos,



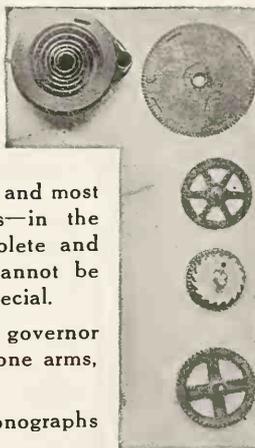
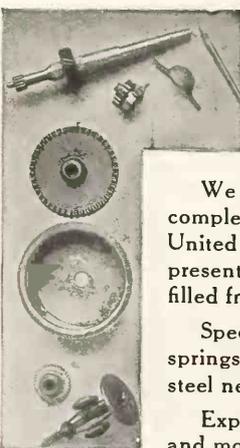
New Kimball Console Style Y

has just placed on the market a new Kimball console phonograph, designated as Style Y. Shipments of the new instrument are now being made, and, judging from all indications, it will be one of the most popular sellers in the Kimball line during 1925. The exterior is handsome in appearance, beautifully paneled and finished on all four sides. In equipment Style Y has all of the exclusive Kimball features, including an automatic stop, amplifier or tone control, gold-finished metal parts and eight albums. The instrument is thirty-six inches

(Continued on page 138)

Repair Parts

For All and Every Motor That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of



SUCCESSORS TO:
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-Jones Co.
Arelino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

227-229 W. WASHINGTON ST., CHICAGO, ILL.

Branches: 2957 Gratiot Ave., Detroit, Mich.

1121 Nicollet Ave., Minneapolis, Minn.

VITANOLA

The Phonograph of Marvelous Tone

2 things that count big now and Vitanola *has them both*

PRICE and QUALITY

You've heard of them before, of course. But THIS YEAR, according to the word of the best merchandising men in the phonograph trade, these two things will mean more than ever.

Vitanola always was a BIG VALUE. And this year, we've arranged our modern plant so that we can prune down our overhead just a little bit more. And we'll pass along the saving to you in STILL GREATER VITANOLA VALUES.

You can meet and overcome the stiffest competition with Vitano-
la Phonographs, Vitaradio Combinations and Vitano-
la Radio Cabinets, because of their price and because

THEY'RE QUALITY BUILT. Just because you can give your customers a surprising value doesn't mean you have to apologize for doing it. You can be proud to sell them a Vitano-
la and they'll be proud to own it and show it to their neighbors through the coming year.

If this gives you an idea for doing a BIGGER BUSINESS this year, with LESS SALES RESISTANCE write us NOW for the facts about the Vitano-
la representation.



A New Idea to Bring New Business

A "SECRETARY COMBINATION"—phonograph and writing desk. A piece of furniture graceful in any living room and a Vitano-
la phonograph of purest tone. It captivated dealers at the Chicago Furniture Market and it will captivate you and your customers.

Write for Low Price

VITANOLA TALKING MACHINE CO.

829 American Furniture Mart

666 Lake Shore Drive

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)

high, thirty-seven and one-half inches wide and twenty-three and one-half inches deep.

Mohawk Radio for War Veterans

The Mohawk Electric Corp., of this city, manufacturer of the Mohawk five-tube one-dial receiving set, presented one of these sets recently, together with a loud speaker, to two convalescent veterans of the World War at the Chicago



Wounded Veterans Enjoying a Mohawk Radio Set
Fresh Air Hospital. R. G. McGrath, formerly of the 311th Engineers, and Thomas Campbell, formerly of the Navy, were the lucky veterans to receive this gift, and, judging from the accompanying photograph, they are delighted with their Mohawk set. With a dozen other tubercular patients the ex-service men live in a frame building a hundred yards distant from the main hospital building and their radio set has proved

their greatest enjoyment in days of illness and discouragement.

Urges January Sales Promotion

A. G. Gulbransen, president of the Gulbransen Co., of this city, and recognized throughout the musical industry as a foremost authority on manufacturing and merchandising, called attention recently to the importance of the month

of January as a sales outlet. In commenting upon the possibilities for January business, Mr. Gulbransen said:

"The Christmas checks, bonus checks, dividends and interest on investments provide the basis for an unusually large retail piano business in the month of January. Christmastime, with its hustle and bustle of shopping excitement, is not the ideal time for the choosing of a piano. People have their minds on many small items; the purchasing, wrapping and delivering of scores of gifts occupy their time and attention. The dealer who does not 'clean up' on pianos at Christmastime need not feel discouraged. One of his biggest months—January—is right ahead of him.

"January is the time when people can purchase a piano deliberately—thoughtfully. It is the time when the interest and dividends on savings and investments swell the bank account, and when possibly good-sized Christmas and bonus checks further augment the financial resources of the household. It is a psychological

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.

time for the purchase of a piano. Of course, the dealer must make a bid for the business, and we are advising Gulbransen dealers to initiate a strong drive for sales next month. Direct-mail advertising and personal solicitation would seem to be particularly in place, after the Christmas bombardment of newspaper advertising.

"This month people will figure out their investments for the year, to a large extent. What better investment than a fine musical instrument? What investment is more lasting, more pleasure-giving? These are thoughts which the music dealer should keep before the public as soon as advertising with the Christmas atmosphere is out of date. In our own National Advertising in the Saturday Evening Post of January 15, we are featuring the thought that the Gulbransen is a 'gilt-edged investment in music.' This gives a theme for Gulbransen dealers to tie up with.

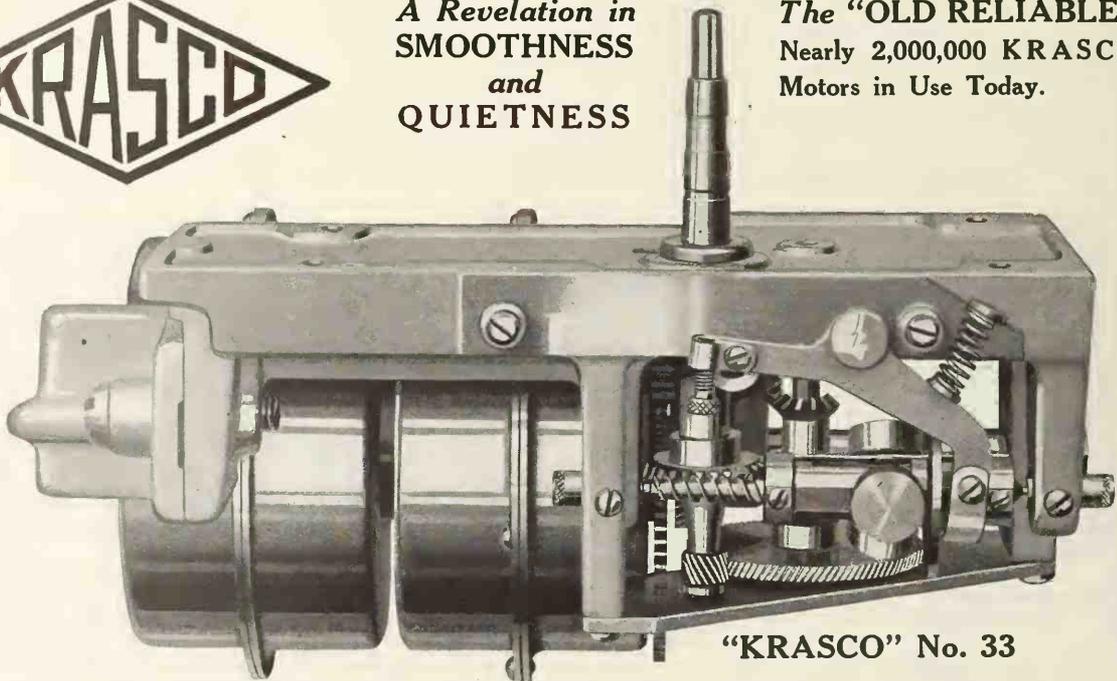
"The idea seems to exist in some quarters that January is a dull month. There is no reason why this should be so, either retail or wholesale. Possibly the idea originates from the old practice of closing down piano factories for two weeks or longer 'for the taking

(Continued on page 140)



**A Revelation in
SMOOTHNESS
and
QUIETNESS**

The "OLD RELIABLE"
Nearly 2,000,000 KRASCO
Motors in Use Today.



"KRASCO" No. 33

No matter what your motor requirements are KRASCO will fill the bill. If your trade wants reliable motors to play from four to ten ten-inch Records at one winding KRASCO will do it. Write for literature on KRASCO MOTORS. Types 2, 3, 4, 22, 33 and 41.

KRASCO MANUFACTURING COMPANY

451 East Ohio Street

CHICAGO, ILL.

OKeh and Odeon Records

Start the new year right.
Begin now by calling on

“Consolidated Service”

to fill all orders—large
or small, rush or casual.

Consolidated Talking Machine Co.

227-229 West Washington Street

CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich.

- -

1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

of inventory.' As far as we are concerned, our inventory is taken in one day between Christmas and New Year. A retail man told us the other day that his house always does twice as much business in January as in December. This does not mean that December is a below-normal month (it is generally considerably above normal), but the experience of this and other merchants indicates that the conclusion of the holiday season is not a season for lessened effort or the expectation of a decrease in business."

Welcome Ralph R. Fricke

The members of the local talking machine trade are giving a cordial welcome to Ralph R. Fricke, son of G. C. Fricke, president of the Lakeside Supply Co., 73 West Van Buren street.



Ralph R. Fricke

is following in the footsteps of his father by winning the esteem and friendship of the dealers and jobbers backed up by a desire to give them efficient service and co-operation.

H. A. Stewart Assumes Mr. Mercer's Post

The Gulbransen Co., of Chicago, Ill., announced recently that T. J. Mercer, sales manager of the company, had resigned, effective December 31, 1924. For personal reasons Mr. Mercer, who had been with the company for five years, asked to be released at the expiration of his 1924 arrangement. He leaves the Gulbransen Co. with the very best wishes of the organization, and with a sincere regard on his part for those who have been his associates during the past five years. Mr. Mercer is planning to leave within a few days for Arizona and California, where he and his family will spend the winter.

Mr. Mercer's duties in the Gulbransen sales department will be assumed by H. A. Stewart, who has been associated with the company for six years.

Ajax Record Co. Scoring Results

The same aggressive policy which has characterized the rapid progress of the Ajax Record Co. was mirrored in its advertising campaign several weeks before the holiday season. Large space advertisements in negro newspapers appeared throughout the country, reprints in colors of which were mailed to all dealers and appeared in record shop windows to greet the buying public. Illustrations generally were of a humorous character and adeptly put across the name of the record featured. As a result, the Ajax Record Co., according to Thos. Nash, re-

ported a steady profitable stream of orders during the holidays.

John Reed Now Covering Field

John Reed, field man for the Illinois Phonograph Co., Sonora jobbers, is at present carrying on the work of the former sales manager, Leon Golder. He is an old-time phonograph man and is giving the dealers in the Middle West territory the benefit of his many years' experience in the field.

Carl Knittel to El Paso, Tex.

Carl Knittel, of Quincy, Ill., spent the holidays with relatives in Chicago. He departed about the middle of January for El Paso, Texas, where he will spend the winter months convalescing from his recent illness. Upon his return in May he will again resume his duties in the sales department of the Wolf Manufacturing Industries, Quincy, Ill. Mr. Knittel is making rapid strides in his battle to regain his health, and despite his long term of confinement in the hospital has not lost touch with the phonograph industry.

Increasing Demand for Adler-Royal Line

The Edray Sales Corp., sales representative of Adler-Royal phonographs and neutrodyne radio sets, reports an unusual demand for the No. 199 five-tube dry cell neutrodyne. The various Adler combination units and the new Adler-Royal cabinet speaker have also been well

received in Chicago and the surrounding territory. Irving Leon, salesman in charge of the Illinois and Indiana territory, reports that one of his accounts, a large music dealer in Peoria, Ill., had hardly unboxed its first order when a wire was dispatched for a duplicate shipment to meet the demand.

The Fair, one of Chicago's largest department stores, has taken over the complete Royal radio line. A series of advertisements will appear in local newspapers, from January until May, listing the Fair store and other local dealers handling the products.

A Versatile Columbia Artist

One of the most popular members of the Chicago musical profession is Art Kahn, exclusive Columbia artist and musical director of the Lubliner & Trinz moving picture houses in this city, comprising some of the largest and finest theatres in the country. Mr. Kahn personally directs the orchestra at the Sennett Theatre in Chicago, and a considerable measure of the success achieved by this house, which seats 5,000 people, may be attributed to his musical ability.

Art Kahn's success has been achieved by his unusual artistic ability, for he is recognized generally as one of the foremost pianists in the popular musical world, and in addition is

(Continued on page 142)

You Should Sell

Your Distributor Can Supply You

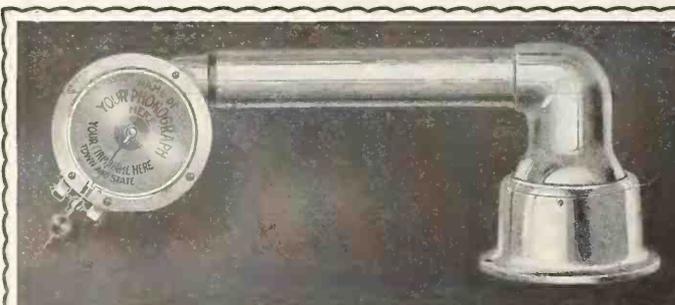
HALL CONCAVED FIBRE NEEDLES

25¢ or 50¢ packages

For the Following Reasons

- 1 Perfect Reproduction
- 2 Plays Many Records without Repointing
- 3 Plays All Makes of Disc Records
- 4 No Surface Noise
- 5 No Injury to Records
- 6 Improved Tone Quality

Hall Manufacturing Co. Chicago, Ill.

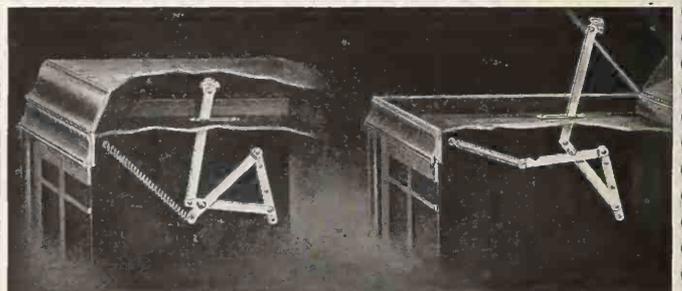


Scotford Tonearm and Superior Reproducer

Manufactured under patents of Louis K. Scotford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 8 1/2 inches center of base to needlepoint—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes

Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries. Samples sent anywhere for trial.



The Superior Spring Balanced Lid Support

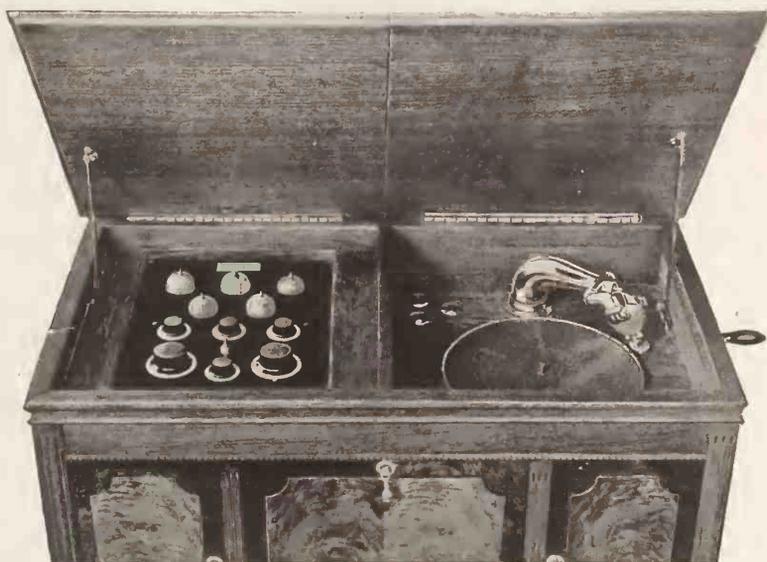
A touch of one finger lifts or closes the lid which stops, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with escutcheon plate and all necessary screws.

Low quantity Prices quoted on application

BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STS., CHICAGO

RADIO-MASTER

THE VOICE OF THE WORLD



MODEL No. 10—COMBINATION IN WALNUT, MAHOGANY OR BUTT WALNUT

Mr. Phonograph Dealer:

How many phonograph sales have you lost to radio during 1924? Don't let these profits go out of your door during 1925. Radio-Master offers six models of phonographs either completely radio equipped or so adapted that radio may be added at a later time when desired.

RADIO-MASTER receiving sets are designed for easy tuning and installation. Coast to coast reception on the loud speaker with wonderful volume and tone clarity. Prices on combination—Phonograph or straight radio, very reasonable. Write for full details and dealers' proposition.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

a composer of quite some fame. His latest success, "Off and Gone," published by Leo Feist, Inc., gives every indication of being an active seller with music dealers, and Mr. Kahn's recent Columbia record of "Gilda," published by the Ace Music Publishers of Chicago, not only won commendation of the trade, but is meeting with a sale that is countrywide.

Otto Heineman a Visitor

Otto Heineman, president of the General Phonograph Corp., visited the Chicago office of the firm for several days about the middle of December. He spent considerable time calling upon the local trade and reported that he was well pleased with the business outlook in this territory.

Flannery Opening Scores Big Success

The T. P. Flannery Co. recently celebrated its twenty-fifth anniversary by an exhibition styled the North Side Radio Show. The firm had on display a complete line of musical instruments, talking machines, pianos and radio sets. The show was held nightly at the establishment at 2711 N. Clark street. Among the radio and Victor record stars who appeared were Jack Chapman, of the Drake Hotel Orchestra; Don Bestor, of the Blackstone Hotel Orchestra; Ralph Williams, of the Rainbow Gardens; Coon-Sanders, of the Kansas City Night Hawks; "Uncle Bob" (Walter Wilson), the famous bedtime story man; Margaret Cade, Langdon Brothers and Jerry Sullivan, announcer at WQJ.

Each night a Christmas turkey was given as a prize. As each visitor entered the shop he was given a card upon which he placed his name, address, whether or not he owned a talking machine, radio or piano and the number of people in his family. Before the close of the show each evening some one present was presented with the Yuletide bird.

The shop was packed nightly with an interested crowd and there was plenty of entertain-

ment to satisfy their curiosity. The T. P. Flannery Co. features Victrolas, Cheney phonographs and Gulbransen registering pianos.

Among the radio sets on display were the products of the Radio Corp. of America, Zenith Radio Corp., Crosley Radio Corp., and the Thermodyne Corp.

To Introduce New Motor

Early in the year 1925 the General Phonograph Corp. will place upon the market a new medium-priced motor with many improvements. According to S. A. Ribolla, general manager of the Chicago office, there has been a demand in the trade for just such a product, and the new motor is destined to answer that call. Mr. Ribolla told The World representative that the total business of the firm for the year 1924 greatly exceeded that of the preceding year. He predicts the new year to be even better than that which has just passed.

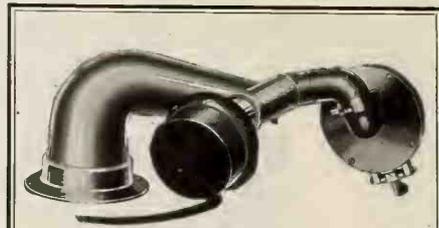
Christmas Greeting De Luxe

An effective tie-up with national advertising has been consummated by the General Phonograph Corp. Reprints of the attractive ten-page insert which appeared in the November number of The Talking Machine World advertising Heineman motors have been mailed to all customers of the concern. Bound in black leatherette, with an appropriate inscription upon the cover, they conveyed the season's greetings to the recipient.

Valeur Discusses Sonora and Trade Outlook

A. E. Valeur, general manager of the Illinois Phonograph Co., reported that the Sonora loud speaker and the Sonoradio, model 242, are very much in demand. Shortly before Christmas orders piled up rapidly for these two popular units which the firm was able to fill promptly. The fact that a large number were repeat orders indicates the manner in which the trade has accepted them.

In the course of a chat with The World representative, Mr. Valeur stated that he be-

**Lakeside No. 762 T. R.**

Combination Phonograph and Radio Tone-Arm. Quantity users will find this quoted at a surprisingly low price.

List \$7.50

Lakeside Supply Co.

73 W. Van Buren St., CHICAGO, ILL.

Phone Harrison 3840

lieved the year 1925 was to be one of stabilization. "It will be a year in which the radio industry will be stabilized to a great degree," he said, "and the problem of the talking machine man will be to ascertain in what measure he can ally himself with it. There are those in the industry who still believe that radio is a stumbling block to the phonograph manufacturer and dealer. These people make a decided mistake in adopting this attitude.

"The Sonora Co., basing its decision upon past experience, will look for the proper combination of both. We point to the reception

(Continued on page 144)

Fletcher No. 3 Brass-Drawn Tone Arm



Non-Vibrating
One Piece
Hexagon Taper

The best that money and skill can produce is now ready for the market at a minimum price. Plays all records and is equipped with the regular Fletcher Reproducer, which is scientifically constructed, and which really reproduces either vocal or instrumental music.

Write for samples and quantity quotations specifying 8½" or 9½" length.
Money back guarantee covers all sample orders.

Fletcher
REG. TRADE MARK



Reproducer
and Connection
for
NEW EDISON

Plays all Records

Dealers, Send for
Prices and Terms

Fletcher "Straight" and Fletcher "Universal" still made and carried in stock

FLETCHER-WICKES COMPANY

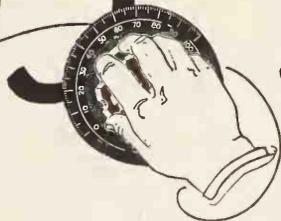
116-122 WEST ILLINOIS STREET, CHICAGO



When Mohawk Says:-

Just ONE Dial to Tune

It Means Just That!



"Imitation is the sincerest form of flattery,"—and the nation-wide sensation which the "Just **one** Dial To Tune" feature has created for the MOHAWK 5-Tube models made it a foregone conclusion that others would play "follow the leader." But once you make a careful inspection of most other so-called **one** Dial sets it is dollars to doughnuts that somewhere in their make-up you will find two or three extra controls carefully disguised so they will not look like dials.

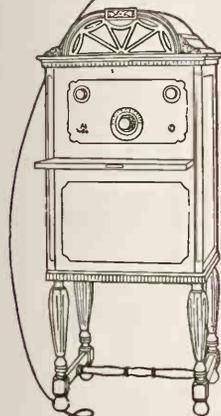
When MOHAWK says 5-Tubes with "Just **one** Dial To Tune" it means exactly what it says. It is not a mere claim. There is not a particle of exaggeration or subterfuge about the **one** Dial Control on the MOHAWK. It has been designed and built from the ground up with that one idea in mind—to give complete control of 5-tubes on just **one** Dial. Just **one** Dial to turn to get coast to coast range,—and crystal clear reception without distortion. The super-sharp selectivity of this single MOHAWK dial will cut through near-by stations with ease and bring in the distant ones clear and distinct direct on the loud speaker.

The **one** Dial Control of the MOHAWK is the final step in simplified control which now opens the market of the millions of buyers who have waited for high powered radio reception to become simple to operate and understand. We are willing to let the MOHAWK sell itself to you on its merits. Any responsible dealer can order a sample Mohawk set and test it in his own store in direct competition with any other set on the market. Then if it does not do anything any other 5-tube set will do,—and do it easier, quicker and better,—send it back and get your money.

There is some good dealer territory still available on the MOHAWK. Use the coupon or write at once for complete information, prices and discounts. We advise you to write today. Tomorrow may be too late.

MOHAWK SETS

are a quality product through and through, broadly and fully guaranteed. Built in THREE MODELS. Each encased in a distinctive type, hand-carved, Adam-Brown walnut cabinet instantly appealing to the artistic taste of the most critical. Console models have LOUD SPEAKER and battery compartment built right into the cabinet.



MOHAWK ELECTRIC CORPORATION

2244 Diversey Boulevard
CHICAGO, ILLINOIS



The Mohawk
5 Tube Receiver

Mohawk Electric Corporation,
2244 Diversey Blvd., Chicago, Ill.

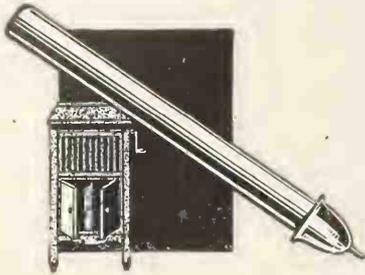
Send details of Mohawk Franchise giving prices, discounts to accredited dealers.

Name

Address

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)

Figures that tell an interesting story



Over 8,000 dealers sell TONOFONE Semi-permanent needles. Figuring that each of these dealers sells TONOFONES to only 100 families, we have NEARLY A MILLION families using TONOFONE—AND THEY KEEP ON using them year in and year out.

Something worth thinking about if you want to build up your volume of needle business and KEEP IT UP.

P. S.—Many of these 8,000 dealers use TONOFONE EXCLUSIVELY for demonstrating records. "They make better music."

Over a long period of time, and with the most painstaking experiments, a semi-permanent needle, playing 30 to 50 records without injury, has demonstrated its ability to bring out every tone shading. The needle is:

Tonofone

Packed in colored display cartons, in convenient "dime and quarter" packages.

Dealers profit 100%

Write us or your jobber for proposition.

110 S. Wabash Ave.

THE TONOFONE CO.
Manufacturers

Chicago, Ill.

accorded the Sonora loud speaker and the Sonoradio combination unit 242 by the trade as a basis upon which our policy rests. An increase in the popular demand for just such an instrument is certain to come and we will be prepared with new models during the coming year to meet the current needs of the dealers. Sonora has not only anticipated this coming need but has plans on foot which will enable us to satisfy it."

Marshall Field & Co. Has R. C. A. Exhibit

A radio exhibit was held in the radio section of the fourth floor of Marshall Field & Co. from January 5 to 10 in cooperation with the Radio Corporation of America. The various units on display furnished a graphic history of the development of receiving sets since 1900 to the present time. Lectures on the various steps in manufacturing progress were given at intervals each day throughout the show.

Army and navy receiving sets and large maps showing all of the army, navy, commercial and Radio Corporation stations on the face of the globe were among the interesting displays which held the attention of the visitors.

WEBL, the Radio Corporation's portable transmitter, was located at one end of the show room, and programs were broadcast at regular intervals. Axel Christensen, Herbie Mintz, Husk O'Hare's orchestra and other local radio

celebrities, appeared before the microphone.

The complete line of the Radio Corporation of America's products and parts and accessories were on display. The exhibit was in charge of George H. Clark, exposition manager of the Radio Corporation of America, and R. C. Gibson, manager of the radio department of Marshall Field & Co. Mr. Clark stages similar events for his firm throughout the United States.

Edison Activity Most Resultful

The Edison Phonograph Distributing Co., Chicago, is very well pleased with its December business, according to J. B. Turbett, general manager. He reported a fine holiday business, which, following the general trend of the trade this year, came in late but heavy. The William and Mary console type of phonograph was far more in demand among the dealers of the Middle West than any of the other models, notwithstanding the fact that its price is greater. The Edison distributors have also enjoyed a prosperous record business. The demand has been largely for popular records. Mr. Turbett, basing his statement on reports of territorial representatives, is looking forward to the year 1925 as being one of the most prosperous that Edison dealers in this territory have experienced.

Twenty Edison Tone Tests

A series of twenty tone tests were conducted

during the late Fall by the Edison Phonograph Distributing Co. in the States of Illinois, Wisconsin, Michigan and Indiana. Each exhibition was staged under the personal supervision of the firm representative in charge of that particular district. Glen Ellison, baritone, and Miss Alta Hill, pianist, Edison artists, were featured. In some cities tests were made in high schools before the student bodies in the afternoon, in order to decrease the congestion in the public auditoriums at the evening performance. As a result of these exhibitions the Edison distributors traced an increase in business immediately afterward.

Leon Golder Resigns

Leon Golder, sales manager of the Illinois Phonograph Co., Sonora jobber, has resigned his position with that company to become manager of the Chicago office of the Magnavox Co., of Oakland, Cal., which position he assumed on December 19. He will have direct charge of the Middle West territory which covers well over a dozen States, extending from Ohio to the Rockies, and from Canada to Texas.

He is leaving behind him at the Illinois Phonograph Co. a very successful record. He became associated with the firm when the Chicago office was opened in 1914. He rose to the position of sales manager in 1919, a title which he held until joining the Magnavox organization.

A. R. Rodway to Distribute Ware

A. R. Rodway, president of the Illinois Phonograph Corp., Sonora jobber from October, 1922, until December, 1924, has resigned from that company to become exclusive distributor for the products of the Ware Radio Corp., New York City. His territory comprises the State of Illinois. In addition to handling Ware neodyne receivers, Mr. Rodway is acting as distributor for the Halliwell loud speaker, and

(Continued on page 146)

AJAX

"Blues Records"



MAMIE SMITH
Exclusive AJAX Artist

Wide-awake Phonograph dealers, all over the country, are becoming more and more alive to the potential possibilities in the fast-growing Negro population and the musical demands of this special group. Wherever there are Negroes, Phonograph dealers can "tap" an amazingly rich market with very little effort. AJAX is a nationally advertised line, supported by the finest "blues" talent and excellent dealers' service.

The Quality Race Record

Some Dealers' Territory Still Open

Ajax Record Company, 108 W. Lake St., Chicago, Ill.

Phone State 1927

RADIO

DEALERS

WRITE FOR FREE CATALOG

Lowest Prices on Standard Sets & Parts

Every merchant should have our big bargain wholesale catalog showing hundreds of high grade standard radio sets and parts. Lowest wholesale prices. Same day shipment. Complete stock always on hand. Write now for our free catalog. Use your letterhead.

JOBBERS AND DISTRIBUTORS

WESTERN RADIO

138 W. LAKE ST. Dept. 12A CHICAGO

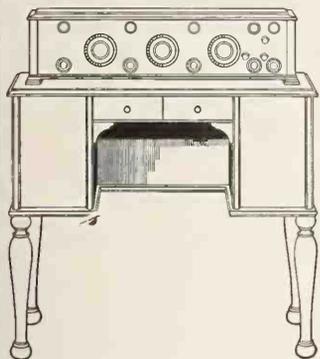
The Most Popular and Fastest Selling Piece of Radio Equipment Ever Offered

NO OUTSIDE STORE SERVICE REQUIRED

The most practical and useful innovation in the Radio Line up to date. Every third or fourth house a prospect—ask the wife! The men and boys either bought or made their Radio and the women folks are now interested in Modern Radio Console Cabinets.

BUY THE ORIGINAL **THE WIZARD LOUD SPEAKER CONSOLE** DON'T ACCEPT IMITATIONS

Provides Ample Space for an Orderly Arrangement and Complete Concealment of all Radio Batteries, Charger and Accessories. Puts an end to disordered radio rooms, tables or floors.



Space in front of Radio Set for arm rest, also room underneath cabinet, enabling operator to sit close to set.

DIMENSIONS:

32 in. high, 19 in. wide, 38 in. long.



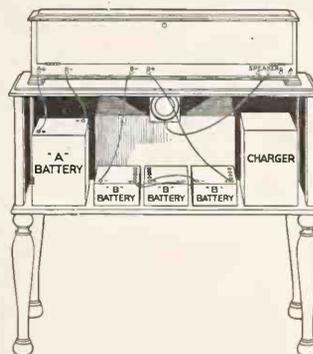
Both—Loud Speaker and Horn are concealed behind two doors back of which is an oval opening into the tone amplifying chamber.

These Doors also Control Volume and May be Used as a Tone Modifier.

Nationally Priced \$45.00

Including Loud Speaker Unit

F. O. B. FACTORY, CHICAGO



Loud Speaker and Horn Chamber at Top. Ample Space for Batteries—Charger and Accessories of Largest Dimensions.

CHOICE OF

Fine Figured Mahogany or Walnut

No more than you pay for any good Loud Speaker of the exposed type without Console.

Aside from the Convenience and Manifold Uses which alone are compelling, the Important feature is the Powerful Tonal Delivery.

The Tone of "The Wizard" is Unsurpassed in Character or Volume

Particularly notable in the Appearance of this improved and perfected model is the absence of both, the unsightly horn and out of date grill design in front of cabinet. The Wizard Principle constitutes a direct tone delivery, free from angular passages or wall obstruction.

Mr. Dealer: If you write at once and are able to secure exclusive selling rights for the Wizard Loud Speaker Console, you will have done one of your most profitable days work for 1925.

Our Phonograph Values will also cause your business to grow the same as they have so substantially done for us each year since 1914.

Ten Years of Unabated Phonograph Success

Our selling principles have always protected the Merchant.

We do not circulate the trade with wholesale prices attached.

Quotations are furnished on application and given only where territory is open.

Every dealer should buy and sell one good line of Phonographs, including Radio, subject to actual factory production margin only.

- Priced without Traveler's salary and Expense.
- Jobber's Profits or Losses. Extended Credit or
- Consignment Margins.
- Sold Direct from Factory Without Cost of
- Customary Advertising, Patent Royalties or
- Endorsements of Celebrities.



Greatest measure of real value in fine cabinet and equipment ever attempted in a strictly high grade and popular priced line of modern phonographs.

Wizard Phonograph Co.

ANTON CUMMINGS, President

1977 Ogden Avenue

Chicago, Illinois

Manufacturers of The Celebrated Valuphone and Wizard Radio Products

VALUPHONES

denote value

They Are Made For Particular Merchants and Their Trade

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144)

the Ray O' Vac battery, manufactured by the French Battery & Carbon Co., of Madison, Wis.

Since the opening of his new office at 616 South Michigan boulevard on December 1, Mr. Rodway states that he has closed some fine accounts, both in Chicago and throughout the State, a great number of them being large music and phonograph stores.

Important Change in Selling Plan

An important change in the plan of selling phonographs and radio sets took place in the department store of Mandel Brothers on January 1, when the two departments were combined and housed in attractive quarters on the ninth floor. Mark C. Stinson, manager of the Aeolian Mandel branch for the past two years, has charge of the department. While the change was pending, H. B. Levy, general district manager of the Aeolian Co., had charge of the department and all details incident to closing out the line.

Brunswick phonographs, Radiolas and rec-

ords, Victrolas and Victor records, and Aeolian records comprise the phonograph products. Complete lines of sets produced by Zenith, Freed-Eisemann, Howard and others are carried. In addition, N. & K., Music Master, Black Beauty and Starr loud speakers fill out a well-rounded line of radio products.

Chicago Talking Machine Co. Optimistic

The Chicago Talking Machine Co., Victor jobber, is optimistic concerning the trend of business during the coming year. W. C. Griffiths, sales manager, in a chat with The World, stated that the month of December had shown a very encouraging increase in the number and amount of orders and that the executives of his organization were firm in their belief that this was but a forerunner of a steady gain month by month throughout 1925.

At the sales meeting held in the headquarters of the firm on January 2 and 3, seven district representatives were present. Matters of sales policy and interesting talks by the various offi-



Targ & Dinner Music Co.
229 W. Randolph St. Chicago, Ill.
Outing Distributor

cial of the organization formed the principal features of the conference.

"Talkers" Aid Pupils

The public schools of Chicago recently adopted the plan of teaching penmanship to grade school pupils with the aid of phonographs. Best results in this work are obtained with a rhythmical count, hence the talking machine is of great value because its rhythm is accurate and definite. The steady flow of the music stimulates the movement, quickens the actions of the slow children and holds in check the reckless ones. With this plan, local public school officials have found that play and purpose are combined with highly satisfactory results.

Introducing Holtzer-Cabot Loud Speaker

The Jewel Phonoparts Co. is introducing to the trade this month the Holtzer-Cabot loud speaker for use in conjunction with the Jewel-Tone reproducer. The speaker is a handsome article with black rubber body, trimmed in nickel, and the Jewel officials deem it a fitting mate for their other products. It is attached to the tone arm of the Jewel reproducer, and by simply turning a valve to the letter designating phonograph or radio sound the desired result is obtained. The Holtzer-Cabot loud speaker will be described and illustrated in the Jewel catalog which will be placed in the hands of the trade shortly after the middle of January. A. H. Davis, sales manager, states that the Jewel organization has experienced a steady increase in business since the first of November and is confident that the year 1925 will bring a steady betterment of business conditions, particularly in the manufacture and marketing of phonographs and accessories.

Since it was formally introduced to the trade through national advertising in November, the sales of the Jewel-Tone baby grand portable phonograph have been on the increase. The first advertisement caused a steady stream of inquiries and orders, not only from points throughout the United States, but from Europe and South America as well.

"Tales of Travel, Life and Love"

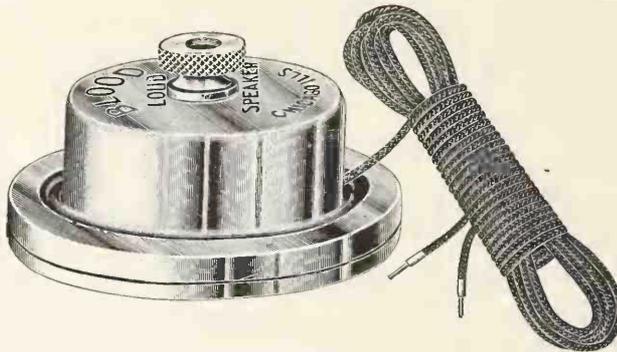
In his remarkable autobiography "Tales of Travel, Life and Love," just issued by George P. Bent for distribution among his friends, he intimates that he may re-enter the manufacturing field and make pianos, players and phonographs in California. The volume includes the history of his life and his family and contains interesting stories about the music trade, with which he has been so long connected. Mr. Bent has never been out of contact with the business and at present owns, with his son, Charles M. Bent, the Music Shop, a retail store at 214 South Wabash avenue. He lives at 2205 South Gramercy place, Los Angeles, Cal.

F. S. Spofford Injured

F. S. Spofford, well-known Sonora dealer with offices in the Republic building, was struck by an automobile Friday night, December 26, while crossing the street a short distance from his home. He was quite seriously injured, suffering a fracture of the skull, and was taken

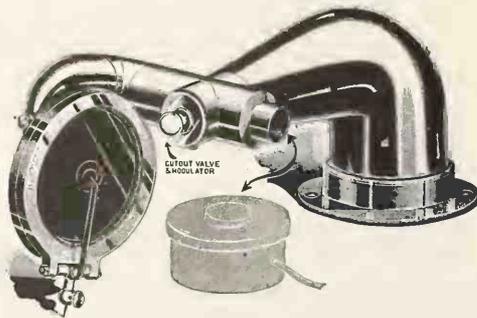
Another Musical Instrument

THE Blood Loud Speaker UNIT



Maintaining the same high standard
as hitherto attained by the

Blood Radio Tone Arm



Manufacturers of Phonographs and Radio Equipment will find *immediate market* with their Dealers through this remarkable Blood product, whether used in combination with the Blood Radio Tone Arm on a Phonograph or the Blood Speaker Unit installed in a Radio Cabinet.

BLOOD TONE ARM CO.

222 W. Madison St.

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 146)

to the Passavant Memorial Hospital. He was later removed to the Presbyterian Hospital of the City of Chicago. Mr. Spofford, according to latest reports, is recovering rapidly and his many friends in the trade are hoping for his early return to the office.

Piano Club Activities

The Piano Club of Chicago, in its weekly noontime luncheon meetings, has been the scene of very fine musical entertainment during the past month. Prominent speakers, as well as talented phonograph and radio stars, including members of the Club, have formed attractions which have increased attendance and interest.

Harvey T. Woodruff, editor of the "Wake" column in the Chicago Tribune, delivered an interesting talk on football and his varied experience in the reporting of sporting events at the December 15 meeting.

Various members of the Club furnished a musical program at the meeting of December 22. Axel Christensen, artist for the United States Music Co., and local radio entertainer, accompanied several of the entertainers on the piano. An "open house" lasting from noon until five o'clock formed the last meeting of the year 1924 on December 29.

The first issue of a monthly bulletin appeared on December 15, under the title of "Piano Club News." The publication carried a full account of Club activities, a listing of officers and committees and a resumé of the accomplishments of the organization. The bulletin is edited by Gordon Laughead and to him and Harry Schoenwald, president, and Harry B. Bibb, treasurer, much credit must be given for the progress which the Piano Club has enjoyed during the past few months.

Inspiring Message From Thomas C. Hindley of Prosperity to Come in 1925

Not a Solitary Reason for Pessimism, Says Central States Sales Representative of Wasmuth-Goodrich Co., Outlining Substantial Reasons Why the New Year Will Bring Prosperity

CHICAGO, ILL., December 9.—Among the many expressions of good will for the coming year received by the Chicago office of The Talking Machine World was a very interesting communication from Thomas C. Hindley, Central States sales representative of the Wasmuth-Goodrich Co., with headquarters in the Republic Building, Chicago. Mr. Hindley has been associated with the music industry for twenty-five years, and is generally recognized as one of the foremost sales executives in the talking machine and radio trades. In his communication to The World Mr. Hindley said:

"First of all permit me to wish prosperity and long life to The Talking Machine World—

the trade paper that so thoroughly covers the phonograph and radio fields.

"1924 was the greatest year thus far in the history of the world, but in 1925 everything is going to be considerably better! Call it what you like, evolution or the result of man's increased accumulation of knowledge and experience, but there is an irresistible force working ever onward and upward to that great goal toward which the whole universe moves. Let none of us be discouraged by the mistakes and failures of yesterday, but turn 'right about face' and courageously carry on to success.

"What a happy invention was the calendar. Have you ever thought how utterly lost we

Burns

No. 205



Loud Speaker

of Distinctive Beauty

Generous Proportions

A REPRODUCER THAT SATISFIES NATURAL TONES WITH VOLUME

Aluminum Sound Column. 14 inch pyralin bell. Convenient adjuster. Reproduces the true tones of voice or music. Equal to hearing the original.

Speaker Unit supplied for use on phonograph—fits all standard makes.

No. 205B Polished Black Flare.....	\$22.50
No. 205D Mahogany Tinted Flare.....	25.00
No. 100 Phonograph Unit	10.00

Manufactured by
American Electric
COMPANY
State and 64th Sts. CHICAGO
European Rep., R. A. Rothermel, Ltd., London
Australian Distr., Wills & Paton, Pty. Ltd., Melbourne

would be if deprived of this Reference Guide to 'Eternity's Mile Posts' of years, months, days, etc.? Now we have reached another time of new beginnings—Anno Domini 1925. Let us get our bearings, scan the horizon and try and discern what the signs of promise be.

"Material prosperity is in evidence everywhere. Call the roll of every basic source of wealth throughout this glorious country of ours
(Continued on page 148)

Permanent headquarters for RIVOLI Phonographs and Console Radio Cabinets have been established in the House Furnishing Division, Second Floor, American Furniture Mart, 666 Lake Shore Drive, Chicago, Illinois.

There, our exclusive distributor, Mr. Leon C. Samuels, will maintain his office, and will be pleased to show RIVOLI'S 1925 offerings, embodying the newest features in cabinet design.

In these new designs RIVOLI'S customary high quality has been meticulously maintained. The same solid construction, superlative finish, and wonderful TONE, unequaled by any phonograph on the market today.

Vincennes Phonograph Co.

VINCENNES :: INDIANA

Distribution by

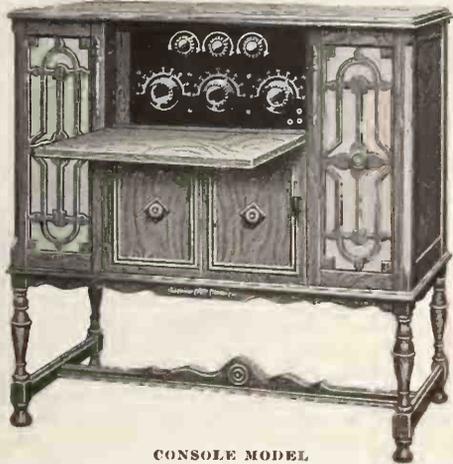
LEON C. SAMUELS
House Furnishing Division, Second
Floor, American Furniture Mart
666 Lake Shore Drive, Chicago, Ill.

MANUFACTURERS' AGENCY
314 Pan-American Bldg.
New Orleans, La.



Something Besides Superlatives!

A plain statement about radio for the jobber and dealer who want something more than just a "super" set of unusual performance. A proposition whereby the dealer in "Gollos Radio" builds for permanence with "Finer Radio in a Finer Cabinet." A plan offering dealers and jobbers a non-conflicting sales policy, and factory co-operation of a high order. Gollos receivers are housed in cabinetry of exquisite charm, hiding from view all batteries and accessories, the "Duoaudion" or double-horn loud speaker is inbuilt.



CONSOLE MODEL

With Duoaudion Double Horn Loud Speaker inbuilt. Of American Walnut or a choice in Brown Mahogany. An exclusive design, in which ample room is provided for all radio accessories. Price (less tubes and batteries)\$375.00



HIGHBOY

Combining a Chippendale motif with a Chinese influence. Furnished in American Walnut, antique finish, high-lighted with gold leaf. Price (less tubes and batteries)\$550.00



TABLE MODEL

As in the Console and the Highboy, the Duoaudion or Double Horn Loud Speaker is inbuilt. This model is compact and of a harmonious design, well in keeping with the Gollos standard. Price (less tubes and batteries)\$225.00

History of talking machine a guide to radio merchandising

The history of the talking machine trade shows that "after the first thrill" the public demands more than merely fine mechanical performance. In radio, of course, the customer *does demand* long distance, selective tuning and clear reception, without any howls and squeals, and all of these things are incorporated into the famous Gollos circuit. BUT, "Gollos Radio" offers much more than merely a *great* radio set from the standpoint of mechanics. The public to-day wants finer cabinets, real artistry in *phonograph* cases, and the *same thing* is getting to be a *fact* in merchandising *radio*; the future will see this emphasized even more.

Gollos radio cabinets set a new standard. Built, as they are, by acknowledged leaders in the furniture craft, from exclusive designs, and embodying all the artistry and hominess that delight the heart of womankind.

The Gollos Non-Conflicting Sales Policy

THE GOLLOS Radio Corporation's non-conflicting sales policy should interest every jobber and dealer. It is a plan offering real protection, so that the jobber may make his radio activities a real factor of his business, and so the dealer will reap *full benefit* from the money he spends getting people to come to his store to buy Gollos sets, instead of bringing the public to three or four competitive stores within a few blocks of him, perhaps. In addition to advertising matter, the Gollos plan not only includes dealer protection, but a system of furnishing the dealer factory sales instructors to build his department into a real business producer. The Gollos plan helps the dealer to capitalize on immediate opportunities, as well as to build up a *permanent* radio business that will prove more profitable as the months roll by.

The Gollos Circuit

Five tubes. One stage tuned radio frequency detector and three stages audio frequency. Please remember that the Gollos Circuit, the invention of Major Anatol Gollos, embodies all the good features of tuned radio frequency PLUS. It helps to close sales quicker, and it saves the dealer "grief" that he DOES NOT HAVE TO HAVE in operating a radio department. By an ingenious arrangement which stabilizes the tuned radio frequency circuit a double peak effort is introduced which gives greater response, adds considerably to the volume, eliminates all howls and squeals and gives tone clarity that closely approximates perfection. Coast-to-coast reception often is had with three tubes in operation, and, with the second and third stage of the audio frequency in reserve, one is assured uniform service.

**Write NOW for the Gollos Proposition—
It will mean more money for you!**

Gollos Radio Corporation

Factory and General Offices

CHAMPAIGN, ILLINOIS

Col. S. H. Mapes Elected Officer of Jones Radio Co.

General Sales Manager Now Executive With Title of Vice-President—Widespread Distribution Secured Throughout New York

The Joseph W. Jones Radio Mfg. Co., Inc., New York City, announced recently the election of Col. S. H. Mapes as vice-president of the company. Colonel Mapes has been identified with the organization for the past six months,



Col. S. H. Mapes

and his election as vice-president is a distinct tribute to his indefatigable work in the interests of the company and his thorough knowledge of the radio industry. Colonel Mapes, in addition to his executive duties, will continue as general sales manager of the Joseph W. Jones Radio Mfg. Co.

This company is making rapid progress in the merchandising of its many radio products, and recently Colonel Mapes received a very optimistic report from A. E. Russell, district manager of the company, Troy, N. Y., calling attention to the many distributors that he had appointed in his territory for Joseph W. Jones radio parts. Among these companies were the following: Havens Electrical Co., Albany, N. Y.; Jas. F. Burns Electric Co., Schenectady, N. Y.; Beaudet & Bradway, Glens Falls, N. Y.; Robertson Cataract Elec. Co., Rochester, Utica and Syracuse, N. Y.; Wheeler Green Electric Co., Rochester, N. Y.; McCarthy Bros. & Ford,

Buffalo, N. Y.; Iroquois Sales Corp., Buffalo, N. Y., and Niagara Radio Stores, Inc., Niagara Falls, N. Y.

Mr. Russell states that the demand for the new Jones radio panels for Victrola consoles far exceeds the supply, and as Mr. Russell is one of the best-known talking machine and piano men in New York State, his success with the Jones line is assured, for these panels and sets are being merchandised exclusively through the music trade.

Pearsall Organization Pays Tribute to Departed Chief

Widow of Late Tom Green Presented With Silver Tablet Expressing the Sentiment With Which He Was Regarded by All

Mrs. Lydia M. Green, president of the Silas E. Pearsall Co., New York, and widow of "Tom" Green, received from the Pearsall organization at Christmastime a very handsome silver tablet expressing the affection in which she is held by the Pearsall staff and reflecting their love for the late Thomas F. Green. The wording on this tablet is beautiful in sentiment and thought, reading as follows: "Lydia M. Green. Wherever, Next Year and Thereafter. Christ came into the world at this season nearly two thousand years ago and lived a life of sorrow so that others might be happy. His happiness was the love He put into the hearts of others—and Peace. If it should be the Plan of the Great Builder to scatter the various members of the establishment built by our friend, your husband, Thomas F. Green, and we should have no other opportunity to collectively express our love for you and for him and the love which you and he gave us one for another, we hope to fully express ourselves now. May the love you showed us be reflected in the love of others for you. May the peace you tried to give us be reflected in a great peace for you, and the bitterness in your heart for those who have injured you be tempered by the knowledge that an enemy is a short-lived thing and love and a true friend endure forever, and that it is only when Winter comes that we know the Holly and the Pine to be Evergreens. This is merely a tangible evidence of our love. The Pearsall Organization."

The Wilsharp Radio Co., New York, was recently incorporated at Albany.

E. P. H. Allen, of Grimes Fame, to Marry in March

Miss Olive Robertson, Distinguished Pianist, to Become Bride of Well-Known Sales Manager of David Grimes, Inc.

E. P. H. Allen, general sales manager of David Grimes, Inc., manufacturer of the Grimes Inverse Duplex, with executive offices at 1571 Broadway, New York City, surprised his many



E. P. H. Allen

friends in the trade early this month by announcing his coming marriage, in March, to Miss Olive Robertson, of 561 Madison avenue, New York City, a pianist whose name is familiar to many concert-goers.

The announcement came as a surprise to many of their mutual friends despite their long friendship and mutual interests.

Miss Robertson was born in the Blue Grass country of Kentucky and showed her love for music at an early age, later studying at the Cincinnati College of Music. During the World War she went overseas with the Y. M. C. A. and spent one year there, mostly in the devastated area in the north of France, although some time was spent in Luxemburg, Coblenz and southern France. At the present time she is organist for the North Avenue Presbyterian Church and Temple of the Covenant. Besides her concert work, Miss Robertson is an accompanist and coach.

Mr. Allen, besides his present radio activities, is well known in many branches of the music industry, with which he has been identified for many years.

Thomas R. Kennedy Now With Eagle Radio Co.

Thomas R. Kennedy, Jr., who was formerly connected with the John Hays Hammond, Jr., Radio Laboratory, has joined the staff of the Eagle Radio Co., 16 Boyden place, Newark, N. J., manufacturer of the well-known Eagle neutrodyne receivers. Mr. Kennedy, although a young man, has had considerable experience as a radio engineer. He received his early training at the Carnegie Institute, in Pittsburgh, and later, practical and experimental knowledge at the Boston Navy Yard, where he was an Ensign.

Yankee Products Chartered

Yankee Radio Products, New York, was recently incorporated at Albany, N. Y., with a capital stock of 200 shares of preferred stock at \$100 per share and 200 shares of common stock of no par value. Incorporators are D. Ornstein, M. Schwartz and A. L. Samuelson.

HARDWARE

for

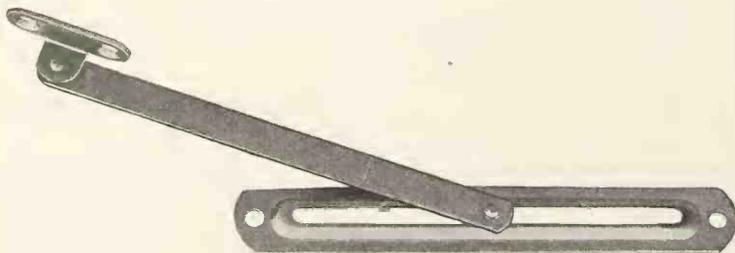
RADIO and PHONOGRAPH CABINETS

LID SUPPORTS
CATCHES

CONTINUOUS HINGES

NEEDLE CUPS

BULLET CATCHES
STOP HINGES
INVISIBLE HINGES



WEBER-KNAPP CO.
JAMESTOWN, N. Y.



Lots of promises have been made regarding "B" battery eliminators.

How many have lived up to the promise?

Unless they do these things they are useless:

Operate as well, or better than "B" batteries.

Work WITHOUT A.C. hum.

Perform perfectly on distance.

Give clear, uniform reception.

Be economical in upkeep.

Have sufficient output to operate any commercial receiving set.

Comparison proves *Fordec* is the only "B" Battery Eliminator that answers all of these requirements

Study These Exclusive Fordec Features:

Will operate ANY commercial receiving set, giving a plate voltage of 90 or better. Output, 75 milliamperes.

Complete control of both detector and amplifier voltage.

Perfect reception on local or distant stations, without A.C. hum.

Rectifies both sides of the A.C. cycle—consequently FREE from distortion or hum.

Costs less than a quarter of a cent a day to operate.

Requires no special tubes. Uses standard 5 volt, ¼ ampere receiving tubes, and USES THE REJECTS—the tubes which LIGHT BUT DO NOT OSCILLATE. This provides a market for the tubes which the dealer cannot get replacement on. Tubes last indefinitely—FORDEC does not overwork them.

Quality perfect—volume wonderful—no distortion whatever.

Works better on distance than the most perfect "B" batteries.

Built according to Underwriters' requirements.

JOBBERS—DEALERS—FORDEC is a LIVE one. It demonstrates PERFECTLY—sells easily and STAYS SOLD. Nothing about it to get out of order. FORDEC means no regrets and no grief. You can't go wrong on FORDEC. By comparison worth a hundred dollars of the buyer's money.

Write—wire—get started on FOR-DEC. The best money-maker in radio-to-day. Address the office nearest you.

Fordec 38^{.50}
B BATTERY

for 60 Cycle 110 Volt A. C. only



Foreign & Domestic Electrical Commodities, Inc.

Eastern Office
629-635 West 23rd St.
New York, N. Y.

Western Office
11502 Madison Ave.
Cleveland, Ohio

Atlanta Trade Optimistic as 1924 Ends Satisfactorily and Improvement Continues

Indications Point to a Year of Prosperity Ahead—J. F. Gordy Resigns—Elyea Talking Machine Co. in New Home—Edison Tone Tests Scheduled—James K. Polk Employees Dined—News

ATLANTA, GA., January 9.—The month of December showed improvement over the corresponding period of 1923 and indications point to a prosperous 1925 for the talking machine and radio trade. In this brief statement can be summed up the opinions of the leading music merchants of this vicinity.

J. F. Gordy Resigns

J. F. Gordy, who has been connected with the Elyea Talking Machine Co. for the past five years, resigned on January 1. Mr. Gordy



J. F. Gordy

for two years had been in charge of the Victor jobbing department of the Elyea Co., and has made an enviable reputation especially because of the manner in which he had built up the "Service Aid" department to the dealer, preparation of advertising copy, outlining Christmas Club and other plans. Mr. Gordy has not as yet announced his new plans.

Humes Co. Opens Radio Department

The Humes Music Co., of Columbus, held the formal opening of its radio department last month. Fred Ray, well known in radio circles, is in charge. The company will feature complete sets, many of which are enclosed in Strand

radio cabinets. Among the lines handled are Zenith, Gilfillan, Freed-Eisemann, Atwater Kent, Federal panels for insertion in talking machines, Crosley and the Radiola.

Elyea Co. in New Home

The Elyea Talking Machine Co. recently moved into permanent quarters at 11 North Pryor street. The company is devoting its entire resources to the distribution of the Victor line and the Gilfillan radio sets and parts.

Strand Going Well

Business with M. E. Lyle, particularly on Strand consoles, standard uprights and needles, has been most satisfactory. In addition, the rapid growth of radio has meant the opening of a new field with the Strand radio cabinets.

Edison Tone Tests Excite Interest

Phonographs, Inc., Edison distributors for the Atlanta Zone, report that December business showed improvement over December, 1923, and that the merchants are enthusiastic over the prospects for 1925. Phonographs, Inc., working in conjunction with the Edison laboratories and Edison dealers, are putting on a series of Edison tone test recitals. The artists are Misses Elizabeth Spencer, soprano, and Lucile Collette, violin and piano, and the dealers concerned are very enthusiastic over results.

The Ampico & Edison Shop, 182 Peachtree street, announces that, beginning January 1, M. O. Beckham, who has been connected with the American Piano Co. for several years as Southern representative, will take charge of the sales department. A hearty welcome was extended to Mr. Beckham by the officers and employees of the Ampico & Edison Shop at a luncheon given at the Henry Grady Hotel on January 1.

The Scott Music Co., Edison dealer, St. Petersburg, Fla., reports a volume of business for 1924 surpassing expectations and amounting to approximately three times the volume of 1923 business. Mr. and Mrs. Scott are highly enthusiastic over prospects for the coming year.

The Atlanta Sales Co., Inc., W. L. F. Rosenblatt, president; A. P. Talley, vice-president, and E. F. Parr, secretary and manager, reports a splendid volume of business secured in this



James K. Polk, Inc.
294 Decatur St. Atlanta, Ga.
Outing Distributor

territory since its incorporation in July. This new house will work the wholesale trade throughout the Southeast on pianos, piano benches, record cabinets, record racks and miscellaneous musical goods.

James K. Polk Employees Dined

The second annual banquet to be given by the officers of James K. Polk, Inc., of this city, distributor of Sonora phonographs, Okeh and



James K. Polk Employees at Banquet

Odeon records, parts, accessories, etc., to the employees of the company, was held recently in the Pine Room of the Ansley Hotel. Thirty-nine employees of the company, together with a number of invited guests, were present, and a series of impromptu talks added materially to the success of the occasion. The officers of the company congratulated the organization upon its effective work the past year, which enabled James K. Polk, Inc., to close the most successful year in its history.

Music Master Corp. Buys Plant at Betzwood, Pa.

PHILADELPHIA, PA., January 6.—The Music Master Corp., of this city, has just closed a very important deal whereby it becomes the owner of a thirty-acre plant at Betzwood, Pa. This plant was formerly owned by the Lubin Motion Picture Co., and more recently was occupied by the Betzwood Motion Picture Co. It is one of the finest plants of its type in the country and will be used for the manufacture of Music Master products exclusively. Walter L. Eckhardt, president of the Music Master Corp., will very shortly announce detailed plans regarding the company's manufacturing activities at this plant.

Boyer Remembers Friends

The many friends in the trade of James F. Boyer, secretary of C. G. Conn, Ltd., Elkhart, Ind., manufacturer of Conn band instruments, received at Christmastime from this popular executive a very handsome gift in the shape of an artistic gilt letter opener designed as a trowel. It bears the inscription, "Build America's Music With Conn Instruments," and as Mr. Boyer has a host of friends in the trade, the trowel may be found in almost every trade center throughout the country.

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!



14 in. high, 6½ in. deep. Made of a scientific, lightweight material, burler, which eliminates counter vibrations, the commonest cause of bad speaker production. Handsomely finished. Four striking designs to harmonize with beautiful home furnishings. Clear, distinct, natural tone. Retail list, \$27.50. Boxed in threes, each speaker in individual display carton.

A SPEAKING SUCCESS

RADIO fans everywhere are enthusiastic about the N & K Imported Loudspeaker, Type W. They like its looks, its economy of space, and, most of all, its wonderful clearness of tone.

This loudspeaker stands by itself in the radio field. It is selling to hundreds of radio set owners who object to the awkwardness and size of horn-shaped speakers. It is selling to more numerous hundreds who are tired of rasping, twanging, guttural sounds that blast out of ordinary speakers.

It sells at an acceptable price with a very acceptable profit to you. Let your public know you carry the new Imported N & K Loudspeaker. Write today for the handsome new N & K Window Display printed in beautiful colors.

TH. GOLDSCHMIDT CORPORATION
Dept. T 1 15 William St., New York



LOUDSPEAKER

TYPE W



N & K Imported Phones, Model D, are favorites with radio enthusiasts who prefer distinct, clear tone. Extra large diaphragms. Sanitary leather covered head bands. Retail list \$8.50. In handsome display cartons of ten.



The N & K Imported Phonograph Unit has the same beautiful purity of tone that distinguishes the speaker and the phones. Attaches instantly to any standard phonograph without screws or special devices. Retail list \$7.50. In cartons of twelve, each unit in good-looking leather finish box.

David Grimes and Cameo Record Corp. Consolidate

Manufacturer of Radio Line and Maker of Popular Price Records to Be Known as David Grimes Radio & Cameo Record Corp.

The announcement that David Grimes, Inc., the well-known manufacturer of the Grimes Inverse Duplex receiving sets, and the Cameo Record Corp., one of the largest manufacturers of popular priced records, have consolidated and are now operating under the trade name David Grimes Radio & Cameo Record Corp., marks a further step in the relationship of music with radio.

Henry Waterson, president of the new combination, is a pioneer in the popular music business. He is head of Henry Waterson, Inc., and Waterson, Berlin & Snyder, two very active popular publishing organizations. Years ago he was one of the originators of the "Little Wonder Record," which today still finds an active sale in the ten-cent stores. During the post-war period he organized the Cameo Record Corp., which in a few short months took a leading position in the popular priced record market.

The rapid development of radio interest and the tremendous sale of receiving sets next attracted his attention and, in association with David Grimes, the well-known radio engineer, he organized David Grimes, Inc., of which E. P. H. Allen is general manager. This set, which was placed in the stocks of dealers early in the Fall, has already made a name for itself and the demand for this product has necessitated the steady enlargement of the company's manufacturing facilities.

David Grimes Radio & Cameo Record Corp., besides controlling the two products mentioned above, also has taken over the distribution of Lincoln and Cameo Kid records and the distribution of American Record Mfg. Co., which operates a record pressing plant in Framingham, Mass. This latter firm has an exclusive two-year contract to manufacture a new subject record each month for the Boy Scouts.

Brightson Display Salon Now in Waldorf-Astoria

Executive Offices and Display Rooms Located on Main Floor of Famous Hotel—Situation Is Ideal and Gives Prestige to Product

The executive offices and display salon of the Brightson True Blue radio tube, manufactured by the Brightson Laboratories, Inc., are now located on the street floor of the Waldorf-Astoria Hotel, New York City. The offices are in one of the most convenient and important business locations in the greater city.

George E. Brightson, one of the pioneers of the talking machine industry, is the founder and president of this new manufacturing corporation. Mr. Brightson has appointed M. W. Craddick, formerly associated with the De Forest Radio Co., as general sales manager for the Brightson True Blue radio tube.

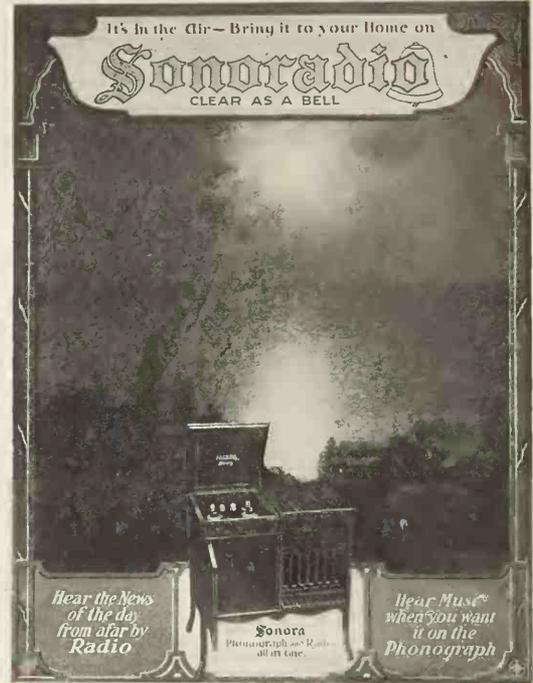
The entrance to the new Brightson True Blue tube headquarters can be gained from either the main floor of the Waldorf-Astoria or the street entrance facing on Thirty-fourth street. The location of the offices is on the northwest corner facing both Thirty-fourth street and Astor court.

Mr. Brightson for a number of years has made his Winter home in the Waldorf-Astoria. In choosing this important location a most prominent and distinguished setting is given to his product, which is to be marketed as a tube of the highest quality. In addition to the showroom on the main floor there is liberal space on the mezzanine floor, which will contain the private office of Mr. Brightson, as well as the office of Mr. Craddick. The quality of the product is reflected in the location of the headquarters and the artistic and harmonious furnishings of the executive offices and display salon.

Sonora Poster Publicity Features the Sonoradio

Advertising Department Furnishes Sonora Dealers With Sales Aid in Form of Multi-colored Poster Featuring the Sonoradio.

The advertising department of the Sonora Phonograph Co., Inc., forwarded recently to Sonora dealers a very handsome collapsible poster featuring the Sonoradio model No. 242,



Artistic Sonoradio Poster of the Sonora Co.

one of the most popular models in the company's line. This poster, which is reproduced herewith in black and white, is multi-colored and the attractiveness of the design has influenced Sonora dealers to use it generally in their window and store displays.

EVERY-
THING
FOR
THE
RADIO
DEALER

**ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY**

The year of 1925 will bring unlimited prosperity to all lines of business throughout the country. The talking machine dealer will be certain to benefit through the better conditions which will exist during the coming year, and should prepare for the good business which he will receive by equipping and refitting his store.

The Zimmerman-Bitter Construction Co. is in a position to render the utmost service to the dealer in the remodeling, decorating and installing of equipment in his store. Our experience allows us to know exactly the requirements of the phonograph and radio trade. We would be glad to have you call on us to give an estimate on your requirements for the coming year.

quality *design*

Record Racks Display Cases
Hearing Rooms Musical Instrument
Service Counters Cases, Etc.
Prices on request

**ZIMMERMAN-BITTER
CONSTRUCTION COMPANY**
325-27 East 94th Street, New York
Telephone Lenox 2960

ASK US
ABOUT
OUR
SHEET
MUSIC
AND
MUSICAL
INSTRUMENT
CASES

New Halliwell Distributor on the Pacific Coast

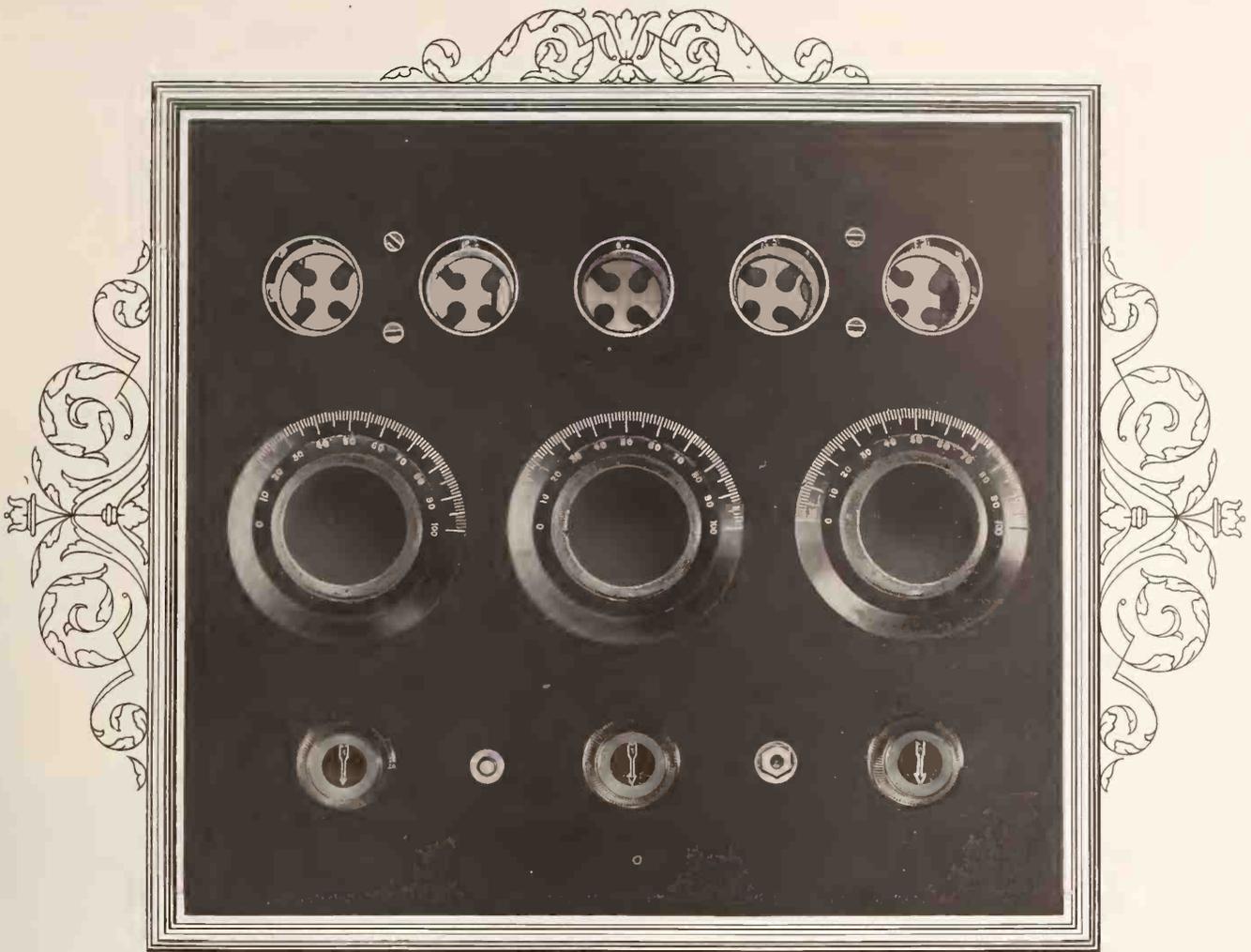
The Halliwell Electric Co., Inc., New York, manufacturer of the Halliwell loud speaker, recently announced through D. M. McCloskey, sales manager of the company, the appointment of Walter S. Gray & Co., San Francisco, Cal., as the company's distributor for the Pacific Coast. The Gray Co. covers as a distributor the territory from Los Angeles as far North as Seattle, Wash., and has been making rapid progress throughout the territory in the sales of radio.

The Halliwell Co. at the present time has a number of distributors in the music trade, including the Progressive Musical Instrument Co., New York; Gibson Snow Co., Inc., Syracuse, N. Y.; the Ohio Musical Sales Co., of Cleveland, O., and the Lucker Sales Co., of Minneapolis, Minn.

New Perfect Record Artists

"The Radio Aces," G. Underhill Macy and J. William Scott, are now recording for the Perfect Record Co., Brooklyn, N. Y. These artists are well known to every owner of radio sets and enjoy great popularity, which is attested to by the numerous complimentary letters which they receive after each evening's broadcasting.

Mr. Macy has a rich bass voice and Mr. Scott is a tenor of equal quality. It is expected that their first record will be released by the Perfect Record Co. this month.



Bestone V-60

A Five Tube Panel for \$85

THE BESTONE V-60 is the only Five Tube Panel that sells for as low a price as \$85. And it is a real producer for your radio department. In addition to being one of the neatest appearing phonograph panels now being constructed for radio service, the Bestone V-60 Five Tube Receiver Panel bears distinctions such as rare tone quality, volume, selectivity, and distance range, the like of which are found only in receivers commanding a much higher price.

The Bestone V-60 Five Tube Panel is a product of the highest type of radio engineering skill and craftsmanship. In circuit, design and materials it is an exact reproduction of our famous Bestone V-60 Five Tube cabinet receiver, which is being so popularly hailed by amateur and professional alike as one of the most remarkable radio receivers of the present day. We make this panel in Console and Upright models suitable for all makes of phonographs.

Progressive music merchants are urged to investigate the sales possibilities in the Bestone V-60 Five Tube Panel, through recognized distributors or either office of this company.

HENRY HYMAN & COMPANY, Inc., Manufacturers
476 Broadway, NEW YORK 212 W. Austin Avenue, CHICAGO

Bestone V-60

Okeh Limerick Contest Stimulates Record Sales

Campaign Participated in by Fifty Dealers Stimulates Sales of Lopez Records and Draws Entries From Wide Territory

The limerick contest to stimulate the sale of Lopez Okeh records held during the month of December by fifty Okeh dealers co-operating with the New York distributing division of the General Phonograph Corp. was a decided success. As detailed in the December issue of The World, this contest was planned from the dealer standpoint and each of the dealers who participated presented the plan as though it were original with his establishment. Each dealer distributed four-page leaflets containing the unfinished limerick, conditions of the contest and a picture of his store. The limerick, the last line of which was blank and which contestants were to supply, read:

There was a young girl from Broadway
Who heard Lopez perform on Okeh,
"Oh, Boy! that's the stuff,"
Said this beautiful fluff,

The first three prize-winning answers were as follows: "Wrap it up, Mr. Clerk, here's your pay," "That's a hypnotizing, tantalizing 'lay,'" and "Makes you 'wig wag' and lifts your toupee." The winner of the first prize, Chas. W. Murray, of West Orange, N. J., received one hundred dollars. H. P. Thom, of New York, whose contribution was adjudged second-best, was awarded a console phonograph, and an Outing portable talking machine as third prize was given to John H. White, of Jersey City, N. J.

Norman Smith, sales manager of the division, who directed the contest, stated that a close check-up of these dealers' orders for Lopez records revealed an immediate and appreciable pick-up during the period of the contest. Although the dealers who participated in this contest are all located in the metropolitan section, some ten States and Canada were represented in the six thousand entries in the contest.

Ben Landay a Benedict

Ben Landay, youngest of the Landay brothers, 319 Sixth avenue, vice-president and general manager of the Progressive Musical Instrument Corp., distributor of musical instruments and all kinds of radio products, recently married Miss Lillian Schwarzer.

In honor of the event a reception was held at the Hotel Astor, New York City, at which 250 guests were present. An entertainment program, which included some of Broadway's noted stars, contributed to the entertainment of the occasion. These included Ben Bernie and His Orchestra, Eddie Cantor, star of "Kid Boots," Cliff Edwards, better known as Ukulele Ike; George E. Price, the well-known musical comedy headliner, and a number of others.

William J. Haussler, vice-president and general manager of C. Bruno & Son, Inc., and M. Hohner, Inc., both of New York, were the guests at a recent dinner of the New York Newspaper Club.

Victor Traveling Staff Holds Holiday Conference

Meets in Camden to Discuss Plans for 1925 —R. S. Cron Now Located at Headquarters and Other Travelers Are Transferred

The staff of the traveling department of the Victor Talking Machine Co., with the exception of the travelers located in the Far West, gathered at the factory in Camden during holiday week for a general conference prior to starting out over their territory for the new year. R. S. Cron, who formerly traveled in the Chicago territory, has been brought to headquarters and is assisting C. L. Egner and O. L. May in the conduct of that department. His presence in Camden will enable Messrs. Egner and May to get out in the field at frequent intervals and keep in touch with the general situation.

E. J. F. Marx, formerly located in Pittsburgh, has succeeded Mr. Cron in Chicago, and L. S. Morgan has been transferred from Milwaukee to Pittsburgh.

Prominent Buffalo House Opens Music Department

Adam, Meldrum & Anderson Stage Formal Opening of New Department

BUFFALO, N. Y., January 9.—Adam, Meldrum & Anderson, one of the largest department stores of this city, formally opened its music department on Monday, January 5. It is located on the first floor of the recently acquired annex, and has a frontage on Main street of about fifty feet. It extends back to Pearl street.

The department presented a very attractive appearance on opening day, hundreds of visitors entering, and many buying. Huge baskets of flowers and masses of plants, gifts from members of the trade, added greatly to the store's attractiveness. A feature in decorations that could not be overlooked were the gaily colored Egyptian shades which dim the scores of wall lights. Rich tapestries decorate the tinted walls and the floors are covered with Oriental rugs.

Victrola, Royal and Sonora phonographs and "Pal" portables are included in the line of talking machines. A line of nationally famous pianos is given good display space. In the record department, Victor Red Seal records are being featured. Domino records are also carried.

The Adam, Meldrum & Anderson Co. purchased the Victor stock of Carl A. Berlin, in Swan street, who has closed his establishment,

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

the agency being turned over to the downtown department store.

Mrs. Loretta Spring, formerly with the Royal Phonograph Co., representing that concern in the western New York territory, has been made manager of the new music department. She has won great favor in the Buffalo trade, becoming especially well known during the period when she managed the music department of the J. N. Adam Co.

Brooklyn Boys Entertained by Sonora Radio Speaker

The Sonora radio speaker played an active part in entertaining a group of 500 boys who gathered recently at the Y. M. C. A. in Brooklyn, N. Y., to hear a speech broadcast by Richard W. Enright, Commissioner of Police of the City of New York. The Sonora radio speaker amplified the broadcasting to excellent



Brooklyn Boys Listening to Radio Program—Sonora Speaker in Center advantage and the boys keenly enjoyed Commissioner Enright's talk.

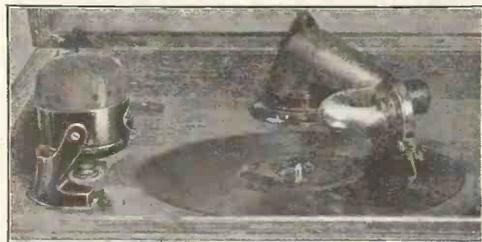
Macdonald to Visit Coast

J. S. Macdonald, head of the recording department of the Victor Talking Machine Co., left Camden on January 8 for a visit to the Pacific Coast where he will inspect the new recording and pressing plant in Oakland, Cal. This plant, by the way, is now in full operation and in addition to recording and pressing local numbers is also pressing the records for the weekly and monthly releases for Pacific Coast distribution. E. J. King, of the New York Recording Laboratories of the Victor, will also make a trip through the West shortly.

The Danley Book & Music Co. has purchased the stock of musical instruments of the Parsons Hardware Store, Chadron, Neb.

Dictogrand

The Articulating
True Tone
LOUD SPEAKER



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

A STIRRING ANNOUNCEMENT

Write or Wire

A great radio manufacturer has done it. The uncertainty about radio in this trade is cleared away.

Instead of standing by to see radio cut into your business you can now *ADD FULL RADIO PROFITS* to your regular volume.

You can do it with the Angelus Panel, specially created by a famous radio manufacturer who knows your viewpoint— who knows you do not want to handle radio just because you have to—who knows that the right goods will make you an active, eager partner in the radio business.

The Angelus Panel fits console phonograph cabinets.

The Angelus Panel provides a radio receiver unsurpassed in radio history for power, range, volume, selectivity and *ARTISTIC TONE*. The reputation of the maker guarantees that.

With performance unsurpassed at any price, the Angelus sells to you at a figure which means the most attractive radio-phonograph combination available today.

The Angelus line also includes a sensational 5-tube receiver which puts you into biggest, most profitable part of the market for radio sets—puts you in strong.

And with the Angelus 5-tube portable, rivaling the finest large sets for results, Angelus fortifies you with the fastest selling types of radio equipment.

Whatever your radio experience has been, you cannot know what radio now means to this trade until you know the quality, the stability, the soundness of the Angelus line and of the Angelus dealer policy.

Write or wire.

ANGELUS DIVISION · 1421 S. Michigan Avenue · CHICAGO
A Division of Electrical Research Laboratories

ANGELUS

R A D I O

Fine Numbers in Edison January Record Release

New Record by Marie Tiffany—Other Leading Edison Artists Included in List—Guy Hunter Makes First Recording for Edison

Among the record releases for the current month by Thos. A. Edison, Inc., is a new record featuring a selection by Marie Tiffany on one side and Marie Rappold on the other. These two eminent artists, who have dazzled opera and concert audiences for many years, appear at their best in these new releases. Miss Tiffany sings "Mighty Lak' a Rose" and "The Perfect Prayer." Miss Rappold sings "The Radiance in Your Eyes."

The new releases also include a revival by the great violinist, Mary Zentay, who died several years ago, but for the perpetuation of whose art there has been a great public demand. The current release on one side is "Mazourka" and on the other "Praeludium und Allegro."

There is also a record containing two selections by Maggie Teyte recorded when she was last in the country. They are "Dreams" and "Happy Days," both by Strelzki.

Another important release is the record by Ralph Errolle, the distinguished artist who has been engaged by the Metropolitan Opera Co. as a leading tenor. The selections are "The Sweetest Story Ever Told" and "I Hear You Calling Me."

In the current releases a new Edison artist makes his debut, namely, Guy Hunter, the blind entertainer, who sings "O Death Where Is Thy Sting" and "You're Gwine to Get Something What You Don't Expect."

There are also two records by the new orchestra which has been engaged to make Edison records, namely, Polla's Clover Gardens Orchestra. This is one of the most popular dance orchestras in the country and appears nightly at the Clover Gardens in New York City. The first releases by them include on one record "Too Tired" and "It'll Get You," and on the other, "Traveling Blues" and "All Alone With You in a Little Rendezvous."

Another new Edison orchestra also makes its debut this month, the Meadowbrook Dance Orchestra, which is playing at the Paradise Ballroom in Newark, N. J. The first record to be released by this orchestra has on one side "Me and the Boy Friend" with "Nightingale," by Polla's Clover Gardens Orchestra, on the other.

An interesting and brand new feature of the Edison Recent Record Releases for January is a full page devoted to humorous anecdotes. Mr. Edison is personally responsible for this, as he believes people like a little light reading along with what is really record catalog information.

Bright Outlook in Salt Lake District

Fair Holiday Business and Normal After-Christmas Demand Create Optimism—News and Activities of the Month

SALT LAKE CITY, UTAH, January 6.—On the whole the talking machine business for 1924 was a little better than during the previous year, but the gain was no more than that implies. This refers, of course, to the industry as a whole. There were firms that made no gain, while others made rather substantial progress over 1923 in point of sales.

The Christmas business was about normal,

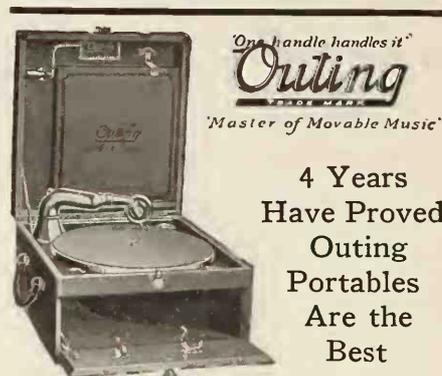


Polla's Clover Gardens Orchestra

or very slightly above normal. For the first time, as far as this section is concerned, at least, radio equipment, now carried by all of the leading music houses here, was a feature of the Christmas sales. Both radio and talking machine combination and separate radio merchandise was in demand. "Make it a radio Christmas" some of the firms carrying radio shouted in their advertisements.

High-grade records were in demand, with about the usual demand, on the whole, for seasonable numbers; though at one store a clerk observed that the demand for Christmas selections was not as great in proportion to the total business done as normally. As usual, the last few days before Christmas saw the heaviest demand: the public paying little heed to the admonition to "Buy Christmas Presents Early."

John Elliot Clark, head of the John Elliot Clark Co., Victor distributor, expressed himself as pleased with the present condition of the phonograph business as shown by the



Renier Music House

545 Main St.

Dubuque, Ia.

Outing Distributor

records of his own institution. He felt that 1925 was going to be kind to the industry. R. F. Perry, speaking for the Brunswick Co., said they had had a good year and were looking forward to a still better business during 1925.

The business men of this city regard the future of this section as very bright by reason of the industrial outlook. The farmers next Summer will have plenty of irrigation water as a result of the abnormal fall of snow during December. The steel industry is showing up well, while metal mining and smelting are making gains, and promise to have an unusually good year in 1925. Wool prices next Spring are going to be high, and the tourists should come to visit the State's scenic spots in greater numbers than ever before by reason of the large sums being spent on advertising and development of southern Utah by the Union Pacific Railroad.

The Beesley Music Co., old-established Main street concern, has been holding a fire sale as a result of the conflagration which came near wrecking the establishment on Christmas Day. As it was, the damage was comparatively slight, whereas several establishments immediately north of the store were gutted. Zero weather prevailed at the time of the fire and froze the water as it was pumped onto the building.

R. F. Perry, Brunswick Co., had his car stolen from in front of the company's office recently.

Harry O'Loughlin, of O'Loughlin's, has been to the Coast recently, where he attended the funeral of his brother, manager of an optical company in Oakland, Cal.

In Bankruptcy

A petition in bankruptcy has been filed against Herman Lustgarten, music dealer, of Liberty, N. Y. Liabilities are given as \$14,289 and assets, \$7,505.

"We are the first to RECORD RADIO DIRECT from the air to a blank phonograph disc"

We defy contradiction

LOUD SPEAKER-RADIO RECORDER-PHONOGRAPH SOUND BOX

DEL'MARMOL 3 in 1

Combined Radio-Phonograph Reproducer Complete and Self Contained in One Unit

Full information by request — Price \$15.00

DEL'MARMOL RADIO-PHONOGRAPH COMPANY

3522 Frankford Avenue

PHILADELPHIA, PA.

ORSENIGO

RADIO and PHONOGRAPH



Dependability

Combining quality with sales value, ORSENIGO CABINETS are manufactured and merchandised on the basis of dependability.

The dealer knows that these cabinets represent the finest workmanship and material available, reinforced by the experience of one of the best equipped manufacturing organizations in the industry.

As phonographs or as radio combinations, ORSENIGO CABINETS are noteworthy for their artistry of design and constructional quality. The most successful dealers are finding in ORSENIGO products the dependability they require and demand for their most critical patrons.

The ORSENIGO COMPANY, Inc.

383 Madison Avenue
at 46th Street

New York City

Factory: Long Island City, N. Y.

Normal Business Marks the Opening of the New Year in Akron-Canton Territory

Fair Start of Business After Holidays Results in Trade Optimism—Medium Priced Models Most Popular—Al Waldamath Resigns—Other News and Activities of the Month

AKRON-CANTON, O., January 8.—Dealers in talking machines, records and kindred merchandise in this district report the after-holiday lull is contributing the average volume of business for this period and that within another thirty days the trade should show a decided improvement for the better. Christmas buying in some instances fell below expectations, but in some cases volume was better than was anticipated. The upward trend of business that has followed the advent of the new year has instilled retailers with a much more optimistic spirit.

At this time Console models ranging from \$100 to \$150 in price are most in demand, while some better grades of machines are moving. There has been no let-up in the demand for radio and dealers are continually after manu-

facturers for deliveries. The combination sets are meeting with popular favor and there is little squabbling over price if the purchaser can be convinced that the machine will get the desired results. Collections have been better in the past month and retail dealers are of the same opinion as other merchants, who believe that 1925 will be a very active year in their line of endeavor.

Edison Business Better

"Better business is ahead for the retail music dealer," said Harold Rutledge, manager, Canton store Rhines Edison Shop. "There already is a noticeable improvement in business and sales of Edisons are more frequent. Prospects are coming into the store for the first time in a year and collections are much easier," he added. Mr. Rutledge said the demand is for the better-grade merchandise and that combination sets are becoming popular.

Opens New Radio Store

A new radio store to be known as the Ad-

vance Radio Co. has been opened in the Lind Building at McKinley avenue and Tuscarawas street W. It will feature combination sets along with all parts and accessories.

Al Waldamath Quits Alford-Fryar Co.

Al Waldamath, one of the best-known local talking machine and piano salesmen, has severed his connection with the Alford-Fryar Piano Co., Canton, to become associated with the Darrow Music Co. at Denver, Col. Mr. Waldamath had been with the Canton music house for several years and on various occasions was in charge of temporary branch stores operated in this section by the local concern.

Buys Broadcasting Station

Music dealers in this section have received with interest the announcement that WJAX broadcasting station at Cleveland has been sold to the Goodyear Tire & Rubber Co., Akron, and after the middle of January will be operated as WEAR, Akron. Such a move gives Akron an important place on the world's radio map.

With Strassner-Custer Co.

Myron Van Nostran, until recently of Akron, has joined the sales department of the Strassner-Custer Music Co. and this week assumed his duties with that concern. For the present he will be affiliated with the radio department of the store.

Morrison



Loud Speaker

for

\$5.00

List

Was \$10

Now \$5

Music Dealers

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

MORRISON LABORATORIES, Inc.

327 East Jefferson Ave.

DETROIT, MICH.

Talking Machine and Radio Men Discuss Broadcasting

Results of Broadcasting by Noted Record Artists as Well as Evils in Radio Merchandising Field Considered—Action to Be Taken

The regular monthly meeting of the Talking Machine and Radio Men, Inc., was held at noon on Wednesday, January 7, at the Cafe Boulevard, New York. Unfortunately, neither of the scheduled speakers was able to be present, F. A. Schiller, of the United Radio & Electric Corp., Newark, N. J., having suffered an accident which prevented him from being present, and T. B. Campbell, of the Newport Radio Corp., also being unable to give the demonstration which was expected.

The chief topic of discussion among the assembled members was the results of the broadcasting which is being done by the artists of the Brunswick Co. and the Victor Co. In a check-up of members to ascertain the results of the broadcasting it was stated that a majority of members found that the broadcasting had an immediate effect on the sale of records. Other dealers reported that they could not at the time give any definite answer as to whether or not the broadcasting had to any extent influenced record sales.

The question as to what action the association should take in helping to "clean up" the situation which exists in the merchandising of radio—and which undoubtedly is in need of being elevated to a higher plane—came up for consideration. Dealers from various sections reported that misleading advertising on the part of some dealers is undoubtedly hurting the radio trade, while other dealers found that, to a great extent, the manufacturers are at fault in the indiscriminate giving of wholesale agencies to those firms and persons who compete with legitimate dealers in an unjust manner. In this connection were mentioned electrical workers

who ply their trade during the daytime and who sell radio sets at night, retailing the sets at the same price which the dealer must pay his wholesaler.

It was resolved that the executive committee of the association should confer with the representatives of the manufacturers the latter part of this month toward the end of eliminating this unfair competition. It was also the sense of the meeting that the radio industry is sadly in need of a "Judge Landis" in the person of Herbert Hoover or someone of like caliber.

It was resolved that letters of condolence be sent to the families of M. Goldsmith, New York retail dealer, and William H. Barker, former president of the American Talking Machine Co., both of whom died recently. The meeting adjourned out of respect to the memory of these departed members.

Fifth Annual Radio Show to Be Held March 2 to 8

Chairman F. K. Doscher, of the Show Committee of the Executive Radio Council, recently announced that preliminary plans have been completed for the Fifth Annual Radio Show and Convention to be held at the Hotel Pennsylvania, New York, for the six days from March 2 to 8. The booth plans are in order and renting has already started. The space to be occupied by the show this year will exceed that of former years. Many interesting features have been planned to supplement the exhibition by the manufacturers. The show is under the direction of F. K. Doscher, general manager; Frank Fiemmerman, floor manager; R. Morris, business and advertising manager, and G. Barrows, publicity manager. The headquarters of the management are at 120 Liberty street, New York.

The Schell Music Co. has discontinued its store in Jefferson City, Mo.

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.

IN THE MUSICAL MERCHANDISE FIELD

How McCoy Went After Musical Merchandise Business and Grossed \$50,000 in 1924

Live Retailer, Operating Stores in Two Connecticut Cities, Has Built Tremendous Musical Merchandise Business—Complete Stock, Price Maintenance and Salesmen Necessary, He Says

Many talking machine dealers hesitate to add musical merchandise departments because they are doubtful as to the profit which can be made in this branch of the music business. No more impressive example of the extent of the field for musical merchandise can be given than that of McCoy's, Inc., operating stores in Hartford and Waterbury, Conn., who through aggressive and intelligent merchandising has built up a tremendous trade in small goods—indeed this department is now one of the best profit producers of the business. During the year just closed the Hartford store ran up a sales volume of between \$45,000 and \$50,000 gross, and the Waterbury store did a gross business during the same period of between \$30,000 and \$35,000.

Complete Stock Necessary

The only way a dealer can hope to make a real success of his musical merchandise department is by installing a complete stock, according to Mr. McCoy, who points out in addition that if people do not get what they want in one store they go to some other more completely stocked establishment. "In my opinion the man behind the counter is as important as anything else in selling musical merchandise," he continued. "The salesman must be able to demonstrate instruments intelligently. Our man plays several instruments and in our Waterbury branch the salesman in charge is equally accomplished."

Profit by Price Maintenance

In every community there are dealers who cut prices to the bone, hoping by this method to build up their businesses. Other dealers often try to meet this competition by engaging in what is in effect a price war. The harm resulting from this practice is twofold. First, price cutting means loss of patronage, something which no talking machine dealer can afford. Second, it means loss of profits. The jelly-fish type of retailer will never achieve real success, according to Mr. McCoy, who not only believes in keeping prices up to a fair mark so that the dealer's margin of profit is reasonable, but he also charges interest when installment accounts run beyond a certain period.

These briefly are the principles of business management which Mr. McCoy has found

worth while adhering to and his success in operating a musical merchandise department speaks well for the soundness of his ideas.

Display and Push

In the more material phases of merchandising small goods two points stand out as of vital importance. They are display and real sales push behind the various lines handled. Display means window displays and interior displays, and sales push means to place the same intelligent effort behind the promotion of sales of musical merchandise as is resorted to to make the talking machine end of the business successful. An occasional window should be de-

Hohner Harmony Hours Big Radio Drawing Card

Retailers Profiting by Radio and Other Extensive Publicity Which Is Promoting the Popularity of Hohner Harmonicas

While first reports of the results of the broadcasting of Hohner Harmony Hours over station WEAJ, New York City, were exceptionally gratifying, the interest in successive hours has in no way abated. Thousands of requests for the Hohner instruction booklet are still pouring into the headquarters of M. Hohner, New York City, and the offices of the American Tel. & Tel. Co., from which the program is broadcast. Accordingly, the popularity of the Hohner harmonica is growing by leaps and bounds, although the past year already proved to be one of the biggest years in the history of the organization.

The success of this broadcasting is largely due to the untiring efforts and immense enthusiasm of William J. Haussler, general manager of M. Hohner. In addition to his multitudinous duties in directing the many affairs of this busy concern he finds time, assisted by Billy, Jr., to personally play and instruct at these entertaining radio evenings. Mr. Haussler is an exponent of the art of playing the harmonica as a solo instrument and through his lucid instructions this angle of harmonica playing is becoming exceedingly popular.

The broadcasting has in no way superseded

voted entirely to the display of small instruments, and this should be tied up with newspaper and other forms of publicity. Interior display is equally, if not more, important. It is certain that the dealer who hides his musical merchandise department in some out-of-the-way corner in the rear of the store or in the basement will not become fatigued from serving customers. Mr. McCoy has found that by placing his small goods display cases in the very front of the store and his talking machine department in the rear both branches of the business profit. The demonstration of talking machines requires quietness for maximum effectiveness. Also considerable space is required for the booths and display rooms. Musical merchandise, on the other hand, takes up far less space and the need for quiet is not so great. Also the regular customers who visit the store for records will have an opportunity of viewing the various musical instrument, thus enhancing chances of sales.

the many other agencies of publicity hitherto used and the Hohner message continues to be given in the press, from the vaudeville stage and through many other mediums.

A new use of the Hohner is to be found in its use by a Washington, D. C., church, where a double sextet has been equipped with Hohner harmonicas.

Novel Stunt Introduces Ludwig Banjo to Trade

Frank Fancher, Famous Drummer, Joins Ludwig & Ludwig Promotion Organization

CHICAGO, ILL., January 8.—Ludwig & Ludwig, 1611 No. Lincoln street, introduced their new banjo to the trade recently in a novel way. An ordinary post card was sent to the dealers and upon opening it an illustration of the banjo was reproduced with a miniature phonograph record on the head of the instrument. The reader was instructed to play the novelty record with a steel needle, running the record at a medium speed without detaching it from the card.

Frank Fancher, reputed to be the world's champion drummer, who has won many honors in the East, has joined the Ludwig organization. His work will be mainly the promotion of music in the public schools and other organizations in Chicago. The firm of Ludwig & Ludwig has done much toward the promotion of music throughout the country.

CHARLES DORNBERGER and HIS ORCHESTRA

This fine Victor orchestra is just one of those in the Victor list that use Buescher Band Instruments and Saxophones exclusively. Ted Weems' Orchestra, Jack Shilkret's, Leviathan Orchestra, Art Landry's, George Olsen's—they're all users (exclusively) of



Band Instruments and Saxophones

Besides, the Paul Whiteman Orchestra, the Virginians, Waring's Pennsylvanians and the most of the Victor, Columbia, Brunswick and other recording orchestras use the Buescher instrument because it is the best. Buescher window material and window pieces are just "made to order" for the record dealer who stocks Buescher instruments.

Write about your territory—ask for samples of the publicity material we give you for mail, counter and window purposes.

BUESCHER BAND INSTRUMENT COMPANY
G-93 Buescher Block Elkhart, Indiana



IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 161)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST



Hohner Harmony Hours on the radio are resulting in greatly increased Hohner harmonica demands. You can cash in on this.

Ask Your Jobber

Tune in any Friday evening at 8:30 on station W E A F New York

M. HOHNER

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Landay Musical Merchandise Publicity Creates Interest

Prominent New York Talking Machine Chain Store Firm Attracts Attention to Musical Merchandise Through Fine Advertising

Landay Bros., who operate a number of talking machine stores throughout New York City and contiguous territory, in their campaign for holiday business utilized some excellent advertising to bring to the attention of the public the line of fine small musical instruments. All of the newspapers circulating through the metropolitan New York territory carried large advertisements in which musical merchandise was featured exclusively.

The musical merchandise department is an important part of all Landay stores and the methods of this progressive house in making a separate issue of this branch of the business, and which have been largely responsible for building up the huge sales volume enjoyed, prove what has often been emphasized in *The World*, namely, the necessity of talking machine dealers who handle small goods to so plan their sales promotion campaigns that talking machines, radio, musical merchandise, etc., are featured as separate and distinct units of the business.

Conn Broadcasting Station Assists Sale of Radio Sets

Part of Comprehensive Program to Generate Interest in Music—Planning Music School

CLEVELAND, O., January 6.—The new broadcasting station which is being run in conjunction with the Conn School of Music opened recently with a very enjoyable initial program. The move by C. G. Conn, Ltd., to establish a broadcasting station is part of a comprehensive program for developing a greater interest in music and includes plans for a school of music in which the faculty will be musicians of international fame. This will come later. Meantime, the broadcasting work, which is being done through station WHK on a 319-meter wave length, is unique, in that the studio is a glass-enclosed room, immediately adjacent to the radio sales department, so that artists who are performing can be seen by prospective customers listening to the radio instruments which they are selecting. The program of musical development, as well as the radio work, has been developed by R. R. Story, district manager, and executives from Conn headquarters, who are convinced that radio has an important and accepted part in musical merchandising.

Godards' Uses the Window Route to Increased Sales

Displays Attract Attention to Musical Merchandise—Recent Window of Drums and Traps Aroused Interest in These Products

SYRACUSE, N. Y., January 7.—Godards', a talking machine dealer of this city who successfully operates a musical merchandise department, has



Godards' Fine Window

developed a large business in small goods through a fine type of sales promotion, not the least important of which are the window displays. The accompanying illustration shows a striking window which this concern recently installed and which made the public stop, look and buy: The window was devoted entirely to Ludwig drums and drummers' accessories, of which Godards' handles a complete line. Les King, who has been largely responsible for the development of the musical merchandise business at this store, was responsible for the window.

Mr. King himself is a drummer of wide local reputation and as the leader of one of the most popular orchestras in this section of the State he has become known to dance devotees as well as professional musicians. The result of this popularity has been manifested in the large and continually growing musical merchandise sales to professional musicians as well as to others to whom he has become known through his musical activities.

Dunlap Adds Small Goods

OSSINING, N. Y., January 7.—The Dunlap Music Store recently celebrated the opening of its musical merchandise department with an elaborate entertainment by well-known artists. The new department is complete in every detail and the attractive display on opening night drew forth many enthusiastic comments from the hundreds of people who attended.

"Drumming Up" A Business



No business is self-sustaining—it requires the earnest effort of push and pull with a mixture of sound sense and the sincere endeavor to render good service to make any business profitable.

Ludwig Drums and Accessories lend themselves so admirably to this combination that they are the leader in the field and the chosen favorite of thousands of prosperous dealers.

Write us today for the necessary information regarding Ludwig Drums and their profit making possibilities.

Ludwig & Ludwig

World's Largest Drum Manufacturers

1611 No. Lincoln Street

Chicago, Ill.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 162)

Wallace Heads Associated Music Dealers of Chicago

H. J. Wallace Elected President of Local Association at Meeting Held Last Week—Plans for 1925 Activities Discussed.

CHICAGO, ILL., January 6.—At the annual meeting held by the Associated Music Dealers of Chicago early in December, the following officers were elected for the ensuing year: President, H. J. Wallace, of Tom Brown Music Co.; vice-president, M. Berlin, of the Chicago Musical Instrument Co.; treasurer, L. B. Malecki, of Carl Fischer; secretary, J. D. Henderson, of the Conn Chicago Co.

Plans were discussed and outlined for 1925. Proposed work for the new year includes a plan for indexing delinquent purchasers; for legislation which will enable the municipalities to tax themselves for the support of local bands; for promoting band-instrument teaching in the schools as part of the curriculum for which due credit should be allowed; for securing more publicity for musical instruments and the music business in the daily press and other publications, and for spreading friendly relations and the spirit of co-operation among the members of the industry through meetings and social functions.

Bacon Banjo Co. Completes Biggest Year in History

GROTON, CONN., January 10.—After completing the biggest year in the history of the organization, the Bacon Banjo Co., Inc., of this city, started in the process of stock taking on the first of the year. During this period the company took the opportunity of making several improvements in the factory and considerable additional machinery was installed.

The broadcasting of Fred J. Bacon's banjo playing over station WEAJ, New York City, has proved publicity of the most effective kind. Mr. Bacon, besides being president of the company which bears his name, is a banjo artist of merit, and since broadcasting he has received many enthusiastic letters regarding his playing, some of which came from far distant points, such as Minneapolis, Minn., and Canada.

This \$25 Cabinet—FREE

**Make
100%
Profit**



This Beautiful Cabinet is 22½ inches high, 25¾ inches wide, and 12 inches deep; in mahogany piano finish. Has 12 glass tubes.

Special Combination Offer

Armour's MUSIC STRINGS

You will make 100% by taking advantage of this Special Combination Offer of the most complete and varied assortment of straight length high-grade gut and wound strings ever assembled in a case; and you get this \$25.00 Dis-

play Cabinet and 12 Glass Tubes—FREE.

Assortment Costs -----\$ 51.75
Assortment Retails at-----103.50
PROFIT on Assortment...100%

Send Today for Complete Details

ARMOUR AND COMPANY

MUSIC STRING DEPT. 11
CHICAGO 7971

Autographed Vega Banjo Prized by Brookes Johns

Signatures of President Coolidge and Prince of Wales Appear on Vega Instrument Which Artist Displays in Theatre Lobbies

BOSTON, MASS., January 6.—The Vega Co., of this city, manufacturer of the Vega line of banjos, recently received a letter from Brookes Johns, prominent banjoist, which stated that his Vega banjo had been autographed by President Coolidge. Some time ago, while abroad, the Prince of Wales had autographed his banjo head. A short time ago, while playing a Washington engagement, Brookes Johns was presented to President Coolidge at the White House, at which time he also autographed a

banjo. Mr. Johns prizes these instruments so highly that he has decided to keep them for exhibition purposes only. They will be placed in glass cases and exhibited in the lobbies of the various theatres where his engagements occur. Mr. Johns is one of the best-known and accomplished banjoists in the country and his letter includes a handsome tribute to the quality and tone of the Vega banjo.

McDougall-Conn Music Co. Settled in New Quarters

Substantial Increase in Business Reported as Result of Enlarged Facilities for Handling Demand for Conn Instruments

PORTLAND, ORE., January 5.—The McDougall-Conn Music Co. is now fully installed in its new location at Eleventh and Alder streets in the new million-dollar Elks Building, and Mr. McDougall says that their friends soon found them and they have made many new ones since the move. They carry a full line of Conn instruments, being the exclusive distributors of Conn band instruments for this district, and they carry Leedy drums and supplies, Bacon and Vega banjos and Conn and Heberlein violins and have a most complete sheet music department under the direction of Stanley Baylis, who is a talented musician. In the sheet music department they carry a complete stock of classical, popular, orchestral and band music. The new store is one of the best lighted stores in the city, either by day or night, and the large windows give them not only light but great facilities for featuring their product, and even in the short time that they have been there, have taken full advantage of this opportunity. Mr. McDougall is the director of the 60-piece Elks band and has built up one of the finest band organizations in the Pacific Northwest. He reports that recently they equipped the American Legion, the Lester Reese Post of Newberg, Ore., with 12 Conn drums for their fife and drum corps.

Harry C. Reed, formerly manager of the musical merchandise department of the Mickel Music House, Omaha, Neb., was recently appointed director of the band and instrument department of the American College of Business.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 163)

Basic Principles of Merchandising Small Goods Which Will Make 1925 Profitable

Achievements of Dealers Point the Way to Bigger Sales Volume This Year—Display and Publicity—Necessity of Careful Planning of the Sales Promotion Campaign

During the year just closed an outstanding feature of the musical merchandise trade, insofar as it affects the talking machine business, was the large volume of sales brought to live dealers through handling small goods. And during the holiday season it was noticeable in many stores that one of the centers of attraction was the musical merchandise department. The records of achievements during 1924 prove conclusively that the talking machine dealer can handle small musical instruments profitably, not only because of the sales of these instruments but also because the very fact that the department brings into the store many people is an aid to every other branch of the business.

Building 1925 Profits

Dealers who have already established departments and those who contemplate doing so in the near future face a year of prosperity, according to present indications and the prognostications of leading business men throughout the country. But, as in former years, the rewards will go to those who merchandise intelligently. The "standpatters" and the "rest easies" will find the next twelve months just as barren of real progress as they have found former years, and they will have just as much cause to wail about dull business. Musical merchandise is now at the height of popularity and the trade can cash in on this if it will.

Display and Publicity Essential

Many retailers seem to think that it is enough simply to install a musical merchandise department and then wait for a rush of business. But the real facts, as proved by the experiences of hundreds of live dealers, are that it is just as essential to work for sales in the musical merchandise department as it is in any other branch of the business. First, there is the matter of displays. The writer recently had occasion to visit two retail stores in the same city which operated musical merchandise departments. One was doing a rushing holiday business in small goods of every description and the other was doing practically nothing. The first dealer had a fine, well-arranged department near the front of his store where the instruments were bound

to be noticed. The instruments were displayed to the best advantage in well-lighted wall and show cases. Experienced men, capable of demonstrating the instruments, were behind the counters, and they were busy serving interested patrons. One of the two large windows which the concern boasts was given over to musical merchandise, and the display was attracting considerable attention. The window deserved it, for it was more than a jumble of instruments. It was attractive, well-arranged and the sales appeal was unmistakable, as evidenced by the number of window gazers who entered the store. The second establishment had a single wall case in which were a few dozen dusty instruments, evidence enough that they were seldom handled either by salesmen or prospective customers. The department, if it could be called that, was in a dark corner. The firm had no experienced musical merchandise salesmen but depended on its phonograph and record salesmen and women to sell these instruments if by any chance someone asked for one. There was no sign of a small musical instrument in the window. Need one go further to illustrate the right and wrong way to operate a musical merchandise department?

Get Busy Now!

Now is the time for retailers to launch their sales drives for the next year. This is so for many reasons, not the least important of which is the fact that during the Winter when thoughts turn more to indoor entertainment the dealer stands a far better chance of making sales to prospects than during the Summer when outdoors lures and vacations are the chief topic of interest.

New York Dealers Meet

At the December meeting of the Associated Musical Instrument Dealers of New York, the following officers were re-elected for the next year: George M. Bundy, president; Henry Gerson, vice-president; Fred Gretsich, treasurer; Harry L. Hunt, secretary, and Beach Barrett, executive secretary.

The Most Prominent Banjoists Are
Playing Weymann Instruments



FRED C. BUCK
Banjoist and Arranger

"Waring's Pennsylvanians"
and His

Weymann Orchestra Banjo

Write for Agency

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

Ludwig & Ludwig New Banjo Literature

Card Bears Three-inch Phonograph Record Giving Actual Tone of Instrument—Ambassador Model in Demand

CHICAGO, ILL., January 4.—One of the most interesting publicity novelties of the season is the new advertising card now being distributed by the advertising department of Ludwig & Ludwig, Inc., manufacturers of drums and banjos, 1611 North Lincoln street, featuring the new Ludwig banjo which was recently announced to the trade.

The card introduces the Ludwig banjo in a novelty form, for it gives the dealer an opportunity actually to hear the tone of the new banjo. Each card bears a three-inch phonograph record played by one of the Ludwig banjos.

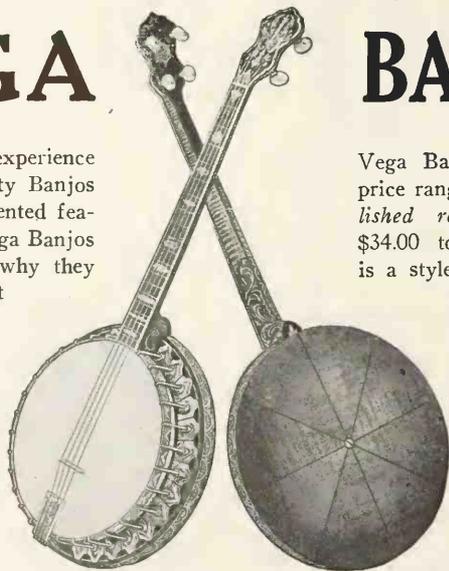
An illustration shows an actual reproduction of the neck and scrollpiece of the instrument with the record as the head of the instrument. Although because of its size the record is somewhat imperfect in tone reproduction, yet the powerful tone and scintillating brilliancy of the Ludwig banjo is noticeable on the little novelty records.

According to officials of Ludwig & Ludwig, Inc., there has been a remarkable demand for the new banjos, especially the Ambassador model. Although the production is still far below the demand for these instruments, it is said that nothing has caused such a sensation in the trade in recent years as the new Ludwig banjo.

VEGA

BANJOS

Thirty-five years' experience making high quality Banjos with exclusive patented features is back of Vega Banjos to-day. That is why they attain the greatest sales volume.



Direct Dealer Service

THE VEGA CO.

155—W Columbus Ave.

Boston, Mass.

Vega Banjos have a wide price range, selling at established retail prices from \$34.00 to \$375.00. There is a style and price to suit the amateur, professional and artist.

Do You Get Your Share of the Profit in Band Instruments?



"KING"
BAND INSTRUMENTS

OR are you buying various lines only on demand and on a low margin? If you want a small goods department that pays well investigate our proposition to dealers. We offer full dealer protection and satisfactory margin on the finest line of Brass Instruments in America, nationally advertised and featured by extensive direct-mail campaigns. Ample territory given to dealers who are willing to sell. Write for our proposition.

THE H. N. WHITE CO.
5215-57 Superior Ave., Cleveland, O.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 164)

**Artistic Bacon Banjo Co.
Catalog Shows Entire Line**

Thirty-two-Page Booklet, in Addition to Featuring Entire Line of Bacon Instruments, Outlines Progress of the Company

GROTON, CONN., January 8.—In preparation for the big business of the new year the Bacon Banjo Co., Inc., of this city, was ready with its new catalog last month. This piece of literature is not only the finest ever produced by this company but ranks among the most attractive in the trade. It consists of thirty-two pages, well illustrated, and is an example of artistic printing. The cover is in colors on a rich-tinted stock. The entire line of banjos as well as other stringed instruments made by this company is depicted. One page is devoted to a photograph and brief history of the accomplishments of Fred J. Bacon, eminent banjoist and

president of the company. Other pages are given over to prominent artists using the Bacon banjo, such as Montana, Brookes Johns and others. Scores of testimonials, the new revised price list that went into effect last September and the listing of accessories, complete the catalog.

Predicts Big 1925 Business

Another big musical merchandise year for 1925 is predicted by Fred. W. Kling, of C. Bruno & Son, Inc., New York City, importers and wholesalers of musical merchandise. Mr. Kling reports that not only are new dealers being added constantly to the books but that established dealers are finding that the great popularity of small goods warrants the expansion of this department. He pointed out that through the featuring of the proper instruments at the proper time peak sales may be enjoyed at all times and there is in reality no off-season.

**H. A. Weymann Patents
Improved Banjo Arm Rest**

PHILADELPHIA, PA., January 7.—A patent has just been issued to Harry W. Weymann and in turn assigned to H. A. Weymann & Son, Inc., of this city, for an arm rest and sleeve protector for the banjo. Mr. Weymann is president of the company and in charge of both the wholesale Victor department and the stringed instrument manufacturing department. This concern has built up an excellent reputation not only as a distributing organization but as manufacturers of the Weymann Keystone State Orchestra Banjo and other stringed instruments. The patent application states: "The invention relates to new and useful improvements in an arm rest and sleeve protector and has for its primary object to provide an attachment of this character for stringed musical instruments of the banjo class to act as a rest for the player's arm and at the same time prevent contact of the clothing with the protruding parts of the instrument."

**Experiment Aids Orchestra
in Broadcasting Programs**

In an attempt to determine the ideal arrangement of instruments for radio transmission, Jacques Green's Orchestra, while broadcasting from WJZ, listened to themselves "on the air." The entire orchestra donned headpieces which were plugged in to the line amplifier leading to the studio. For the entire period of broadcasting the orchestra heard themselves exactly as they sounded to listeners-in, and were able to vary their playing and produce the most perfect ensemble playing.

The experiment proved of decided value. Instruments which had hitherto been "lost" were brought up to the desired volume, and others which had shown a tendency to "blast" the microphone were modulated.

Miller With Lyon & Healy

CHICAGO, ILL., January 5.—Francis L. Miller has been appointed to the position of sales representative with the Musical Merchandise Division of Lyon & Healy. In accordance with Lyon & Healy's regular policy, Mr. Miller spent the month of December on their wholesale sales floor before starting to cover his territory.

Form Ladies' Saxophone Band

MEMPHIS, TENN., January 6.—A ladies' saxophone band, a novelty in this section, was recently organized with the active assistance of Saul Bluestein, of the Melody Music Shop. This establishment has been very active in co-operating with the formation of orchestras and bands, and a large amount of good business has been the result.

A gift of \$1,000 for the purchase of band instruments was recently made to the McCulloch School, Marion, Ind., by the J. L. McCulloch family.

A Leedy

Drum Department

IN YOUR STORE

MEANS

REPEAT BUSINESS

**"THE SATISFIED DRUMMER
ALWAYS COMES BACK"**

The "POPULAR" outfit at \$40.00 retail is only one of seven wonderful sellers at prices from \$25 to \$100.

Leedy helps the dealer with,—newspaper ads—mats and electros—cuts of all items—broadsides for mail and counter use—display cards—catalogs, etc.

WRITE TO US.



Leedy Mfg. Co.

INDIANAPOLIS
INDIANA

**BACON
BANJOS**

Played by Leading Musicians
and Orchestras

Sold by
Representative Music Merchants

BACON BANJO CO., Inc.
GROTON, CONN.

Radio Music Memory Contest Announced by Brunswick Co. to Begin February 2

Plan Calls for Tie-up Through Dealers With Radio Fans—Estimated Over 10,000,000 People Will Participate in Some Measure—Metropolitan Opera Stars Broadcast January 13

Coincident with the announcement by the Brunswick-Balke-Collender Co., on January 10, that the broadcasting through WJZ and other stations associated with the Radio Corp. of America of concerts by prominent opera and concert stars under contract with the Brunswick Co., including a number of Metropolitan Opera singers, will be continued weekly with a special program each Tuesday night, there came the very important and interesting announcement of a National Music Memory Contest to be broadcast under Brunswick auspices through stations WJZ, WGY, WRC, KDKA, KYW, and KFKX, and later through KDA, Denver, and KGO, Oakland, Cal.

Under the new plan "first line" Brunswick

vocal and instrumental artists will be featured in the contest and each month \$5,000 in prizes will be awarded to persons identifying the music, the singers and the players. A special hook-up will be developed between listeners-in and Brunswick dealers throughout the country, the latter distributing to contestants lists of selections from which the programs will be compiled.

The Music Memory Contest, which is scheduled to start on February 2, is particularly ambitious in that it is estimated over 10,000,000 listeners will either take an active part in the contest or at least keep in touch with its progress via radio. The Brunswick Co. has not yet released the full list of artists who will partic-

ipate in the contest and the details concerning the manner in which answers will be checked up and awards made will also be announced at a later date.

The regular Tuesday night programs by famous Brunswick artists are being presented between 10 and 11 P. M., Eastern Standard Time. The series was inaugurated on December 9, and aroused much interest. The latest grand opera artist program on the evening of January 13, presented Friederich Schorr, baritone, and Karin Branzell, contralto, both of the Metropolitan Opera Co., Max Rosen, violinist, and the Brunswick Symphony Orchestra.

The three Brunswick concerts given during December were frankly in the nature of an experiment, but it is stated that the results therefrom have been so satisfactory that it has been decided to continue the broadcasting each Tuesday night.

Launch Advertising Drive on Somerset Radio Sets

New Line of Receivers Given Wide Publicity—Single Dial Control a Feature—S. H. Silverman Comments on Future of Industry

The National Airphone Corp., New York, manufacturer of Somerset radio receivers, recently launched an intensive sales and advertising campaign throughout the music trade to introduce the complete new line of radio receivers which the company is manufacturing.

"In offering to the trade the new Somerset line we have sought to make it as complete as possible, ranging from the simplest good set that can be built at a moderate price, to a high grade receiver that will appeal to the most critical," said S. H. Silverman, general manager of the National Airphone Corp. "The models consist of four and five-tube sets all enclosed in attractively designed and built cabinets. The feature of the Standish and Shelbourne models is the single dial control, which simplifies tuning to the greatest degree. It has been our aim to combine simplicity of operation with beauty in appearance and in the new line of Somerset receivers we feel that we have accomplished our purpose."

In commenting on the future of the radio industry, Mr. Silverman said: "Radio has passed the point of being a craze or fad and it is now a definite stabilized industry. However, at the present time there has not even been a dent made in the great retail market for radio receiving sets. In order to secure the business that awaits manufacturers in this industry, however, it is necessary to take a number of things into consideration. First, it is necessary to give this great number of prospective buyers what they most desire in radio receiving sets and in analyzing the desires of buyers we come first to simplicity of operation. They want easy reception without the complicated turning of numerous dials. Next, the public demands a musical instrument encased in a piece of fine furniture and not a complicated machine. The set must harmonize in appearance with the furnishings of the home, and the concealment of batteries, wires and other apparatus must follow in order to secure this harmony in appearance. Last, but not least, the public, as always, wants its money's worth. Whether the set be a high or moderate priced one the manufacturer should see that the consumer who buys his product is securing an article that is worth what he paid for it. This means honest prices for honest materials and workmanship. The man who owns a low-priced automobile does not expect it to give the performance of a Rolls-Royce but what he does demand is that he receive absolute value in proportion to the amount of money he may invest. The manufacturer should make no claims that cannot be lived up to, as all business experience proves this method to be distinctly detrimental to the building up of a substantial industry."

DISTRIBUTORS

- A. C. ERISMAN CO.....175 Tremont St., Boston, Mass.
- GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
- BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
- IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
- LINCOLN BUSINESS BUREAU.....1011 Race St., Philadelphia, Pa.
- COLUMBIA WHOLESALE, INC.....205 W. Camden St., Baltimore, Md.
- JAMES COWAN CO.....18 West Broad St., Richmond, Va.
- JAMES K. POLK CO., INC.....294 Decatur St., Atlanta, Ga.
- BELKNAP HARDWARE & MFG. CO.....111 E. Main St., Louisville, Ky.
- STERLING ROLL & RECORD CO.....137 West 4th St., Cincinnati, O.
- OHIO MUSICAL SALES CO.....1747 Chester Ave., Cleveland, O.
- C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
- TARG & DINNER MUSIC CO.....229 West Randolph St., Chicago, Ill.
- EDWARD G. HOCH CO.....27 No. 4th St., Minneapolis, Minn.
- MAJESTIC MUSIC SHOP.....16 South 7th St., Minneapolis, Minn.
- DUNING COMPANY.....303 Second St., Des Moines, Iowa
- RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
- MARKS PHONOGRAPH & RADIO CORP.....2215 Pine St., St. Louis, Mo.
- TEXAS RADIO SALES CO., INC.....2005 Main St., Dallas, Texas
- CARL FLORINE.....514 Charles Bldg., Denver, Colo.
- WALTER S. GRAY & CO.....1054 Mission St., San Francisco, Cal.
- WALTER S. GRAY & CO.....926 Midway Place, Los Angeles Cal.
- WALTER S. GRAY & CO.....2602 Fourth Ave., Seattle, Wash.

OUTING TALKING MACHINE CO., Inc., Mt. Kisco, N. Y.

Export Department

No. 44 Whitehall Street, New York City, N. Y., U. S. A.

Cable Address "OUTING" New York

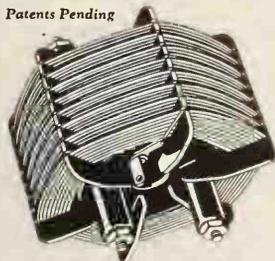
Representatives in:

- Sydney, New South Wales; Melbourne, Brisbane and Perth, Australia; Wellington, New Zealand.
- Havana, Cuba. Buenos Aires, Argentine Rep. Santiago de Chile.
- Barranquilla, Colombia. Genoa, Italy. Dublin, Ireland.



Features of Deresnadyne Performance— *the Paddlewheel Inductance*

Patents Pending



The Andrews Paddlewheel Inductance

The *Andrews Paddlewheel Inductance* is a radically new type of coil. It has a remarkably high ratio of inductance to resistance—the measure of coil efficiency. The small amount and placing of the insulating material by the unique paddlewheel construction has reduced absorption losses to a minimum. The compact spiral winding makes possible the use of large wire, without increasing distributed capacity, thus lowering resistance. The wire is held in place by slots, and each group of turns is space insulated from the rest, eliminating inefficient lacquer and insuring a moist-proof coil. The *Andrews Paddlewheel Inductance* effects a marked increase in both signal strength and selectivity.

Deresnadyne performance in the hands of its users during the past season has been a revelation. The Deresnadyne is selective. In the largest cities, no matter how many local stations are going, the Deresnadyne tunes them all out to bring in outside stations with amazing clarity and strength. During International week Deresnadyne Owners did not merely “get” Europe. They heard full programs, including the call letters of European stations, clearly and distinctly over the loud speaker.

The reasons for Deresnadyne performance lie in the basic merit of the Deresnadyne principle, which marks a new stage in radio development, and in the design and quality of the apparatus. For example, there's the exclusive Paddlewheel Inductance described to the left.

The Deresnadyne, with its unequalled tone quality, is a musical instrument of the greatest utility—an ideal set for the music trade.

De Luxe Model, \$165

Write for complete description

Andrews
Deresnadyne
DÉ-RÉS-NA-DINE · PATENTS PENDING
Radio Receiving Set

ANDREWS RADIO COMPANY, 327 S. LA SALLE STREET, CHICAGO

Important Changes in Brilliantone Personnel

Harry W. Acton, Secretary of the Company, Made General Manager and Appointed to Board—Louis J. Unger Made Sales Manager

At a meeting of the stockholders and directors of the Brilliantone Steel Needle Co., New York, held at the company's offices on January



H. W. Acton

3, several important changes were made in the administration and executive personnel. Harry W. Acton, secretary of the company and one of its founders, was appointed general manager of the company and elected to the Board of Directors. Mr. Acton succeeds B. R. Forster, who resigned from the company's service the



Louis J. Unger

first of the year. Louis J. Unger, sales manager of the Reflexo Products Co., and well known in the talking machine industry, has also been appointed sales manager of the Brilliantone Steel Needle Co.

The appointment of Harry W. Acton as general manager and director of the Brilliantone Co. is a well-deserved tribute to his splendid service in behalf of the company and its products. As one of the company's active heads since its formation, Mr. Acton has won the confidence and friendship of the trade everywhere, and as general manager of the company he will be in a position to utilize his extensive executive and administrative knowledge to splendid advantage.

Louis J. Unger needs no introduction to the talking machine jobbers and dealers, for he

was also one of the founders of the Brilliantone Steel Needle Co. until the formation of the Reflexo Products Co., when he was appointed sales manager of that company, and in this important capacity he has visited the jobbers and dealers from coast to coast. In addition to his duties as sales manager of the Brilliantone Steel Needle Co., Mr. Unger will continue to direct the sales and management of the Reflexo Products Co. Both companies will continue the separate activities as heretofore with the added impetus of important sales plans. The other officers of the Brilliantone Steel Needle Co. remain as heretofore, namely, C. H. Bagshaw, president, and W. J. Bagshaw, vice-president.

Thomas A. Edison Planning Annual Florida Vacation

Thomas A. Edison, in accordance with his annual custom, is planning to leave the early part of February for a well-deserved vacation of several weeks' duration. As has been his wont for some years past, he will spend his 1925 Winter vacation in Florida.

During the past year Mr. Edison has personally directed the phonograph division of his greatly diversified Edison Industries, and in this connection has produced results which are apparent to every one in the trade as regards the development of sound inventory practice and sound merchandising methods for retail Edison dealers. Also the Edison company has made a large number of important new retail connections, and in addition has greatly increased the efficiency of the jobbing phase of the Edison business. Also, without question, much additional progress has been accomplished in 1924 which will bear bigger and better fruit during the present year.

Pacent Electric Co. Starts Six Infringement Suits

The Pacent Electric Co. on January 8 filed suits against six manufacturers of radio plugs and two radio dealers. All of these parties are alleged to have infringed on a patent issued to Louis J. Pacent and assigned by him to the Pacent Electric Co. These suits are being brought not only for injunction but also to obtain the profits of the manufacturers and the damages of the Pacent Electric Co. Among the companies mentioned in the suits are: Saturn Mfg. & Sales Co., Inc., New York City; Consolidated Instrument Co. of America, Inc., New York City; Polymet Mfg. Corp., New York City; Preferred Radio Products Corp., New York City; Joseph Wildenberg and Jacob Wildenberg, trading as W. B. Mfg. Co., New York City; Mortimer Springarn, trading as Borough Hall Supply Co., Brooklyn, N. Y., and Samuel A. Paris, trading as King Radio Service, Brooklyn, N. Y.

M. I. S. Co. Ties Up With Victor Artists on Radio

The Musical Instrument Sales Co., 673 Eighth avenue, New York City, distributor of the Victor line, carried out an intensive sales campaign in conjunction with the recent radio broadcasting by Victor artists. Suggestions were forwarded to its dealers on special window displays and timely advertising material. In addition, in anticipation of an early release on the two John McCormack numbers, "All Alone" and "Rose-Marie," special cards were forwarded to retailers giving them an additional opportunity of ordering advance stock.

The Wireless Radio Corp., New York, has been incorporated at Albany, N. Y., with a capital stock of \$10,000. The incorporators are A. Graham, G. W. Lillienthal and M. S. Fine-silver.

Newspaper Gets News Via Radio During Severe Storm

Dayton Herald Used Day-Fan Radio Set to Get News From United Press When Storms Crippled Telegraphic Communication

C. H. Murchland, United Press telegraph operator, is shown herewith receiving dispatches on a Day-Fan radio set in the offices of the Dayton Herald during a recent storm which swept through the Middle Western States during Christmas week.

At the outset of the blizzard the United Press called upon the newspapers it serves to



Getting the News with a Day-Fan Set provide radio facilities to combat the storm's interference with their news messages. The Dayton Herald appealed to the Dayton Fan & Motor Co., manufacturer of Day-Fan radio receivers, who immediately dispatched to the Herald office a Day-Fan set, where, under the direction of Major O. E. Marbel, chief Day-Fan engineer, it was quickly installed and press reports received over it by the operator.

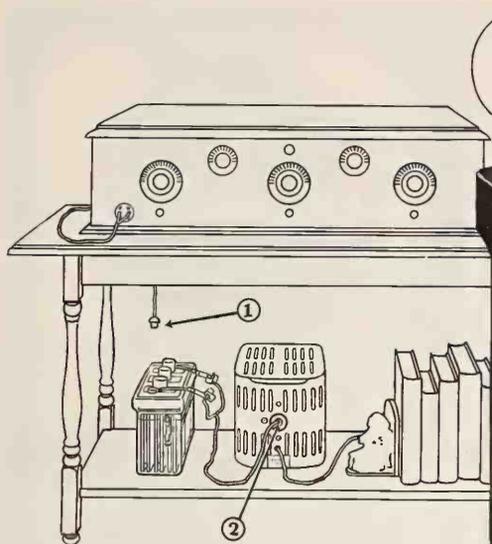
Dayton's temperature dropped to 27 degrees in twenty-seven hours, severely crippling telegraph and telephone communication, but giving an opportunity to demonstrate the practical value of the radio to newspapers.

A "Radio" Christmas Card

The Zenith Radio Corp. received recently a most interesting Christmas card sent out by Mr. and Mrs. Henry F. Kieser, owners of the Kieser Book Store, of Omaha, Neb. This card showed a home scene wherein the members of the Kieser family, including Mr. and Mrs. Kieser's three children, were grouped around a Zenith radio set. The text of the greeting, however, was exceptional in its beauty of thought and spirit, reading as follows: "As we turn the dial this Christmas Day and bring into our home the wonderful story and song of the great event in Bethlehem nineteen hundred and twenty-four years ago, for us and for you it can only be a joining with the angelic chorus appearing unto the shepherds of old. As the human voice is carried to-day beyond the distances, so this song of the angelic host carries on through the years and centuries into eternity, swelling in volume and bringing harmony as we tune in with them. As we listen in we think of you and yours, and join in the choral song of joy and gladness which comes to us at this Christmastime. Signing off with good wishes for a Happy New Year. Signed Mr. and Mrs. Henry F. Kieser."

U. S. Music Co. Holds Annual Sales Meeting

The U. S. Music Co. held its annual sales meeting on December 29 and 30 at the headquarters of the company at 2934 West Lake street, Chicago, and the officers of the company, George Ames, sales manager, and the following representatives were present: S. H. Ferber, F. W. Graetz, M. Lindeman, J. B. Simmons, B. Stinson, F. B. Le Serve and W. G. Ames.



Philco "A" Battery on Charge

To connect battery to receiving set just pull out plug (2) from the Philco NOISELESS Charger and push into receptacle (1).

Philco Double Charger for all "B" batteries and UD86 "A" Batteries. Noiseless. Consumer Price \$15

Philco Single Charger for all "B" batteries and UD44 "A" Batteries. Noiseless. Consumer Price \$9.75

Charger Prices include plugs and receptacles.



Philco Glass-case "A" Battery for standard 6-volt tubes Consumer Price \$16

Philco Glass-case "A" Battery for dry-cell tubes Consumer Price \$8
Spray-proof. Acid-tight.

Just a plug in a socket and your Philco is on charge!

Recharging a Philco Radio Battery with a Philco NOISELESS Charger means merely pulling a plug from the radio socket and pushing it into the charger socket. No changing wires. No moving the battery. No worry about burning out tubes by getting positive and negative wires mixed.

Philco Radio Batteries—both "A" and "B"—have other big advantages that make storage battery operation easy, convenient and economical.

They are assembled in attractive acid-tight, spill-proof glass cases—or in wood cases finished in beautiful Adam-brown mahogany. They have exclusive built-in Charge Indicators that tell at a glance how far the battery is charged or discharged.

No matter how expensive the radio set—whether it has one tube or many tubes—you must have the steady voltage and strong non-rippling current of a good STORAGE BATTERY for the best results. Philco Batteries deliver strong, non-rippling current *without hum, roar or buzz*.

Philco Rechargeable Radio Batteries are Drydynamic—shipped to you CHARGED but absolutely DRY. Just as easy for you to handle as talking machine records and radio tubes. No charging equipment needed.

Philco makes storage batteries for both the "A" and "B" Circuits of all types of radio sets—whether using dry-cell tubes or storage-battery tubes. Philco Sales Engineers will gladly assist you in designing special equipment, if needed.

Order from your wholesaler, or fill out the coupon below and mail to us.

Philadelphia Storage Battery Company, Philadelphia



Philco "B" Battery

Storage "B" Batteries are just as essential for clear and distant reception as storage "A" Batteries. Philco "B" Batteries stay clean and dry. Charge without disconnecting a single wire. Use a Philco Charger and "B" Charging Panel (\$2.75).

With de luxe mahogany-finish case with cover (48 volts) Consumer Price \$20
With handsome mahogany case without cover (48 volts) Consumer Price \$16.50



Philco Mahogany-Case "A" Batteries

Two types—RAR and RW—for 6-volt tubes. Both in beautiful Adam-brown mahogany-finish cases harmonizing with your radio cabinet. Consumer Price \$14.50 up

Philco Charge Tester—permanently mounted in filler cap, avoids fussing with hydrometer, \$1 extra.

PHILCO DRYNOMIC RADIO BATTERIES

JOBBER and DEALERS—Philco has brought radio batteries out of the cellar and put them in the living room. Our new Radio Manual tells how. Fill out coupon below and we will mail you a copy.

Name

Street.....City

State..... Jobber Dealer (T)

"PRINCE OF WAILS"

The Brightest, Snappiest and Latest FOX TROT Sensation Superb Dance Rhythm!

"COLD COLD MAMMAS"

(Burn Me Up)

A Red-hot Rip-roaring FOX TROT in the Characteristic 'Blues' Style

"NO WONDER"

(That I Love You)

A Discovery and a Delight! A Coaxing FOX TROT Melody You Can't Stop Hearing Over And Over Again

©1924 LEO FEIST INC. YOU CAN'T GO WRONG WITH ANY 'FEIST' SONG

Two New Priess Receivers to Be Introduced Next Week

New Five-Tube Receiver Designed by W. H. Priess Praised Highly by Experts—Contains Many New Desirable Features

The new five-tube reflex receiver designed by William H. Priess and manufactured by the Priess Radio Corp., 693 Broadway, New York



William H. Priess

City, makes its bow to the public next week. Many shipments to the trade have already been made. There are two models of these Priess products, the PR-3, desk model, and PR-5, console model. Newspaper advertising in Eastern centers will be inaugurated shortly.

In a talk with a representative of The World, Mr. Priess stated that various newspapers, technical publications and critics, as well as some

radio engineers have examined the new products and pronounce them remarkable pieces of workmanship as well as designing. Mr. Priess himself states that these new receivers will operate for years without servicing. He states that at no time will they contribute any squeal or noise of their own making and that microphonic noise is completely eliminated, making for clear reception.

The materials and workmanship which go into the manufacture of PR-3 and PR-5 are the highest quality obtainable and the manufacturing operations have been so efficiently planned that the cost, considering quality, has been kept at a minimum.

Mr. Priess is personally dealing with the trade in his executive offices at 693 Broadway, New York City.

Edison Xmas Record Sent Jobbers-Dealers Pleases

The special Christmas record which was sent out by Thomas A. Edison, Inc., to Edison jobbers and dealers throughout the country proved very popular. On this record the heads of all departments and divisions of the Edison business made a short talk regarding the plans and promises for the New Year, and each speaker injected, along with the serious side of his talk, some highly humorous comment. Thomas A. Edison was the last to talk, and he said in part: "I will see that they do what they say. I would sing you a song, but my wife says my voice sounds like a Klaxon horn. Merry Christmas and Happy New Year." The personal touch to this message from the great inventor, as well as the personal messages from the other Edison officials, won a warm spot in the heart of the trade, as is indicated by the many letters which have arrived at Edison headquarters.

Melotone Cabinet Speaker Introduced to Music Trade

Attractively Designed Speaker Recently Announced by Radio Industries Corp.—Arrangements Completed for Wide Distribution

The Radio Industries Corp., 131 Duane street, New York City, one of the leading manufacturers of radio parts of all kinds, announces a new cabinet speaker. The new speaker is being marketed under the trade name Melotone



New Melotone Cabinet Speaker

and is attractively designed with grained fabrikoid covering and grill work face.

The new speaker has full round tone quality, is of convenient and well balanced size and can be placed upon the average radio set or other pieces of furniture in the home.

The Melotone cabinet speaker will be marketed to a great extent to talking machine dealers, and arrangements for its distribution on a wide scale in the immediate future are being planned by the sales department of the Radio Industries Corp.

The Radio Industries Corp., besides manufacturing speaker units for the phonograph and the more popular types of loud speakers, has been successful in supplying products adapted for the use of amateur radio enthusiasts, including knock-down sets.

KAMERAPHONE



Dimensions, 4 3/4 x 5 3/4 ins. Weight, 4 1/2 lbs.

This Kamera- phone is man- ufactured in the United States and fully protected by patents.

In fringements will be prosecuted to the fullest extent of the law.

The most compact and practical talking machine in the world. As effective as a large cabinet, yet can be carried in a hand bag.

Fully Guaranteed Limited Distributor Send for Sample Territory Open

Write or Wire to

SPECIALTY TRADING CO.
547 Broadway - - New York



Liberal Jobber and Dealer Discount. List Price----- \$15.00

Substantial!



A dependable source for guaranteed portables

During the past year, the Carryola Master has been the outstanding phonograph in the portable field. Popularly priced, yet possessing features that stamp it unmistakably as a truly high-grade instrument, the Master has forged to the front in every community where introduced and piled up remarkable sales records.

This great triumph of the Carryola Master calls for a big program of expansion for 1925. And the new year finds us ready—equipped with a new factory, a monument to the success of the Carryola Master.

A large new factory building, furnished with up-to-date machinery—ample finances to carry on production in greatly increased volume—“our house is in order” for a far bigger year in 1925.

A Sound, Progressive Company

This expansion program is further proof of the statement we have made and repeated many times—that when you make a connection with the Carryola Company of America you are building substantially for the future and not gambling with success in the portable phonograph field.

For those who join hands with us a new and greater success looms ahead in the portable phonograph field. Make your plans now. Get our proposition and full information about our 1925 plans at once. Write today.

RETAIL PRICE **\$25.00**
in far west
and south
\$27.00



Jobbers: Write for
the Carryola Proposition

Carryola
Company of
America,
647 Clinton St.,
Milwaukee, Wis.

CARRYOLA COMPANY of AMERICA
647 Clinton Street Milwaukee, Wisconsin

Please send at once
complete description of
the Carryola Master,
prices, and full details of
your 1925 plans.

Name

Address

The **CARRYOLA MASTER**

Inclement Weather Brings About Last-Minute Holiday Buying Rush in Portland

Intense Cold Until Few Days Before Christmas Holds Back Buying—Planning Many Edison Tone-Test Recitals—Many Trade Personnel Changes—Other Important News of the Month

PORTLAND, ORE., January 5.—Holiday business in and about Portland was like the little girl with a little curl: "when it was good it was very good indeed, but when it was bad it was horrid." Old Jack Frost hit Oregon with a bang, just when the Christmas trade was getting a good start, with the coldest weather for many years keeping all would-be Christmas shoppers in by their firesides. The weather moderated somewhat several days before Christmas and there was one grand rush until late Christmas eve to get caught up. Of course it was an impossibility to do all in a few days that was intended for several weeks.

Sherman, Clay & Co. report a tremendous business, going way beyond last year's mark. The jobber, of course, did not suffer from the unexpected cold weather as all of the stock was placed with the retailers before the blow fell. The local retailers are not crying and all are facing the future with optimism. January business started off with a rush and 1925 has every prospect of being a banner year.

Arthur Gabler, Pacific Northwest manager of the Edison Phonograph, Ltd., reports the sale of Edison phonographs exceeding expectations during the holiday season by 20 per cent, and reports this condition pulling down the present stock to such an extent that all orders on the Chippendale console and London console during January cannot be filled. Mr. Gabler hopes, however, that fresh stock will arrive late in the month to offset this shortage. All Pacific Northwest Edison dealers are jubilant over the quality and quantity of the latest dance and song hits and from everywhere reports are received that the Edison record business is mate-

rially increasing. The recordings of the Georgia Melodians, Fry's Million Dollar Pier Orchestra, The Merry Sparklers and the Top Notchers are creating a sensation on their latest Edison records.

E. A. Borgum, Pacific Northwest traveler, is meeting with unusual success in booking a large number of Edison tone-test recitals, to be staged by various Edison dealers, featuring the American soprano, Betsy Lane Shepherd, assisted by Jacques Glockner, 'cellist. In Portland this concert will be presented under the auspices of the Hyatt Music Co. at the Municipal auditorium, which seats over 5,000 persons. E. B. Hyatt is one of the most prominent Edison dealers in Portland and his presentation of the tone test will be handled with proper care and efficiency. Mr. Hyatt anticipates a capacity audience.

A shift of executives of three Portland piano houses and music stores has taken place, with the result that Frank M. Case, manager of the Wiley B. Allen Co. for many years, is now manager of Sherman, Clay & Co.; R. R. Brassfield, recently of the San Francisco office of the Wiley B. Allen Co., is now manager of that company's Portland store, and Frank Raymond, until recently manager of the piano department of the G. F. Johnson Piano Co., now heads that department of the Wiley B. Allen Co.

Acceptance of the resignation of J. H. Dundore, who has been the Portland manager for Sherman, Clay & Co., for 13 years, and appointment of Mr. Case in his place was announced by Philip T. Clay, of San Francisco, president of Sherman, Clay & Co., who was in the city

with George Bates, comptroller of the company. Mr. Dundore had expressed a desire to retire from active business several months before, Mr. Clay said, and his resignation was made effective January 1.

Radio will not supplant the phonograph, Mr. Clay declared, when asked for an opinion, but rather the two forms of entertainment, especially as now provided in a single instrument, will supplement each other. "The talking machine," said Mr. Clay, "is like a good book in your library which you have read many times. You know beforehand what it is going to say. Radio, though, is like a newspaper. Your interest in it is to see what it says. Both are necessary."

The biggest month's business in its history is the December report of Charles Soule, district manager for Oregon, Washington and Idaho for the Starr Piano Co. Harry L. Nolder, general manager of the Pacific division with headquarters in Los Angeles, spent two weeks in December covering the Pacific Northwest territory with Mr. Soule, while Mrs. Soule, who is Mr. Soule's "right hand man" in the wholesale department, took charge of the local office and kept things humming.

The Hyatt Music Co. is enlarging its floor space by half again as much as it formerly occupied.

A. C. Ireton, Pacific Coast general manager for the new Edison, visited in Portland on Christmas Day.

Ed. L. Berg, of Los Angeles, publisher of the Western Music Trades Journal, was a Portland visitor during the holidays.

Two more brides are listed among the record girls of Portland music shops and both have been taken away by their bridegrooms to other cities. Audry Whyte, of the Wiley B. Allen Co. record department, has married Walter Dickens, and will make her home in Bellingham, Wash., and Ruth Constantine, of the record department of the Seiberling, Lucas Music Co., is now Mrs. Charles Osborne and will in the future reside in Oakland, Cal.

Complete the Radio Sets you sell with Pacent Radio Essentials



Automatic plug—Just insert the phone tips —Price 75c.



Pacent "Everytone" Headset 3000 ohms \$3.75 2200 ohms \$3.50

No doubt you are handling radio sets that are equipped with Pacent Radio Essentials as over 30 of the leading radio set manufacturers use them for standard equipment.

Your customers will be so thoroughly satisfied with their Pacent-equipped sets that when they buy additional parts you will find it easy to sell them Pacent Radio Essentials.

Every radio set you sell is a potential sale for a Pacent Everytone Headset, Autoplug, Universal Plug, Duoplug, Jackset and other Pacent accessories. By handling Pacent Radio Essentials you will not only make the added sales profit, but of still more importance, you are assuring yourself of complete consumer satisfaction—your greatest business asset.

Add to your good-will building program by handling Pacent Radio Essentials. Your jobber can supply you or get them for you. In the meantime write for our complete catalog.

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

- | | | |
|---------------|-------------|------------|
| Washington | Minneapolis | Boston |
| San Francisco | Chicago | Birmingham |
| Philadelphia | St. Louis | Buffalo |
| Jacksonville | | Detroit |

Pacent
RADIO ESSENTIALS

"DON'T IMPROVISE - PACENTIZE"

Edison Tone Tests to be Heard Throughout Country

The Edison tone-test program for the forthcoming Winter and Spring months is of an extensive character and covers in quite a thorough way virtually the entire country.

On January 5 Elizabeth Spencer, the distinguished Edison artist, assisted by Lucille Collette, will start a Florida tour which in the course of the Winter will cover the greater part of the South.

Collins & Harlan, the famous singing team, assisted by William Reed, star flutist and saxophonist, will start in Cleveland on January 5 and continue giving concerts in the Middle West section.

Glen Ellison, the famous baritone, will give his first concert of the year in St. Louis, on January 26, and will proceed from there to Kansas City and the surrounding territory, which will be thoroughly covered. He will be accompanied by Alta Hill, pianist.

Betsy Lane Shepherd will first appear in the Northwest on January 26, and will make an extensive tour covering Washington, Oregon and California.

These are the partial plans for the first half of the New Year in connection with the Edison tone tests. The Edison Co., based upon its extensive experience, continues to value these tone tests as the greatest sales promotion plan ever devised for the benefit of retail phonograph dealers, and this enthusiasm on the part of the Edison Co. is of course founded on the unbounded enthusiasm of Edison dealers throughout the country for Edison tone tests in their respective communities.

The Pet o' Fone Mfg. Co., New York, recently changed its capital from .200 shares at \$100 per share to 200 shares of no par value.

UDELL
Consoloud-Speaker

ANNOUNCING! The UDELL Consoloud-Speaker



Two-toned finish in walnut or brown mahogany with genuine veneered top

A beautiful Console Radio Cabinet with built-in Loud Speaker Unit and Horn — at a price that opens a big new market for your store.



Trade-mark Registered

52 Years of Successful Experience

Are Embodied in This Remarkable Cabinet

NO doubt someone in your organization is a radio fan. "There is at least one in every office." Call him in and ask him what he thinks of this combination console radio cabinet and loud speaker — with built-in loud speaker unit. We know what he will say. The same as every other radio fan who has seen it. It's the most popular and fastest selling piece of radio equipment ever offered to the American public!

The experience of many successful years is reflected in the Udell Consoloud-Speaker. As manufacturers of fine talking machines and cabinets of unusual character, the Udell name everywhere represents an institution of skilled craftsmen and highest business ethics. This Consoloud-Speaker possesses all the refinements of the typical Udell quality construction. It is an admirable piece of furniture in every way.

Powerful Loud-Speaker Unit and Amplifying Horn of Laminated Wood.

No head-set or separate horn is required. Just plug in the powerful loud speaker, which is an integral part of the cabinet, and enjoy the clear, resonant tones which are reproduced in the scientifically constructed laminated wood amplifying horn. The outlet of the horn as indicated by the artistic grill work is on the right-hand side, the most convenient location for tuning in.



BUILT-IN AMPLIFIER HORN
LOUD SPEAKER UNIT
BATTERY COMPARTMENTS
REMOVABLE BACK

Large enough for any receiving set; 29 inches high, 18 inches wide and 38 inches long. Note ample knee space.

THE UDELL WORKS, INC.

28th Street at Barnes Avenue
INDIANAPOLIS, INDIANA

MAIL THIS COUPON AT ONCE FOR OUR INTERESTING PROPOSITION.
The Udell Works, Inc., Indianapolis, Indiana
28th St. at Barnes Ave., Indianapolis, Indiana
You may send us immediately complete information, price, discount, etc., on your Consoloud-Speaker.
Name _____
Address _____

W. J. Haussler Comments on Radio Publicity Appeal

Vice-President and General Manager of C. Bruno & Son, Inc., Present at Station WEAF During Broadcasting by Victor Artists

The Victor wholesalers were represented in the studio of WEAF, New York, on New Year's night when the first Victor Co. program was rendered with McCormack and Bori as the featured artists, by William J. Haussler, vice-president and general manager of C. Bruno & Son, Inc., who, although there in an unofficial capacity, was able to express an opinion regarding the venture.

Mr. Haussler is an enthusiast regarding the possibilities of radio broadcasting for arousing public interest, and has had some successful experience in that line, through the medium of the Hohner Harmony Hours scheduled each week at station WEAF, when talks and musical programs featuring the Hohner harmonica

are broadcast under Mr. Haussler's direction. Thousands of requests for the Hohner booklet in response to broadcast offers have proved to him that radio publicity has a strong appeal.

It is impossible, of course, to check up or even guess at the number of homes into which the voices of McCormack and Bori entered on New Year's night, although they are estimated at several million, but the fact remains that thousands upon thousands of requests have already come into the Victor Co. for photographs of the broadcasting artists with which are sent in each instance, and at the rate of over 5,000 a day, lists of records made by the broadcasting artists, and the Victor Salon Orchestra, and the Shannon Four which also appeared.

It is the opinion of Mr. Haussler that although the trade has already begun to feel the effects of the concert through the demand for records of the numbers broadcast, as well as other records by the same artists, the maximum results can only be realized if the wholesale and retail representatives of the Victor Co. lend their full co-operation to the work of keep-

ing the records before the public throughout the day as the radio presents the selections at night.

The Bruno organization, for instance, has prepared to tie up directly with the broadcasting interests and has devoted considerable advertising space and general literature to the subject. Also, other means of co-operation with its dealers have been and are being devised in order to take the fullest possible advantage of the opportunity presented. As the situation has been described, the broadcasting offers to the public a free sample of the work of the artists, and awakens a desire for the permanent ownership of the artist's selection in record form.

Bestone Five-Tube Panel Announced by Hyman & Co.

Henry Hyman & Co., Inc., New York, manufacturers of the Bestone V-60 radio receiving sets, recently placed on the market a new five-tube panel for use in the installation of phonograph-radio combinations.

The new panel employs the same circuit and possesses the identical qualities which have made the Bestone V-60 so popular with the radio public, and may be installed in both upright and console model phonographs. "We believe that the phonograph dealer will find this line, which has been especially designed for him, a most profitable one," said B. F. Muldoon, advertising manager of the company.

"The policies of Henry Hyman & Co., which are well known throughout the trade, will continue as heretofore, and every effort will be made to co-operate with the dealers in the merchandising of the company's products. It has been our belief since the beginning of our experience in the manufacture of complete sets that the music trade is a logical and most satisfactory outlet for radio, and we will continue to distribute our products through this channel," continued Mr. Muldoon.

Vincent Lopez Incorporates and Plans Wide Activities

Vincent Lopez, well-known orchestra leader and exclusive Okeh record artist, has formed a corporation with a capital stock of \$200,000. Stock is being offered the public at \$10 a share. The plan of Mr. Lopez and his associates is to build up an organization which will provide an orchestra for every important city in the United States. The plan also provides for a school where musicians can be trained for the orchestras. Radio broadcasting on a large scale is also included in the plan. At the present time Mr. Lopez has twenty-two orchestras.

Artist Pleases Audience Through Edison Re-creation

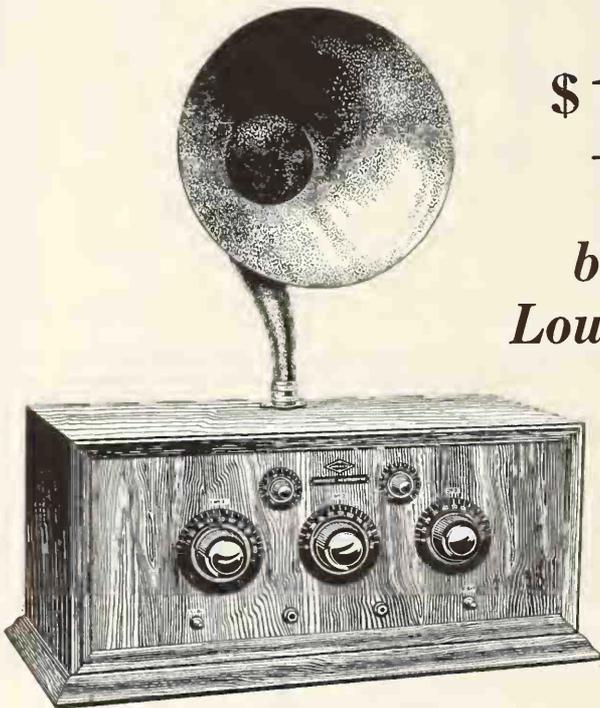
WICHITA FALLS, TEXAS, January 7.—The following item recently appeared in the local newspaper:

"Audiences at The Strand in Wichita Falls applauded the singing by George Wilton Ballard of 'What'll I Do?' and 'Mother of Pearl,' and commented enthusiastically upon the singer's voice, rising from their seats in their eagerness to see him. The artist, however, remained invisible to them, for his voice was being re-created by the new Edison, furnished by the Wichita Music Co."

Atlas Co. to Move

The Atlas Phono Parts Co., 728 Atlantic avenue, Brooklyn, N. Y., distributor of motors, springs, tone arms and other parts and accessories, will move on January 16 to 107 West Twentieth street, New York City.

MURDOCK NEUTRODYNE



\$100
with
built-in
Loudspeaker

THE Murdock Five Tube Neutrodyne is the outstanding 1925 model receiving set. You will be impressed by the beautiful tone quality and the rich cabinet design. There is space in the cabinet for B batteries. The only accessories necessary are batteries and tubes. A "Murdock" set is backed by our 20 years of successful experience in making radio apparatus, and by our advertising which is appearing in leading newspapers and radio magazines.

WM. J. MURDOCK COMPANY

Dept. C 1. Washington Ave. Chelsea, Mass.

Branch Offices:

NEW YORK WASHINGTON CHICAGO
LOS ANGELES SAN FRANCISCO SEATTLE

MURDOCK
RADIO PRODUCTS

Standard since 1904



GLEANINGS *from the* WORLD *of* MUSIC

New Copyright Bill to Be Presented During Present Congressional Session

Provides for Adherence to Berne Convention, Defines Radio Broadcasting as Public Performance for Profit, and Abolishes Present Fixed Mechanical Royalty Rate

The draft of a proposed new copyright bill, containing a complete revision of the law, prepared by Thorvald Solberg, Registrar of Copyrights of the Library of Congress, it is said, will be presented as an administration measure during the present Congress.

This new bill was prepared at the request of the Authors' League of America and contains many provisions of interest to the music industry. It will be up to date, carrying clauses affecting radio reproduction of books, literature, music and other copyrighted matters.

Among other things the bill provides for the issuance of a proclamation by the President of the United States declaring the adhesion of the United States, as a country of the first class, to the Berne Convention, or International Copyright Union, to which most of the important nations now adhere.

To bring this about the so-called "manufacturing clause" has been eliminated. This was

originally incorporated at the behest of the printing crafts for the purpose of insuring the printing of all music from type set or plates made in this country before allowing copyright. This is now unnecessary as the present tariff laws afford all protection needed against importations of vast quantities of cheap literature.

The new bill grants copyrights on both published or unpublished works and vests the copyright in the author immediately without any conditions or formalities. No one is given the status of an author except the actual author and the conditions under which employers become owners of copyright carefully safeguard the rights of authors, upon which licenses are granted to print and publish unless an agreement is made to the contrary.

Radio broadcasting is specifically defined as a public performance and in reference to such performances the new law does not provide

that they must be "for purposes of profit."

Of particular interest to the music industry is the provision in the new bill which gives to the composers of music exclusive control of their mechanical rights. The licensing of one firm to make records or rolls does not subject the copyright owner to the compulsory licensing provision as found in the copyright law of 1909. He can reproduce his work himself or can license a single other firm to do it or as few or as many as he chooses.

Neither is the royalty rate fixed at the present two cents per copy for mechanical production or at any other figure, the law leaving to the individual to make the best bargains or price obtainable.

The term of the copyright will be for the life of the author and for a period of fifty years after his death, this being the term usually provided in countries adhering to the International Copyright Union.

There are many other provisions that will subject the new law to a series of hearings from various factions affected by its contents. Already the Authors' League has had a committee representing it in Washington in order to bring the proposed bill to the attention of members of Congress.

Feist Dance Folio No. 8 Issued on January 1

Latest Volume in Series Contains Thirty of Firm's Successes Arranged in Dance Form

One of the Lco Feist, Inc., policies announced early last year was that the firm would not issue any dance folios during 1924. The plan in the past was to issue a dance folio each Fall; so in conformance with the above policy the number eight folio has been delayed.

The "Feist Dance Folio No. 8" was issued to the trade January 1. It contains thirty of the latest song hits arranged as fox-trots, waltzes, blues, etc. Eighteen of these piano solos will have ukulele accompaniment.

The new issue carries one of the most striking and attractive title pages ever conceived for a compilation of music. It is most artistic, with a color scheme that should create much attention. They should be particularly available for window displays.

The new issue carries such fox-trot successes as "June Night," "Doodle Doo Doo," "May Time," "Adoring You," "Worried," and numbers of like calibre and such waltz successes as "The Pal That I Loved," "Honest and

Truly," "Moonlight Memories" and "What Did I Get By Loving You." The titles carrying ukulele accompaniment are indicated in the index with asterisks and all pages are numbered so that any particular material can be located at once.

"Driftwood" Still Selling

The song "Driftwood" from the catalog of Irving Berlin, Inc., is still listed as one of the popular sellers. This number is really of the type that could be placed in the standard and permanent catalog of the company. At least its wide and continued popularity remains steady and bears indications of holding its own against current competitors.

Markets Musical Specialties

Besides its popular and standard catalog of music, the Edward B. Marks Music Co. markets some musical specialties. Among these are the "Ross Gorman Selected Saxophone Reeds" and the "Boomerang" mouth organs. During the holiday season the Marks Co. made a special sales drive on these products with most satisfactory results.

Imposing Current Catalog of Sam Fox Publishing Co.

Several Numbers Being Heard Frequently on the Concert Stage and Many Are Offered in Talking Machine Record Form

The Sam Fox Publishing Co., of New York and Cleveland, Ohio, never had a more imposing collection of standard ballad successes than appears in its catalog this season. These numbers are being used frequently on the concert stage, are featured by many talking machine record artists and what is of more importance to the trade the numbers are of a popular character that create sales.

These Sam Fox offerings include such successes as "Moon Dream Shore," "Love Came Calling," "Little Old Garden," "Out of the Dusk to You," "I Love a Little Cottage," "One Fleeting Hour," "A Japanese Sunset," "Lassie O' Mine" and "Rosita."

The publicity department of the Fox organization is carrying out a campaign of wide scope on all of these issues. Some very attractive and effective sales-creating advertising material has been issued in their behalf for the use of dealers.

"When the One You Love, Loves You"

The New Waltz Ballad So Successfully Sung by
MORTON DOWNEY
with PAUL WHITEMAN and his Orchestra

Written by Paul Whiteman
Cliff Friend & Abel Baer

"SOUTHERN ROSE"

The International Fox Trot Hit published by arrangement with WEST'S Ltd. London
Melody by BILLY MAYERL
Lyric by DOROTHY TERRISS

"How I Love That Girl!"

Gus Kahn and Ted Fiorito's Newest Comedy Song—
A Great Fox Trot Melody And A Lyric With The Smartest Lines of the Year.

"You can't go wrong with any FEIST song"

FIVE RECORD RECORD BREAKERS



WHEN THE
MOON SHINES
IN
CAROL GABLES



THE BLUES
HAVE
GOT ME



OH, MABEL



SEVENTEEN



YOU SHOULD
HAVE TOLD ME
(You were only
fooling)

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

"Topsy and Eva" Is Repeating Western Success

Duncan Sisters' Show Received Enthusiastically Upon Its Opening in New York City

The long-heralded appearance of the Duncan Sisters' musical show, "Topsy and Eva," opened at the Sam Harris Theatre, New York City, recently.

This show, which is the musical version of "Uncle Tom's Cabin," originated in California and successfully played the Pacific Coast until the lure of wider territory attracted it to Chicago, where it played for many months.

Its New York appearance was enthusiastically greeted and the show should remain for a very long period on Broadway. The Duncan Sisters are unusual entertainers and they should afford amusement not only to the thousands that will be attracted by the name, but the many more desirous of seeing a musical show based upon "Uncle Tom's Cabin," as well as for the merit of this combination.

There are several songs that are worth while in this new offering. Two of them are already having good sales and with the New York appearance of the show should further establish their popularity. They are "Remembering" and "I Never Had A Mammy." Irving Berlin, Inc., are the publishers of the score.

Chappell-Harms Ballad Successes

A Brown Bird Singing
In The Garden of Tomorrow
Land of Might-Have-Been
Love's First Kiss
My Thoughts of You
One Little Dream of Love
Smile Through Your Tears
Someday, In Somebody's Eyes
Some Day You Will Miss Me
Song of Songs
Sweetest Call
There's a Song in My Heart
Sweet Navarre
What a Wonderful World
It Would Be

"Oh Katharina" Success in New "Chauve Souris"

American Rights to Number Bought by Leo Feist, Inc.—Will Be Featured by Shubert

An original Viennese success, later sweeping through other parts of Europe and finally appearing as the outstanding number in "Chauve Souris" now playing in Paris, is called "Oh Katharina." The number wherever it has been played has practically been an overnight success with the result that several American publishers have been bidding for the U. S. rights.

Recently Leo Feist, Inc., cabled Fred Wreede, American representative for the Wiener Bohme Verlag, of Vienna, and a well-known theatrical producer of Berlin, to take over the number for the Feist organization. This he immediately accomplished.

L. Wolfe Gilbert has written English lyrics for the American version of this song. The number is being used in a new Shubert show which will shortly have its New York premiere and it will be one of the outstanding numbers in "Chauve Souris," which will open in New York this month.

Sherman, Clay Books Prove Very Popular

Bailey Ukulele Books in Very Good Demand—Steel Guitar Series Also Widely Used

The Sherman, Clay & Co. catalog has an unusually attractive list of books both of an educational and entertainment caliber for stringed instruments. Its books for the ukulele have been particularly popular. These include the "Bailey Ukulele Method," a self-instructor, and "Bailey Collection of Ukulele Solos." There is also "Songs from Aloha Land." For steel guitar there is the "Superior Collection of Solos," in two volumes, "Peterson Steel Guitar Method," and "A Practical Method for the Tenor Banjo," by Arthur W. Black, as well as "Black Chord Method for Tenor Banjo," an interesting and instructive publication.

New Song by Isham Jones

Isham Jones, the well-known orchestra leader and Brunswick artist, has written a new song entitled, "I'll See You In My Dreams." The co-writer of this fox-trot ballad is Gus Kahn, who was also the collaborator with Isham Jones on one of the big successes of a season ago, "Swinging Down the Lane." Leo Feist, Inc., are the publishers.

Fred Fischer, Inc., has just issued a new novelty song, entitled "Hot, Hot, Hottentot." The song is already being heard in vaudeville and its fox-trot rhythm in dance form is proving popular with orchestras.

"All Alone" Featured Widely by Music Dealers

Example in McCrory Window in Philadelphia Typical of Dealers' Sales Promotion and Publicity Work on Berlin Popular Number

Irving Berlin's new song "All Alone" has taken a prominent position on the sales counters throughout the country. The name of Berlin on a song naturally gives any such new



Display of "All Alone"

offering immediate attention and a hearing. This is all most of the Berlin songs need because the melody and the lyrics are persuasive enough to close sales.

"All Alone" is not only played by a great number of orchestras throughout the country, but it has taken a prominent position in vaudeville programs and in no few instances has appeared in the repertory of concert artists. The song is unusual for a popular number inasmuch as it is readily available for both the average vaudeville singer and to those of the concert field who take great pride in their art. Another attraction is that it can be sung in strictly ballad song or in a syncopated fox-trot style. It is a versatile number. It is an appealing song and it has what makes ballads sell—heart interest.

Dealers throughout the country have co-operated with Irving Berlin, Inc., the publisher, in presenting "All Alone" to the music-buying public. Besides counter displays it has been frequently given exclusive window showings.

Recently the J. G. McCrory store of Philadelphia, Pa., in conjunction with a campaign on "All Alone" held in Philadelphia territory, not only displayed the title pages of "All Alone" throughout the music department, but dressed one of the most attractive windows featuring this song that has so far been arranged, as the accompanying photograph shows.

The New Song Hit From "MY GIRL" The Big Show Hit

"YOU and I"

by Harlan Thompson and Harry Archer, Writers of "I Love You"

Other good songs from "MY GIRL"
 "A FELLOW LIKE ME" "DESERT ISLE"
 "RAINBOW OF JAZZ" "BEFORE THE DAWN"

You can't go wrong with any FEIST song

© 1924 Leo Feist, Inc.

You and I to- geth- er, all a- lone, — In a lit- tle coun- try of our own.

C. F. Summy Co. Before the Federal Trade Commission

Citation Concerns Marking of Net Prices of Music—Commission Charges Concern Prints Prices in Excess of Actual Ones on Music

Recently there has been a series of hearings before Examiner W. W. Shephard, of the Federal Trade Commission, in Chicago, Ill., on the charges that the Clayton F. Summy Co., of Chicago, well-known publisher and dealer in standard sheet music, is using methods of competition that should be changed.

It is the contention of the commission that the Summy Co., in presenting its sheet and book music to the public, is printing on its publications a price in excess of what they sell for in ordinary competition and that the practice diverts trade from other publishers who do not use this method.

Alfred L. Smith, secretary of the Music Publishers' Association of the United States, explained at the hearing that for years it has been the custom of publishers to mark their music a certain price and to allow retail dealers later to sell the commodity at a third under the price on the cover.

Lately, Mr. Smith declared, this custom has been abandoned and any possible confusion has been eliminated by the printing of the net prices on each piece of music sold by the publisher.

Mr. Summy was the first witness called to the stand by Harry D. Babcock, attorney for the commission. Mr. Summy said his firm caters particularly to teachers, appeals to them through advertising on a basis that they receive a discount so that they can make money on reselling music to their pupils.

Mr. Smith, at the close of the first day's session, pointed out that such practices might make it possible for unscrupulous music teachers to charge uninformed people a higher price for music than it could be purchased for at stores.

"Possibly 50 per cent of all families have somebody in them taking music lessons and buying music," he said. "Any one buying music and uninformed as to the practices of marking prices on music is in danger of being gouged. The so-called discount allowed to music teachers is frequently no discount at all, for anybody can buy music in stores at identically the same prices that the music teachers pay for it. Uninformed people are paying the profit to certain teachers."

In the Spring of last year the Federal Trade Commission recommended to music publishers and dealers that all goods purchased by the music-consuming public should carry marked net prices so that any novice could purchase sheet music and books with full knowledge of their established values. Subsequently the National Association of Sheet Music Dealers concurred in this recommendation and the Music Publish-

ers' Association of the United States, while taking no unanimous action, showed evidence of complying with the recommendation of both the above bodies.

In June of this year practically all new music, with the exception of one or two catalogs, carried net-price markings. An effort was also made shortly thereafter to remark the voluminous amount of music in both publishers' and dealers' stocks. The greater part of both new and old music is now carrying actual retail instead of fictitious figures. This applies to both

the music now being shipped from publishing sources and that which is sold by the legitimate dealers throughout the country.

"I Wonder What's Become of Sally" has been given feature window displays by numerous dealers in various parts of the country. In a campaign on this number in Philadelphia recently the J. G. McCrory store in that city had a particularly artistic display which attracted considerable attention and caused a great deal of comment.

A New Ballad Sensation
 By the Co-Writer of "The World Is Waiting For The Sunrise"

Moon Dream Shore

—Pronounced the Logical Successor

All the world will soon be extracting to this enchanting melody.

Distinctive Song Hits for the New Year

Indian Dawn by S. Zamecnik The Indian Melody Creation Predicted to become the season's sensation.

BY THE MISSISSIPPI The New Dream! Moonlight Water Hit by Tilden Davis

Sam Fox Pub. Co. The Arcade 158-160 W. 45th St. New York, N.Y.

Harry Archer and Harlan Thompson Score Another Success in New Show, "My Girl"

Authors of "Little Jessie James" Repeating in Their New Production—Songs in New Score Likely to Be Big Selling Successes as Preliminary Demand Is Showing

With the opening of the new show "My Girl," at the Vanderbilt Theatre, which apparently is destined to run successfully for some time, the writers of one of the most successful and certainly the most profitable shows of last year are repeating their performance.

The boys responsible are Harry Archer and Harlan Thompson, writers of "Little Jessie James," which, following its New York and Chicago appearances of last year to crowded

successes, "You and I," "A Fellow Like Me," "Desert Isle," and "A Rainbow of Jazz."

The songs in this show are already selling in fair volume and at least two of them, "You and I" and "Desert Isle," will achieve national popularity on their melodies alone in a short space of time with both dealer and buyer.

Both Archer and Thompson are young writers. They naturally, however, did not jump into success without going through the usual

"MADELINE"

(BE MINE)

The Original "Varsity" Fox Trot

by the writers of
"JUNE NIGHT"

"The PAL
THAT I LOVED"

(STOLE THE GAL THAT I LOVED)

A Story Ballad with
a sympathetic Waltz
Melody

"HONEST
and TRULY"

A REAL "HONEST-TO-GOODNESS"
WALTZ HIT!

"Haunting
Melody"

A beautiful Waltz Song
with a melody of
haunting sweetness

You can't go
wrong
with any
"FEIST" song"

©1924 LEO FEIST INC



Harlan Thompson

houses, is being shown throughout the country through four road shows. The first of these companies is appearing in Indiana and the second one is covering the metropolitan area. There is a Southern company now playing Texas and Oklahoma and an additional Western company covering Illinois, Missouri and Kansas.

In "Little Jessie James" we had one of the biggest successes in the popular field of last season—"I Love You." There are two other outstanding songs in this show, "Let's Step Along" and "Little Jessie James."

In "My Girl" there seemingly are four real



Harry Archer

experiences of all writers. During the period while they were awaiting recognition they continued optimistic. They wrote with some success, with the usual portion of poor productions undercapitalized or mismanaged.

With the second season of "Little Jessie James" producing profits not only in the United States but in many foreign countries, and with the new show "My Girl" playing to crowded houses, the period of lean years for these writers is past. They are now in demand by wide-awake producers, they are well known to the music trade and no small part of the musical comedy enthusiasts of the country are their public.

Finds Dealers Pushing Sheet Music Sections

Richard Powers, Eastern Representative of Sherman, Clay & Co., Sums Up Conditions

PORTLAND, ORE., January 4.—Richard Powers, Eastern representative of Sherman, Clay & Co., with headquarters in New York City, recently stopped off in Portland for a few days' visit on his way to his home office in San Francisco. Mr. Powers visited all of the principal cities of the East, Middle West and western Canada, and found business booming in all lines of musical instruments. It has been five years since Mr. Powers last visited Portland and he reports finding a noticeable improvement in the general music business of this city. This, he says, applies not only to the general sale of musical merchandise but also to the betterment of store conditions and the aggressiveness of the Portland dealers. He says: "In the olden days many of the general music dealers failed to take an interest in the sheet music department, but conditions have changed to such an extent that they now consider this branch of the industry on a par with and fully as important as any other branch in their store, and, in fact, I find many featuring their departments."

Mr. Powers reports a very successful year

with the Sherman, Clay & Co. catalog. He reports "When the Shadows Fall," the beautiful waltz by Max Dolin, proving a big success nationally and says, "Although this waltz number is comparatively new, it has already been recorded by most of the mechanical firms and from present indications it looks as if it would be at least the equal of our big waltz hit 'Sleep.'" Mr. Powers also reports "The West, a Nest and You," since printed in the black and white edition, as taking the lead in the Sherman, Clay & Co. catalog.

Featured in Concert

"Moon Dream Shore," song success from the catalog of the Sam Fox Publishing Co., of New York and Cleveland, O., is appearing in a featured position in the programs of many concert artists this season. This ballad of high-class musical merit is of the type that attains wide popularity. The publishers are issuing some very effective advertising material.

Motion picture houses and theatres must pay royalties to composers or publishers when they use any portion of a copyrighted song or air during their programs or performances, according to an opinion rendered by Judge John Rose, of the United States Circuit Court of Appeals in Richmond, Va.

Music Industries Advertising Men Meet to Plan Work for National Music Week

All Leading National Advertisers in Music Industries Represented at Meeting Called by the Trade Service Bureau of the Music Industries Chamber of Commerce

Plans for the music trade to obtain the greatest possible benefit from National Music Week, May 3 to 9, were developed at an important meeting of advertising men, held in the offices of the Music Industries Chamber of Commerce in December.

The call of the Chamber for a conference on Music Week activities and advertising suggestions brought an enthusiastic response from virtually all important national advertisers in the music industries. Among those who attended or otherwise indicated their participation were representatives of the Aeolian, Starr, Feist, Tonk, Gibson, H. W. Gray, Buescher, Brunswick, Columbia, Sonora, Victor companies and the trade papers.

The Trade Service Bureau of the Chamber will place in the hands of various advertisers the necessary literature issued by the National Music Week Committee, including the Music Week Guide. An envelope folder will also be supplied to manufacturers and distributors circularizing the trade, enabling them to inform their dealers of the important phases of Music Week and telling them how to secure further suggestions for local advertising and promotion work. Another Music Week Window Display Contest will be conducted by the Chamber, similar to that of 1924.

The regular Music Week supplies will include posters, window cards, announcement slides, envelope stuffers, windshield stickers and small stickers for use with mail and packages. In the advertising discussion, special stress was laid upon the need for a highly artistic window card or poster design.

In order to facilitate the co-operation of music merchants with their local committees, a Music Week Honor Roll will be published from time to time, announcing the cities and towns as they organize for Music Week activities and giving the names of local chairmen. The trade paper representatives present at the meeting endorsed this plan and said they would publish the list when it was released and supplementary lists from week to week as announced. This will serve the double purpose

of informing the trade in what places Music Week will be observed.

National advertisers indicated their intention of concentrating their advertising schedules in the period preceding Music Week and give space to the slogan "Give More Thought to Music," as well as other copy reference to the event. Various manufacturers will give help to dealers in the form of newspaper advertising, special mailing pieces, window displays and suggested programs.

Letters were read at the meeting from leading talking machine advertisers, and W. A. Wilson, of the educational department for Columbia, R. H. Meade, for Sonora, and G. A. Lyon, for Brunswick, voiced the interest of these advertisers.

Sleeper Monotrol Receivers to Be Advertised Widely

The Sleeper Radio Corp., Long Island City, N. Y., manufacturer of the Sleeper Monotrol receiving set, has launched an extensive advertising campaign in national magazines and in the newspapers of the larger cities in the country. The campaign is designed not only to advertise the Monotrol but will be tied up with the dealers in the various territories. The name of local Sleeper dealers will be listed in each newspaper advertisement. The campaign has been planned to secure a maximum of results and the newspaper campaign will be followed by a double-page spread in The Saturday Evening Post.

R. M. Dudley, Sr., Dead

NASHVILLE, TENN., January 10.—R. M. Dudley, Sr., retired president of the Gray & Dudley Co., manufacturer and distributor of this city, who was well known to the trade in his territory through his activities as a Pathé wholesaler, and his interest in association work, died at his home here recently.

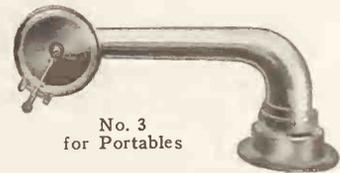
BRASS Tone Arm Complete

for Miniature Outfit
60c

(Not illustrated)

Also Tone Arms and Reproducers for PORTABLES

At Attractive Prices



No. 3 for Portables



No. 4 Universal full size



No. 5 High Class Perfect Universal

Tone Arms and Sound Boxes and All Parts for These Products in Raw or Finished State, also Metal Stampings.

In Small or Large Quantities



GLOBE ART MFG. CO.

"Specialists in Plating and Finishing"

75-77 Winthrop St. Newark, N. J.

For your sets—

the tube that took New York and Philadelphia by storm

Equip your sets with the tube that creates so great a sensation wherever it is introduced.

It eliminates rushing, sputtering tube noises by means of triangular stabilizing plates—an exclusive Schickerling feature.

These tubes make the best set better! Try Schickerling tubes in comparison with any others—and note the big difference in tone and volume. They're sturdy, long-lived and so sensitive that far-off stations come in with bell-like clearness.

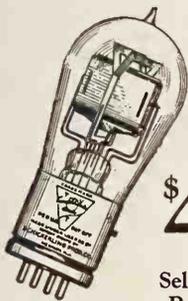
Greater consumer satisfaction and quicker sales come with the use of Schickerling tubes. A great improvement! Try them.

Write or wire for dealers' terms

SCHICKERLING PRODUCTS CORPORATION
401-407 Mulberry St., Newark, N. J.

SCHICKERLING
RADIO TUBES

With the Stabilizing Triangular Plates



\$4

Selling Price

S-4000—5 volt, Standard Base, ¼ amp. Detector-amplifier with full, noise-free distortionless volume.

All models sold with a 10 day written guarantee

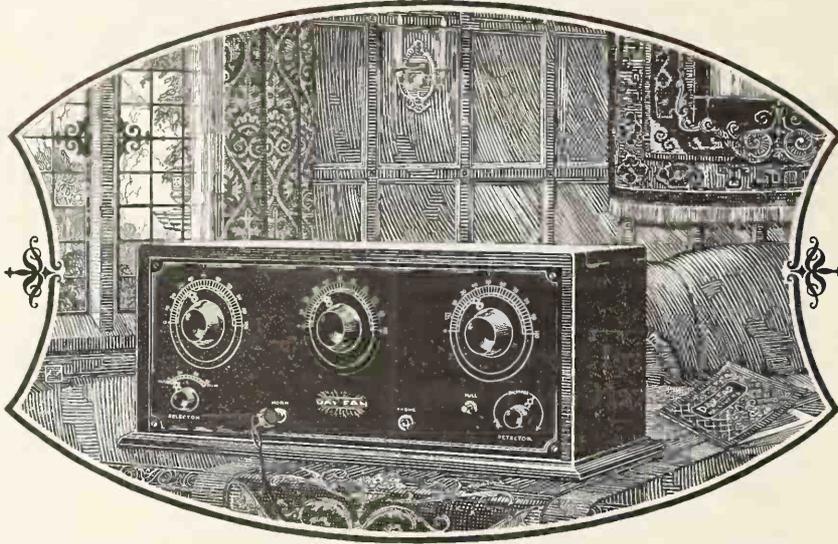
OTHER MODELS SELL AT

- 5 volt—¼ amp.—Standard Base
- Model S-200 Detector . . . \$4.00
- Model S-4000 Det.-Ampl. . . . 4.00
- Model S-700 Power Tube . . . 7.00
- Model S-2500 Det.-Ampl. . . . 5.00
- 3 volt—1/10 amp.—Miniature Base
- Model S-600 Det.-Ampl. . . . \$4.00
- 1½ volt—¼ amp.—Standard Base
- Model S-300 Det.-Ampl. . . . \$4.00
- 5 volt—1/10 amp.—Standard Base
- Model S-900 Amplifier . . . \$4.00

Day Fan

RADIO

A YEAR AHEAD



Amazing Simplicity

The Set That Is Already Logged

CAN you imagine anything more simple—more practical—than a radio set with all the dial settings exactly identical for any station—regardless of where you live or what antenna you use?

The entire DAY-FAN line, comprising six models ranging in price from \$90 to \$285, is distinguished by this feature.

APPEARANCE. Every DAY-FAN set is a splendid example of the cabinet maker's art. Made of the finest materials, they have a finish and design which harmonize with the surroundings of the most tastefully furnished homes.

VALUE. In everything that you want—long range, selectivity, purity of tone, volume—there is no greater value.

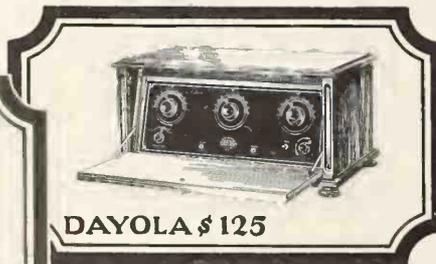
PERFORMANCE. The age of technical discussion and experimenting in radio is past. Today a set must do certain definite things. You may want entertainment, business information, or an educational program. Whatever your desires, a DAY-FAN will get it for you, quickly and easily.

Sold by Leading Radio Dealers Almost Everywhere

The Dayton Fan & Motor Co.

Dayton, Ohio

Manufacturers of High-Grade Electrical Apparatus for 36 years.



~and other models~

Everybody's Co. Found

1924 a Year of Prosperity

Company, in Letter to Trade, Voices Appreciation of Good-will and Co-operation

On the first day of the new year, Everybody's Talking Machine Co., Inc., Philadelphia, Pa., makers of Honest Quaker main springs and a complete line of talking machine repair material, mailed a personal message to its many friends addressed to "Those Whom We Serve and Those Who Serve Us." This message written in the form of a letter on the Everybody's letterhead calls particular attention to an account on their books headed "good will," which, it is pointed out, remains unchanged year after year and is modestly valued at the customary \$1.00. Ten years ago it was \$1.00 and to-day it still remains \$1.00.

As its books for 1924 close, what is described as the most successful year in its history, the valuation of good will still technically remains \$1.00, but to quote from the letter: "How can we ever hope to value the good will account on our books accurately."

In conclusion the company, through Samuel Fingruid, secretary, voices the appreciation of the good-will which it has received from its many customers both large and small. To use their exact words, "To all whom we serve or who serve us, we are trying to express in words our appreciation."

Buffalo Victor Dealers

Hold First 1925 Meeting

BUFFALO, N. Y., January 7.—The Victrola Dealers' Association met January 9 in the Hotel Statler at a noon luncheon. John Kibler, newly elected president, presided for the first time. The meeting was well attended and the Association voted to co-operate with the Victor Co. to every possible extent in giving publicity to radio programs. Advertising of Red Seal records and Victor programs will be carried on extensively by the Association through direct mail and window streamers. C. E. Siegesmund, sales manager of Curtis N. Andrews, and M. O. Grinnell, of the Buffalo Talking Machine Co., were named to take charge of printing and distribution of the advertising material to dealers. A. H. Fleishman will assume responsibility of the Association's newspaper publicity to be carried on in conjunction with the Victor Co.'s weekly advertising program. A board of directors was named, consisting of John Kibler, Joseph M. Quirk, of Batavia; Floyd F. Barber, Charles Kaepfel, Curtis N. Andrews, O. L. Neal, John Beida, T. A. Gould and E. R. Burley.

The President addressed the Association on the outlook for business in the coming year. He said 1925 will be one of the best years the Victor dealer has ever had and he pointed out that the company's radio program will do much toward stimulating sales of both records and instruments. Mrs. Loretta Spring and C. E. Tinchler were voted in as new members of the association.

E. A. Keefe With E. Blout, Inc.

Everett A. Keefe, who for the past six months has been connected with B. Guy Warner, Edison dealer of Brooklyn, recently joined the selling staff of the Fordham branch of E. Blout, Inc. Mr. Keefe was for three years manager of the Edison department of N. Snellenburg & Co., of Philadelphia, Pa.



Hermann Thorens
 Ste. Croix, Switzerland

*Manufacturer of Europe's Most
 Celebrated Swiss Phonograph
 Motors*

We are in a position
 to deliver to American
 phonograph manufac-
 turers motors for use
 in upright and console
 model phonographs.

L. H. JUNOD & CO.
 104 Fifth Ave. New York
 Sole Agents for the U. S. A.

**Wallace B. Taylor Assumes
 Direction of Sleeper Sales**

Appointment of W. B. Taylor as Director of Advertising and Sales of Sleeper Radio Corp., Announced—Possesses Wide Experience

Gordon C. Sleeper, president of the Sleeper Radio Corp., Long Island City, N. Y., manufacturer of the Sleeper Monotrol, recently announced the appointment of Wallace B. Taylor as director of sales and advertising, with the title of assistant to the president.

Mr. Taylor is eminently fitted for the position which he has undertaken, having been active for years in merchandising and advertising work. He brings to the Sleeper organization a wide knowledge of national and local competitive conditions and a wealth of merchandising ideas and contacts. He was formerly connected with the New York Times and the New York Evening Post.

His duties with the company will embrace a variety of matters with his special attention being given to the merchandising and advertising policies of the company. He will keep in close contact with the Sleeper jobbers and dealers throughout the country, both through correspondence and by personal visits. Mr. Taylor will, for the present, make his headquarters at the Long Island City factory.

Edison Display at Festival

CUSHING, OKLA., January 7.—The Slagel Music Co., here, during a festival held in this city by the Chamber of Commerce, exhibited the new Edison in a particularly attractive booth decorated with advertising display cards, photographs of Edison artists, framed posters, etc. The most arresting feature of the display, however, was a blackboard conspicuously placed in the foreground, and bearing the announcement, "No Static in our music. Music you want when you want it."

**Planning Drive on the
 "Non-Spill" Needle Cup**

H. K. Lorentzen, 60 Grand street, New York City, is the manufacturer of the "Non-Spill" needle cup. This is an ordinary needle cup with a unique cover which snaps on the cup and remains until pressed for release by placing the forefinger of the hand on its center.

The "Non-Spill" needle cup has been approved by a number of successful manufacturers of portable talking machines. The fact that the portable can be carried about, in any position, without in any way loosening the cover of the needle cup is a particular advantage in this type of product.

The manufacturers, however, intend to widen the use of this product. It is, of course, available for talking machines other than portables. In addition, however, there are thousands of portables now in the hands of consumers who would welcome this patented product. For this reason a sale is to be created for the product through the retailer. The cup can be attached to any portable through placing a small screw through the hole of the base of the cup and attaching it to a permanent position in the talking machine.

**Kansas City Now a Big
 Edison Jobbing Center**

As announced elsewhere in this issue of The World, the Edison Phonograph Distributing Co., with headquarters in Kansas City, has recently taken over the Edison jobbing business formerly conducted from Des Moines, Iowa. This means that the Kansas City organization, which is controlled by Thomas A. Edison, Inc., now stands as one of the most important jobbing points in the country, embracing as it does the territories formerly handled from Kansas City, Des Moines and Omaha. Clarence L. Smith, who for a long time served with the Edison Co. in Orange and as a traveler for jobbing interests in the Middle West, is now acting as manager of this jobbing business.

The new song, "What A Smile Can Do," published by Joe Morris, Inc., has also recently been cut on Q R S music rolls and recorded on Pathé records. The music of this song was written by A. G. Paganucci, and the lyrics by Arthur Walsh, music director of Thomas A. Edison, Inc.

Balkite Battery Charger.
 For charging 6 vols storage batteries.
 Price \$19.50
 \$20 West of Rockies
 \$27.50 in Canada



Balkite "B"—replaces
 "B" batteries or dry
 cells. Operates from
 light socket.
 Price \$55
 \$75 in Canada

Balkite Radio Power Units

*two of the fastest-moving
 and most profitable items in radio*

Balkite Radio Power Units supply constant uniform voltage to both "A" and "B" radio circuits and increase the power and clarity of any set. The Balkite Charger charges storage "A" batteries. Balkite "B" replaces "B" batteries entirely and supplies plate current from the light socket.

Both the Balkite Charger and Balkite "B" are entirely noiseless. They are based on the same principle. Both have demonstrated their entire success over a long period of time. Both are free from service trouble, well advertised and fast-moving. They make ideal radio accessories for the music trade.

Order through your jobber

FANSTEEL
Balkite *Radio*
Power Units

BALKITE BATTERY CHARGER—BALKITE "B" PLATE CURRENT SUPPLY

Manufactured by FANSTEEL PRODUCTS CO., Inc., North Chicago, Illinois

Thos. A. Edison, Inc., Not to Enter Radio Field

Thomas A. Edison Reiterates Former Statement to the Effect That Company Is Not Planning to Cater to the Radio Public

In an interview this month with the World, Thomas A. Edison reiterated his former statement to the effect that the Edison company does not plan either to manufacture radio receiving sets or to build instruments equipped with compartments for radio panels. While Mr. Edison does not in any way seek to belittle the present enormous popularity of the radio, he remains firm in the conviction that the phonograph has a place in American home life which is all its own, and that once the initial wave of radio popularity has settled into a normal demand, the phonograph will fare better and better as a distinct and separate musical instrument of artistic possibilities that are not possible through any other means. In fact, Mr.

Edison looks for considerable improvement during 1925 in the public interest in phonographs as compared with the year 1924.

Calendar Sent Trade by the American T. M. Co.

A useful as well as very attractive holiday remembrance in the shape of a calendar has been distributed among its friends in the trade by the American Talking Machine Co., Victor distributor, Brooklyn, N. Y. The calendar is a large one, with the dates in three-inch letters, especially appropriate for distribution among business organizations.

Knoxville Firm to Move

The East Tennessee Music Co., 606 South Gay street, Knoxville, Tenn., will move on February 1 to new quarters at 719-21 on the same street.

Freed-Eisemann Celebrates Year of Prosperity in 1924

More Than 800 Executives and Employees Gather at Factory in Brooklyn

Executives and employees of the Freed-Eisemann Radio Corp., numbering more than 800, on the day before Christmas celebrated the close of a year of outstanding business success at the corporation's headquarters, Sperry Building, Brooklyn, N. Y. The get-together was marked by good cheer and optimism and the presentation of holiday remembrances by officers and directors of the company to department heads and the entire clerical force. A luncheon was given to the factory employees, and gifts were presented to the factory superintendents. Other important features of the celebration included an interesting talk by Leo Freed, one of the founders of the corporation. Albert Zipser, superintendent of the factory, was presented with a gold watch chain and charm. William Heina, assistant superintendent, received a silver cigarette case, and Robert Holtham, head of the shipping department, was presented with a gold ring by his helpers.

Introducing the ECHOPHONE



Portable Radio

The **Light-Weight Heavy Seller**

\$75⁰⁰

Without Tubes and Batteries




Here is the ideal portable receiving set:—Weights only 32 pounds—takes up no more room than an ordinary traveling bag—size, 9"x12½"x18"—yet it has the same volume and tone quality as the Echophone cabinet receiver of same capacity.

This is because it uses the same receiving unit (Echophone "3" or Echophone "4") and operates from a standard 60-foot stranded wire aerial which, for carrying purposes, automatically winds on a spring wire fitted in a special section of the case.

The low price (\$75.00 with the three-tube Echophone unit, \$98.00 with the four) makes this the biggest value in a portable ever put on the market.

You will find the case complete with its built-in loud speaker, at \$30.00, an unusually fast selling accessory among purchasers of Echophone cabinet receivers or Echophone equipped phonographs. Write for details and prices. Address

ECHOPHONE RADIO, Inc.
1120 North Ashland Ave. Chicago, Illinois

Echophone Radio Shop, Long Beach, Calif. Echophone Sales Co., 156 2nd St., San Francisco, Calif.



The Echophone "4". A combined radio and audio frequency four-tube receiver of unusual selectivity. Two tuning dials with special adjustment for volume. May be carefully calibrated for logging new stations. Non-radiating—clear toned, easy tuning. **Without Tubes and Batteries. \$75**



The Echophone "3". An exceptionally powerful 3-tube set. Uses dry batteries. Two-dial tuning. Range 1800 to 2000 miles. **Without Tubes and Batteries \$50**

Denies Aim to Make Radio Listeners Pay

Telephone Co. Asserts It Has No Device to Control Reception of Broadcasting

The American Telephone and Telegraph Co. denied reports which have been prevalent for some time past that it had perfected and would use a device that would make it possible for it to control the reception of its broadcast programs.

"As far as this report relates to the American Telephone & Telegraph Co.," said W. E. Harkness, assistant vice-president in charge of broadcasting, "there is nothing to it. We are not working on any such project. When the report was first brought to our attention we searched our souls as to what it could all be about and we came to the conclusion that somebody had seen in our studio the loud-speaker device which we have been using for a long time to give visitors a sample of how any given program will sound over radio.

"There is no technical obstacle at all to transmitting programs to any given point by wire, which is what this report seems to have in mind. We do it every time we send a radio program over land wires to be broadcast from a distant city. Neither is there any technical obstacle to broadcasting by radio matter which can only be picked up by receiving instruments possessing the key."

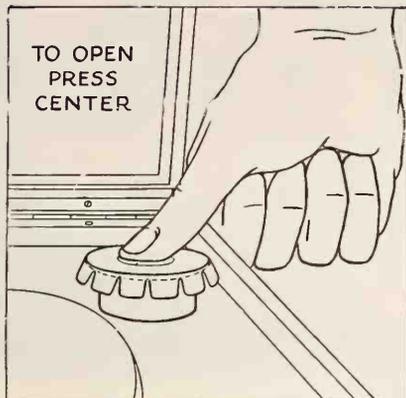
Sonora Phonograph Co. Holds Sales Conference

A sales conference was held on Thursday and Friday, January 8th and 9th, at the New York offices of the Sonora Phonograph Co., Inc., during which time various plans for the coming year were discussed by Frank V. Goodman, acting sales manager, with the corps of Sonora district managers, including E. D. Coots, Fred Roediger, H. B. Haring and John A. Read. The new plans call for a zoning of the country into districts, each of which will be in charge of a district manager. Service to Sonora dealers will be increased noticeably and made more efficient, and it is believed that a general betterment of the entire Sonora selling effort will result from the new arrangement. In addition to the discussions of Mr. Goodman, talks were made to the district managers by S. O. Martin, president of the Sonora Phonograph Co., Inc.; Joseph Wolff, vice-president and manager of product; Warren J. Keyes, treasurer; R. H. Meade, manager of the advertising division, and Stewart L. Mims, of the J. Walter Thompson Advertising Agency.

ECHOPHONE

Storage Battery Results at Dry Cell Cost

Non-Spill Needle Cup



A necessity for the
Portable—

A convenience for all talking
machines

Now Standard Equipment
on Most Portables

Dealers, too, will find a ready sale
for these cups. Order from our
jobbers or



Manufactured
by

H.K. Lorentzen

60 GRAND STREET
New York City

Louis Buehn Co. to Dis- tribute Thompson Radio

An important announcement has emanated from the hitherto exclusively Victor wholesaling house, the Louis Buehn Co., of Philadelphia, Pa., that after a painstaking investigation it had concluded that Thompson radio apparatus made by the R. E. Thompson Mfg. Co., New York City, meets the rigid requirements of its dealers and would be henceforth also distributed by them. This announcement was made in a special eight-page letter, which in addition to the front page message described the entire Thompson line and visualized the large national advertising campaign destined to create a great consumer demand. The Thompson line is nationally known and is rapidly gaining in popularity.

"The Victor Mystic Oracle"

The Reincke-Ellis Co., of Chicago, Ill., is distributing to its dealers for distribution to their customers and prospects "The Victor Mystic Oracle," a clever device which answers questions regarding music, Victrolas and records. The device is in the form of a four-page pamphlet. On one of the inside pages is a dial with a number of questions. This dial is turned until the question to which an answer is desired is in line with an arrow. The pamphlet is then closed and an arrow on the front automatically points to the answer. The device is both amusing and instructive and is publicity of the type that will not be thrown away without receiving consideration.

Opens Fine New Home

The New Mexico Piano Co., 114 North Second street, has recently opened attractive new quarters which handles a full line of pianos, headed by the Steinway, as well as phonographs and musical merchandise. H. A. Maisen is the proprietor of the business and J. Lewis Clark is manager of the store, which is planning an extensive business drive.

Useful Christmas Gift

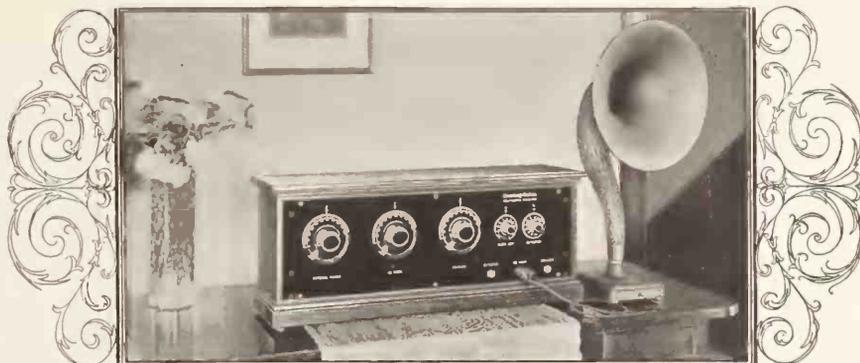
A Christmas remembrance of great utility was presented by the Brilliantone Steel Needle Co., New York City, to its many friends in the trade. It was an attractive desk pad of the daily reminder type and was much appreciated by the recipients.

Robt. G. Gray in New York on Business Visit

Robert G. Gray, vice-president of Walter S. Gray & Co., well-known jobbers in San Francisco, Cal., will arrive in New York January 22, and will be here for the balance of the month in order to consummate various important deals that are pending in connection with the company's activities during 1925. Mr. Gray will be registered at the Pennsylvania Hotel.

J. F. Gordy With the French Nestor Staff

French Nestor, president of the French Nestor Co., Jacksonville, Fla., announces the addition to its office staff of J. F. Gordy, until recently manager of the Elyea Talking Machine Co., Victor distributor, Atlanta, Ga. This gives the French Nestor Co. a trio of representatives who are all making good in their respective fields of operation.



Portable Type No. 1-A 5-tube Neutrodyne Receiver (above). Adam-Brown Mahogany Cabinet. Operates with Loud Speaker.

It is an Asset to be a Stromberg-Carlson Dealer

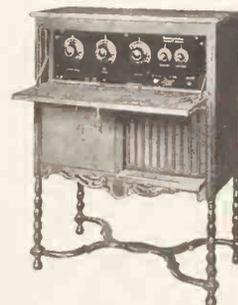
These beautiful 5-tube Neutrodyne Radio Receivers are giving unparalleled results to thousands of users in all parts of the world.

It is the nationally advertised Radio which is sold direct from factory to dealer—a selected number in each locality. These dealers have behind them the stability of a firm with 30 years' manufacturing experience and a world-wide reputation for superior Telephone and Radio Apparatus.

Write for our plan of Dealer Service.



STROMBERG-CARLSON TELEPHONE MFG. CO.
1060 University Ave., Rochester, N. Y.



Console No. 2 Type Neutrodyne Receiver. Has built-in Loud Speaker, spaces for "A" Battery, "B" Battery and Battery charger. In choice American Walnut or Adam-Brown Mahogany.

Stromberg-Carlson

"You Can't Go Wrong With Any 'FEIST' Song"

The New Fox-trot Hit!

DEAR ONE

There's an irresistible swing in this tune—It'll "get you" the first time you hear it.

Bring Back Those

Rock-a-bye Baby Days

A Dixie Lullaby Fox Trot

DOO WACKA DOO

Something Absolutely New and Different! A real Novelty Fox Trot

"I Made A Hit With KIT-KIT-KITTY"

And Kit Made A Hit With Me

Another "Peggy O'Neil" Waltz Ballad

© 1924 THE FEIST INC.

H. L. Lyman Becomes Tone Test Advance Agent

H. L. Lyman, who for some time past has acted as assistant to Arthur Walsh, musical director of Thomas A. Edison, Inc., will spend most of his time henceforth acting as advance agent for Edison tone tests. He will lend his valuable assistance to Edison dealers prior to the arrival of the Edison artists for their concerts, and will do much to help insure a large attendance for each concert, and a maximum of publicity and sales advantage for each Edison dealer located in the communities where the Edison tone tests are given.

The plant of the Jewett Phonograph & Radio Co., in Allegan, Mich., is to be materially enlarged, the company having acquired a four-acre plot upon which a modern three-story factory building, 60 by 125 feet, will be erected. This will give needed facilities.

Mohawk Corp. Announces Two New Radio Models

The Mohawk Electric Corp., manufacturer of the Mohawk one-dial, five-tube tuned radio frequency set, has announced two new distinctive cabinet models, known as the console and consolette. The first model introduced by this company is the standard table type cabinet which has proved very successful, and the two new cabinet models round out the line.

The console model is fifty inches high, twenty-one inches wide and sixteen inches deep, and is built with a self-contained loud speaker on top and a compartment below to accommodate all batteries and a battery charger. The period design of the cabinet is Italian Renaissance, and is consistently followed throughout. It is made of five-ply mahogany and finished in two-tone Adam brown mahogany.

The consolette is an exact replica of the console, identical in construction, except that

it is without legs and contains room in its lower compartment for the B batteries only. This cabinet is twenty-seven inches high, twenty-two inches wide and eighteen inches deep.



Left: New Mohawk Console.
Right: Mohawk Consolette

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

WANTED: A first-class phonograph assembler, one who is fully experienced in assembling motors into cabinets, new work, cabinets must be drilled, motors set, all mechanical parts adjusted. No others need apply. State wages and experience in first letter. Player-Tone Talking Machine Co., 632 Grant St., Pittsburgh, Pa.

POSITION WANTED: Do you need a Sales Manager? Fifteen years' promoting talking machine, piano and radio sales, wholesale and retail. Open for position at once. Best of reference as to ability and character. Address "Box 1472," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED: Recording engineer, experienced in every phase of record-making, is considering a change. Address "Box 1473," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Salesmen calling on music, furniture department, and novelty stores, for novelty phonograph, big seller. Salary and commission. Address "Box 1474," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Salesmen to handle as a side line a small phonograph of individual design and proved merit retailing at \$10. Liberal commissions on initial and repeat orders. Not absolutely necessary to carry sample. Address "Box 1465," care of The Talking Machine World, 383 Madison Ave., New York City.

IMPORTED PHONOGRAPHS Repair Parts and Prompt Repair Service for

Madison, Carnival, Parlonette, Ambassador and other IMPORTED PHONOGRAPHS at lowest prices.

Also complete PHONOGRAPHS.

E. WATERS
2906 Ft. Hamilton Parkway
Brooklyn, N. Y.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

POSITION WANTED—Skilled touch-up man on cabinets, also first-class motor mechanic, desires to connect with reliable dealer. Indiana or Ohio territory preferred. Ten years' experience. Best of references. Address "Box 1468," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED: Expert phonograph repairman and radio installer wishes to connect with a reliable concern as outside service man on radio and phonograph repairs; twelve years experience; A-1 reference. Address "Box 1471," care The Talking Machine World, 383 Madison Ave., New York City.

SPRINGS

VICTOR		
1 1/4"x.022x17'	bent each end.....	No. 6543 \$5.57
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. 6642 .42
1 1/4"x.020x13'	6" marine ends.....	No. 2141 .32
1"x.020x15'	marine ends.....	No. 3335 .35
1"x.020x15'	bent arbor.....	No. 5394 .43
1"x.020x15'	bent at each end.....	No. 6546 .48
COLUMBIA		
1"x.028x18'	crimp arbor, new style.....	No. 20009 .67
1"x.028x10'	Universal.....	No. 2951 .34
1"x.028x11'	Universal.....	No. 2951 .36
1"x.030x11'	hook ends.....	No. 1219 .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 Pathe.....	.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
S.A.L.-SILVERSTONE		
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
KRABBERG		
1"x12'	motor 2A.....	Pear-shaped and .45
1"x16'	motor 3 & 4.....	rectangular holes .55
1"x18'	new style.....	on outer end .60
EDISON		
1 1/4"x.028x25'	regular size disc motors.....	1.25
1"x.032x11'	Standard.....	.55
1 5/16"	Home.....	.70
1 5/16"x18'	type A 150, old style disc.....	1.28
1"	Amberola 30-50-75.....	.56
1 1/16"	B 80.....	1.15
SUNDRIES		
1"x.025x9'	pear-shaped Stewart.....	.34
1"x.025x16'	Sonora, Style 30.....	.52
25/32"x.026x10'	P.S. Swiss Motors & Pathe.....	.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
1/4"x.023x19'	marine ends, Hein. Col. etc.....	.39
3/8"x.025x10'	marine ends, Hein. Col. etc.....	.27
5/8"x.020x9'	marine ends.....	.21
1/2"x.020x9'	marine ends.....	.18
Victor Gov. springs,	No. 1729.....	per 100 .95
Victor Gov. balls,	n/style, No. 3302.....	each .07
Victor-Columbia Gov. sp.,	screw washers, 100.....	.72
Columbia Gov. springs,	No. 3510.....	per 100 .95
Columbia Gov. ball,	lead, flat and spring... ..	.08
Columbia Gov. ball,	new style & spring... ..	.08
Turntable felts,	wool, green, 10", 15"; 12".....	.18

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

Plan Sales Conference of Adler Representatives

Lambert Friedl, Vice-President and General Manager, Adler Mfg. Co., Announces Meeting to Be Held in Louisville, January 23-24

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., manufacturer of Royal phonographs and neotrodyne radio products, announced this week that an important sales conference was scheduled for the Adler sales representatives on January 23 and 24. The conferences will be held at the Adler factories in Louisville, Ky., and the company will be the host to its wholesale representatives from Coast to Coast.

It is planned to hold a series of get-together sales conferences at which plans and policies for the coming year will be given careful consideration. An inspection of the factories will also be included in the program, and at the close of the conferences a banquet will be held for the visiting representatives. C. L. Adler, president of the Adler Mfg. Co.; M. N. Bloom, secretary, and Mr. Friedl will be in charge of the conferences and all of the details incidental to the entertainment of visiting representatives.

E. L. Brown Appointed Teletone Sales Manager

E. L. Brown, formerly associated with the sales force of the Sonora Phonograph Co., Inc., has been appointed sales manager of the Teletone Co. of America. Mr. Brown will shortly make a swift tour of the principal business centers of the country with a view to assigning jobbing franchises.

The plans of the company aim to make the talking machine dealer an important distributor of its products. According to R. R. Spira, president of the company, when seen at the executive offices at 447 West Forty-second street, New York City, the plans to inaugurate an extensive trade and consumer advertising campaign will be put under way at once. The Teletone line of radio apparatus ranges from receiving sets retailing at \$60 to sets housed in a variety of period cabinets costing close to \$2,000.

Second Radio World's Fair Dates Selected

CHICAGO, ILL., January 9.—The definite dates for the Second Radio World's Fair, which is to take place in New York City next Fall, have just been announced by Directors James F. Kerr and U. J. Herrmann. Both are now in this city completing arrangements for the Fourth Annual Chicago Radio Show, which is also one of their enterprises.

This year's great international wireless exposition will open on Monday noon, September 14, and continue until Saturday night, September 19. It will be held in the enormous 258th Field Artillery Armory, which is located at Kingsbridge Road and Jerome avenue, and which is the largest building of its kind in America.

The R. L. White Music Co., Cleveland, recently celebrated its forty-second anniversary.

STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted . . . OHIO

Made by the makers of the famous * TROPADYNE KIT

that is Superior to Super-Heterodyne

(★ As advertised in Radio News, Radio Dealer and other magazines and newspapers)



MELOTONE ARISTOCRAT CABINET SPEAKER

\$35 list

Fully Adjustable—Handsome—Unique

MELOTONE means perfect tone. Clear, full and sweet with a rich resonance that has placed MELOTONE in the front rank. A beautiful piece of furniture, MELOTONE is proving a tremendous profit builder. People are turning away from the old fashioned horn and looking to this new cabinet style. Now is the time to cash in on MELOTONE popularity.



RICO FONES

\$2.95 list

Unapproached in Quality and Unequaled in Price

The time for a dealer to talk price is when he is sure of the quality of the merchandise. RICO FONES are guaranteed matched in tone. Every pair is tested by experts. An honorable well-known name behind them and a world-beating price! Try displaying them in your window and watch results.

\$7.50 list



Adjustable

MELOTONE Phonograph Attachment

That famous unit in the MELOTONE ARISTOCRAT LOUD SPEAKER—makes an excellent item now when so much attention is being paid to the possibilities of making a good loud speaker out of a talking machine. Every talking machine owner is a customer for the MELOTONE Unit.

RADIO INDUSTRIES CORPORATION

137 Duane St.

New York City

SPECIAL PROPOSITIONS FOR MANUFACTURERS, JOBBERS AND RETAILERS
WRITE US IF YOU WANT TO TIE UP WITH LIVE PRODUCTS

Plans Are Completed for De Forest Radio Institute

Announcement of Educational Course to Assist Dealers in Understanding of Fundamental Radio Merchandising Principles

Just as The World is going to press the announcement of the completed plans of the De Forest Radio Institute, sponsored by the De Forest Radio Co., Jersey City, N. J., is made. This plan calls for advanced courses in instructing 5,000 students in merchandising and service problems to equip retailers for the most efficient contact possible in dealing with the public.

The completed plan is the result of a nationwide survey into the problems of radio distributors and dealers. William H. Lough, prominent educator, has been appointed organizer of the institute and the faculty includes some of the foremost radio engineering experts in the industry. The primary purpose of the

course is to provide practical knowledge of radio to the average music and talking machine dealers and salesmen who are not radio specialists but have added radio departments to their stores. Being primarily educational, the course is general rather than confined to De Forest products and is to provide an understanding of radio fundamentals.

The Fleming Furniture Co., Cleveland, O., recently devoted one of its large windows to an elaborate display of Pathé phonographs and increased sales resulted.

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



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C., LONDON

W. LIONEL STURDY MANAGER

Holiday Rush Winds Up 1924 Business Year and Trade Is Optimistic Over 1925

Every Section of the Trade Benefited From Record Demand—Promising Outlook for the New Year—Record Companies' Tie-Ups With Broadcasting Profitable—Other Important News

LONDON, ENGLAND, January 3.—At the time of writing every section of the trade is enjoying what is regarded as the finest Christmas and New Year season ever experienced. Expectations were naturally high, for, judging from the experience of past festive seasons, the talking machine industry—however quiet during the year—generally goes a long way towards regaining the normal sales output, if not to exceed it, at the end of the year. Manufacturers and wholesalers are far too busy to be importuned as to the state of trade, and one has only to pay hurried visits to a few of the showrooms and factories to see that they are endeavoring to cope with orders, the bulk of which has never been exceeded. The dealers I come in contact with also substantiate the story, but the tone of their tale is slightly different. As one dealer put it to me, just prior to Christmas: "Yes, we are getting bigger deliveries than ever, but the demand is more than equal to the supply." However, with the wonderful factory and production organization that obtains to-day, I imagine there were few disappointments. Where any occurred it would be mainly due to delay in the placement of orders. By the time I write next the trade will have settled down to a steady activity, with the promise, according to abundant indications, of a record year.

It would perhaps be too much to say of any year that it had been one of unalloyed blessing, and, in looking back over 1924, more than one small cloud over the horizon of gramophone and record prosperity will be remembered. For a time much apprehension was felt as to the effect of the abolition of the McKenna Duties, but this only seemed to serve as a spurt to the leading manufacturers, and instead of a flood of Continental and foreign goods, manufacturers in this country found themselves in receipt of orders from overseas customers who hitherto had placed their orders abroad. For a time the unemployment registers increased in number, but with the advent of Autumn these have not leaped forward with any startling rapidity, and the burden of unemployment, though not in any way shelved, has been so long an accepted fact that trade—and par-

ticularly the talking machine industry—has pursued an even tenor despite it.

There is no question to-day but that the gramophone has truly become the popular musical instrument of the masses.

An important and valuable aid to gramophone and record sales has been the increasing efficiency of the Broadcasting Co. and the wireless industry generally. The record companies are to be congratulated on the way in which they have linked up with broadcasting and on their fine publicity work generally.

Another remarkable feature of the year has been the tremendous volume of serious music which has become available. Leading companies have vied with each other in contributing symphonies, concertos, suites and other great classical numbers, to such an extent that to-day the industry may well be proud of its share in the serious musical propaganda which is leading toward musical culture generally.

An Important Aspect of Trade Policy

Considerable agitation was felt in the retail trade here recently owing to the action of gramophone companies in offering to supply educational authorities with gramophones and records at catalog prices, less 33½ per cent. The matter was immediately taken up by the Gramophone Dealers' Association, whose committee entered upon negotiations with leading manufacturers, with the result that the above offer was withdrawn, the manufacturers agreeing to adopt the following terms in regard to future supplies to schools and educational authorities. These terms, I understand, did not find entire favor with dealers in Scotland, and a meeting was called of Scottish dealers and was attended by W. Manson, of the Gramophone Co., and Louis Sterling, of the Columbia Co. An agreement was arrived at, I understand, differing only in minor points with the undermentioned terms, full details of which are not yet to hand. The terms are as follows:

(a) That the term school be applied only to establishments in which the general curriculum includes music or dancing.

(b) That the London County Council be not included under the new terms.

(c) That no discount or commission be granted to private professors.

(d) That 15 per cent be the maximum discount allowed by manufacturers or dealers to educational authorities or schools.

(e) That in the event of a manufacturer supplying a school or educational authority direct, the manufacturer shall credit the dealer or dealers in the town or district where the supply has been made with the difference between the trade terms and discounted prices. Should a manufacturer have more than one agent in a district where supplies have been made direct, it be left to the discretion of the manufacturer as to how the credit shall be divided.

Active Work by the Federation

The Federation of Music Industries announces that its assistance was recently sought by a firm of gramophone manufacturers who were engaged in a dispute with the United States Customs officials. The question at issue was concerned with the export to America of a large number of gramophones. The manufacturers invoiced them to the wholesale purchasers on the same terms as those operating between manufacturer and wholesaler in this country. The customs officials, however, took the view that a smaller percentage off the catalog price would represent the fair market price of the goods, and they proposed to tax the American customer on that higher basis.

Having learned that it is the general practice of the American customs to accept as the home consumption value of goods the retail price less factor's discount, the Federation interviewed officials at the American Consulate in London, pointing out that this was precisely what was desired in this case, and, after further consideration of the facts, the consular officials have now informed the Federation that it had been agreed that the goods concerned shall be allowed into the United States at their manufacturers' valuations. The Federation's action resulted, therefore, in extremely valuable service, both to the American importer and the British exporter.

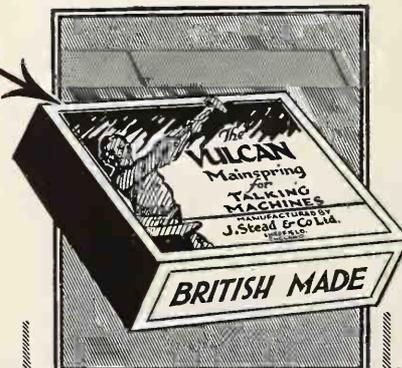
Federation's Interesting Figures

The fifth annual report of the Federation of British Music Industries, for the year ending August 31, 1924, has just been published, and tells of record doings. For the first time the revenue has exceeded the expenditure, and that by £1,450 6s 6d. The total received by subscriptions from the various associations affiliated with the Federation was £8,459. Of this the gramophone industry, through the Gramophone Manufacturers' and the Gramophone Dealers' Association together, contributed just one-half, the remainder being contributed by piano makers, publishers, organ builders and retailers. It is significant that the infant of the

(Continued on page 187)

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FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 186)

music trades should be the most wealthy, and it is especially noteworthy in comparison with the fact that the pianoforte industry, which is upwards of two hundred years old in this country, contributed only £1,890 in subscriptions. It is hoped to place the finances of the Federation on a permanent basis, by means of the Stamp Revenue Scheme, at least as far as the pianoforte industry is concerned. For the time being, the gramophone industry will continue to contribute on a fully voluntary basis.

The "Pixie Grippa" Invention

A patent was recently granted here to H. J. Cullum, M.B.E., of Messrs. Perophone, Ltd., for "improvements in or relating to gramophone and like sound-reproducing apparatus." The invention is in the form of an improved auxiliary sound-amplifying horn attached to the front of the sound-box. Messrs. Perophone's "Pixie Grippa" portable model incorporates this device and has already enjoyed tremendous sales, receiving considerable attention when exhibited at this year's British Empire Exhibition.

Important Trade Deal

The Scala Record Co., Ltd., of City Road, announces that it has arranged with the Emerson Phonograph Co., of New York, to take over the British rights of its new process "Grafton" record. The Scala Co. will manufacture in this country from the original American master records.

Interesting News Brieflets

It is announced that the annual dinner of the Federation of British Music Industries is to be held on January 28 at the Savoy Hotel.

The 1925 convention of the Federation will be held from May 19 to 23 next at the fashionable seaside town of Llandudno, in Wales.

The "National Gramophonic Society," formed under the auspices of The Gramophone, a magazine catering to the public and edited by Compton Mackenzie, the novelist, recently issued its first set of records. It has a mem-

bership of approximately a thousand, each member agreeing to purchase, at the price of five shillings each, records chosen by the votes of members. These are issued at the rate of six per quarter.

The Lenthall Gramophones, Ltd., have recently opened showrooms in London at 36 North Audley street. The Lenthall sound box, with aluminum diaphragm, is now retailed at £2 2 0, the former price being £3 3 0.

A. J. Mason, honorary vice-president of the Federation of British Music Industries, has recently been elected president of the Board of Directors of Messrs. Mason & Risch, Ltd., Toronto, in succession to the late Thomas G. Mason, who died in August last. It will perhaps not come altogether as a surprise to the trade to learn that Bandmaster, Ltd., of Colindale, Hendon, London, N. W., announce having gone into liquidation. The firm has been in existence a little over two years and during that time made a good deal of headway in supplying complete machines to jobbers.

As I wrote last month, the British Empire Exhibition at Wembley is to be reopened in 1925. It is reported that the Government will be prepared to substantially increase the amount of the guarantee already sanctioned by Parliament, so that the inducement to participate will no doubt again make strong appeal to the British music industries.

Big Motor Demand

"We have found a great demand for the Thorens products throughout the United States, the unfortunate feature of it being that to date the factory has been unable to meet this demand. However, we feel assured of ample production during the coming year and hope to be able to supply all manufacturers who desire to use the Thorens motors," said Mr. Junod in discussing the recent announcement of Thorens.

Irving Zuehlke Opens New Store in Appleton, Wis.

Finely Equipped New Building Now Houses Successful Music Business

APPLETON, Wis., January 3.—An event in trade circles here was the recent opening of the new music store of Irving Zuehlke, in this city. Mr. Zuehlke first opened a piano and phonograph store in the Appleton State bank building in 1917, but about six months ago he purchased the business of Wm. H. Nolan and moved into that store on Oneida street. The new building on the corner of Oneida street and College avenue, which was started shortly after this date, is one of the finest in the State.

The new building is a three-story structure and the music house will occupy the first and third stories and basement. The second floor is devoted to business offices. The reception room on the main floor is finished in old ivory, lavender and gold, with imported crystal lighting fixtures trimmed in silver. Two record booths on the main floor connect directly with a record room which is not visible from the reception room. Seven booths have been installed in the basement. Piano rolls and the repair department are also located in the basement. The third floor is devoted to pianos, phonographs, radio and band instruments. One small room on the third floor is fitted up as a room in a home in order that prospective customers may have an opportunity of hearing an instrument in a smaller room. The store features Chickering pianos. A recital hall, also on the third floor, is used by theatrical producers during the week, but is taken over by the store on Saturday afternoons and evenings.

A branch of the Rudolph Wurlitzer Co. was recently opened at College Corner, O.

"Hear Caruso on the Pixie Grippa, it will astonish you"

The Pixie Grippa

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

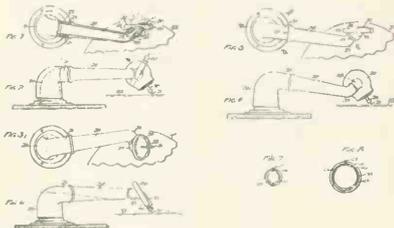
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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., January 8.—Phonograph Tone Arm. Roland B. Daley, Chicago, Ill. Patent No. 1,509,100.

This invention relates to phonograph apparatus, and particularly to the tone arm and the sound exit stem from the reproducer, and the manner of joining it to the tone arm. The object of the invention is to provide a simplified type of universal tone arm for playing the different types of records with the needle and reproducer in the correct position in each case, and also to provide a sound passage through the reproducer exit stem and tone arm from



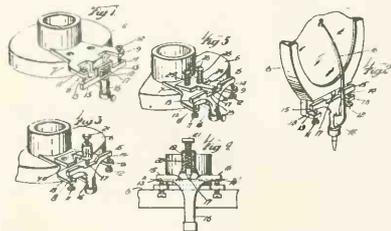
which will be eliminated, so far as possible, all abrupt turns.

Figure 1 is a plan view of the tone arm partly in section, and the reproducer in a position to play lateral cut records. Fig. 2 is a side elevation of the arrangement of Fig. 1. In both Figs. 1 and 2, the reproducer is shown in its needle changing position in dotted lines. Fig. 3 is a plan view of the device of Figs. 1 and 2, but showing the reproducer in a position for playing hill and dale records. Fig. 4 is a side elevation of the device of Fig. 3. Fig. 5 is a plan view of a modified form of tone arm. Fig. 6 is a side elevation of the tone arm of Fig. 5. Fig. 7 is a section on the line 7-7 of Fig. 5, and Fig. 8 is a section on the line 8-8 of Fig. 5.

Stylus Bar for Talking Machines. Frederick Alfred Edward Jenkins, Sydney, New South Wales, Australia. Patent No. 1,512,851.

This invention relates to the method of mounting stylus bars on the sound boxes of talking machines and has for its object an improved means of attaching the stylus bar to the sound box whereby the stylus bar is permitted to oscillate freely and convey the vibrations imparted to it by the record to the diaphragm with as little resistance as possible.

The invention consists in mounting the stylus bar on three pin points one of which opposes the



other two, the three points being in alignment with each other and in the same plane and the line through the three points parallel to the plane of the diaphragm. The invention further consists in making pin points adjustable so that any irregularities or imperfections in the stylus may be counteracted.

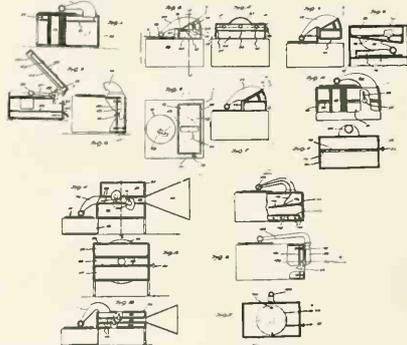
Figure 1 is a perspective view of a sound box of the horizontal type showing the method of

attaching the stylus bar according to this invention. Fig. 2 is a similar view of part of a sound box of the vertical type. Fig. 3 is a perspective view of a sound box showing an alternative method of carrying out the invention. Fig. 4 is an enlarged elevation of the alternative method shown in Fig. 3. Fig. 5 is a perspective view of a sound box showing a further alternative method of carrying out the invention.

Talking Machine. Arthur B. and Frank B. Crosier, Beloit, Wis. Patent No. 1,513,725.

This invention relates to improvements in phonographs or sound reproducing machines; the object being provision of a sound producing or reproducing machine, wherein sound waves set in motion by a producing or reproducing instrument are amplified and their tonal qualities improved, so as to more truly reproduce and multiply the sounds of various instruments and voices, increase the acoustic qualities of the instrument and distribute the sounds over a considerable area.

Another object of the invention is the provision of an instrument of the above character in which the sound waves set in motion by the reproducing or recording instrument are directed to an air chamber wherein the air is set in motion and action communicated to an adjustable or stationary diaphragm or resonator whose action causes the surrounding air to vibrate in unison therewith and thus increase and improve

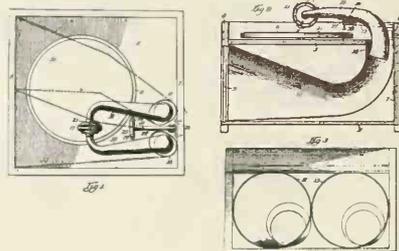


the tonal qualities and acoustic action of the instrument.

Figure 1 is a longitudinal sectional view taken through one form of the invention. Fig. 2 is a vertical sectional view of a modified form of the invention. Fig. 3 is a vertical sectional view illustrating another form of the invention. Fig. 4 is a vertical sectional view illustrating a different arrangement of sound box and diaphragm, together with means for regulating the same. Fig. 5 is a vertical section on the line 5-5 of Fig. 4. Fig. 6 is a horizontal section on the line 6-6 of Fig. 4. Fig. 7 is a vertical sectional view illustrating a form of the invention in which the tone arm is slightly separated from the sound box. Fig. 8 is a view similar to Fig. 7, but illustrating the tone arm supporting the sound box. Fig. 9 is a sectional view illustrating the sound box mounted upon the lid or cover of a phonograph cabinet. Figs. 10 and 11 are sectional views taken at right angles to one another and showing a more compact form of instrument. Fig. 12 is a vertical sectional view illustrating a double arrangement of dead air chambers. Fig. 13 is a section on the line 13-13 of Fig. 12. Fig. 14 is a vertical sectional view showing a different arrangement of dead air chambers. Fig. 15 is a side elevation partly broken away showing another form of the invention. Figs. 16 and 17 are respectively longitudinal and transverse sections of another form of the invention.

Phonograph. Ernest A. Couturier, Laporte, Ind. Patent No. 1,511,534.

This invention relates in general to phonographs and has more particular reference to the sound reproducing and sound conveying apparatus. One of the purposes of the invention is to produce a machine which will utilize the vibrations from both sides of the sound box diaphragm and which will conduct these vibrations through gradually tapered sound conveying passages devoid of sharp bends and joints entirely to their point of egress from the machine, thereby enabling the machine to utilize to the highest degree the vibrations produced by the diaphragm and conducting these vibrations

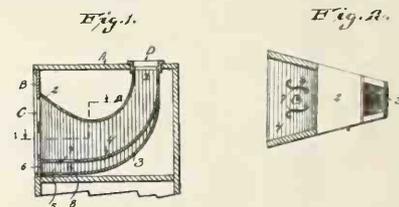


without interference and permitting them to gradually expand so that they are delivered unimpaired in quality and in full volume to produce loud, clear and true tones. Figure 1 is a plan view of a phonograph embodying the invention. Fig. 2 is a vertical sectional view through one of the amplifiers, the sound conveying tubes being shown in full lines. Fig. 3 is a view looking at the delivery ends of the amplifiers.

Phonograph Horn. Marius J. Wisby, Racine, Wis. Patent No. 1,513,358.

This invention refers to phonographs and it has for its object to provide an amplifying tone horn for such instruments having an attachment whereby the tone is modified or softened to absorb metallic vibrations of the instrument.

The specific object of the invention is to provide, in connection with the standard type of tone horn, a compartment having a scroll vent therein and a post associated therewith similar to the scrolls and post of a violin; this compartment being gradually increased in size from



the intake neck of the horn to the mouth thereof, and being otherwise closed.

In the drawings, Figure 1 represents a sectional elevation of a horn having an attachment at its bottom portion in accordance with the invention. Fig. 2 is a plan view of the same with parts broken away and parts in section as indicated by the line 2-2 of Fig. 1.

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Advance RECORD BULLETINS for February, 1925

Columbia Phonograph Co.

- (NEW PROCESS RECORDS)
DANCE MUSIC
- 241-D Show Me the Way (Lewis-Ross-Davis)—Fox-trot Ted Lewis and His Band 10
 - Nobody Loves You Like I Do (Davis-Akst)—Fox-trot Ted Lewis and His Band 10
 - 236-D Gotta Getta Girl (Jones-Kahn)—Fox-trot, California Ramblers step Shimmy One 10
 - Copenhagen (Davis-Melrose)—Shimmy One Shimmy One 10
 - 242-D Because They All Love You (Little-Malie)—Fox-trot Leo F. Reisman and His Orch. 10
 - Indian Love Call (From "Rose Marie") (Friml-Harbach-Hammerstein)—Fox-trot, Leo F. Reisman and His Orch. 10
 - 252-D My Best Girl (Donaldson)—Fox-trot, The Georgians 10
 - Everybody Loves My Baby (Palmer-Williams)—Fox-trot The Georgians 10
 - 237-D Oh! How I Love My Darling (Woods-Lesslie)—Fox-trot; Incidental Chorus by Billy Jones, Columbia Novelty Orch. 10
 - Who Wants a Bad Little Boy? (Burke-Fisher)—Fox-trot; Incidental Chorus by Billy Jones, Columbia Novelty Orch. 10
 - 248-D Prince of Wails (Schoebel)—Shimmy One-Step The Little Ramblers 10
 - Those Panama Mammams (Johnson-Bibo)—Shimmy One-step The Little Ramblers 10
 - 249-D The Meanest Kind of Blues (Katzman)—Fox-trot; Fletcher Henderson and His Orch. 10
 - Naughty Man (Dixon-Redman)—Fox-trot, Fletcher Henderson and His Orch. 10
 - 239-D I Wonder What's Become of Sally? (Ager-Yellen)—Waltz, The Cavaliers (Waltz Artists) 10
 - Haunting Melody (Spier-Sloss-Russell)—Waltz, The Cavaliers (Waltz Artists) 10
 - 244-D June Night (Bac-Friend)—Tenor Solo, Lewis James 10
 - At the End of a Winding Lane (Jones-Kahn)—Tenor Solo Lewis James 10
 - 246-D I Want to See My Tennessee (Ager-Yellen)—Fox-trot Comedienne Dolly Kay 10
 - Any Way the Wind Blows (Hanley-Creamer), Comedienne Dolly Kay 10
 - 250-D You're Just a Flower From an Old Bouquet (Denni-Denni)—Tenor Solo Lewis James 10
 - At the End of the Sunset Trail (Hanson-Emerson)—Tenor and Baritone Duet, Lewis James-Elliott Shaw 10
 - 243-D Songs of the South—Arranged by Bohannon, National Quartet 10
 - Songs of the Past—Arranged by Bohannon, National Quartet 10
 - 238-D How Do You Do (Fleming-Harrison-De Vell), Art Gillham, The Whispering Pianist 10
 - 'Way Out West in Kansas (Robinson), Art Gillham, The Whispering Pianist 10
 - NOVELTIES
 - 251-D The Girl I Left Behind Me—Irish Quadrille Violin, with Piano Accomp., Patrick Gaffney 10
 - Maggie in the Woods—Irish Polka—Violin, with Piano Accomp. Patrick Gaffney 10
 - 240-D You'll Never Miss Your Mother 'Till She's Gone—Vocal, with Guitar Accomp. Riley Puckett 10
 - Just as the Sun Went Down—Vocal, with Guitar Accomp. Riley Puckett 10
 - 245-D Cumberland Gap—Violin and Banjo Duet, Gid Tanner-Riley Puckett 10
 - Sourwood Mountain—Violin and Banjo Duet, Gid Tanner-Riley Puckett 10
 - SACRED SONGS
 - 247-D He Knows It All (Davis-Adams)—Tenor Solo, William McEwan 10
 - Wonderful Peace (Lillenas)—Tenor Solo, William McEwan 10
 - SYMPHONY—CONCERT SELECTIONS
 - 65026-D Salvator Rosa: Mia picciella (Gomez)—Basso Solo, with Orch. Accomp. José Mardones 12
 - Brindo a Tu Salud (Spain's Homage to Columbia) (Anglada)—Basso Solo, with Orch. Accomp. José Mardones 12
 - 65028-D Faust: Air des bijoux (Jewel Song) (Gounod)—Soprano Solo, with Orch. Accomp. Florence Macbeth 12
 - Tales of Hoffmann: Les oiseaux dans la char-mille (Doll Song) (Offenbach)—Soprano Solo, with Orch. Accomp. Florence Macbeth 12
 - 30019-D Scherzo, Op. 31, No. 2—Part I (Chopin)—Piano Solo Percy Grainger 12

- Scherzo, Op. 31, No. 2—Part II (Chopin)—Piano Solo Percy Grainger 12
- 20028-D My Dream Girl (From "The Dream Girl") (Herbert Young)—Mezzo-Soprano Solo, with Orch. Accomp. Barbara Maurel 12
- Moon Dream Shore (Lockhart-Dick)—Mezzo-Soprano Solo, with Orch. Accomp. Barbara Maurel 12
- 65027-D Scherzo, Op. 18, No. 4 (Beethoven)—Instrumental London String Quartet 12
- Andante Cantabile, Op. 18, No. 5 (Beethoven)—Instrumental London String Quartet 12

Brunswick Records

- 10152 Old Folks at Home (Swanee River) (Foster)—Soprano, with Orch.; Violin Obligato by Frederic Fradkin Florence Easton 10
- Hard Times, Come Again No More (Foster)—Soprano and Male Trio, Florence Easton and Male Trio 10
- 50056 Magic Flute—Invocation (O Isis and Osiris) (Act II) (Mozart)—In German; Baritone with Orch. Michael Bohnen 10
- Magic Flute—In Diesen Heiligen Hallen (Within This Hallowed Dwelling) (Act II) (Mozart)—In German; Baritone with Orch., Michael Bohnen 10
- 10158 Dream On (Indian Lullaby) (Victor Herbert)—Tenor with Orch. Mario Chamlee 10
- Me Neenyah (My Little One)—Spanish Love Song—Brown-Spencer; Tenor with Orch. Mario Chamlee 10
- 50053—Symphony No. 2—Allegretto (3d Movement) (Brahms)—Symphony Orch., Nikolai Sokoloff, Conductor Cleveland Orch. 10
- Finlandia (Symphonic Poem) (Op. 26, No. 7) (Sibelius)—Symphony Orch., Nikolai Sokoloff, Conductor Cleveland Orch. 10
- 10155 Hymn to the Sun—From "Coq d'Or" (Rimsky-Korsakow)—Violin Solo with Orch., Mishael Piastro 10
- Heart of Harlequin—Serenade (Drigo-Auer)—Violin Solo—Pianoforte by Frederic Fradkin, Mishael Piastro 10
- 10159 Elegie (Op. 32) (Arensky)—Violin-Cello-Piano, Elishuco Trio 10
- Scherzo (Op. 8) (Brahms)—Violin-Cello-Piano, Elishuco Trio 10
- 2771 Colorado Hirsch-Dellon—Violin Solo, with Orch. Frederic Fradkin 10
- In a Little Rendezvous (Frays Young Snyder)—Violin Solo with Orch. Frederic Fradkin 10
- 2772 When the Roll Is Called Up Yonder (Black)—Male Quartet with Orch. Criterion Quartet 10
- When They Ring the Golden Bells (Marbelle)—Male Quartet with Orch. Criterion Quartet 10
- 2773 I Couldn't Hear Nobody Pray (Negro Spiritual), Mixed Voices with Organ. Dixie Jubilee Singers 10
- Roll, Jordan, Roll (Negro Spiritual)—Mixed Voices Dixie Jubilee Singers 10
- 2774 No Wonder—Fox-trot (Davis-Burke)—For Dancing Vic Meyers and His Orch. 10
- The Only, Only One—Fox-trot (Green-Monaco-Warren)—For Dancing—Vocal Chorus by Frank Bessinger Vic Meyers and His Orch. 10
- 2775 Lonely and Blue—Fox-trot (Cowan)—For Dancing Gene Rodemich's Orch. 10
- Choo Choo—Shimmy-Fox-trot (Ringle-Ellington-Schaefer)—For Dancing Gene Rodemich's Orch. 10
- 2776 Where's My Sweetie Hiding—Fox-trot (Malie-Finch-Britt-Little)—For Dancing, Isham Jones Orch. 10
- Feedin' the Kitty—Fox-trot (Bargy)—For Dancing Isham Jones Orch. 10
- 2777 Lazy Waters—Waltz (Kalin-Sanders)—For Dancing Castlewood Marimba Band 10
- When the Shadows Fall—Waltz (Dolin)—For Dancing Castlewood Marimba Band 10
- 2778 By the Lake—Fox-trot (Lange)—For Dancing, Ray Miller and His Orch. 10
- Nobody Knows What a Red Head Mama Can Do—Fox-trot (Mills-Fair)—For Dancing Ray Miller and His Orch. 10
- 2779 I Want to See My Tennessee—Fox-trot (Ager-Yellen)—For Dancing Bennie Krueger's Orch. 10
- No One Knows What It's All About—Fox-trot (Rose-Woods)—For Dancing, Bennie Krueger's Orch. 10
- 2780 You're the Certain Someone—Fox-trot (Schonberger-Lyman-Kahn-Neilan)—For Dancing, Abe Lyman's California Orch. 10
- Sally's Got the Blues—Fox-trot (Lopez-Schonberger-Lyman)—For Dancing, Abe Lyman's California Orch. 10
- 2781 If It Wasn't For You—Fox-trot—Vocal Chorus by Frank Sylvano—For Dancing, Herb Wiedoeft's Cinderella Roof Orch. 10
- Hot Stuff—Fox-trot (Rose-Jackson-Wiedoeft)—For Dancing, Herb Wiedoeft's Cinderella Roof Orch. 10
- 2783 Meditation—From "Thais" (Massenet)—Popular Concert Paul Ash and His Granada Orch. 10
- Caprice Viennois (Kreisler)—Popular Concert, Paul Ash and His Granada Orch. 10
- 2784 I'll See You in My Dreams (Gus Kahn-Isham Jones)—Comedienne with Orch. Marion Harris 10
- Why Couldn't It Be Poor Little Me? (Gus Kahn-Isham Jones)—Comedienne with Orch. Marion Harris 10
- 2785 I Want to See My Tennessee (Yeller-Ager)—Comedienne with Orch. Margaret Young 10
- Eliza (Kahn-Fiorito)—Comedienne with Orch. Margaret Young 10
- 2786 Can You Bring Back the Heart I Gave You (Clay-Johnson)—Vocal Duet with Orch. The Radio Franks—Wright and Bessinger 10
- At the End of the Road (McDonald-Hanley)—Vocal Duet with Orch. The Radio Franks—Wright and Bessinger 10
- 2787 Old Pal (Kahn-Van Alstyne)—Tenor with Orch. Frank Muna 10
- You're Just a Flower from an Old Bouquet (Denni)—Tenor with Orch. Frank Munn 10
- 10157 My Dream Girl—From "The Dream Girl" (Young-Herbert)—Baritone with Orch. John Charles Thomas 10
- Rose-Marie—From "Rose-Marie" (Hammerstein-Harbach-Friml)—Baritone with Orch. John Charles Thomas 10
- 2763 Trouble's a Bubble (De Sylva-Gensler)—Comedian with Orch. Al Jolson with Carl Fenton's Orch. 10
- Hello Tucky (De Sylva-Hanley-Meyer)—Ukulele by Bud De Sylva, Al Jolson with Carl Fenton's Orch. 10
- 2766 Prince of Wails—Fox-trot (Schoebel)—For Dancing The Cotton Pickers 10
- Jimtown Blues—Fox-trot (Davis)—For Dancing, John Charles Thomas 10
- 2761 Arabianna—Fox-trot (Howland-Thompson)—For Dancing Ray Miller and His Orch. 10
- When Dreams Come True—Fox-trot (Wylie-Rodemich-Conley)—For Dancing, Gene Rodemich's Orch. 10
- 2760 Honolulu—Fox-trot (Conley-Rodemich-Fairman)—For Dancing—Vocal Chorus by Frank Sylvano, Gene Rodemich's Orch. 10
- Shanghai Shuffle—Shimmy-Fox-trot (Rodemich-Conley)—For Dancing Gene Rodemich's Orch. 10
- 2767 Honest and Truly—Fox-trot (Rose-Wood)—For Dancing Isham Jones Orch. 10
- Doo Wacka Doo—Fox-trot (Gaskill-Donaldson-Horther)—For Dancing Isham Jones Orch. 10
- 2768 My Best Girl (Donaldson)—Guitar and Voice, Nick Lucas 10
- Dreamer of Dreams (Kahn-Fiorito)—Guitar and Voice Nick Lucas 10
- 2769 Oh, Mabel—Fox-trot (Kahn-Fiorito)—Vocal Chorus by Nick Lucas—For Dancing, Oriole Orch. 10
- Back Where the Daffodils Grow—Fox-trot (Donaldson)—For Dancing Oriole Orch. 10
- 2788 I'll See You in My Dreams—Fox-trot (Gus Kahn-Isham Jones)—For Dancing—Vocal Chorus by Frank Bessinger with Ray Miller's Orch., Isham Jones, Guest Conductor. 10
- Why Couldn't It Be Poor Little Me?—Fox-trot (Gus Kahn-Isham Jones)—For Dancing, Isham Jones, Guest Conductor with Ray Miller's Orch. 10
- 2759 Rose Marie—Fox-trot from "Rose-Marie"—Hammerstein-Harbach-Friml)—For Dancing, Carl Fenton's Orch. 10
- A Little Bit of This—Fox-trot—Introducing "My Road" from "Be Yourself"—(Connely-Kaufman-Gensler)—For Dancing, Carl Fenton's Orch. 10
- 2789 Indian Love Call—Fox-trot—From "Rose-Marie"—(Harbach-Hammerstein-Friml)—For Dancing Ray Miller and His Orch. 10
- You and I—From "My Girl"—(Thompson-Acher)—For Dancing Ray Miller and His Orch. 10
- 2790 Lady, Be Good—Fox-trot—From "Lady, Be Good"—(Gershwin)—For Dancing, Carl Fenton's Orch. 10
- Fascinating Rhythm—Fox-trot—Intro, "So Am I" from "Lady, Be Good"—(Gershwin)—For Dancing, Carl Fenton's Orch. 10
- 2791 On My Ukulele (Herscher-Morris-Parish)—Vocal Duet, with Piano and Banjo—The Happiness Boys, Billy Jones and Ernest Hare, (Continued on page 190)

- by Frank Sylvano—For Dancing, Herb Wiedoeft's Cinderella Roof Orch. 10
- Hot Stuff—Fox-trot (Rose-Jackson-Wiedoeft)—For Dancing, Herb Wiedoeft's Cinderella Roof Orch. 10
- 2783 Meditation—From "Thais" (Massenet)—Popular Concert Paul Ash and His Granada Orch. 10
- Caprice Viennois (Kreisler)—Popular Concert, Paul Ash and His Granada Orch. 10
- 2784 I'll See You in My Dreams (Gus Kahn-Isham Jones)—Comedienne with Orch. Marion Harris 10
- Why Couldn't It Be Poor Little Me? (Gus Kahn-Isham Jones)—Comedienne with Orch. Marion Harris 10
- 2785 I Want to See My Tennessee (Yeller-Ager)—Comedienne with Orch. Margaret Young 10
- Eliza (Kahn-Fiorito)—Comedienne with Orch. Margaret Young 10
- 2786 Can You Bring Back the Heart I Gave You (Clay-Johnson)—Vocal Duet with Orch. The Radio Franks—Wright and Bessinger 10
- At the End of the Road (McDonald-Hanley)—Vocal Duet with Orch. The Radio Franks—Wright and Bessinger 10
- 2787 Old Pal (Kahn-Van Alstyne)—Tenor with Orch. Frank Muna 10
- You're Just a Flower from an Old Bouquet (Denni)—Tenor with Orch. Frank Munn 10
- 10157 My Dream Girl—From "The Dream Girl" (Young-Herbert)—Baritone with Orch. John Charles Thomas 10
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- 2763 Trouble's a Bubble (De Sylva-Gensler)—Comedian with Orch. Al Jolson with Carl Fenton's Orch. 10
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- 2766 Prince of Wails—Fox-trot (Schoebel)—For Dancing The Cotton Pickers 10
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- 2760 Honolulu—Fox-trot (Conley-Rodemich-Fairman)—For Dancing—Vocal Chorus by Frank Sylvano, Gene Rodemich's Orch. 10
- Shanghai Shuffle—Shimmy-Fox-trot (Rodemich-Conley)—For Dancing Gene Rodemich's Orch. 10
- 2767 Honest and Truly—Fox-trot (Rose-Wood)—For Dancing Isham Jones Orch. 10
- Doo Wacka Doo—Fox-trot (Gaskill-Donaldson-Horther)—For Dancing Isham Jones Orch. 10
- 2768 My Best Girl (Donaldson)—Guitar and Voice, Nick Lucas 10
- Dreamer of Dreams (Kahn-Fiorito)—Guitar and Voice Nick Lucas 10
- 2769 Oh, Mabel—Fox-trot (Kahn-Fiorito)—Vocal Chorus by Nick Lucas—For Dancing, Oriole Orch. 10
- Back Where the Daffodils Grow—Fox-trot (Donaldson)—For Dancing Oriole Orch. 10
- 2788 I'll See You in My Dreams—Fox-trot (Gus Kahn-Isham Jones)—For Dancing—Vocal Chorus by Frank Bessinger with Ray Miller's Orch., Isham Jones, Guest Conductor. 10
- Why Couldn't It Be Poor Little Me?—Fox-trot (Gus Kahn-Isham Jones)—For Dancing, Isham Jones, Guest Conductor with Ray Miller's Orch. 10
- 2759 Rose Marie—Fox-trot from "Rose-Marie"—Hammerstein-Harbach-Friml)—For Dancing, Carl Fenton's Orch. 10
- A Little Bit of This—Fox-trot—Introducing "My Road" from "Be Yourself"—(Connely-Kaufman-Gensler)—For Dancing, Carl Fenton's Orch. 10
- 2789 Indian Love Call—Fox-trot—From "Rose-Marie"—(Harbach-Hammerstein-Friml)—For Dancing Ray Miller and His Orch. 10
- You and I—From "My Girl"—(Thompson-Acher)—For Dancing Ray Miller and His Orch. 10
- 2790 Lady, Be Good—Fox-trot—From "Lady, Be Good"—(Gershwin)—For Dancing, Carl Fenton's Orch. 10
- Fascinating Rhythm—Fox-trot—Intro, "So Am I" from "Lady, Be Good"—(Gershwin)—For Dancing, Carl Fenton's Orch. 10
- 2791 On My Ukulele (Herscher-Morris-Parish)—Vocal Duet, with Piano and Banjo—The Happiness Boys, Billy Jones and Ernest Hare, (Continued on page 190)

YOU CAN'T

ELIZA

A tune that'll surprise ya!

The New Fox Trot Hit
by GUS KAHN and TED FIORITO
and it's G-double-O-D--GOOD!

GO WRONG

JUNE NIGHT

(GIVE ME A JUNE NIGHT
THE MOONLIGHT AND YOU)

A beautiful Melody with an
Irresistible Fox-trot rhythm.
Scored an Immediate Success!

WITH ANY

I'll See You In My Dreams

The New Sure-fire Fox-trot
Hit by the writers of
GUS KAHN and ISHAM JONES

'FEIST' SONG

Will You Remember Me

A Fox-trot Ballad with
A Splendid Rhythm for
The Dancer.

DOODLE DOO-DOO!

HONEST and TRULY Where The Dreamy Wabash Flows **MOONLIGHT MEMORIES** **MAY TIME**

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ADVANCE RECORD BULLETINS FOR FEBRUARY—(Continued from page 189)

Accomp. by The Radio Twins, Phil Ohman and Harry Reser
How Do You Do (Fleming-Harrison-De Vull)—Vocal Duet, with Piano and Banjo—The Happiness Boys, Billy Jones and Ernest Hare, Accomp. by The Radio Twins, Phil Ohman and Harry Reser

Victor Talking Machine Co.

LIST FOR JANUARY 2

- 19520 Rose-Marie... Jesse Crawford 10
Dreamer of Dreams... Jesse Crawford 10
19521 Somewhere a Voice Is Calling... Jesse Crawford 10
Serenade (Schubert-Crawford)... Jesse Crawford 10
19522 At the End of a Winding Lane—Waltz, Jack Chapman and His Drake Hotel Orch. 10
Lazy Waters—Waltz, Coon Sanders' Original Night Hawk Orch. 10

FEATURE RECORDS

- 3019 Tales of Hoffman—Barcarolle, McCormack-Kreisler 10
Serenade (Raff)... McCormack-Kreisler 10
16388 Annie Laurie... Elsie Baker 10
Ben Bolt... Elsie Baker 10

LIST FOR JANUARY 9

- 19527 Cross Word Puzzle Blues... The Duncan Sisters 10
Mean Cicerò Blues... The Duncan Sisters 10
19526 Washington and Lee Swing—Fox-trot, Meyer Davis' La Paradis Band 10
Nobody Loves You Like I Do—Fox-trot, Meyer Davis' La Paradis Band 10
19528 Honest and Truly—Waltz, Jean Goldkette and His Orch. 10
You Should Have Told Me—Fox-trot, Ralph Williams and His Rainbo Orch. 10

FEATURE RECORDS

- 651 I'se Gwine Back to Dixie (C. A. White), Gluck with Male Chorus 10
Little Old Log Cabin in the Lane (Hays), Gluck with Orpheus Quartet 10
17854 Village Gossips—Rural Specialty, Cal Stewart-Byron Harlan 10
Uncle Josh Buys an Automobile—Rural Comedy, Cal Stewart 10

LIST FOR JANUARY 16

- 19530 My Kid at the End of the Road... Lewis James 10
19529 Deep in My Heart, Dear (From "The Student Prince in Heidelberg")—Waltz, The Troubadours 10
Serenade (From "Madame Pompadour")—Waltz, The Troubadours 10
19525 Moonlight and You—Fox-trot, Coon Sanders' Original Night Hawk Orch. 10
Show Me the Way—Fox-trot, Coon Sanders' Original Night Hawk Orch. 10

FEATURE RECORDS

- 734 Cavalleria Rusticana, Siciliana (Mascagni)—In Italian; Harp Accom. Giovanni Martinelli Don Pasquale—Com' e gentil (Sovi Beans the Light)—In Italian, Giovanni Martinelli-Metropolitan Chorus 10
18952 Chimes of Liberty March (Goldman), Goldman Band 10
Sagamore March (Goldman)... Goldman Band 10

LIST FOR JANUARY 23

- 1067 All Alone... John McCormack 10
Rose Marie... John McCormack 10
19542 Glad Eyes—Fox-trot, Charles Dornberger and His Orch. 10
Ev'rything You Do... Barney Rapp and His Orch. 10
19541 Listening—Waltz, Philip Spitalny and His Orch. 10
When You and I Were Seventeen—Waltz, Philip Spitalny and His Orch. 10

FEATURE RECORDS

- 799 Peer Gynt—Suite No. 1—Anitra's Dance (Grieg), Stokowski and Philadelphia Orch. 10
Moment Musical (Schubert), Stokowski and Philadelphia Orch. 10
45162 After All (Callahan-Roberts), Reinald Venrenrath 10
Lonesome—That's All (Bradley-Roberts), Lambert Murphy 10

Edison Disc Records

ALREADY RELEASED

SPECIALS

- 51436 Moana Chimes—Waltz (Bartley Costello-Otto Motzart)... Waikiki Hawaiian Orch. 10
Under the South Sea Palms (Mitchell Parish-George Johnson)... Waikiki Hawaiian Orch. 10
51441 Ukulele Lou (Andrew Sterling), Vernon Dalhart and Frank M. Kamplain 10
I Want to See My Tennessee (Jack Yellen-Milton Ager)... Vernon Dalhart and Ed. Smalle 10
51449 My Garden of Memory (Pierre Couder), Walter Scanlan 10
To-night a Dream, To-morrow a Memory (Stephen Kirby)... Walter Scanlan 10
51444 Thine Own (Dein Eigen)—Melodie—Piano Solo (Gustave Lange, Op. 54)... Franz Falkenburg 10
Valse Russe—Piano Solo (G. de Bottari, Op. 43)... Franz Falkenburg 10
51454 No One Knows What It's All About (Rose-Woods), Billy Jones and Ernest Hare (The Happiness Boys) 10
Big Bad Bill (Is Sweet William Now) (Yellen-Ager)... Ernest Hare 10
80812 Waltz Orchid (Vescey), Armand Vecsey and His Hungarian Orch. 10
Valse Caprice (In D-Flat)—Harp Solo (Jos. Masino)... Anna Pinto 10
80913 Mazurka—Violin Solo (Zarzycki)... Mary Zentay 10
Praeludium and Allegro—Violin Solo (Pugnani-Kreisler)... Mary Zentay 10

FLASHES

- 51434 Out of a Million You're the Only One (Clarke-Leslie-Cobey)—Fox-trot by The Merry Sparklers—Song by Charles Hart 10
Have a Little Fun (Pascoe-Dulmage-Werner)—Fox-trot by The Merry Sparklers—Arthur Hall 10
51435 Tessie (Stop Teasin' Me) (Johns-Perkins)—Fox-trot... Fry's Million Dollar Pier Orch. 10
Dear One (Fischer-Richardson-Burke)—Fox-trot... Fry's Million Dollar Pier Orch. 10
51437 I'm Bound for Tennessee (Little-Gillespie-Fiorito)—Fox-trot... Georgia Melodians 10
Back Where the Daffodils Grow (Donaldson)—Fox-trot... Green Bros.' Novelty Band 10
51438 My Mammy's Blues, from "Steppin' High" (Snikes-Spikes)—Fox-trot... Georgia Melodians 10
Battleship Kate (Rives-Sweetman)—Slow Fox-trot... Wilbur Sweetman's Brownies 10
51439 My Best Girl (Donaldson)—Fox-trot by Kaplan's Melodists... Song by Vernon Dalhart 10
Because They All Love You (Malie-Little)—

- Fox-trot by Kaplan's Melodists, Song by George Wilton Ballard 10
51440 Too Tired (Little-Sizemore-Shay)—Fox-trot, Polla's Clover Gardens Orch. 10
It'll Get You (Laudry-Emerson-Humphreys)—Fox-trot... Polla's Clover Gardens Orch. 10
51442 Underneath a Sunny Sky (Parish-Gillen)—Fox-trot... Frank Silver's Dance Orch. 10
Take Me (Rose-Henderson)—Fox-trot, Frank Silver's Dance Orch. 10
51443 I've a Garden in Sweden (Murphy-Owens-Lipton)—Fox-trot... Golden Gate Dance Orch. 10
Southern Rose (Terris-Mayer)—Fox-trot, Golden Gate Dance Orch. 10
51446 Nashville Nightingale (Caesar-Gershwin)—Fox-trot... Charleston Seven Toodles (Ruby-Spencer)—Fox-trot, Charleston Seven 10
51450 Mandy, Make Up Your Mind, from "Dixie to Broadway" (Clarke-Turk-Meyer-Johnston)—Fox-trot... Harry Raderman's Dance Orch. 10
My Baby's Baby Blue Eyes (Rose-Lewis-Cooper)—Fox-trot Harry Raderman's Dance Orch. 10
51455 Nightingale (Brockman)—Waltz, Polla's Clover Gardens Orch. 10
Me and the Boy Friend (Clare-Monaco)—Fox-trot... Meadowbrook Dance Orch. 10
51456 Traveling Blues (An Indigo Vail) (Russell-Berglman)—Fox-trot, Polla's Clover Gardens Orch. with Vocal Chorus by Will Prevost 10
All Alone (With You in a Little Rendezvous (Lewis-Young-Snyder)—Fox-trot, Polla's Clover Gardens Orch. 10
51457 Indian Love Call, from "Rose-Marie" (Harbach-Hammerstein, 2nd-Friml)—Fox-trot, By Broadway Dance Orch.—Song by C. Hart. Tell Her in the Springtime, from "Music Box Revue, 1925" (Herlin)—Fox-trot, By Broadway Dance Orch.—Song by C. Hart. 10
GENERAL 10
51445 O Death Where Is Thy Sting (Stout), Guy Hunter (The Blind Entertainer) 10
You're Gwine to Get Somethin' What You Don't Expect (Bryan-Williams), Guy Hunter (The Blind Entertainer) 10
51447 Estudiantina (Graziani-Walter), Sinfonia in Sol (De-Giovanini Domenico), Alessio-De Filippis Mandolin Orch. 10
51448 Moving Day at Pun kin Center (A Rural Story) (Stewart)... Cal Stewart 10
Sister Sorrowful Entertains the Minister (Taggart)... Charles Ross Taggart 10
80811 The Sweetest Story Ever Told (Stults), Ralph Errolle 10
I Hear You Calling Me (Marshall), Ralph Errolle 10
82332 (a) Mighty Lak a Rose (Stanton), (b) The Prayer Perfect (Riley)... Marie Tiffany 10
The Radiance in Your Eyes (Novello), Marie Rappold 10
82331 Dreams (Strelezki)... Maggie Teyte 10
Happy Days (Strelezki)... Maggie Teyte 10

Edison Blue Amberol Records

- 4935 It Ain't Gonna' Rain No Mo' (2nd edition), Billy Jones-Ernest Hare, The Happiness Boys 10
4936 Arkansas Traveler-Breakdown (The Blue Ridge Duo)... Gene Austin-George Reneau 10
4937 Memory Lane (Walter Scanlan) Introducing Female Voices 10
4938 Rock-a-Bye My Baby Blues... Frank M. Kamplain 10
4939 Let Me Call You Sweetheart (I'm in Love With You)—Waltz... Harry Raderman's Dance Orch. 10
4940 Doodle-Do-Do—Fox-trot... Broadway Dance Orch. 10
4941 Where's My Sweetie Hiding?—Fox-trot, The Merry Sparklers 10
4932 Oh, You Can't Fool an Old Hoss Fly, Billy Jones-Ernest Hare, The Happiness Boys 10

Vocalion Records

OPERATIC

- 21009 Donna non vidi mai (A Maiden So Fair) (From "Manon Lescaut") (Puccini)—Tenor, in Italian; Orch. Accom. (Recorded in Europe), Alfred Piccaver 10
Siciliana (Thy Lips Like Crimson Berries) (From "Cavalleria Rusticana") (Mascagni)—Tenor, in Italian; Orch. Accom. (Recorded in Europe)... Alfred Piccaver 10

STANDARD

- 60065 Wiegienlied (Cradle Song), Op. 49, No. 4 (Johann Brahms)—Soprano, in German; Aeolian Orch. Accom. ... May Peterson 10
When the Swallows Homeward Fly (Wenn die Schwalben heimwärts ziehn) (Franz Abt)—Soprano, in German; Aeolian Orch. Accom. ... May Peterson 10
24067 Irish Love Song (Margaret Ruthven Lang)—Tenor, Aeolian Orch. Accom. ... Colin O'More 10
Somewhere a Voice Is Calling (Newtown-Rate)—Tenor, Aeolian Orch. Accom. ... Colin O'More 10
14941 My Lord's Gonna Move This Wicked Race—Negro Spiritual, Organ Accom. ... Four Harmony King 10
When the Saints Come Marching In—Negro Spiritual, Organ Accom. ... Four Harmony King 10

INSTRUMENTAL

- 38019 Tambourin Chinois (Kreisler)—Violin Solo, Piano Accom. (Recorded in England), Albert Sammons 12
Caprice Viennois (Kreisler)—Violin Solo, Piano Accom. (Recorded in England), Albert Sammons 12
35057 The Guard's Patrol (A. Williams)—Descriptive March (Recorded in England), Band of H. M. Life Guards 12
Raymond Overture (Thomas) (Recorded in England)... Band of H. M. Life Guards 12

PIANO

- 14929 Rustle of Spring (Frühlingsrauschen) (Sinding)—Piano Solo... Robert Armbruster 10
Prelude in C Sharp Minor, Op. 3, No. 2 (Rachmaninoff)—Piano Solo... Robert Armbruster 10

VIOLIN

- 14942 All Alone (Irving Berlin)—Violin Solo, Piano Accom. by Cliff Hess, Marie Dawson Morrell 10
Dreamer of Dreams (Fiorito)—Violin Solo, Piano Accom. by Cliff Hess, Dawson Morrell 10

IRISH—INSTRUMENTAL

- 14931 Katie Connor (Intro. "Colleen Rue," "Foggy Dew" and "Moll Room")—Irish Dance, The Four Provinces 10
The First of May (Intro. "Molly McAlpine" and "Slieve Gorm")—Irish Hornpipe Medley, The Four Provinces 10

DANCE

- 14940 How I Love That Girl! (Cquanto Adoro a esa Chica) (Kahn-Fiorito)—Fox-trot, with Vocal Chorus by Irving Kaufman, Ben Bernie and His Hotel Roosevelt Orch. 10
Where's My Sweetie Hiding? (A donde es Esconde Mi Chica?) (Little-Finck)—Fox-trot, Ben Bernie and His Hotel Roosevelt Orch. 10
14933 Oh! How I Love My Darling (Oh, Como Quiere a Mi Linda) (Leslie-Woods)—Fox-trot, with Vocal Chorus by Irving Kaufman, The Ambassadors (B. Loui Jackson)—Fox-trot, The Ambassadors 10
14939 Mandy (Make Up Your Mind) (Mandy Decidete) (From "Dixie to Broadway") (Meyer-Johnston)—Fox-trot, Ben Bernie and His Hotel Roosevelt Orch. 10
Toodles (Minerías) (Spencer-Ruby)—Fox-trot, with Vocal Chorus by Irving Kaufman, Ben Bernie and His Hotel Roosevelt Orch. 10
14928 Too Tired (Cansadísimo) (Little-Sizemore-Shay)—Fox-trot... The Ambassadors 10
Indian Love Call (Friml) (Intro. "Totem Tom Tom" from "Rose Marie") (Lamento de Amor Indie; Intro. "Totem Tom Tom")—Fox-trot, The Ambassadors 10
14925 Nightingale (Ruisenor) (James Brockman)—Waltz; Whistling by Sibil Sanderson Fagan, Ben Selvin and His Orch. 10
That Haunting Melody (Melodia Encantada) (Spier-Sloss)—Waltz, Ben Selvin and His Orch. 10
14932 Day Dreaming (Ensueno) (Burnett-Coburn-Coveny)—Waltz... Ben Selvin and His Orch. 10
Honest and Truly (Sincero y veraz) (Fred Rose)—Waltz... Ben Selvin and His Orch. 10
14935 Shanghai Shuffle (Aracapias Shangaiano) (Rodemich-Conley)—Fox-trot, Fletcher Henderson and His Orch. 10
Naughty Man (Picaron) (Redman-Dixon)—Fox-trot... Fletcher Henderson and His Orch. 10

VOCAL

- 14937 Bring Back Those Rock-a-bye Baby Days (Volvere a mis dias de arullo) (Christy-Silver-Bernie)—Lullaby Fox-trot... Irving Kaufman 10
My Kid (Mi Chiquilla) (Dubin-McHugh-Dash)—Ballad, Orch. Accom. ... Irving Kaufman 10
14938 I'll Take Her Back if She Wants to Come Back (La Volvere a Querer si quiere volver a mi) (Leslie-Monaco)—Orch. Accom. ... Irving Kaufman 10
Bygones (Tiempos Pasados) (Kerr-Abrahamson-Warner)—Ballad, Orch. Accom. ... Irving Kaufman 10
14936 Big Bad Bill (Is Sweet William Now) (Memo el Calavera) (Es ahora mi dulce Memo) (Yellen-Ager)—Accomp. by The Ambassadors, Isabelle Patricola 10
On the ZR-3 (En el ZR-3) (Lewis-Young-Donaldson)—Accomp. by The Ambassadors, Isabelle Patricola 10

MEXICAN—VOCAL

- 14934 Ya Va Gayendo... (It Is Falling) (J. Fernandez-Esperon)—Cancion—Tenor, Orch. Accom. ... Gaston Flores 10
Y Aleventate Julia (Wake Up, Julia) (Alfredo Tamayo)—Senenata—Baritone, Orch. Accom. ... Victor Rosales 10

SOUTHERN VOCAL RECORD

- 14930 The New Market Wreck, George Reneau, Blind Musician of Smoky Mts. 10
The Bald-Headed End of the Broom, George Reneau, Blind Musician of Smoky Mts. 10

Odeon Records

(RECORDED IN EUROPE)

- 3119 Oh, Joseph (From "Madame Pompadour") (Leo Fall)... Marek Weber and His Orch. 12
Magic Moments (From "Madame Pompadour") (Leo Fall)... Marek Weber and His Orch. 12
3120 Madame Pompadour Selections—Part I (Leo Fall)... Edith Lorand and Her Orch. 12
Madame Pompadour Selections—Part II (Leo Fall)... Edith Lorand and Her Orch. 12
3127 Mignon Overture—Part I (Thomas), Dajos Bela and His Orch. 12
Mignon Overture—Part II (Thomas), Dajos Bela and His Orch. 12
3128 When the Moon Is Smiling (W. Picke)—Hawaiian Waltz... Dajos Bela and His Orch. 12
Sad Tears (Engel-Berger)—With Banjo, Dajos Bela and His Orch. 12
3129 Dream Waltz—Part I (Millocker), Marek Weber and His Orch. 12
Dream Waltz—Part II (Millocker), Marek Weber and His Orch. 12
3130 Rozsika (Leopoldi), Marek Weber and His Orch. 12
Frolies in a Little Town (Benatzky), Marek Weber and His Orch. 12

Okeh Records

SACRED VOCAL RECORDS

- 40247 Make Jesus Your Choice (Rev. Andrew Jenkins), The Jenkins Family 10
I Got Mine (Rev. Andrew Jenkins), The Jenkins Family 10
40248 Nobody Cares (Rev. Andrew Jenkins), The Jenkins Family 10
Farewell (Rev. Andrew Jenkins), The Jenkins Family 10
40249 Sail On (Rev. Andrew Jenkins), The Jenkins Family 10
The Silver Lining (Jenkins-Spain-Eskew), The Jenkins Family 10

NEGRO SPIRITUAL

- 40250 Ezekiel Saw De Wheel—Led by Miss Eloise Ugams... Elkins-Payne Jubilee Singers 10
You Must Shut Old Satan—Led by Wm. C. Elkins and Frank B. Williams, Elkins-Payne Jubilee Singers 10
40270 Thow Out the Life Line (Rev. Edward S. Ufford)—Baritone and Contralto Duet, with Piano Accom. by Mrs. R. M. Forster, Mr. and Mrs. J. Douglas Swagerty 10
Sweeter as the Years Go By—Baritone and Contralto Duet, with Piano Accom. by Mrs. R. M. Forster, Mr. and Mrs. J. Douglas Swagerty 10
40253 Laughing Yodel (Anderson)—Tenor Solo, with Piano Accom. by Emanuel Clark, Charles Anderson 10
Roll on Silver Moon—Tenor Solo, with Piano Accom. by Emanuel Clark, Charles Anderson 10
40256 When the One You Love Loves You (Friend-

- Whiteman (Baer)—Tenor Solo, with Accomp. by Justin Ring Trio Bruce Wallace 10
- I'm Some One Who's No One to You (Tillman)—Tenor Solo, with Orch. Accomp. Bruce Wallace 10
- 40259 When the Sun Goes Down on the Lonesome Pine (Weile)—Tenor Solo, with Accomp. by Justin Ring Trio Bruce Wallace 10
- Alice of the Pines (Hansell-Von Hofe)—Tenor Solo, with Accomp. by Justin Ring Trio Bruce Wallace 10
- DANCE RECORDS**
- 40251 Milenburgh Joys—Fox-trot, Jimmie Joys' St. Anthony Hotel Orch. 10
- Mama Will Be Gone—Fox-trot, Jimmie Joys' St. Anthony Hotel Orch. 10
- 40261 Oh, Mabel (Kahn-Fiorito)—Fox-trot, with Vocal Chorus by Billy Jones The Goofus Five 10
- I Ain't Got Nobody to Love (Coslow-Silver)—Fox-trot, with Vocal Chorus by Billy Jones The Goofus Five 10
- 40264 Spring Has Come (And I'm Alone) (V. and C. R. Tjader)—Fox-trot (Jack Ford, Dir.), Arcadia Peacock Orch., St. Louis 10
- Ah! Ah! Archie (Ford-Ward)—Fox-trot (Jack Ford, Dir.), Arcadia Peacock Orch., St. Louis 10
- 40265 Blackin' Blues (La Porte-Nathanson)—Fox-trot, with Vocal Chorus by Stanton Crocker, Jack Gardner's Orch. 10
- Too Late Now (Gardner Rodemich-Conley)—Fox-trot Jack Gardner's Orch. 10
- 40266 Dear One (Fisher-Richardson-Barke)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- Will You Remember Me? (Santly-Richman)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 40267 There'll Be Some Changes Made (Overstreet)—Fox-trot (Harry Reser, Dir.), Okeh Syncopators 10
- Home Bound (For Charleston, South Carolina) (Kincaid)—Fox-trot Arkansaw Travelers 10
- 40254 Let Me Be the First to Kiss You Good Morning (And the Last to Kiss You Good Night) (Bernard Robinson)—Fox-trot (Jack Ford, Dir.), Arcadia Peacock Orch., St. Louis 10
- Where's My Sweetie Hiding? (Little Finch)—Fox-trot, with Vocal Chorus by Chic Harvey (Jack Ford, Dir.), Arcadia Peacock Orch., St. Louis 10
- 40255 Me Neenyah (My Little One) (Spencer)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- A Waltz in the Moonlight (And You) (Parish-Solman)—Waltz, with Vocal Chorus by Bruce Wallace, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 40257 Honest and Truly (Rose)—Fox-trot, The Lavin Orch. 10
- Heart Broken Strain (Baskette-Waldron)—Fox-trot, Frankie Quartett and His Melody Boys 10
- 40258 Doo Wacka Doo (Gaskill-Donaldson-Horther)—Fox-trot (Harry Reser, Dir.), with His Reserphone Okeh Syncopators 10
- Prince of Wales (Schubel)—Fox-trot, Frankie Quartett and His Melody Boys 10
- 40260 I'm a Little Blackbird Looking for a Bluebird (From "Dixie to Broadway") (Clarke-Turk-Meyer-Johnston)—Fox-trot, with Vocal Chorus by Eva Taylor, Clarence Williams' Blue Five 10
- Mandy, Make Up Your Mind (From "Dixie to Broadway") (Clarke-Turk-Meyer-Johnston)—Fox-trot, with Vocal Chorus by Eva Taylor, Clarence Williams' Blue Five 10
- OLD-TIME TUNES**
- 40246 The Last Shot Got Him—Fox-trot, Chenoweth's Cornfield Symphony Orch. 10
- Hot Foot Step and Fetch It—Fox-trot, Chenoweth's Cornfield Symphony Orch. 10
- 40263 Old Dan Tucker—Fiddling and Singing, Fiddlin' John Carson 10
- Old Uncle Ned—Fiddling and Singing, Fiddlin' John Carson 10
- 40269 Rabbit Race (Whitter)—Harmonica and Guitar Duet, Henry Whitter 10
- Farewell to Thee—Harmonica and Guitar Duet, Henry Whitter 10
- 40252 The Letter From Home, Sweet Home (Nabell)—Singing, with Guitar Accomp., Charles Nabell 10
- The Great Round Up (Nabell)—Singing, with Guitar Accomp., Charles Nabell 10
- 40271 Nellie Gray—Guitar Duet, with Vocal Chorus by Bob Stanley The Stanley Trio 10
- Wloa! Mule (R. L. Stanley)—Guitar Duet, with Vocal Chorus by Roba and Bob Stanley, The Stanley Trio 10
- RACE RECORDS**
- 8182 Kiss Me, Sweet (Louis-Piron)—Contralto and Baritone Duet; Accomp. by Joe Oliver, Cornet, and Clarence Williams, Piano, Butterbeans and Susie 10
- I Got Your Bath Water On (Edwards-Edwards)—Contralto Solo, with Piano Accomp. by Clarence Williams Susie Edwards 10
- 8183 Arkansaw Blues (Lader-Williams)—Contralto and Baritone Duet, with Cornet and Banjo Accomp., Eva Taylor-Clarence Williams 10
- Terrible Blues (Williams)—Contralto and Baritone Duet, with Cornet and Banjo Accomp., Eva Taylor-Clarence Williams 10
- 8184 Tulsa Blues (Moten)—Fox-trot, Bennie Moten's Kansas City Orch. 10
- Goofy Dust—Fox-trot, Bennie Moten's Kansas City Orch. 10
- 8185 Changeable Daddy of Mine (Wooding-Schafer)—Contralto Solo, Accomp. by Clarence Williams' Blue Five Margaret Johnson 10
- Mama's All Alone Blues (Williams-Higgins)—Contralto Solo, Accomp. by Clarence Williams' Blue Five Margaret Johnson 10
- 8186 I'm Gonna Get Myself a Real Man (Grice-Coleman)—Contralto Solo, Accomp. by Clarence Williams' Harmonizers Laura Smith 10
- My Best Friend Stole My Man and Gone (Williams-Barger)—Contralto Solo, with Piano Accomp. by Clarence Williams Laura Smith 10
- 8176 Blues, Please Go Away (Martin-Johnson)—Contralto Solo, with Piano Accomp. by Sara Martin's Jug Band Sara Martin 10
- I Got the Crivin' Blues (Martin-Johnson)—Contralto Solo, with Accomp. by Sara Martin's Jug Band Sara Martin 10
- 8187 Give It to Me Good (Higgins)—Contralto Solo, with Piano Accomp. by Clarence Williams, Virginia Liston 10
- Early in the Morning (Higgins-Overstreet)—Contralto Solo, with Accomp. by Clarence Williams' Blue Five Virginia Liston 10
- 8188 Blue Devil Blues (MacDonald-Hayes)—Fox-trot Sara Martin's Jug Band 10

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- 8170 When the Saints Go Marching In—Led by Miss Julia Mitchell Elkins-Payne Jubilee Singers 10
- My Lord's Gonna Move This Wicked Race—Piano Accomp. by Eugene A. Burkes, Southland Jubilee Singers 10
- Gennett Lateral Records**
- GREEN LABEL**
- 10097 Just for Remembrance—Baritone Solo; Violin Obligato by Louis Heidelberg; Piano Accomp. by Thomas Griselle Frederic Baer 10
- I Lost My Heart in June—Baritone Solo, with Orch. Accomp. Frederic Baer 10
- LATEST HITS FOR DANCING**
- 5599 Gotta Getta Girl—Fox-trot Willie Creager's Orch. 10
- 5602 Back Where the Daffodils Grow—Fox-trot, Choo Choo—Fox-trot, (Former Dixie Hod Carriers) Kentucky Blowers 10
- 5603 Moonlight Memories—Waltz, Natlan Glantz and His Orch. 10
- Come Back to Me—Novelty Waltz, Willie Creager's Orch. 10
- 5606 Oh! How I Love My Darling, Bailey's Dixie Dudes, featuring Doris James 10
- Go 'Long Mule, Bailey's Dixie Dudes, featuring Doris James 10
- 5607 Terrible Blues Red Onion Jazz Babies 10
- 5608 Tell Me Dreamy Eyes—Fox-trot, with Vocal Chorus by Frank Cornwell, Perley Breed's Shepard Colonial Orch. 10
- Where's My Sweetie Hiding?—Fox-trot, Perley Breed's Shepard Colonial Orch. 10
- 5609 Peter Pan, Westchester Biltmore Country Club Orch. Nobody Loves You Like I Do, 10
- 5610 Sweetheart Days—Waltz, with Vocal Chorus by Tremaine Bros. Paul Sanderson and His Orch. 10
- By the Waters of the Minnetonka, Lange-McKay Orch. 10
- STANDARD SONGS**
- 5588 The Prisoner's Song—Tenor Solo Vernon Dalhart 10
- "The Wreck of the Southern Old 97"—Tenor Solo Vernon Dalhart 10
- POPULAR SONGS**
- 5618 Please Be Good to My Old Girl—Tenor Solo, Orch. Accomp. Wilson Harper 10
- By the Mississippi—Tenor Solo, Orch. Accomp., Wilson Harper 10
- 5605 Goo Goo, Good Night, Dear—Duet, with Orch. Accomp. Tremaine Bros. 10
- I want You Back, Old Pal—Duet, with Orch. Accomp. Tremaine Bros. 10
- COLORED VOCAL**
- 5614 Jail House Blues, Whistler, Accomp. by His Jug Band 10
- I'm a Jazz Baby, Whistler, Accomp. by His Jug Band 10
- IRISH TUNES**
- 5583 Stack of Barley Medley—Hornpipe, McNamara Trio 10
- Irish Hornpipe Medley ("Limerick" and "Cork")—Hornpipe McNamara Trio 10
- 5589 Miller's Reel and Old Sport Reel, W. B. Houchens, Fiddle; S. Dunlap, Piano Accomp. 10
- Turpise Reel and Farrell O'Garra's Favorites, W. B. Houchens, Fiddle; J. M. Houchin, Guitar Accomp.; Saloma Dunlap, Piano Accomp. 10
- 5604 Captain Coughlin's Hornpipe—Flute Solo, with Piano Accomp. by Kathleen Kearney, Patrick Doran 10
- Bowen's Favorite Jig—Flute Solo, with Piano Accomp. by Kathleen Kearney Patrick Doran 10
- 5613 Rickett's Hornpipe—Piano Accomp. Tweedy Bros. 10
- Wild Horse—Piano Accomp. Tweedy Bros. 10
- PIANO SOLOS**
- 5590 Shreveport Stomps Ferd (Jelly Roll) Morton 10
- Stratford Hunch Ferd (Jelly Roll) Morton 10
- FOREIGN—SPANISH**
- S-5579 El Ultimo Beso—Tango Orquesta Miraflores 10
- Venga Alegria—Shimmy Orquesta Miraflores 10
- S-5580 Padre Nuestro—Tango Orquesta Miraflores 10
- Bajadera—Shimmy Orquesta Texana 10
- ITALIAN**
- I-5587 "A Serenata D' O Zampugnaro—Orch. Ac-comp. G. De Laurentis 10
- Di-fetti Delle Donne—Orch. Accomp. G. De Laurentis 10
- Pathe Phono & Radio Corp.**
- DANCE RECORDS**
- 036178 Madeline (Be Mine)—Fox-trot, Lenox Society Orch. 10
- Underneath a Sunny Sky—Fox-trot, Lenox Society Orch. 10
- 036179 Oh! Joseph! (From "Mme. Pompadour")—Fox-trot Piedmont Orch. 10
- Lonely and Blue—Fox-trot, with Vocal Chorus by Ernest Hare Casino Orch. 10

(Continued on page 192)

ADVANCE RECORD BULLETINS FOR FEBRUARY—(Continued from page 191)

- 036180 The Only, Only One (For Me)—Fox-trot, Piedmont Orch.
- Dearie (I Still Love You)—Fox-trot, Hollywood Orch.
- 036181 Everybody Loves My Baby but My Baby Don't Love Nobody but Me—Fox-trot, Carolina Club Orch.
- Bye Bye Baby—Fox-trot, Carolina Club Orch.
- 036182 Show Me the Way—Fox-trot, Terrace Orch.
- How I Love That Girl—Fox-trot, Tuxedo Orch.
- 036183 Somebody Like You—Fox-trot, Majestic Orch.
- Jefferson Blues—Fox-trot, Majestic Orch.
- 036184 Doo Wacka Doo—Fox-trot, Majestic Orch.
- Forsaken Days—Fox-trot, Piedmont Orch.
- 036185 No Wonder (That I Love You)—Fox-trot, Elite Orch.
- Nancy—Fox-trot, Elite Orch.
- 036186 Because They All Love You—Fox-trot, Imperial Orch.
- You're Just a Flower From an Old Bouquet—Fox-trot, Imperial Orch.
- 036187 Just Think It Over—Fox-trot, Majestic Orch.
- Way Down Home—Fox-trot, Hollywood Orch.
- 036188 Tell Her in the Springtime (From "The Music Box Revue of 1925")—Fox-trot, Casino Orch.
- You and I (From "My Girl")—Fox-trot, Hollywood Orch.
- 036189 I'll Take Her Back if She Wants to Come Back—Fox-trot, Imperial Orch.
- That Soothing Melody—Fox-trot, Hollywood Orch.
- 036190 Big Bad Bill (Is Sweet William Now)—Comedienne, Accomp. by Kansas Five, Gladys Murray
- Nobody Knows What a Red Head Mama Can Do—Fox-trot, New Synco Jazz Band
- 036191 Love Light Lane—Fox-trot, New Synco Jazz Band
- One Week Ago—Fox-trot, Palace Garden Orch.
- 036162 When the Sun Goes Down on the Lonesome Pine—Fox-trot, Max Terr and His Orch.
- Hawaiian Moon—Waltz, Max Terr and His Orch.
- POPULAR VOCAL RECORDS
- 025126 I'll Take Her Back if She Wants to Come Back—Ukulele and Voice, Cliff Edwards (Ukulele Ike)
- Fascinating Rhythm (From "Lady, Be Good")—Ukulele and Voice, Cliff Edwards (Ukulele Ike)
- 025127 You Tired—Guitar and Voice, Lee Morse
- I Want to See My Tennessee—Guitar and Voice, Lee Morse
- 025128 Everybody Loves My Baby but My Baby Don't Love Nobody but Me—Morse and Her Blue Grass Boys
- Better Shoot Straight With Your Mama, Lee Morse and Her Blue Grass Boys
- 032098 Listening (From "The Music Box Revue"), Frank Sterling
- When the One You Love Loves You, Frank Sterling
- 032099 Shure, He's My Boy Jimmy, Macy-Scott (Radio Aces)
- In Shadowland, Macy-Scott (Radio Aces)
- 032097 Sunshine—Guitars and Voice, Sargent-Marvin
- When You Send a Four-Leaf Clover, Frank Wright-Frank Bessinger (Radio Franks)
- IRISH RECORDS
- 021130 Killarney, Franklyn O'Malley
- Believe Me if All Those Endearing Young Charms, Franklyn O'Malley
- 021131 Up in the Loft—Accordion, Patrolman Quinn
- Molly on the Shore—Violin, Patrolman Quinn
- INSTRUMENTAL RECORDS
- 021132 First Love—Violin, Alexander Debruille
- Smith College Fuzzing—Violin, Alexander Debruille
- POPULAR VOCAL RECORD
- 032102 All Alone—Guitar and Voice, Lee Morse
- Lee's Lullaby—Guitar and Voice, Lee Morse

Emerson Records

- LATEST DANCE HITS
- 01824 You and I (From "My Girl") (Harry Archer)—Fox-trot, Marlborough Symphonic Orch.
- Show Me the Way (Davis-Lewis-Ross)—Fox-trot, Nathan Glantz and His Orch.
- 01825 Indian Love Call (From "Rose Marie") (Friml-Paul)—Fox-trot, Marlborough Symphonic Orch.
- The Only, Only One (Monaco Warren)—Fox-trot, California Melodie Syncopators
- 01826 Tea for Two (From "No, No, Nanette") (Youmans-Paul)—Fox-trot, California Melodie Syncopators
- Tell Her in the Springtime (From "The Music Box Revue") (Irving Berlin)—Fox-trot, Nathan Glantz and His Orch.
- 01827 Oh! Mabel (Kahn-Fiorito)—Fox-trot, Bar Harbor Society Orch.
- Mandy, Make Up Your Mind (Clarke-Turk-Meyer-Johnston)—Fox-trot, Nathan Glantz and His Orch.
- 01828 Blue-Eyed Sally (Robinson-Bernard)—Fox-trot, Bar Harbor Society Orch.
- I Adore You (Mercire-Lange)—Fox-trot, Jos. Samuels and His Music Masters
- 01829 Doo Wacka Doo (Gaskill-Donaldson-Horther)—Fox-trot, Jos. Samuels and His Music Masters
- No Wonder (Davis-Burke)—Fox-trot, Bar Harbor Society Orch.
- 01830 Nobody Knows What a Red Head Mama Can Do (Mills-Dubin-Fair)—Fox-trot, Jos. Samuels and His Music Masters
- Those Panama Mamas (Johnson-Bibo)—Fox-trot, Pennsylvania Syncopators

LATEST SONG HITS

- 01831 Big Bad Bill (Yellen-Ager)—Comedy Song, with Orch. Accomp., Ernest Hare
- Everybody Loves My Baby (Palmer-Williams)—Comedy Song, with Orch. Accomp., Gloria Geer
- 01832 When the One You Love Loves You (Whiteman-Baer)—Tenor Solo, with Orch. Accomp., Sydney Mitchell
- It's Lullaby Time (Ford Rust-Glen-Rowell)—Baritone Solo, with Orch. Accomp., Ernest Hare
- 01833 The Ten Commandments of Love (Fisher-Lucas)—Tenor Solo, with Orch. Accomp., Sydney Mitchell
- At the End of the Sunset Trail (Emerson-Hanson)—Tenor Solo, with Orch. Accomp., George Wilton Ballard

SPANISH DANCES

- 01821 No Llovera Mas a Las Pelonas (It Ain't Gonna Rain No Mo') (Wendell Hall)—Novelty Fox-trot, Olympia Orch.
- La Chancha The Old Shoe (Tomas Ponce Reyes)—Spanish Dance, Olympia Orch.
- 01823 Ojos Riusenos (Smiling Eyes) (E. Garcia de Arellano)—Tango Waltz, Olympia Orch.
- Alma Del Alma (Soul of the Soul) (Nos Pare-des)—Tango, Olympia Orch.

STANDARD AND NOVELTY SELECTIONS

- 10695 My Fair Looks Up to Thee—Tenor and Contralto Duet, Miller-Van der Veer
- The Lord Is My Shepherd—Tenor and Contralto Duet, Miller-Van der Veer
- 1097 Smlin' Thru—Tenor Solo, Walter Scanlan

- I Hear You Calling Me—Tenor Solo, Walter Scanlan
- Badinage—Intermezzo, Bergh's Concert Band
- March of the Toys—March, Bergh's Concert Band
- 01585 Come Back to Erin—Tenor Solo, John Finnegan
- The Green, the White and the Gold—Tenor Solo, Hugh Donovan
- 10674 The Opera House at Pun'kin Center—Monologue, Cal Stewart
- Uncle Josh at the Dentist—Dialogue, Cal Stewart-Gilbert Girard

Domino Records

DANCE RECORDS

- 426 The Only Only One—Fox-trot, Imperial Dance Orch.
- 427 Tell Her in the Springtime (From the "Music Box Revue")—Fox-trot, Imperial Dance Orch.
- 428 How I Love That Girl—Fox-trot, Imperial Dance Orch.
- 429 Nobody Knows What a Red Head Mama Can Do—Fox-trot, Imperial Dance Orch.
- 430 Because They All Love You—Fox-trot, Imperial Dance Orch.
- 431 At the End of a Winding Lane—Fox-trot, Imperial Dance Orch.
- 432 No Wonder (That I Love You)—Fox-trot, Imperial Dance Orch.
- 433 Blue-Eyed Sally—Male Duet, with Orch. Accomp., Hall-Ryan
- 434 Did Pal—Tenor Solo, with Orch. Accomp., Billy Burton
- 435 The Ten Commandments of Love—Baritone Solo, with Orch. Accomp., Arthur Fields
- 436 Big Bad Bill (Is Sweet William Now)—Comedienne, Accomp. by Kansas Five, Gladys Murray
- 437 Broken, Busted, Can't Be Trusted Blues—Comedy Solo, with Novelty Accomp., Julia Moody
- 438 Who Calls You Sweet Mama Now—Comedy Duet, with Novelty Accomp., Julia Moody

VOCAL RECORDS

- 433 Blue-Eyed Sally—Male Duet, with Orch. Accomp., Hall-Ryan
- 434 Did Pal—Tenor Solo, with Orch. Accomp., Billy Burton
- 435 The Ten Commandments of Love—Baritone Solo, with Orch. Accomp., Arthur Fields
- 436 Big Bad Bill (Is Sweet William Now)—Comedienne, Accomp. by Kansas Five, Gladys Murray and Jazz Orch.

VOCAL BLUES RECORDS

- 437 Broken, Busted, Can't Be Trusted Blues—Comedy Solo, with Novelty Accomp., Julia Moody
- 438 Who Calls You Sweet Mama Now—Comedy Duet, with Novelty Accomp., Julia Moody

Regal Records

DANCE RECORDS

- 9766 How I Love That Girl—Fox-trot, Missouri Jazz Band
- 9751 Oh! How I Love My Darling—Fox-trot, with Vocal Chorus by Arthur Hall, Bar Harbor Society Orch.
- 9752 Somebody Like You—Fox-trot, Missouri Jazz Band
- 9753 Tell Her in the Springtime (From "Music Box Revue")—Fox-trot, Imperial Dance Orch.
- 9754 Where's My Sweetie Hiding?—Fox-trot, Missouri Jazz Band
- 9755 One of These Days—Fox-trot, Fletcher Henderson and His Orch.
- 9756 Because They All Love You—Fox-trot, Hollywood Dance Orch.
- 9757 Nights in the Woods—Fox-trot, Hollywood Dance Orch.
- 9758 At the End of a Winding Lane—Waltz, Bar Harbor Society Orch.
- 9759 Why Do You Always Remind Me—Waltz, Hollywood Dance Orch.
- 9760 The Only Only One—Fox-trot, Imperial Dance Orch.
- 9761 Nancy—Fox-trot, with Vocal Chorus by Arthur Fields, Sam Lanin's Orch.
- 9762 No Wonder (That I Love You)—Fox-trot, Bar Harbor Society Orch.
- 9763 Show Me the Way—Fox-trot, with Vocal Chorus by Arthur Hall, Bar Harbor Society Orch.
- 9764 Nobody Knows What a Red Head Mama Can Do—Fox-trot, Golden Gate Orch.
- 9765 Doo Wacka Doo—Fox-trot, Golden Gate Band
- POPULAR VOCAL RECORDS
- 9759 The Ten Commandments of Love—Baritone Solo, with Orch. Accomp., Arthur Fields
- 9760 Take Me Back to Your Heart—Tenor Solo, with Orch. Accomp., Billy Burton
- 9761 Everybody Loves My Baby—Comedienne, Accomp. by Kansas Five, Gladys Murray
- 9762 Big Bad Bill (Is Sweet William Now)—Comedienne, Accomp. by Kansas Five, Gladys Murray
- 9763 Old Pal—Tenor Solo, with Orch. Accomp., Billy Burton
- 9764 I Never Knew I Loved You—Tenor Solo, with Orch. Accomp., Billy Burton
- 9765 Can You Bring Back the Heart I Gave You—Tenor Solo, with Orch. Accomp., Arthur Hall
- 9766 Morning—Baritone Solo, with Orch. Accomp., Ernest Hare
- 9767 Blue-Eyed Sally—Male Duet, with Orch. Accomp., Hall-Ryan
- 9768 Lonesome Pal—Tenor Solo, with Orch. Accomp., Billy Burton

VOCAL BLUES RECORDS

- 9764 Who Calls You Sweet Mama Now—Comedy Duet, with Novelty Accomp., Louella Jones-Jazz Casper
- 9765 Don't Forget, You'll Regret—Comedy Solo, with Novelty Accomp., Julia Moody
- 9766 Broken, Busted, Can't Be Trusted Blues—Comedy Solo, with Novelty Accomp., Julia Moody
- 9767 Worried Blues—Comedy Solo, with Novelty Accomp., Julia Moody

Banner Records

DANCE RECORDS

- 1453 The Only Only One—Fox-trot, Imperial Dance Orch.
- 1454 Nancy—Fox-trot, with Vocal Chorus by Arthur Fields, Sam Lanin's Orch.
- 1455 You and I (From "My Girl")—Fox-trot, Imperial Dance Orch.
- 1456 Tell Her in the Springtime (From "Music Box Revue")—Fox-trot, Imperial Dance Orch.
- 1457 No Wonder (That I Love You)—Fox-trot, Bar Harbor Society Orch.
- 1458 Show Me the Way—Fox-trot, with Vocal Chorus by Arthur Hall, Bar Harbor Society Orch.
- 1459 How I Love That Girl—Fox-trot, Missouri Jazz Band
- 1457 Those Panama Mamas—Fox-trot, Six Black Diamonds
- 1458 Where's My Sweetie Hiding—Fox-trot, Missouri Jazz Band
- 1459 One of These Days—Fox-trot, Fletcher Henderson and His Orch.
- 1454 Oh! How I Love My Darling—Fox-trot, with Vocal Chorus by Arthur Hall, Bar Harbor Society Orch.
- 1453 Somebody Like You—Fox-trot, Missouri Jazz Band
- 1459 Nobody Knows What a Red Head Mama Can Do—Fox-trot, Golden Gate Orch.
- Doo Wacka Doo—Fox-trot, Missouri Jazz Band

- 1460 Because They All Love You—Fox-trot, Hollywood Dance Orch.
- Nights in the Woods—Fox-trot, Hollywood Dance Orch.
- 1461 At the End of a Winding Lane—Waltz, Bar Harbor Society Orch.
- Why Do You Always Remind Me—Waltz, Hollywood Dance Orch.

POPULAR VOCAL RECORDS

- 1462 Blue-Eyed Sally—Male Duet, with Orch. Accomp., Hall-Ryan
- 1463 Lonesome Pal—Tenor Solo, with Orch. Accomp., Billy Burton
- 1464 Can You Bring Back the Heart I Gave You—Tenor Solo, with Orch. Accomp., Arthur Hall
- 1465 Morning—Baritone Solo, with Orch. Accomp., Ernest Hare
- 1466 Everybody Loves My Baby—Comedienne, Accomp. by Kansas Five, Gladys Murray
- 1467 Big Bad Bill (Is Sweet William Now)—Comedienne, Accomp. by Kansas Five, Gladys Murray
- 1468 The Ten Commandments of Love—Baritone Solo, with Orch. Accomp., Arthur Fields
- 1469 Take Me Back to Your Heart—Tenor Solo, with Orch. Accomp., Billy Burton
- 1466 Old Pal—Tenor Solo, with Orch. Accomp., Billy Burton
- 1467 I Never Knew I Loved You—Tenor Solo, with Orch. Accomp., Billy Burton

VOCAL BLUES RECORDS

- 1467 Who Calls You Sweet Mama Now—Comedy Duet, with Novelty Accomp., Louella Jones-Jazz Casper
- 1468 Don't Forget, You'll Regret—Comedy Solo, with Novelty Accomp., Julia Moody
- 1469 Broken, Busted, Can't Be Trusted Blues—Comedy Solo, with Novelty Accomp., Julia Moody
- 1468 Worried Blues—Comedy Solo, with Novelty Accomp., Julia Moody

Cameo Records

DANCE RECORDS

- 627 Because They All Love You—Fox-trot, Bob Haring and His Orch.
- 629 Have a Little Fun—Fox-trot, Dixie Daisies
- 629 Some Other Day—Some Other Girl—Fox-trot, Paul Van Loan and His Orch.
- 630 On the Z-R-3—Fox-trot, Bob Haring and His Orch.
- 630 Peter Pan I Love You—Fox-trot, Bob Haring and His Orch.
- 631 Oh! Flo on a Midnight Choo Choo Honey-moon—Fox-trot, Dixie Daisies
- 632 I Want to See My Tennessee—Fox-trot, Broadway Broadcasters
- 633 I'm Satisfied Beside That Sweetie of Mine—Fox-trot, Varsity Eight
- 634 Honest and Truly—Waltz, Bob Haring and His Orch.
- 635 No One Other but You—Waltz, Joe Basile and His Velodrome Orch.
- 633 Take Me—Fox-trot, Lou Gold and His Orch.
- 634 Dear One—Fox-trot, Varsity Eight
- 635 Those Panama Mamas Are Ruining Me—Fox-trot, Varsity Eight
- 634 How I Love That Girl—Fox-trot, Varsity Eight
- 634 At the End of a Winding Lane—Waltz, Paul Van Loan and His Orch.
- 631 Nobody Loves You Like I Do—Fox-trot, Cameo Dance Orch.
- 631 Romany Days—Fox-trot, Bob Haring and His Orch.
- 632 Lonely and Blue—Fox-trot, Lou Gold and His Orch.
- 626 When Nobody Wants You, an Nobody Comes to Me—Waltz, Frisco Dance Orch.
- 631 Let Me Call You Sweetheart (I'm in Love With You)—Waltz, with Vocal Refrain, Bob Haring and His Orch.

VOCAL RECORDS

- 636 My Kid—Tenor Solo, William Robyn
- 637 Where the Skies Are Blue—Tenor Solo, Fred Hughes
- 637 At the End of the Road—Tenor Solo, William Robyn

STANDARD RECORDS

- 614 Blue-Eyed Sally—Duet, Bernard-Robinson (The Dixie Stars)
- 614 Tell Mother I'll Be There—Revival Hymn, Holy Trinity Male Quartet
- The Church in the Wildwood—Revival Hymn, Holy Trinity Male Quartet

CINDERELLA RECORDS

- K100 Cinderella—Part I, With Musical Settings in Four Parts
- Cinderella—Part II, With Musical Settings in Four Parts
- K101 Cinderella—Part III, With Musical Settings in Four Parts
- Cinderella—Part IV, With Musical Settings in Four Parts

Ajax Records

- 17075 Graveyard Bound Blues, Susie Smith and the Choo Choo Jazzers
- Bullet Wound Blues, Susie Smith and the Choo Choo Jazzers
- 17079 Bye Bye Blues, Susie Smith and the Choo Choo Jazzers
- Weeping Willow Blues, Susie Smith and the Choo Choo Jazzers
- 17080 A to Z Blues—Accomp. by Choo Choo Jazzers, Josie Miles-Billy Higgins
- I'm Done, Done, Done With You—Accomp. by Choo Choo Jazzers, Josie Miles-Billy Higgins
- 17074 Blue Ivorys—Piano Stomp, Millard G. Thomas
- 17076 Sweet Man, Joe, Josie Miles and Choo Choo Jazzers
- 17077 Won't Someone Help Me Find My Lovin' Man, Josie Miles and Choo Choo Jazzers
- 17077 If You Can't Ride Slow and Easy, Helen Cross and the Choo Choo Jazzers
- 17078 Lost My Sweetie Blues, Hazel Meyers and the Choo Choo Jazzers
- 17078 Believe Me Hot Mama, Kansas City Five
- St. Louis Blues Dance, Kansas City Five

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| Tea for Two ("No, No, Nanette") | —Fox-trot, | Horace Prell |
| Baby—What is Your Name? | —Fox-trot, | Robert Billings |
| Rose of the World—Waltz, | | Lee Sims |
| Hawaiian Love Nest—Waltz, | | |
| I'm a Dreamer—Waltz, | | Harold Wansborough |
| In Dreams With You—Waltz, | | |
| Me Neenyah—Fox-trot, | | Horace Prell |
| Show Me the Way—Fox-trot, | | Horace Prell |

Because They All Love You—Fox-trot... Clare Winters
 Where's My Sweetie Hiding?—Fox-trot... Clare Winters
 Blue-Eyed Sally—Fox-trot... Jack Pierce
 Come On Over—Fox-trot... Clare Winters
 Somebody Like You—Fox-trot... Clare Winters
 Oh! How I Love My Darling—Fox-trot... Clare Winters
 Oh Mabel—Fox-trot... Lee Sims
 Please Be Good to My Old Girl—Fox-trot... Horace Prell
 Nobody Loves You Like I Do—Fox-trot... Clare Winters
 My Kid—Fox-trot... Horace Prell
 The Only Only One—Fox-trot... Lee Sims
 Lonely and Blue—Fox-trot... Lee Sims
 On the ZK-3—Fox-trot... Lee Sims
 Let Me Be the First to Kiss You in the Morning—
 Fox-trot... Clare Winters
 No Wonder (That I Love You)—Fox-trot... Clare Winters
 Tell Her in the Springtime ("Music Box Revue,
 1925")—Fox-trot... Horace Prell
 Spread a Little Sunshine—Fox-trot... Rubie Jones
 Asi Yo Te Quiero—Vals... Cervantes and Cueto
 El Borrachillo—Cancion Mexicana... Amparan and Gallardo
 Mi Unica Ilusion—Vals... Monteros
 Ya No Llovera Pelonas!... Munoz
 Los Gavilanos—Fox-trot... Martin and Guerrero

MUSIC ONLY

Que Voy a Hacer?—Vals... Irving Berlin
 Tormento—Danza... Campos and Hernandez
 Monavanna—Fox-trot... Fred Fisher
 Emilia—Vals... G. R. Lozada
 Isabel—Danza... A. P. Pasarell
 Su Majestad El Fox—Fox-trot...
 Mujeres Y Coloretes—Paso Doble... C. Ruiz Conzales
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 Gotas de Whiskey—Fox-trot... A. Vega Natus
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SPANISH WORD ROLLS

Que Voy A Hacer?—Ballade... Irving Berlin
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 Que Voy a Hacer?—Vals... Irving Berlin
 Madre—Tango... Pracanio-Servetto
 La Perla De Occidente—Fox-trot... Arias-Ruvalcaba
 Morir Por Tu Amor—Vals Cancion... B. de J. Garcia
 Nena... Puche-Casamos
 Beso De Luna—Vals... Herrera-Vasquez
 Flor Que Lloro—Cancion Espanola... Eobedo J. Garcia
 Horas De Recuerdo—Vals... Vicario-Ortiz
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 Pelonas—Fox-trot... Harris Y. Rule
 Benamor—Fox-trot... Pablo Luna
 Los Ojos Negros—Cancion Espanola... F. M. Alvarez
 Ojos de Juventud—Vals Lento... Ar. Tolentino
 Miss Kate—Fox-trot... A. & C. Espinosa de los Monteros
 Serpentina—Fox-trot... Manuel Rivera Baz

AUTO-ART

These Rolls for Standardized Reproducing Tracker Bar
 Title Composed Played by
 The Heart Bowed Down (The Bohemian Girl)—Song,
 —Balfe... Roger Le Mar
 Sweet Genevieve (Song)—Henry Tucker... Roger Le Mar

INSTRUMENTAL ROLLS—MUSIC ONLY

Humoresque (Op. 101 No. 7)—Anton Dvorak, Robert Billings
 Jeu Des Ondes (The Play of the Waves)Leschetizky, Ivan Petrikoff

LIBRARY EDITION—WORD ROLLS

Comin' Thru the Rye—Song... Roger Le Mar

MUSIC ONLY

Valse Caprice (Op. 33)—C. Chaminade... Cora Mel Hatton
 Automne (Etude de Concert)—C. Chaminade... Ivan Petrikoff

FOREIGN WORD ROLLS

Wu Sannen Heine Sieben Gute Yohr?—Hebrew,
 Pub. Kammen
 Kuna D'Argento (Valzer Cantabile)—Italian, Patrick Ciculli
 Veni Amuri Sul Mar (Canzone Siciliana)—Italian,
 Luigi Tutela
 Blimelach Zwei—Hebrew,
 Hab' ein Blaues Himmelhett—German... Reichert and Lehr
 Rekruti—Bohemian... Karel Pospisil
 FOREIGN ROLLS—(Music Only) Luigi Tutela
 Italiani Vittoriosi—Italian... Luigi Tutela

Selling Competitor's Goods at Low Prices Is Unfair

Federal Trade Commission in Recent Case Rules Against Practice of Undermining Competitor's Prices to Win the Market

WASHINGTON, D. C., January 13.—Selling a competitor's product for less than his regular price for the purpose of getting rid of the competing articles and demoralizing the competitor's market has been added by the Federal Trade Commission to the list of unfair methods of competition which are proscribed.

In its first case of this nature, just concluded, the commission learned that a foreign manufacturing concern, forced out of the American market by the war and finding, upon its return to this country through a domestic branch, that the market was stocked with goods of American companies which had sprung up during the war years, leaving it unable to sell goods as fast as they were produced, had resorted to the practice of effectuating exchanges of its product for that of competitors which were in the hands of jobbers, losing considerable money in these deals and accumulating a stock of competing products. The stock so accumulated was then sold to customers of competitors at prices far below the regular prices, the sales being made in such a way and at such places, it was shown, as were best calculated to injure competing manufacturers.

The Smith-Moore Music Co. was recently opened in Camden, S. C.

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Efforts are being made by the North Jersey Association of Credit Men in conjunction with the officers of the Brendonne Corp., of Newark, N. J., to reorganize the company on a sound basis and to protect the general creditors to the fullest extent.

**SOUTHERN
VICTOR WHOLESALERS**
The Corley Company
 RICHMOND VIRGINIA

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.
 204-6-8-10 CLAY STREET, BALTIMORE, MD.

A C B Z A C O E H L K L N P Q R U A X V B D F G I J L N P Q S U V X Z V C E F H J K W O P R T A C E M O N
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ORO-TONE No. 100 COMBINED Recording, Reproducing and Radio EDISON ATTACHMENT



Showing how easy it is to record with the new Oro-Tone No. 100 recording, reproducing and radio attachment

Unsurpassed

1. In simplicity and ease of operation—can be attached and removed instantly.
2. Gives astonishingly true tone reproduction. With slight practice every word becomes clear and distinct.
3. This No. 100 Attachment also plays all records on the Edison Phonograph, including the records it records.
4. As a means for closing Edison sales this No. 100 Attachment will prove a tremendous help.

Read the five advantages given below.

SAMPLE ON 30 DAYS' APPROVAL

SEND for one of these new No. 100 Oro-Tone Combined Recording, Reproducing and Radio Attachments on 30 days' approval. Give it a trial. Note how easy it is to attach. How clear and distinct the recorded tone. How astonishingly simple it is for anyone to record a song, a speech, a reading. How keenly the public is interested.

To all of our present customers, and to every Edison Dealer we sincerely recommend this new No. 100 Attachment for the following reasons:

1. It will help you to close more Edison phonograph sales. The No. 100 Attachment enables anyone to play all records on the Edison. The Oro-Tone self-adjusting reproducer gives a marvelously clear, beautiful tone.
2. You will find splendid sales of this recording attachment among those to whom you have already sold Edison phonographs. Simply calling their attention to the excellence of this recording attachment and the pleasure to be derived from it will make the sales.
3. You will have a steady sale of the Pathé records used with this attachment. These records

can be covered on both sides. Recording requires no careful adjustments. A child can operate the attachment.

4. The unusual pleasure which this sure-fire recording device will give Edison owners will result in much valuable publicity for your store and therefore new prospects and more sales.

5. The radio attachment permits any radio set to be attached by simply removing the radio cap C. The phonograph can then be used as a loud speaker.

* * *

PLAYS ALL RECORDS

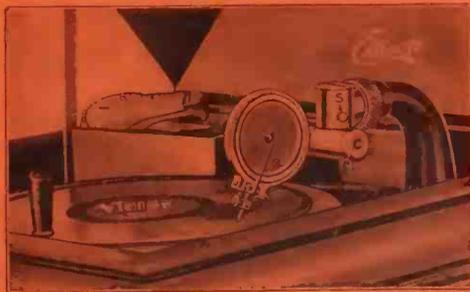
The small cut herewith shows how Victor, Brunswick, Columbia and other makes of needle records may be played with this new Oro-Tone No. 100 recording, reproducing and radio attachment. Easy to change needles. The complete outfit consists of attachment, recording horn, sapphire recording needle and one Pathé recording record.

* * *

PRICES AND TERMS

Nickel Finish	\$ 8.50
Gold or Antique Bronze (Oxidized)	10.50
Pathé Aluminum Recording Records25

(40 per cent Discount to Dealers)



The Oro-Tone Co.
QUALITY FIRST

1000-1010 George Street Chicago, Ill.

Ask your Edison Jobber for a Sample

The NEW EDISON

P H O N O G R A P H

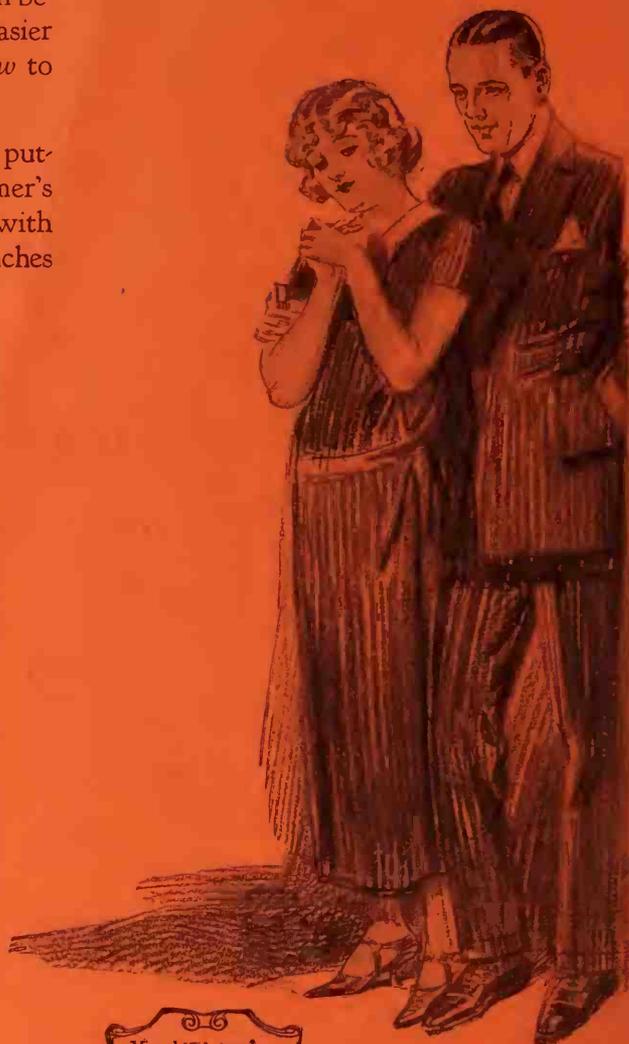


YOU'RE selling the New Edison because you've found it much easier to sell the product you know to be the best in its field.

You can make sales still easier by putting the New Edison into the customer's home for side-by-side comparison with any other phonograph—this test clinches the sale!

Turn to pages 36 and 37, inside.

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



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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Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Edison Phonograph Distributing Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—Edison Phonograph Distributing Co.

INDIANA
Indianapolis—Edison Phonograph Distributing Co.

IOWA
Des Moines—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Orange—The Phonograph Corp. of Manhattan.

NEW YORK
Albany—American Phonograph Co.
New York City—J. F. Blackman & Son, (Amberola only).

Syracuse—Frank E. Bolway & Son, Inc.
W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
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Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

CANADA
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.

Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).