

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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BRUNSWICK PHONOGRAPHS BRUNSWICK RECORDS BRUNSWICK RADIOLAS



The Sign of Musical Prestige

Brunswick

PHONOGRAPHS · RECORDS · RADIOLAS

THE BRUNSWICK BALKE-COLLENDER CO.

Manufacturers—Established 1845

General Offices: CHICAGO Branches in All Principal Cities
New York Office: 799 Seventh Avenue

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

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

This Sales Compelling Advertisement Appeared in the March 28th, 1925, Issue of the Saturday Evening Post



The last word in RADIO SPEAKERS. A beautiful cabinet of English Brown mahogany—the famous Sonora built-in, all-wood tone-chamber. Space for batteries inside cabinet.
Equipped with De Luxe Radio Reproducer, \$60
Equipped with Standard Radio Reproducer, \$50

A CROSS-SECTION of the Sonora tone chamber. Here is the secret of Sonora's perfect tone. In all Sonora instruments the "horn" or tone chamber is made of many thicknesses of wafer-thin veneer—laid with alternating grain to neutralize vibration. All harsh overtones are eliminated.

THE SONORA RADIO SPEAKER with all-wood tone chamber—No mechanical noise—No harsh overtones. Can be plugged into any radio set—No extra batteries needed.
De Luxe Model—\$30
Standard Model—\$20

A marvelous improvement for every Radio set



ANNOUNCING a new range of Radio Speakers, Radio Cabinet-Speakers and Radio-Phonographs

Into every one has been built the famous Sonora ALL-WOOD tone chamber

This chamber frees radio from mechanical noise—gives you music in all its original loveliness of tone



SONORADIO MODEL 242—Sonora Radio-Phonograph with three-tube Wate Neutrodyne Set built into a beautiful cabinet. This instrument is equipped with the Sonora all-wood tone-chamber for both radio and phonograph.

Price, \$235

THE first great achievements of radio were volume and distance. But the third quality—perfect tone—has been a baffling problem. Ordinary "loud speakers" of solid wood or metal add discordant vibrations that mar the beauty of radio.

Now Sonora has solved this problem—has given to radio its famous tone-chamber. Now you can have radio free from mechanical noise.

This famous Sonora tone-chamber is all wood—but not solid wood. Instead, ply upon ply of thin, seasoned wood is moulded around a form as perfect as the science of acoustics can make it. Each wafer-thin layer is set at cross-grain to the next. Between each pair of plies are spread sheer films of gum which function like the quick-silver coating on a mirror, neutralizing vibration and reflecting every faintest sound.

Not a single tone is added—none taken away. And Sonora has built this perfect tone chamber into a complete range of superb Radio Speakers, Radio Cabinet-Speakers and Radio-Phonographs—to go with any radio set.

IF you already have a radio set you will want either the compact Radio Speaker—or the new Cabinet-Speaker, a console model, with space for batteries inside.

And for music lovers who want a combined radio and phonograph there are models furnished with a complete Sonora phonograph—some equipped with radio—others with space provided for your own set.

Look over the list of models illustrated on this page. Then drop in at your dealer's and hear them for yourself. In each instrument you will find marvelous beauty of tone built into an exquisite piece of furniture.



THE FAMOUS SONORA PHONOGRAPH—has been adapted to accommodate all standard radio sets. The latest model—the Chatham—contains a complete phonograph and space for your own radio set. Price, \$125
Other phonograph models range from \$35 to \$3000—including many exquisite De Luxe period instruments.

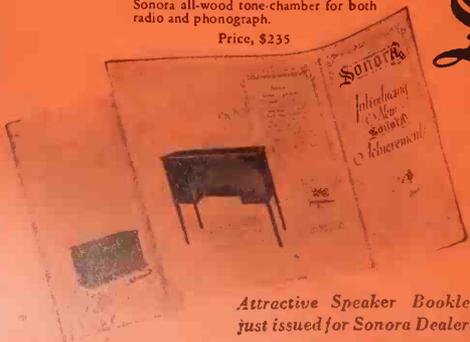
Sonora
CLEAR AS A BELL 

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

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

Canadian and Export Distributors:

C. A. RICHARDS, Inc., 279 Broadway, New York City



Attractive Speaker Booklet just issued for Sonora Dealers

The Talking Machine World

Vol. 21. No. 4

New York, April 15, 1925

Price Twenty-five Cents

Hazeltine Corp. Secures Control of Latour Patents

Eighty Radio Patents and Patent Applications Involved in Important Deal of American Radio Manufacturer With French Inventor

Complete control of the entire United States patent situation, including corresponding rights in Cuba, which comprises issued United States Letters Patents and patents pending covering the inventions of Professor Marius C. A. Latour, the noted French scientist and engineer, was acquired March 31 by the Hazeltine Corp., Jersey City, by reason of its control of the recently organized Latour Corp., a Delaware company. This deal, one of the largest closed since the development of radio broadcasting, involves some eighty patents and patent applications covering numerous important phases of the radio art as developed to date.

The Latour inventions relate to receiving apparatus as well as to transmitting equipment and in this latter respect they will undoubtedly have a direct bearing on the development of the radio communication business.

The inventions of Professor Latour also apply to all forms of communication wherein vacuum tubes are employed and this particularly applies to the so-called "wired wireless" or multiplex telegraphy and telephony. Some idea of the importance of the inventions in this respect may be gleaned from the fact that the American Tel. and Tel. Co., and the Postal Telegraph Co., have purchased licenses under the patents. Other concerns who have secured non-exclusive licenses in the radio field are the Radio Corp. of America and the Freed-Eisemann Radio Corp.

In addition to the rights it has acquired under the Latour patents, the Hazeltine Corp. is the sole owner of the patents and trade marks covering the inventions of Professor Louis A. Hazeltine on which the neutrodyne receiver has been built. The Hazeltine patents and trade marks would appear to be the most valuable individual patents in the radio industry at the present time, officers of the corporation stated. During the year 1924, the public paid more than \$26,000,000 for the products of the fourteen manufacturers licensed to operate under the Hazeltine patents.

By reason of the Hazeltine Corporation's control of the Latour patent situation through its ownership of the large majority of the stock of the Latour Corporation and its ownership of the Hazeltine patents, it becomes at once one of the foremost factors in the development of the radio art.

The United States patents covered by this transaction are Nos. 1,234,914; 1,317,025; 1,271,915; 1,354,312; 1,330,638; 1,382,738; 1,405,523; 1,421,015; 1,447,793; 1,449,863; 1,470,628 and 1,367,915 and approximately sixty-eight other patent applications which are pending. The Latour Corp. also will own all of the radio inventions of Prof. Latour perfected within the next five years.

Prof. Latour departed for France last week after a stay of several months in this country spent in negotiating for the transfer of his patent rights and arranging the licenses mentioned above. He expressed himself as being highly satisfied with the arrangements made and stated that at the moment he is not contemplating any lawsuits.

In Bankruptcy

The National Airphone Corp., New York, manufacturer of Somerset radio receivers, was recently placed in bankruptcy with liabilities of approximately \$100,000 and assets of about \$20,000. C. G. Ludvigh was appointed receiver.

Zenith Radio Corp. Takes Over Large New Quarters

Executive Offices of Corporation Moved to Strauss Building on Michigan and Jackson Boulevards—New Factory Also Secured

CHICAGO, ILL., April 9.—The Zenith Radio Corp. made an important announcement this week relative to the occupancy of its third factory and



New Zenith Executive Home

the removal of its executive offices to the famous Strauss Building at the corner of Michigan and Jackson boulevards. The new factory, which is shown in the accompanying illustration, is situated in the central manufacturing district of the city, being a four-story structure containing 185,000 square feet to be devoted exclusively to the manufacture of Zenith sets.

A very interesting provision has been made by the company in pursuance of its belief that,



Latest Addition to Zenith Factories

although the dealer trade throughout the country has studiously sought ways and means of understanding and selling radio products along standard lines, it has not been backed by a practical experience which is naturally necessary to the success of merchandising. The Zenith Radio Corp. will now devote a consider-

able space in its new factory as an educational department. Space is being set aside and properly equipped to conduct regular courses in training for the selling and serving of radio apparatus. It is the intention of this department to cover radio in a general way rather than to confine its entire efforts to the Zenith line exclusively. Subsidiary courses will also be put into effect, including local advertising, window displays, interior displays and layouts.

An entire floor in the Strauss Building has been leased by the Zenith Corp. for occupancy May 1, and adjacent to its new offices and in the tower of the Strauss Building Zenith will install handsome super-broadcasting studios when WJAZ will again be back in the air. In 1923 and 1924 the Zenith Radio Corp. owned and operated station WJAZ and, pending the consummation of its plans for broader activities, the company sold the station but retained its call letters.

The rapid development of the Zenith Radio Corp. may be attributed to the quality of its product and the personnel of its executive organization. Eugene F. McDonald, Jr., president of the company, is backed by years of activity through the development stages and progress of the automobile industry, possessing a keen, practical knowledge of national distribution and field organization. "Tom" Pletcher, vice-president of the company and also president of the Q R S Music Co., is known to practically every music dealer in the country, having been for thirty years prominent in the music field.

Salt Lake City House Gets Sonora Distribution

Frank V. Goodman, general sales manager of the Sonora Phonograph Co., Inc., announced recently that the company had appointed the Strevell-Paterson Hardware Co., Salt Lake City, Utah, a distributor of Sonora products for the States of Utah and Wyoming. This news will be of particular interest to the dealers in this territory because this wholesaler was for many years a distributor of Sonora products; the association ceasing a few years ago. The executives of the Strevell-Paterson Hardware Co. had been watching closely the rapid progress Sonora had attained the past year in the introduction of its various radio products, and they were so enthusiastic regarding the future for the Sonora line in their territory that they made arrangements to rejoin the Sonora jobbing organization.

Western Dealers Planning Drives, Says W. C. Fuhri

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., returned to New York a few days ago after a visit to Cincinnati, St. Louis, Kansas City and Chicago. In a chat with The World Mr. Fuhri stated that conditions throughout this territory showed a very gratifying improvement and almost without exception the dealers are making plans for a healthy year. Record business is particularly encouraging and the Columbia branch managers report a keen interest in the new monthly lists of Columbia records. Incidentally, Columbia sales for March showed a substantial increase over February in every department of the company's activities.

New Okeh Accounts Opened

The Distributing Division of the General Phonograph Corp., New York, recently opened the following new accounts: F. E. Beach Music Shop, Bridgeport, Conn., and Pelito Bros., Hartford, Conn.

Concentration Promotes Lion Store Sales

Middle Western Music House Sends Its Men Out to Sell Talking Machines and Nothing Else—Securing Prospects—Publicity Tie-Ups

"One of the reasons talking machine dealers are not getting the volume of sales they should is because they scatter their efforts," said Harry J. Reeves, manager of the Lion Store Music Rooms, one of the largest and most aggressive talking machine departments in Ohio. "While we must admit that machine sales are not up to the pace set a couple of years ago, nevertheless fully 60 per cent of our population is still without a phonograph, hence they are prospects. Here we keep four men busy on outside selling. They must concentrate on talking machines. They are not permitted to sell radio or other merchandise carried by the store."

How Prospects Are Secured

Every morning each salesman is given a batch of prospect cards which he must call on and report upon. These prospects' names are secured by sending a return post card to instrument owners asking them if their machine operates perfectly, if they desire to receive the monthly supplement and then space is provided for the names and addresses of two or three friends who might be in the market for a machine. Also persons who come to the department for records are asked in a diplomatic manner for the name of an acquaintance who may want a phonograph. Then, about once a year general canvassers for all departments of the store make a survey of the city. These workers, whose duty it is to find out which make of machine, what type of home furnishings and the like people have or have not, turn in a vast amount of useful information for the music rooms. Salesmen are provided with automobiles for covering the territory. In the past the percentage of sales to calls on prospects has

run around ten or twelve per cent. However, in reporting upon direct sales covering a period of time—the season selected has much to do with the result. The record sales volume for a single month by a salesman is fifty-one talking machines.

In training canvassers Mr. Reeves always tells them to have at their tongues' end a pleasant little chat, which may have nothing to do with talking machines but will tend to break down the aversion and the resistance which housewives often have toward canvassers. After that is accomplished they go ahead with the talk.

Timely Publicity and Tie-ups

The department uses timely events, window displays and newspaper advertising to build good-will. Recently Jean Goldkoette and His Orange Blossom Orchestra played to a crowd of about 300 persons in the music rooms. The inaugural address of President Coolidge drew another 300 to listen to the radio program. While they waited for the broadcasting to begin, Mr. Reeves played new records and talked to the visitors of talking machine ownership. Window and department displays are arranged by expert decorators, hence they are always of high order. Advertising is employed both for making sales and for keeping owners sold on their machines.

Promoting Record Sales

In promoting record sales the girls through the use of correspondence, the telephone and personal contact have each built a following. The phone is used to advise customers of musical events, new releases, etc. The Red Seal Derby Contest is a stimulating force for sales

of records of the better music. The girls are given a prize for attaining a volume of \$500 and may win as many prizes as their efforts will enable them to. Again, every Monday morning two slow-moving records are put upon a special list. These extras run from two cents to five cents for each record sold. There is no inducement equal to cash for securing the co-operation of workers. While some houses frown upon the plan of extra rewards for additional service, nevertheless the practice is a sure means for keeping a record stock clear of dead discs.

All collections here are handled by the credit department of the store. If a customer becomes slow and a subject for special attention a series of collection letters is sent to him. If these fail to bring the desired response and all other efforts fail the machine is repossessed. However, repossessions are few, for usually a way is found which will enable the customer to keep his phonograph. Efforts here are directed toward finding a way to keep customers satisfied instead of antagonizing them.

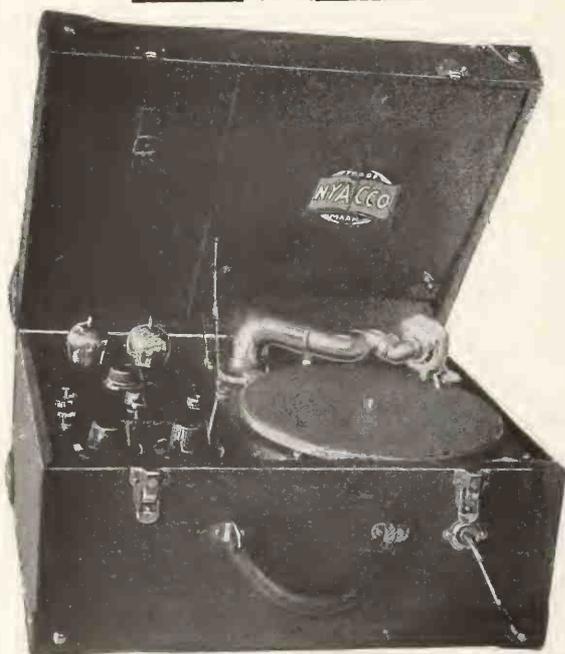
Direct Mail Promotes Sales

Direct mail advertising plays an important part in the department publicity work. At intervals the long list of prospects is circularized. Letters are used for special purposes. The mailing list is kept free from dead names through careful checking of mail pieces with the local post office and co-operating with the service which Uncle Sam offers business houses.

The radio division of the store is operated in conjunction with the music rooms. Experts are in charge of the promotion work of the department.

NYACCOFLEX

R. P. 1.



Dealers, write your jobber for details, or address

NOW IS THE TIME FOR
Portable Radio Phonograph Combination
R. P. 1

WE
MAKE IT
YOU
PREPARE
FOR BIG
DEMAND



LESS USUAL DISCOUNTS

Radio Panels
for
Console Phonographs

R. P. 3

3-tube reflex loudspeaker
volume, distance selectivity
panel: 10x14

List\$45.00

R. P. 5

5-tube tuned radio frequency receiver. Two sizes: 14 1/2 x 17 3/16 or 15 3/16 x 16 7/8

List\$65.00

New York Album & Card Co., Inc.

23-25 Lispenard Street, New York



Brunswick Dealers Today Are Enjoying Active Business

Making New Musical History



Brunswick Radiola No. 60
Equipped with the Super-Heterodyne
One of the eight models ranging in price
from \$170 to \$660

*No outside wires
No acid batteries
No exposed horn
All in one beautiful instrument*

Today Brunswick's factories are busy—sales are increasing steadily—Brunswick dealers are prosperous—the public is *buying* Brunswick merchandise.

BRUNSWICK Radiola, the new musical instrument, has met with universal and instantaneous success. Two new models of Brunswick Phonographs have just been announced. New stars are constantly being added to the celebrated talent available on Brunswick Records.

The Brunswick Hour of Music, taking advantage of radio to further enhance the entertainment value of Brunswick Radiolas in the home, extends the widespread demand for Brunswick Records.

Brunswick activity is the sensation of the music trade.

New Guaranteed Prices

New prices have placed the Brunswick Radiola within the reach of all. Increased production, due to consistently growing sales, has permitted noteworthy price reductions.

These new prices are *stable*—they are guaranteed by Brunswick for 1925.

And this has stimulated sales to a still higher key. Today, the Brunswick line shows the most amazing activity.

Again Brunswick makes musical history!

THE BRUNSWICK-BALKE-COLLENDER CO.
Manufacturers—Established 1845
General Offices: CHICAGO Branches in all Principal Cities
New York Office: 799 Seventh Avenue
THE BRUNSWICK-BALKE-COLLENDER CO. OF CANADA, Ltd.
Main Offices: 358 Bay Street, Toronto
Branches at Montreal, Winnipeg, Calgary, Vancouver

The Sign of Musical Prestige
Brunswick
PHONOGRAPHS · RECORDS · RADIOLAS

Attachments for EDISON

New Favorite Supreme Adapter

Very Loud and Clear Natural Tone Reproduction

PRICES:

Nickel-plated Adapter	\$4.35
Gold-plated Adapter	5.00
Oxidized-plated Adapter	5.00
No. 1 "Supreme" Sound Box, nickel-plated, loud and clear	2.00
No. 1 "Supreme" Sound Box, gold-plated, loud and clear	3.00
No. 1 "Supreme" Sound Box, oxidized	3.00
Supreme Sound Box for Columbia Tone Arm (nickel only)	2.00

Special Prices to Quantity Buyers



ATTACHMENT

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

New Favorite Exceltone Adapter

Good Quality, Best Outfit for the Price

EXCULTONE ADAPTER

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



Write for Samples

FAVORITE MFG. CO.

C. KRONENBERGER, Pres.

105 East 12th Street, New York

Telephone Stuyvesant 1666

Brunswick Co. Launches Retail Sales Contest Which Is National in Scope

Complete Details of the Latest Brunswick Drive for Business—Awards to Winners in the Sales Race Will Total More Than \$3,000 in Cash and Prizes—Keen Competition Expected

On March 30 the Brunswick-Balke-Collender Co. announced complete details of a sales contest between Brunswick retail sales people which began Monday, April 13, and will continue until July 6, the last-named date not being included.

To add interest to this competition existing between Brunswick sales people, a series of eighty-four prizes as a reward for successful competitive selling are being offered. These awards will total more than \$3,000, including cash prizes, Waltham watches, traveling bags and Richelieu pearls. To make it possible for all salesmen to compete upon an equal basis, cities and towns have been divided into four classifications, according to population as follows:

Towns of ten thousand or less, ten to fifty thousand, fifty to one hundred thousand and one hundred thousand or more. In this way the competition is in reality divided into four separate and distinct contests and the awards in each classification are full and complete. Each competitor will be on an equal basis and the salesman in the small community will have the same opportunity as his fellow contestant in the large city.

The prizes total the same for each division and an award of \$25 will be made each week during the twelve weeks of competition to the high-point scorer in each of the four population classifications. Each month two prizes, the first amounting to fifty dollars and the second twenty-five dollars, will be given to the high-point scorers. All points scored by the competing salesmen will be totaled to determine the winners of the grand awards of \$150, \$75 and \$50. The high scorer in each classification has the option of a trip to the Brunswick factory at Muskegon, Mich., all expenses paid, or in lieu of this may choose either merchandise or the cash award. In fact, in every instance the winner can elect to receive a cash award, or, if he or she desires, may choose between prizes. In all, eighty-four awards, including four free trips to the factory, are offered Brunswick sales people.

No salesman will be awarded more than one

weekly prize, nor more than one monthly prize, but can win a weekly, a monthly and a grand prize. In case of ties each tying salesman will be granted the full award.

Every instrument sold by the retail salesman, whether it be a Brunswick phonograph or Radiola, will entitle the salesman to a certain number of points, the number varying with the model. Each week the dealer or department manager will fill out a form showing the instruments sold by the individual salesmen and will forward it to the manager of sales promotion, Brunswick-Balke-Collender Co. As soon as the information is listed the details will be entirely destroyed.

Considerable interest has been aroused since the original announcement of the contest, and since competition is the very backbone of modern business it is expected that Brunswick dealers and retail sales people throughout the country will enter into the race for prizes with enthusiasm and a keen spirit of friendly rivalry.

Koch Harmonica, Inc., Opens American Offices

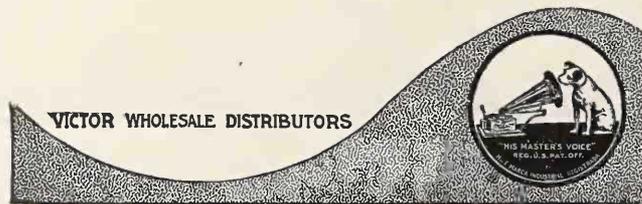
Koch Harmonica, Inc., of Trossingen, Germany, manufacturer of Koch harmonicas, has opened American offices at 25 West Forty-fifth street, New York, under the direction of Paul L. Baerwald, well known throughout the talking machine trade. Richard Koch, head of this company, accompanied by Mr. Baerwald, recently made a trip to the leading trade centers, appointing jobbers for Koch products.

Philco Co. in New Home

The Buffalo office of the Philadelphia Storage Battery Co., of Philadelphia, Pa., manufacturer of Philco Batteries, has been moved from the Lafayette Square Building to 1019 Genesee Building. Another change made necessary by the continuous growth of this company is the move in the near future of the branch depot at San Francisco to new and larger quarters.



Stand by the goods that have stood by you and they will stand by you when you need them.





5 New Brunswick POPULAR STARS

Keeping abreast of the times in popular music



Harry Snodgrass

Famous radio pianist of Station WOS, Jefferson City, Mo., whose unique style of playing brought quick fame. Now appearing on the Orpheum Circuit. His first record, "Three O'Clock in the Morning," is now being issued to Brunswick dealers.



Joe Green

The first man to master the wonderful new Vibraphone, and put it on records. This delightful instrument has struck a new mood in music. The records of Green on the Vibraphone have proved good constant sellers.



Frank Munn

A recent star who became an overnight sensation at his first concert and first broadcasting. His voice is a pleasing lyric tenor, his diction perfect. One of today's outstanding straight ballad singers.



Nick Lucas

"The Crooning Troubadour." An artist whose rise has been truly meteoric. His records have a new appeal — a combination of vocal and guitar, with popular hits, that has become tremendously in demand.



The Rhythmic Orchestra

Has created a new vogue in dance music. They play original compositions based on the themes of popular classical compositions. Their first records are just appearing.

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

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The Sign of Musical Prestige

Brunswick

PHONOGRAPHS · RECORDS · RADIOLAS

How E. C. Bickford Trains His Salesmen

General Manager of Fink & Co., Baltimore, Tells How Merit System Keeps Men on Their Toes Every Minute — Management Hints

"With conditions in general as they are to-day and the unusual resistance encountered in merchandising talking machines, the dealer who calmly waits in his store for business to come to him simply gets the scattered crumbs," according to E. C. Bickford, general manager of Fink & Co., prominent talking machine dealers of Baltimore, Md. "Most cities have their full quota of talking machine and music stores, all of which are hungry for business, and as a consequence of this keen competition the dealer who is after his share of sales must go out and dig, and the outside sales organization is the solution of the problem."

Mr. Bickford backs his statement by his own achievements, which during last year resulted in the sale of more than 1,100 talking machines and approximately 16,500 records. In addition, a few months ago he conceived the idea of building up record business in the army base near Baltimore. The latest records are sent to the camps and are played over before the various companies under the supervision of one of the soldiers selected for this duty and those records which meet with the approval of the men are purchased and the rest are returned. From this source the record business of Fink & Co. is in the neighborhood of \$600 per month. More than twenty-five radio sets have been sold direct to the soldiers as well as talking machines, accessories, etc.

Training Salesmen a Real Need

"By an outside sales staff I do not mean the usual two or three men devoting most of their time to field work, but a properly trained, well organized force of from six to fifteen men," points out Mr. Bickford. "A fairly wide experience as a salesman as well as the management of sales organizations has forcibly demonstrated that outside selling proves a failure and a costly experiment to many dealers because of lack of proper training and direction of the individual members of the sales staff.

"For example, take the case of Mr. Dealer whose business is coming in slowly, so slowly in fact that he is alarmed and decides that some drastic action is necessary. He inserts an ad in the newspaper for salesmen, selects two or three, arranges to pay them a salary or drawing account, gives them a few prospects and sends them out to get business. The first week passes and the results are practically nil; the record of the second and third weeks is practically the same. By the end of the fourth week the dealer's investment has assumed consider-

able proportions, far in excess of what the dealer expected considering the one or two sales that have been made. Mr. Dealer begins to get worried.

This frame of mind is very evident to the men by the manner in which he starts them out the following mornings. The salesmen have



E. C. Bickford

undergone some mental changes too. They come in at night and report that they have called on Mrs. So and So, etc., who were not at home. They name Mrs. Brown and Mrs. Black whom they are sure to close next week, and too often next week never comes. By the middle of the fifth week one of the men fails to appear for work and at the end of the week Mr. Dealer, thoroughly discouraged, lets the other two go, angry with the men and himself. The dealer has good reason for being angry with himself for he is largely responsible for the failure.

"In the first place it is by no means an easy task for a man to go out into the field and consistently sell sufficient merchandise to make a fair wage and be an asset to his house. Certainly the necessary knowledge cannot be gained in two or three weeks. In the second place the type of men who are to work on the outside must be selected with the greatest care.

In the third place these men must be trained. In the fourth place their enthusiasm for building up sales volume must be constantly stimulated by the sales manager or employer.

Organizing the Sales Force

"The following method of organizing a sales force I have found very successful: Run an ad in the local newspaper for a few days. From the applicants select the man you determine to be best qualified and for future reference retain the names and addresses of other applicants who look promising. This one man is the foundation of your organization. Do not even think of starting him to work immediately, but devote at least three weeks, night and day, with him, calling on prospects, canvassing, getting machines into homes on approval, closing, etc., until the man is thoroughly familiar with your methods and able to carry them out himself successfully. Then select the next best applicant and turn him over to the first man for instruction. These men should then be supervised for several weeks until they are thoroughly trained. At this period the dealer is in a position to select two more men, each to be placed in charge of the two experienced and trained men, who will instruct the new salesmen. Thus the dealer has two teams of salesmen.

Building Up Selling Enthusiasm

"One of the most successful plans for building up sales enthusiasm is the sales contest, with cash prizes for the winners. In this connection I have found the merit schedule reproduced herewith most effective in keeping track of the results achieved by the various salesmen. Also this method of giving merits has had the effect of stimulating the endeavors of the salesmen in securing the largest possible down payments, the shortest possible contract length and at the same time encourages careful selection of prospects.

"I believe it is more necessary for a man to have the incentive to do his best than for the man to have ability. If the salesman is 80 per cent efficient but does not consistently exert that 80 per cent in the long run the man who is only 50 per cent efficient but is given the incentive to constantly exert every effort very soon will be 80 per cent efficient and get greater results.

Get Instruments Into Homes

"In our business we believe it is very important to at least get the machine into the home for a demonstration. Once this is accomplished

(Continued on page 12)

For the Profitable Sale of Records—

The Audak System

The modern method of demonstrating and selling records

Without the Use of Booths

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

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



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

Your Foundation in RADIO



RADIO
 PEARSELL SILVERVOICE PEARSELL SPEAKERS
 SERVICE HOLTZERCABOT SERVICE TUBES
 THERMIODYNE PEARSELL PHILCO PEARSELL
 SLEEPER SERVICE BURGESS SERVI
 PEARSELL ZENITH PE R SALL FULL-WAVE
 SERVICE RADIOTRON SERVICE ELECTR



General Specifications

In contracting for your Radio Business Building these specifications should be followed.

SCHEDULE

<i>Excavations</i> Footings Foundations Masonry	Pearsall Service—A distributing organization of ten years' standing.
<i>Super-Structure</i> Steel Cut Stone and Brick	Zenith Thermiodyne and Sleeper Lines thoroughly seasoned and inspected.
<i>Finishing</i> Woodwork Trim	Silver Voice — Amphion — Ethovox — Holtzer - Cabot speakers and units—Console cabinets and radio tables.
<i>Electrical Work</i>	Philco and Burgess Batteries, Full-Wave chargers and Elec- trad Aerial Kits—Radiotron Tubes.

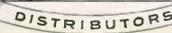
All material and workmanship unconditionally guaranteed by the manufacturer and the Pearsall Organization.

Desire to serve plus ability.

"Ask any Pearsall dealer, he'll tell you."

10 East 39th St.  New York City

SILAS E. PEARSALL COMPANY

Wholesale  Exclusively



(Registered in the U. S. Patent Office)

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NEW YORK, APRIL 15, 1925

Going After Business and Getting It

THEORETICALLY, every home in the land, no matter how humble, represents a prospect for the sale of a talking machine and at least a few records, and certainly the point of absorption, so far as talking machines are concerned, cannot be said to have been reached until at least 90 per cent of all the homes are thus equipped. There are still thousands of homes which are in a position to finance the purchase of machines and record libraries.

It is generally conceded that the talking machine business has not been active for one reason or another, and in the trade itself lack of sales energy is offered as the cause.

Now, as a matter of fact, there is business and plenty of it, the problem being how the talking machine dealer may capture these sales in the face of competition from other lines. And experience proves that where the dealer launches an intelligently planned and determined drive for business he gets it. Various surveys have been made of the number of homes equipped with talking machines and the figures range from 25 to 50 per cent in different sections of the country. Recent extensive surveys of this character made in a number of the larger cities have brought forth the information that only about 30 per cent of the homes in those cities were equipped with talking machines of any sort, leaving 70 per cent still to be equipped, of which at least half, or 35 per cent of the entire number of homes, may be said to be worth-while prospects.

One manufacturer, the Victor Co., has been telling its jobbers and dealers that there was business to be had if it was gone after properly and to back up its assertion has staged a number of intensive canvassing and selling campaigns in co-operation with local jobbers and dealers in a number of cities, among them St. Louis, Syracuse, Baltimore, Washington and certain Florida cities. The campaigns meant strenuous effort and the expenditure of some money, but in each case it was reported that the direct result was a substantial increase in machine and record business over that booked for the corresponding period of last year, with the development of much potential business.

In St. Louis alone 25,000 homes were visited by a special crew of women making a so-called "musical census." The plan called for placing talking machines on trial in the homes, and of the several

hundred machines of various types so placed approximately 80 per cent remained permanently sold.

It costs money to conduct such a canvass even in a comparatively small town, but it costs money to promote any kind of successful business, and in this case the expenditure may be regarded as an investment for both the present and the future calculated to move stocks that just now may not be described as particularly active.

The trade has enjoyed in its history a number of "soft" selling years when the question was that of supplying rather than creating demand. Now the tables have turned, which does not indicate so much a lack of interest in talking machine music as it does an increase in the number of competitive factors, each primed to get a substantial share of the wage earner's spare cash. It means that the talking machine dealer, if he seeks to realize profits, must sell just as hard as the dealer in clothing, furniture, electrical appliances, etc. The potential market is there, but it requires development.

Carrying Charges Make for Better Terms

CONSIDERABLE thought is being given in various quarters, where instalment methods prevail, to the question of substituting a fixed carrying charge on term sales to replace the usual interest charge, the idea being that such a carrying charge can be made to cover a certain handling cost over and above interest, and being in a lump sum that obviates the necessity of figuring interest. Also upon realizing the amount of the additional carrying charge the customer is likely to give more than casual thought to the possibility of paying for the goods in cash and thereby effect considerable saving.

Perhaps the most remarkable development of the carrying charge idea is offered by the Music Trades' Association of Northern California in a schedule which provides for the addition of a fixed percentage to all balances remaining after the initial payment is made, the percentages increasing in proportion to the length of time over which payments are spread, as, for instance, 5 per cent for ten months or less; 6 per cent for eleven or twelve months; and so on. The plan not only protects the dealer, but encourages short-term buying as well as the outright cash purchase. The plan is outlined elsewhere in *The World* this month and is worthy of the attention of talking machine dealers generally.

Obligations of a Manufacturer to His Dealer

JUST what are the obligations of a manufacturer to his dealers in the matter of keeping the distributors of his products, which after all represent the mainstay of the business, properly informed of contemplated moves calculated to have an effect upon the business generally? This is a moot question. It is true there are an increasing number of manufacturers who realize that the man who has invested his time and money in the retailing of their products and has been loyal in the work of developing sales and advertising propaganda is entitled to at least some consideration when the time comes for a change of manufacturing policy or of product.

There are, also, manufacturers who are inclined to resent the dealer's interest, assuming the attitude that his appointment as representative carries with it no obligation to take him into the councils in the matter of production and that the business of the retailer is to sell the product as delivered to him. This, from one angle, may be quite right, for manufacturing and selling are two separate divisions of business, but the manufacturer who does not take into consideration public demand in marketing his goods is unwise, and public demand is best reflected through the medium of the dealer and his experiences.

There have been instances in the trade where changes in the retail list prices of products were made overnight without sufficient warning to dealers to allow them to cover themselves in some measure at least in adjusting their present stocks. Machine models have been shipped from factories in considerable quantities on the same day that a notice was mailed to the trade announcing an improved type of the same model, thus cutting down the salability of the older style. A prior announcement would have saved many dollars to dealers and promoted good will.

There have been cases of dealers noted for their loyalty to a certain manufacturer losing thousands of dollars because of that loyalty for the simple reason that they have been kept in the dark

relative to certain manufacturing plans considered necessary and advisable. Had the manufacturers taken these dealers into their confidence even in a general way to the end of convincing them that they would have something worth while to realize upon, after a costly period of marking time, this spirit of loyalty would have continued unabated.

In the face of the reserved attitude of the manufacturer in taking a stand that gives little consideration to the dealer's problems or to his planning for the future, there develops in place of loyalty a spirit of dissatisfaction and unrest that is the forerunner to complete disorganization. The only one who profits is the competitor, as has been proved on numerous occasions in this and other industries.

The Solution of the Service Problem

THE question of service is that large problem that stands between many dealers in radio and the realization of an adequate profit in the retailing of a comparatively new product, and it is admitted that the satisfactory solution of this problem will be one of the factors to develop a new status for radio from the angle of the retailer.

The solution of the service problem rests largely with the dealer himself, provided, of course, that he has been careful in including in his stock only such receivers as are manufactured by concerns of standing and are covered by a worth-while factory guarantee as to construction and operating efficiency. If he thinks more of the sale than he does of his profit and worries more over competition than he does over his own business policies, then his servicing is going to put some red figures in the ledger. But, if he adopts a definite policy with his customers and sticks to it, he is more than likely to come out ahead of the game in some measure at least.

It has been demonstrated very forcibly that a big factor in keeping service charges within fair limits is by impressing upon the customer at the time of purchase the exact line of demarcation between free service by the dealer and that which must be paid for by the purchaser. The radio department of Frederick Loeser & Co., Brooklyn, has solved the problem in a large measure by insisting that each customer sign a "Condition of Sale" form, in which is set forth the fact that the free service consists of installing the receiver in the home and seeing that it operates satisfactorily. After

that, the work of the service man in replacing batteries or tubes or making other adjustments is chargeable at the rate of \$1.50 an hour.

The Condition of Sale form, for instance, provides that fair adjustments will be made where the construction of the receiver proves faulty within a definite period, but only in cases where the set has not been tampered with. It emphasizes that the life of tubes or batteries will not be guaranteed, though only products of recognized quality are sold. It specifies emphatically that no promises are made as to the distance-getting qualities of any receiver regardless of make or price, and the fact that the customer's signature must be attached to the form before the receiver leaves the store heads off any argument as to what was promised or not promised at the time of making the sale.

It is significant that since the Condition of Sale form has been in use at Loeser's no customers have endeavored to evade its terms and insist upon service said to have been promised by this or that individual. There have been adjustments, it is true, but they have been of a character met with in any line of business and have been taken care of to the satisfaction of both the store and the customer without running contrary to the fixed policy.

The secret lies in impressing the customer with just what service he is entitled to when he buys a receiver, and then adhering to the rules. The trouble appears to be, in many cases, that the dealer limits service to installation, for instance, and then weakens when the customer with a substantial balance unpaid on the set demands extra free attention. He sees the lost money and the lost sales if the request is not granted, but often fails to see that cash loss that is involved in the special service work.

The manufacturers can, and in many cases have, helped solve the service problem by marketing only sets of proved quality that have been carefully tested and inspected before leaving the factory. In cases where such sets are sold to the customer stripped, or provided with accessories, to be assembled by the customer, then the dealer's liability for service ceases when the equipment leaves the store, for in most cases a cash allowance is made in lieu of the installation charge.

In short, free service should be confined strictly to the original installation and to such adjustments as may become necessary through faults that develop in the set itself, and in the latter case it is the manufacturer and not the dealer who should be responsible for the charge.



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 E. C. Bickford Trains His Sales Staff

(Continued from page 8)

the chances of a sale are increased. In this connection we have found the 'approval order' illustrated in the next column worth while as a record of the transaction and as may be seen by

MERIT SCHEDULE

For you to figure out the number of merits due you on a sale. Add together the merits for style and price of machine, the merits for the down payment, also for the length of contract.

In figuring the percentage of down payment and length of contract always include the records.

CHENEY		VICTOR		DOWN PAYMENT	
Price	Merits	Price	Merits	Percentage	Merits
\$115.00	150	\$100.00	100	10%	100
160.00	225	110.00	110	11 to 15	150
165.00	240	125.00	140	16 to 20	250
180.00	350	150.00	185	21 to 30	325
220.00	425	180.00	225	31 to 40	375
225.00	435	200.00	250		
260.00	525	225.00	300		
275.00	550	250.00	350	Contract Length	
300.00	600	275.00	400	18 month	100
335.00	675	300.00	425	16 "	200
360.00	750	325.00	475	14 "	300
450.00	850	350.00	525	12 "	350
515.00	975	375.00	575	10 "	450
565.00	1200			8 "	500
				6 "	600

Cash 30-60-90 days, 1000 merits per \$100.

FURTHER MERITS

- 100 Merits for Victor Approval.
- 200 Merits for Cheney Approval.
- 50 Merits for Used Machines or new less than \$100.

DEMERITS

- 400 Demerits for poor judgment in sending approval.
- 300 Demerits if deal is accepted with less than 10% down or exceeding 18 months.

RADIO

Cheney Combination	700
Victor Combination	500
Atwater Kent with Pooley	600

the questions thereon if the form is properly filled in we have excellent data for our mailing list for future follow up in the event the sale falls through at the time of the first home demonstration.

"Many times we send records out to custom-

ers' homes on approval, especially in cases where a new instrument has been delivered. In order to keep these transactions straight we use a form with the following data: Name of

APPROVAL ORDER

Salesman
 Source
 Name
 Address
 Business
 Business Address
 Approx. Income
 Landlord's Name
 Date

Make
 Style
 Price \$
 Finish
 Trade in ?.....
 Approx. Value \$.....
 Who gave permission for app?.....
 Have you discussed Terms?.....
 If so, what?.....
 Deliver

RECORDS WANTED

It is of utmost importance to know customers' tastes

SALES LADY

No. of Machine
 Above Delivered
 Inspected by
 Amount of Records \$.....
 Put up by

SALESMAN'S REPORT IF RETURNED

Did they like machine.....If not, why?.....
 Did they like records.....If not, why?.....
 Did you suggest Cheney?.....
 What terms quoted.....Could they afford.....
 Give Detailed Report Why Machine Was Not Sold.
 Remember that this information will be very valuable on next call.

When are you going to follow up?.....

SALES LADY'S REPORT

Machine returned.....Amount of records ret. \$.....
 Machine and records inspected, put in condition for floor by

REMARKS

the salesman, date, sold to, address, amount sent on approval, number of records on con-

tract, number returned by salesman, total they now have, how much money received as initial payment on the contract."

Blanton-Walker Store Opens in El Dorado, Ark.

Approximately 4,000 in Attendance at Opening of Fine New Establishment

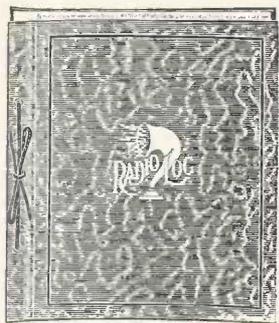
EL DORADO, ARK., April 1.—The formal opening of the Blanton-Walker Music Shop, which recently occurred in this city, was quite an event.



New Blanton-Walker Music Shop

There was music by the Crusader Orchestra, and something like four thousand people were in attendance. This store was established about one and one-half years ago by Terry and Blanton, but changed hands on February 1, Blanton-Walker having purchased the business and moved it into new quarters. Nationally advertised lines of phonographs are handled, including the Edison, Victrola and Columbia; Holton band instruments, and a strong presentation of radios, including the Radiola, Atwater Kent, Zenith, Freed-Eisemann and De Forest. In pianos the complete Baldwin line is carried. In this connection, T. H. Schroeder, of the St. Louis branch of the Baldwin Co., was present at the opening.

ART PEERLESS COMBINATION ALBUMS



New Peerless Radiolog at a lower price.



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

Attractively Bound—Stamped in Gold—At a Popular Price

The new revised Peerless Radiolog—now ready

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

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

A necessity for the portable

Every portable talking machine owner is a prospect for

PEERLESS RECORD CARRYING CASE

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

THIS IS IMPORTANT

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

"A CHILD'S LIFE OF CHRIST"

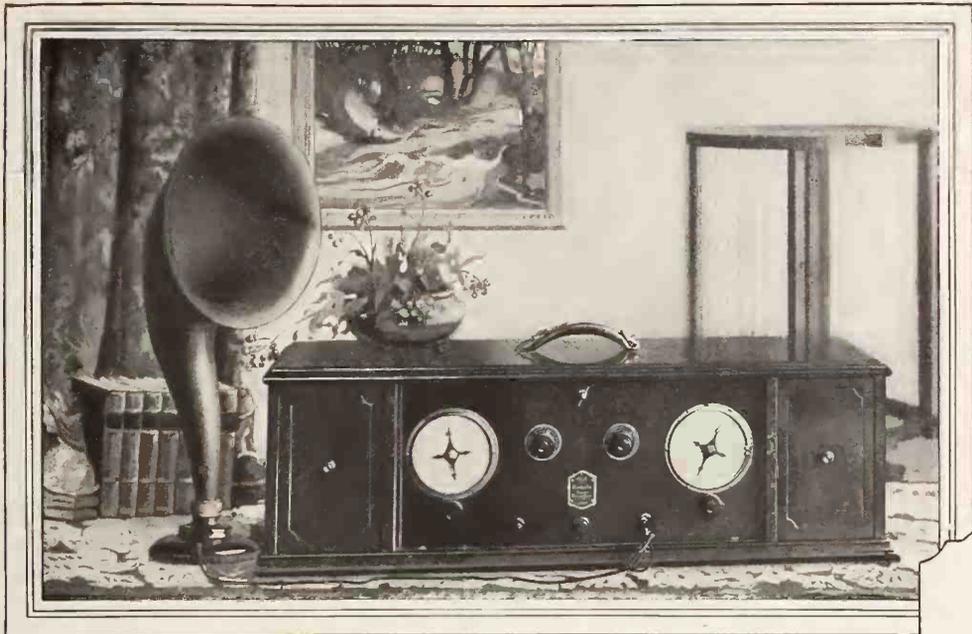
PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

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

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



**Radiola
Super-Heterodyne**

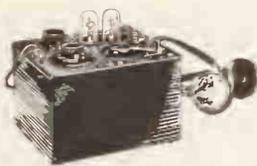
Known from coast to coast—the “Super-Het” that needs no antenna, and no ground connections—gets the station you want always at the same marked spots on the dials. Famous for *rare tone quality!* With six Radiotrons UV-199 and Radiola Loudspeaker (UZ-1325). List . . . \$256.

The external loop is extra and means further distance records, with battery economy. Model AG-814. List . . . \$12.

Quality of
performance
and quality
of *tone* mean
sales /

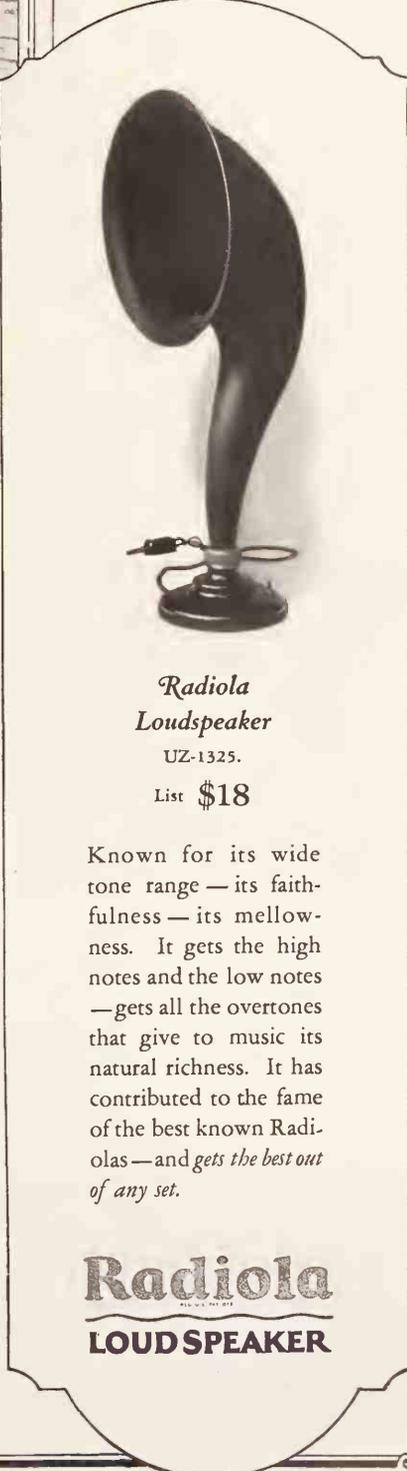


Radiola 111-a
A four-tube Radiola, noted for distance, simplicity, clearness—at very moderate cost. Four Radiotrons WD-11 and Radiola Loudspeaker (UZ-1325) List \$83.



Radiola III
A two-tube Radiola that costs less than you could build it for yourself. Gets distance on the headphones and near stations on a loudspeaker. With two Radiotrons WD-11 and headphones. List . . . \$35.
You can always add a Radiola Balanced Amplifier, later, to get distance on a loudspeaker.

Radio Corporation of America
Sales Offices: Suite No. 364
233 Broadway New York 10 So. La Salle Street Chicago, Ill. 28 Geary Street San Francisco, Cal.



**Radiola
Loudspeaker**
UZ-1325.
List \$18

Known for its wide tone range — its faithfulness — its mellowness. It gets the high notes and the low notes — gets all the overtones that give to music its natural richness. It has contributed to the fame of the best known Radiolas — and gets the best out of any set.

Radiola
LOUDSPEAKER

Radiola
REG. U. S. PAT. OFF.
PRODUCED ONLY BY RCA



Summer Sales Volume via the Radio Route

When the Balmy Days of Summer and the Outdoors Lure, Radio Has a New, Powerful Appeal Which Dealers Can Turn to Account

Talking machine dealers who handle radio are in a peculiarly fortunate position regarding Summer business possibilities. Radio has now become an integral part of the business, invaluable experience has been gained in radio merchandising and the problems of a year ago which largely precluded any extensive merchandising effort have been solved or otherwise eliminated. True, many dealers have permitted the bugaboo of Summer reception difficulties to permeate their thoughts to such an extent that they feel there is little use in making a really aggressive try for business during the hot weather. But this is the type of false reasoning which encourages inaction and sounds the death knell of profits during the Summer.

Let us consider the possibilities for large volume sales of radio throughout the entire Summer. First, there is the belief that good radio reception in Summer is practically impossible. There is no basis for this belief. An efficiently operating radio set will bring in a program in an eminently satisfactory manner in Summer as well as in the colder weather. The only drawback is that distance reception is impaired. In most localities there are good stations within a radius of a couple of hundred miles and their programs can be tuned in without any trouble.

Who Are the Summer Radio Prospects?

The Summer radio prospective buyers include that great army of men and women who turn



Dancing at the Summer Cottage

to the outdoors for their pleasures—the owner of the seashore cottage and the mountain camp, the hiker, the automobilist, the boat enthusiast, those who seek the beaches and bathing, etc. They also include the even greater army of people who stay at home, those who cannot afford to take their families away on vacation and who must seek their recreation at home. Radio can be made a vital and important part of

the Summer's pleasures for all of these people.

To those who already own a large radio set there is the possibility of selling one of the several smaller and portable types, and to the prospects who have not yet made their initial

etc., which had been ruined by improper handling by the customers. But the main point is that a large share of this immense volume was secured during the time when the heat of Summer days was causing other less aggressive dealers to lay down on the job.

The illustrations herewith visualize some of the many situations during the Summer when radio will be found to be almost indispensable. Each of these pictures suggests sales talks of the kind which will be found most effective in promoting Summer radio business. A sales campaign among* automobile owners in your city and among the owners of Summer cottages in your vicinity certainly is worth trying. There is a large potential business merely awaiting the action of aggressive far-seeing retailers who have the ability to take advantage of the excellent opportunity for profits through the promotion of really productive sales drives. Radio is not a seasonal business by any means and those retailers who plan their



Enjoying Radio Music on Picnics

purchase of radio the large instruments can be featured with profit.

Advantage of the Talking Machine Dealer

The talking machine dealer has the advantage of merchants in other lines who handle radio. He has for years been selling a product which requires very similar merchandising to the radio. In selling, radio and the talking machine are kin to the extent that both are reproducers of music, both are sold on the instalment plan and both appeal to very much the same types of people. Also the talking machine dealer can use the mailing list and prospect list which he has built up through the years to excellent advantage in building Summer radio sales volume. His salesmen have been trained to sell along the lines required in selling radio and as the salesman is the key factor in the whole scheme of radio merchandising the talking machine dealer has another advantage which should make the Summer sales campaign a distinct success from the standpoint of profits.

A Concrete Case

One of the large department stores in the South last year staged a radio sales drive which extended from February right through to the latter part of July, the height of the hot weather season. The manager of the radio department effectively exploded the theory that radio cannot be sold in the Summertime by keeping sales up to a high point for the duration of the drive. In that period this department sold approximately 26,000 radio sets with a value of about \$260,000. It happened that these sets were of the cheaper type and considerable trouble arose over service and replacement of tubes, batteries,

campaigns along the lines that there is radio business to be had throughout the year will be the ones who will profit. Past experience has proved conclusively that when a dealer sets out to develop sales, regardless of weather, he has little cause for complaint regarding sales volume. Usually it is the dealer who prefers the cool shadows of the store on a hot day and who remains cool through inactivity who shouts the loudest about business going to the dogs.



Music on the Auto Tour via Radio

Continue canvassing, advertising, direct mail and all other sales promotion in the interest of radio this Summer and watch the sales grow.

[Cuts courtesy Radio Corp. of America]

The Bronsar Sales Corp., New York, has been granted a charter of incorporation at Albany, N. Y., to deal in radio supplies, with a capital stock of \$5,000. The incorporators are W. P. C. Brown, J. M. Sarch and S. Pom-erantz.

STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana



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

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

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

CHILDREN CAN TUNE THE KENNEDY

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

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

who talk glibly of circuits and puzzle their customers unnecessarily.

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

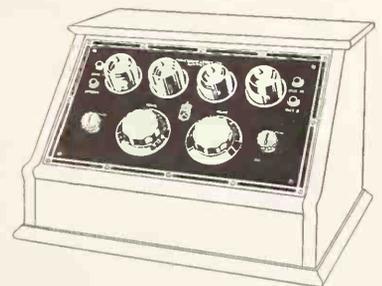
The Kennedy cannot be surpassed (if equalled) by any receiver at any price either in tone, range, selectivity or sturdiness. That is the final verdict whenever a direct comparison is made, whether in an expert's laboratory, in a home or right in your store.

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



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

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



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

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

THE COLIN B. KENNEDY COMPANY
Saint Louis

KENNEDY

The Royalty  of Radio

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

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

"Digging" Made Failure \$20,000 Success

When E. S. Sippel Bought a Run-Down Business in New Braunfels, Tex., It Was Losing Money—How His Methods Made It a Winner

It is generally conceded in the little city of New Braunfels, Tex., that when any of the Sippel boys start out to do anything they put it over; and no better proof of this belief could be found than in the experience of E. S. Sippel, owner of the Sippel Phonograph Co., of this municipality.

In the Fall of 1923 Mr. Sippel bought what was, at that time, a run-down business. For some reason or another the man who had the business did not give it the attention it deserved and it gradually went from bad to worse. When Mr. Sippel took charge the business was in very bad shape, which can be better illustrated by the fact that the first month's business under the new management amounted to only \$71.00.

This fact did not discourage Mr. Sippel, however. He knew that the business was around him, and only needed to be gone after. He determined to go out and get it. And he did, for during last year his sales amounted to more than \$20,000, and he is going to go a half better than that this year.

"I don't know of anything that we do in our business that is so different from that done by any phonograph dealer," Mr. Sippel stated. "We get a lot of advertising matter from the various houses and the Edison people, whose machine we sell, send us helpful suggestions which we use.

Going Out to Dig for Business

"It has always seemed to me, however, that it isn't so much the suggestions and various ways of doing business that count so much as it is getting out and getting it. After all, it doesn't matter if we have a big advertising display and don't make any sales.

"When I took over this business it was in pretty bad shape. But I knew that the business was here, so I started out to develop it, and since that time I have been getting it. I now have one salesman besides myself, keep a girl in the store here to look after the record sales and other business, and I'm going to put on another salesman in a few weeks.

Demonstration Sells Instruments

"Nearly all of our sales are sold on demonstration. We get the phonograph into the

home. We don't care whether they say they don't want it or not, we put it in just the same.

"The other day I heard of two old maids who lived out here nine miles from town. They had lots of money and no music, so I loaded two of my best machines into the back of the car and started out.

"When I stopped at the gate one of the sisters was working out in the front yard. I

E. S. Sippel had his own ideas regarding the proper way to merchandise talking machines and records and the manner in which he proved them to be sound is concretely illustrated in the accompanying story. One of his business maxims is to sell on a profitable basis and let volume take care of itself. He also believes it is of the utmost importance to get the instrument into the home of the prospect for demonstration and how he does this is explained. The first year of Mr. Sippel's ownership of the business he increased gross volume more than 2,000 per cent by fighting vigorously to build sales volume.

greeted her and told her I had brought a phonograph to leave in their home a few days.

"I think you're trying to sell us a machine," she retorted; "but if you are, you might as well turn back."

"I told her nothing would give me more pleasure than to sell them a machine, but it wasn't so much the sale that I was thinking of as it was to leave the machine a few days and have them get acquainted with it.

"I've been out in the country with these machines," I told her, "and the fellow I went to see wasn't home. I hate to take them both back to New Braunfels, so I thought I would ask you if I couldn't leave one of them here until I came by next time."

"When I told her this she thought I was asking a favor, so she called her sister, and it ended up by my leaving the machine.

"I always keep right after my prospects, so

I was right back the next day following up the sale. They had played it the night before and had become real attached to it, so I thought it would be an easy sale. Instead, however, it turned out to be a very hard one. They liked the machine, but they hated to part with the money. But I finally showed them how they could cultivate a little more of their ground and thus make the machine an asset at no additional cost. The result was that when I left the house I had a check for the full amount of the machine.

"It showed me several things. I had worked this district for over a year; but still, here was a prospect that had lots of money, really needed a machine, and I had never been around to them. Since then I never worry about not having enough prospects.

Hard-to-Sell Prospects Best Customers

"I also noticed that the people who are the hardest to sell to are the ones who are the best patrons. They generally have the money to pay cash, for they work hard and appreciate the value of anything. Therefore, before they spend a sum of money they are going to know what it is for.

"We get a great many prospects by letting out phonographs. We furnish music for schools, clubs, socials and other events free of charge. By doing this we are able to get the names of all the people who attended and consider them as prospects.

"But we do not stop there. If we hear of a man who is going to have a little party in his home, we offer to loan him a machine even though we know that he is not in a position to buy one. We let him take the machine and a nice selection of records for that night. Then, when we pick up the machine, we get a list of all the people who attended the party and use them as prospects.

"Of course, when we help a man out this way he becomes one of our salesmen. He is not on our payroll, nor does he sell directly, but from the way he tells his friends about us we feel that he is a part of the organization.

Quality Sales Rather Than Volume

"I have never tried to go after volume. I think it is a whole lot better to build up slowly and solidly than to try and sell the entire output of a factory on credit. During the time that I have had this place we have only taken back one machine; and I could have left that one had I cared to.

"It happened like this: This man had bought an Edison and agreed to pay fifty dollars on it at a certain time. He seemed to be a pretty good sort of a fellow, so I took his notes. Later, however, I found that he was running around quite a little and spending more than he could afford.

"When it came time for him to pay his fifty dollars he came in and offered a lot of excuses and asked if it would be all right to pay twenty-five dollars then and the rest later.

"It certainly will not," I told him. "You agreed to come in here with fifty dollars to-day. You've had plenty of time to get it. You earn good money. You haven't been sick, nor had sickness in your home. You better get that money in here to-day, or we'll be out there in the morning to get the machine."

"He didn't get the money, so we got the machine. It isn't easy to go out to a man's house and take something away from him; especially if you have known him all your life. But when it has to be done, I'm not going to sit back and worry about it.

"I eliminate such instances, however, by not taking paper that I know won't be met. Every note that is taken on a phonograph must bear my o. k. before they can get the machine."

FULL LINE of HARDWARE

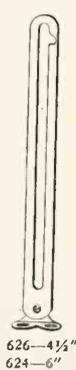
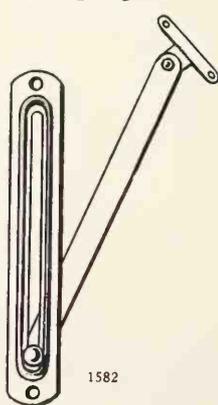
For Radios and Phonographs



1400



1557

626-4 1/2
624-6"

1582



1566

Portable
Needle Cup

Piano Hinge—any length

Invisible Hinge



H. A. GUDEN CO., Inc.

227 CANAL STREET

NEW YORK, N. Y.



Sell a Brandes with every set!

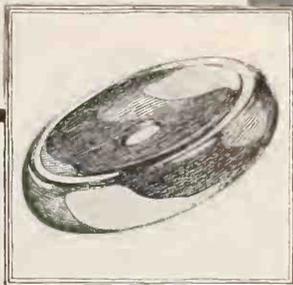
MOST people measure the value of a radio set by the distant stations they can log. A headset gives them just about *thirty per cent* more stations.

Most people want to listen in without disturbing others—and without being disturbed.

They need headsets.

And—to the dealer—the sale of a Brandes headset means a customer *better satisfied* with his set—whether it be large or small. Sell your customers the best and they will come back for more.

The caps of Brandes Headsets are of hard rubber—not composition or imitation. They are comfortable, sanitary and they afford most efficient sealing for the diaphragm.



Brandes

The name to know in Radio

Brunswick Salon of Fifth Avenue Opens on April 25th

Chester I. Abelowitz and Cornelius N. Abelowitz to Operate Elaborate New Showroom for Brunswick Line in New York City

Arrangements are rapidly being completed for the opening of the Brunswick Salon of Fifth avenue at No. 668 on New York's famous thoroughfare. This establishment, which is to be operated by Chester I. Abelowitz together with his brother, Cornelius N. Abelowitz, will be one of the most elaborate retail talking machine and radio houses in the country. It is situated in the heart of New York's most exclusive section, and will carry the Brunswick line of phonographs and records exclusively, and the Brunswick Radiola, the Radio Corp. of America line of radio receivers, the Atwater Kent and two other makes of radio sets.

A direct tie-up with the Brunswick Co.'s newspaper advertising will be effected and the store will have the status of being the chief representative in New York of the company. Special de luxe art cabinets will be constructed for this establishment exclusively by the Brunswick Co.

The formal opening of the Brunswick Salon is scheduled for Saturday, April 25. The chief feature of the occasion will be a radio program broadcast direct from the store and which will be relayed through Station WJZ at which prominent Brunswick artists will perform. The public will be invited, through advertisements, to this concert. After the opening similar radio programs will be broadcast every two weeks. At each broadcasting announcement will be made that the program is being sent from the Brunswick Salon, under the direction of Chester I. Abelowitz, and the public will be invited to send their comments on the concerts. The names so secured will be used for a sales follow-up.

An elaborate brochure showing views of the luxuriously furnished and fitted warerooms and giving explanations of the high policies and ambitions of the establishment is being prepared for distribution to those attending the opening. Copies will also be sent to the mailing list of the store.

Mrs. Edmund J. Brewster, former manager of the Sonora warerooms, which were located for some years at this address, will be assistant to Mr. Abelowitz. Prominent officials of the Brunswick Co. have signified their intention of being present at the opening ceremonies.

Mr. Abelowitz has taken a twelve-year lease on the establishment and expects to make it one of the leading retail music and radio houses in the metropolitan section. He will continue to be actively interested in the Ansonia Music Shop, which he operates in conjunction with his brother, at 2130 Broadway, and where he has built up a large business.

McDonald to Journey North With MacMillan

President Zenith Radio Corp. to Be in Charge of Radio on MacMillan's Arctic Trip—Interesting Radio Experiments to Be Made

Eugene F. McDonald, Jr., president of the Zenith Radio Corp., Chicago, Ill., and widely known in radio circles throughout the country, will be in charge of the radio on the trip that will be sponsored by Dr. Donald B. MacMillan,



Eugene F. McDonald, Jr.

famous Arctic explorer, starting next June. Dr. MacMillan will return to the North on his ninth voyage of exploration and, in addition to all of his previous facilities, will utilize naval aircraft to aid him in his activities. The project has been approved by Secretary of the Navy Wilbur and endorsed by President Coolidge, and also will have both the financial and scientific backing of the National Geographical Society.

It is expected that radio activities of a novel character will be developed by the expedition, with the possibility of voices from the Arctic being carried down the Coast to American stations. Mr. McDonald said recently he hoped to make radio history on this journey, as, for example, he will try to get code messages through from the Arctic, representing in itself a remarkable achievement. Mr. McDonald is equipping the vessel on which he and Captain MacMillan are going with special apparatus designed for the occasion.

An involuntary petition in bankruptcy has been filed against the American Radio Research Corp., Medford, Mass., by the Radio Institute, of Chicago, the principal creditor, with a claim amounting to \$13,802.

Brightson Labs., Inc., Inaugurates New Policy

Manufacturer of Radio Tubes to Discontinue Distribution Through Wholesalers and Deal With Trade Direct—Reduces Tube Prices

Brightson Laboratories, Inc., manufacturer of the True Blue tube, announces from its executive offices in the Waldorf-Astoria Hotel, Thirty-fourth street and Astor Court, New York City, an entirely new sales policy as regards the retail price and the distribution of its product. The True Blue tube, marketed as a radio product of the highest quality, has heretofore followed the methods pursued by other manufacturers and has sold its product through distributors located in the key cities of the country. Due, however, it is said, to the fact that under the present marketing situation distributors are unwilling to buy such merchandise in reasonable quantities the sales department of Brightson Laboratories, Inc., has decided to discontinue forthwith all jobber arrangements and deal direct with the retailer. In conjunction with this distributing innovation Brightson Laboratories, Inc., announces a radical reduction in the retail price of its merchandise. The True Blue tube formerly selling at six and five dollars will now be listed at three dollars and a half per tube.

George E. Brightson, the directing head of Brightson Laboratories, Inc., in a chat with The World covering the sales plans and price policies, said: "The jobber to-day under present conditions is merely an order taker and does very little to further the interests of the products he is supposed to represent. This, together with the fact that payments to the manufacturer are slow, makes past methods of distribution ineffective and obsolete. Under the initial prices at which True Blue tubes have been marketed both the dealer and the public have been penalized in order to care for distribution discounts. The failure of the distribution structure to function effectively makes the jobber method of distribution an untenable one.

"With our new sales plans and prices all True Blue tubes will be sold for cash. This will be in effect for both the dealer and consumer. This will be a general policy and will affect all our sales without exception. There will be nothing personal about our cash sales. This general policy will be found by the trade to be one of the healthiest moves ever inaugurated in the radio field. It will bring the True Blue tubes to the consumer at remarkable savings and will add considerably to the gross sales, thereby assisting substantially in adding to the dealers' volume."

Hall's Music Shop, Middletown, Conn., which for more than twenty years has been located at 22 Silver street, has moved to larger and more central quarters at 275 Main street.

National Record Albums

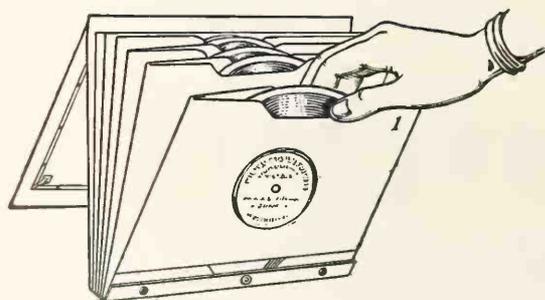
are

Good Albums

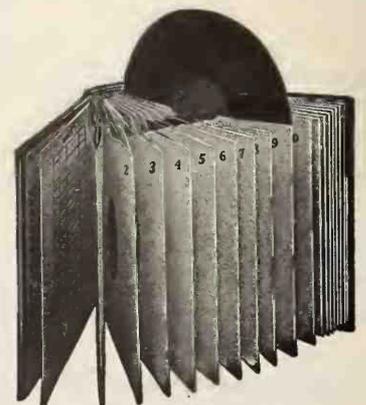
Nationally known because they give real satisfaction.

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

Write for our list of 1925 styles and prices



NEW PORTABLE ALBUM



THE PERFECT PLAN

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

Concerning Your Best Salesman—

YOUR store window can sell more records for you than the best salesman you could hire. Everybody who passes your store is a prospect. A few may be on their way to your store; but most of them are passersby. You can get more of them into your store if your window is well dressed.

The new Columbia monthly window display service is designed particularly to draw attention and interest the people who come within sight of your store. Each month there will be hangers, cut-outs, centerpieces, record holders, posters, attractively lithographed window trims, special display cards on individual records, window streamers featuring current hits—all of them timely and effective.

The new display service is available to Columbia dealers at an extremely low cost. The nearest Columbia branch or distributor will gladly show you a specimen month's display.

Columbia Phonograph Company, Inc.

1819 Broadway, New York City

Columbia

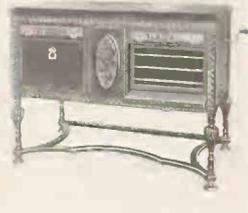
PHONOGRAPHS AND



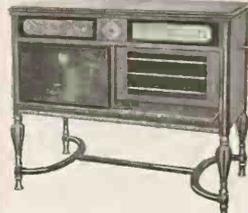
NEW PROCESS RECORDS



MODEL 580
\$350



MODEL 570
\$300



MODEL 560
\$250



MODEL 550
\$200

The line of least resistance

COLUMBIA



MODEL 460
\$200



MODEL 450
\$175



MODEL 440
\$150



MODEL 430
\$125



MODEL 540
\$175

MODEL 530
\$150

MODEL 520
\$125

Columbia

The Columbia line

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

Atlanta, Ga., 561 Whitehall Street
 Boston, Mass., 1000 Washington St.
 Chicago, Ill., 430-440 S. Wabash Ave.
 Cleveland, Ohio, 1825 E. Eighteenth St.
 Dallas, Texas, 2000 North Lamar St.
 Kansas City, Mo., 2006 Wyandotte St.
 Los Angeles, Cal., 809 S. Los Angeles Street.

New York City, 121 West Twentieth St.
 Philadelphia, Pa., 40 North Sixth St.
 Pittsburgh, Pa., 632 Duquesne Way
 San Francisco, Cal., 345 Bryant Street
 Buffalo, N. Y., 700 Main Street
 Detroit, Mich., 439 East Fort Street
 Minneapolis, Minn., 18 North Third St.
 Seattle, Wash., 911 Western Avenue

COLUMBIA WHOLESALERS, Inc.
 205 West Camden St., Baltimore, Md.
TAMPA HARDWARE CO.
 Tampa, Fla.

COLUMBIA STORES CO.
 1608 Glenarm Avenue, Denver, Colo.
 221 S. W. Temple, Salt Lake City, Utah
W. W. KIMBALL CO.

Wabash Avenue and East Jackson
 Boulevard, Chicago, Ill.

COLUMBIA DISTRIBUTORS, Inc.
 1327 Pine Street, St. Louis, Mo.
 224 West Fourth St., Cincinnati, Ohio
 517 Canal Street, New Orleans, La.

COLUMBIA PHONOGRAPH CO., Ltd.
 22 West Front Street, Toronto

COLUMBIA PHONOGRAPH CO., Inc.
 1819 Broadway New York



MODEL 340
\$120

MODEL 420
\$100

MODEL 240
\$75

MODEL 140
\$50



Three More Masterworks Sets of Imported Recordings

Supplementing the eight album sets which have already been so well received by the public, Columbia now announces Masterworks Sets Nos. 9, 10 and 11, and several individual recordings of chamber music, concert and operatic numbers.

Read over the list below, and you will realize that the finest talent in Europe has been chosen to make these records. Hear them and you will marvel at their accuracy of reproduction.

For further information address the nearest Columbia branch or distributor.

MASTERWORKS SET NO. 9
BRAHMS—SYMPHONY NO. 1 in C Minor, Opus 68
By Felix Weingartner and London Symphony Orchestra. In ten parts—five double-disc records. Complete with permanent record album.....\$8.75

MASTERWORKS SET NO. 10
CESAR FRANCK—SYMPHONY in D Minor
By Sir Henry J. Wood and New Queen's Hall Or-

chestra. In eight parts—four double-disc records. Complete with permanent record album.....\$7.00

MASTERWORKS SET NO. 11
MOZART—CONCERTO in A Major, for violin and orchestra, Opus 219
By Arthur Catterall and Orchestra, Hamilton Harty conducting. In eight parts—on four double-disc records. Complete with permanent record album..\$7.00

Chamber Music

BEETHOVEN: KREUTZER SONATA—Sonata in A, for Piano and Violin, Opus 47
By Arthur Catterall (Violin) and William Murdoch (Piano)
Parts 1 and 2—67052-D—12".....\$1.75
Parts 3 and 4—67051-D—12".....\$1.75

DEBUSSY: PRELUDE—L'Après-midi d'un jaune
By Hamilton Harty, conducting the Halle Orchestra

MOUSSORGSKY: KHOVANCHTCHINA: Prelude
By Hamilton Harty and Orchestra
67053-D—12".....\$1.75

RIMSKY-KORSAKOV: COQ D' OR: Introduction
RIMSKY-KORSAKOV: COQ D' OR: Cortège de noces
By Hamilton Harty, conducting the Halle Orchestra
67054-D—12".....\$1.75

Columbia Phonograph Company, Inc.

1819 Broadway, New York City

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall St.
Boston, Mass., 1000 Washington St.
Chicago, Ill., 430-440 S. Wabash Ave.
Cleveland, O., 1825 E. Eighteenth St.
Dallas, Texas, 2000 N. Lamar St.
Kansas City, Mo., 2006 Wyandotte St.
Los Angeles, Cal., 809 S. Los Angeles St.
New York City, 121 W. Twentieth St.
Philadelphia, Pa., 40 N. Sixth St.
Pittsburgh, Pa., 632 Duquesne Way

San Francisco, Cal., 315 Bryant St.
Buffalo, N. Y., 700 Main St.
Detroit, Mich., 439 East First St.
Minneapolis, Minn., 18 North Third St.
Seattle, Wash., 911 Western Ave.
COLUMBIA WHOLESALERS, Inc.
205 West Camden St., Baltimore, Md.
TAMPA HARDWARE CO.
Tampa, Fla.
COLUMBIA STORES CO.
1608 Glenarm Ave., Denver, Colo.

221 S.W. Temple, Salt Lake City, Utah
W. W. KIMBALL CO.
Wabash Ave. and East Jackson Blvd.,
Chicago, Ill.
COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 W. Fourth St., Cincinnati, Ohio
517 Canal St., New Orleans, La.
COLUMBIA PHONOGRAPH CO., Ltd.
22 West Front St., Toronto

Columbia

PHONOGRAPHS AND  NEW PROCESS RECORDS

Strikingly Effective Publicity Methods of Chubb-Steinberg Co. Win Patronage

Live Cincinnati Retail House Puts in Practice Belief That Publicity Cannot Be Too Extensive by Organizing Orchestra Which Broadcasts and Plays in Public—Make First Gennett Recording

For a long time the Chubb-Steinberg Music Shop, 17 East Sixth street, Cincinnati, O., has been well known, but the management wanted it to be known still better. It wanted all and sundry when they heard music, no matter from what source or what kind, to think of the store and the line of talking machines and records handled.

The latest Chubb-Steinberg publicity stunt proved to be a good one. Radio was used to create interest in the two talking machine lines handled—the Victrola and Sonora—and also in records. It is commonly understood that this concern was among the first music dealers in Cincinnati to take on radio, and experience has taught that radio gives a musical education and also makes records popular. The company has gathered together the best of local talent, created a splendid orchestra, financed it, named it the Chubb-Steinberg Orchestra and began to broadcast. As a result, fame has come from North to South, from East to West—ergo the name Chubb-Steinberg is known everywhere.

Dancers want the orchestra, and so do amusement places. They are not merely wanted in Cincinnati, but everywhere. They dared—and

they put it over. The company and the orchestra are "on the map"—conspicuously and prominently on it.

Orchestra Becomes Gennett Artists

"We have just signed a year's contract with the Gennett Recording Laboratories," said H. L. Chubb, "and as a matter of education for the masses our orchestra recorded publicly at the Cincinnati Radio Show, held in Music Hall, the



Chubb-Steinberg Orchestra Rehearsing Gennett Recording

first part of March. The Gennett people, under the direction of W. N. Purnell, of the Cincinnati branch of the Starr Piano Co., fitted up a recording laboratory on the stage, and here the public was shown the 'how' of record making to the great delight of all. The program was broadcast at the same time, and thus publicity extended all over the continent and beyond."

The wax was then played for the interested

spectators on the recording machinery just as it is in the Starr laboratory and the various processes in Gennett record recording and manufacturing were explained by the official announcer to the crowd and to the thousands of listeners in all over the country. It was further announced the finished record would be listed in the Gennett catalog and be on sale as soon as possible after being sent to the Starr factories for pressing. A display of recording waxes, copper plates, test records, "mothers" and masters and material from which the record is pressed was also displayed and labeled and augmented very materially by actual visualization the explanations of the announcer. The accompanying illustration shows the orchestra in the laboratory practicing for the record, "Because They All Love You," which later was made at the show. This record is marked "Played, recorded and broadcast at the Cincinnati Radio Show."

On one occasion when the orchestra was broadcasting it was announced that if those who enjoyed the music would send a card to the company they would be sent a radio log. They expected a few requests for the log, but in a few days they received 10,000 requests, and they kept coming in for quite a while.

Influence of Store Arrangement

The Chubb-Steinberg Shop registers "alive" as one enters. It is tastefully arranged, with large record cases on the right and glass-enclosed demonstrating rooms on the left. It is well lighted, both inside and out. There is an activity about the place that speaks for itself. One can see prosperity and enterprise in the atmosphere of the store and its staff.

"Nothing ventured nothing gained" is not a bad motto, if it is not carried too far," commented Mr. Chubb, "and we have gained. We had a good business last year, in spite of the general depression, and now our business is fine, with splendid sales of talking machines, records and radio. And we expect our sales to increase right along."

RIVOLI

Once Again, the Superlative in Values!

It is a simple matter to accomplish a low-priced article at the sacrifice of quality. But to combine quality—RIVOLI quality that defies competition, with a low price—that is an achievement!

It is one thing to boast.

It is another thing to live up to the terms of a boast.

RIVOLI welcomes the opportunity to live up to any boast—and there have been many—which has been made in its behalf.

Design—Construction—Finish—Tone

Rivoli offers the ultimate in every department of the phonograph. There is no better value.

Vincennes Phonograph Co.

VINCENNES

INDIANA

Full particulars in regard to prices and deliveries will be cheerfully given by LEON C. SAMUELS, Vice-President and Manager of Sales, Space B-19-26, American Furniture Mart, 666 Lake Shore Drive, Chicago, Ill., and H. B. STEVENS, Southern Representative, 314 Pan-American Building, New Orleans, La.



Model No. 22

"William and Mary" Period
Left-hand compartment constructed to accommodate any standard phonograph panel

Honest Quaker

TRADE MARK REGISTERED

Main Springs
Repair Materials

VOLUME



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

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

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

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

*Trade Mark Registered United States Patent Office and Canada.



WHEN a concern starts at zero and becomes the largest company of its kind on earth, it is due to three things: superior merchandise, intelligent contact with customers and an anticipative sense of our clients' requirements. It required several years of hard work to formulate a plan of operation that would best serve our customers. Our operating policy today is the result of close study of just what our thousands of customers need, and works with chain-store preciseness.

With this huge investment of time and money, the influence of Everybody's Service has grown with giant strides, reaching a huge volume that reflects the opinions of our customers. We are proud of this tangible proof of friendship and everything we can think of is done to insure a continuance of this formidable volume of business.

Both orders totalling a few cents and orders for thousands of dollars arrive every day and pass through Everybody's system with genuine personal appreciation, and a desire on our part to give both the small and the large order the one and only type of genuine service that is possible to obtain from us.

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

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

Honest Quaker

Main Springs
Repair Materials



Our New Catalogue is now ready for distribution. Far more complete and useful than our previous one, it represents truthfully the progress of this organization. A copy has been mailed to everyone of our loyal friends whom we hope will use it with confidence and with the assurance that many thousands of phonograph merchants have used previous editions to their decided advantage.

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

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

Representatives in Foreign Countries

Here is A "Leader" You can sell

Not one, but dozens!
A "real" Console Phonograph.
Made by "Vitanola", and
quality made *throughout*—
Yet priced so low
It turns "lookers" into buyers.
We feature this cabinet, because
So many of our present dealers
have enjoyed so much success with it,
we figured other dealers, you among
them, would like to get acquainted with
this easy selling, profit making number.
Please read specifications, note price,
then, just clip and mail this coupon.

April, 1925, World. Date

Vitanola Talking Machine Co.
666 Lake Shore Drive, Chicago, Ill.

Please ship via

..... No. 510 Mahogany Vitanola at \$50.00 each
\$

..... No. 510 Walnut Vitanola at \$50.00 each
\$

Terms: 2% 10 days; net 30 days to rated
dealers. On C. O. D. orders a deposit of
20% is required.
All shipments F. O. B. Saginaw, Michigan.

We are not interested in this special, but
desire to have our name placed on your
mailing list.

Name

Address



Vitanola 510
Normal Retail Value, \$165.00.
Dimensions: Height 35 inches, width 40
inches, depth 22 inches.
Room for 6 record albums.
Finishes: Brown Mahogany or Walnut.
Drop sliding door and grille in front of tone
chamber.
Motor: Multiple spring, worm gear, constant
speed, non-vibrating. Insulated mounting.
Exposed Parts: Highly nickel plated. In-
visible hinges.

VITANOOLA

W. A. Hanft Now Adler Quaker City Manager

New Philadelphia Manager of Adler Mfg. Co.
Has Been Long Identified With Talking Machine Trade and Is Widely Known

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., New York, manufacturer of Adler-Royal phono-



W. A. Hanft

graphs and neutrodyne radio products, announced recently the appointment of W. A. Hanft as the company's Philadelphia manager, with headquarters at 1015 Chestnut street in that city. Mr. Hanft will work under the direction of Robert Harris, who recently was appointed manager of the New York offices of the Adler Mfg. Co., after having been exceptionally successful as Philadelphia district representative.

W. A. Hanft is well known in the talking machine trade in the East as he has been identified with the talking machine industry for a number of years. He was recently general manager of the International Clearing House, wholesaling radio products, resigning that position to join the Adler forces. He was associated with the Brunswick organization in New York for a number of years, and he brings to his new post a thorough familiarity with dealer problems that should help him considerably in co-operating with Adler dealers throughout the Philadelphia territory.

H. A. Yerkes Resigns From Columbia Phonograph Co.

Former Vice-President and Assistant General Manager of the Columbia Co. and Affiliated Companies a Veteran of the Trade

H. A. Yerkes, well known throughout the talking machine trade, has resigned the office of vice-president and assistant general manager of the Columbia Phonograph Co., Inc., and its affiliated companies. Mr. Yerkes' resignation carries with it the sincere regrets of his many friends in the trade and in the Columbia service. He has been identified for more than twenty-seven years with the talking machine industry, during which time he served the Columbia Co. as manager of most of its important branches and in the capacity of district and field sales manager and as an officer and executive.

Mr. Yerkes, who for the time being will continue to occupy an office in the Gotham National Bank Building, New York, has not yet indicated just what field of endeavor he will undertake.

The Radio Service Corp., of New York and Wilmington, was recently incorporated at Dover, Del., to manufacture parts with a capital stock of \$50,000.

Sonora Delivery Trucks Broadcast Fine Publicity

Live Merrill, Wis., Dealer Making Most of Opportunity to Advertise Product by Making Delivery Truck Publicity Medium

MERRILL, Wis., April 7.—The Gruett Drug Co., of this city, uses an efficient method for the delivery of Sonoradios. The company maintains several handsome trucks featuring the Sonora trade-mark to excellent advantage, and the accompanying illustration will give some idea of the effectiveness of this publicity. An experienced radio man goes along to make the



Gruett Co.'s Sonora Truck installations and the company's Sonoradio business has been increasing rapidly as the result of the service given to its trade.

Pearson Back With Columbia

DENVER, COLO., April 6.—C. O. Pearson, who was formerly connected with the Columbia Stores Co., local wholesaler of Columbia products, and who resigned his position to accept a connection with the Reynolds Radio Corp., is back with the Columbia organization as publicity director.

"FROM A NEEDLE TO A MOTOR"



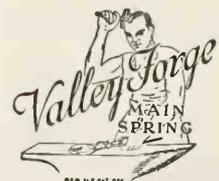
Service!

WE recognize no higher leadership than leadership in Service, and to this end we stand paramount.

Whether it is a Sound Box, Tone-Arm, Motor, or a part you want—we are equipped to give you *real, quick Service—quicker.*



J. A. FISCHER CO.
Manufacturers
730 MARKET ST. PHILA., PA.



Sales Map of the Swanson Jr.

PORTABLE

List \$25.00

(In Far West \$27.50)



Distributors of the Swanson Jr. Portable

- ATLANTA.....A. J. Wismer, 218 Barnett St.
- BUFFALO...Wm. A. Carroll, 803 Bramson Bldg.
- CHICAGO: Lyon & Healy, Wabash Ave. and Jackson Blvd.
Cheney Talking Machine Co., 24 N. Wabash Ave.
Consolidated Talking Machine Co., 227-229 W. Washington St.
- CINCINNATI.....Columbia Distributors, Inc., 224 W. 4th St.
- CLEVELAND...Record Sales Co., 1965 E. 66th St.
- DETROIT.....Consolidated Talking Machine Co., 2957 Gratiot Ave.
- KANSAS CITY..Artophone Corp., 804 Grand Ave.
- MINNEAPOLIS..Consolidated Talking Machine Co., 1121 Nicollet Ave.
- NEW ORLEANS.....Junius Hart Piano House, 123 Carondelet St.
- NEW YORK CITY...General Phonograph Corp., 15 W. 18th St.
- PORTLAND, ORE.....L. D. Heater Co., 357 Ankeny St.
- RICHMOND, VA.....Richmond Hardware Co., 101 S. 14th St.
- SAN FRANCISCO.....L. D. Heater Co., 420 Ninth Ave.
- ST. LOUIS.....Artophone Corp., 1103 Olive St.

Consolidated Talking Machine Co.

227-229 West Washington St.

Chicago, Illinois

Landau's Tap All Veins of Business Mine

Live Pennsylvania Dealer Covers the State in Band Organization Which Results in Bulk Sales of Musical Instruments—Methods That Sell 700 Records of Single Number—Interesting the Foreign Born

Business is like a mine, you can work one vein and let the others go untouched or you can develop every stratum into a profit-yielding source, according to Leo Landau and William Bronson, of the Landau Music & Jewelry Store, 25 West Broad street, Hazleton, Pa., in explaining how they have built up their trade to the point where a 70 per cent increase alone is recorded in the sale of C. G. Conn Co. musical instruments, and where the selling of as high as 600 or 700 records of one particular number is counted as being just part of the day's work.

Live-wire advertising methods, going after the man of foreign tongue through circularization, backed by snappy window displays—that is how the talking machine end of the business is handled—but the explanation of the methods followed in building up the sale of musical instruments must be more detailed.

Using Methods of "Big Business"

The firm is probably the first in the country to see that the present-day tendency toward frivolity, which has perplexed educators who seek wildly all kinds of remedies, was a situation that spelled big business. Its representatives went to the Hazle township school directors and suggested that a band be organized, with membership limited only to boys who stood well in their classes. The board saw the value of the suggestion and as its musical director is a versatile man, by name Victor A. Oswald, they asked him if he felt he could handle the band. He was in favor of the plan and the board spent \$4,700 for instruments, bought uniforms for the musicians, and now when a boy fails to make good in his studies, he is "fired off the band" just as schools give the gate to the athlete who is slipping in his school work. Now membership in the organization means a musical education for nothing and indicates to all people that the musician is well up in his studies.

Band Organization in Foreign Section

Not content with this initial taste of what the band business might mean, the firm went ahead with similar plans for other groups. Kelayres, an all-Italian settlement near Hazleton, was selected for the next place. There the people, inherent and innate lovers of music, backed the project and the schools never got a chance. The public provided the money for the band, for its uniforms and for the instructor. The boys' band idea, however, stuck in the minds of the management of Landau's and they went to Freeland, town of 10,000, nine miles from Hazleton, and offered to do the same as

was done for the Hazle township boys. They sold the instruments to the boys, provided an instructor, and the Y. M. C. A. gives the use of its rooms for practice.

This was in turn followed by a similar move at McAdoo, five miles south of Hazleton and Weatherly, eight miles to the East. The firm provided instructors and instruments for the

study their field. They look over the prospects where towns are prosperous and where there is community pride. They try to keep in touch with all musicians and with all music teachers. They sound the latter on their willingness to act as teachers of bands and orchestras. Then they go out to those who are in authority or who are community leaders and seek to interest them in the project.

Thus far they have scored 100 per cent without a single turndown, but they make it plain that the scheme must be ready in its entirety before it is sprung. The advance work must be done before the machinery of sales is put into operation, otherwise the plan may fail.

The Follow-Up

The business end of the work is as follows:

The prospects are listed and are circularized on the Conn line of goods and on



An Artistic Landau Musical Instrument Window Display

bands and is now engaged in promoting a Hazleton Boys' Band which is to make its initial appearance on July 4 in Hazleton's community fete, a Beginners' Orchestra for Hazleton and a High School Boys' Band for Nesquehoning.

Drive Sold 426 Instruments

Now for results in sales—the firm has furnished instruments as follows:

Hazle township	65
Freeland	45
Weatherly	52
Hazleton Boys	130
Beginners	37
Kelayres	47
McAdoo	50

Total 426

The firm is reluctant to talk in dollars and cents but its musical instrument business has gained 70 per cent through the above work and the Hazle township contract alone brought in \$4,700 in cash, in one check.

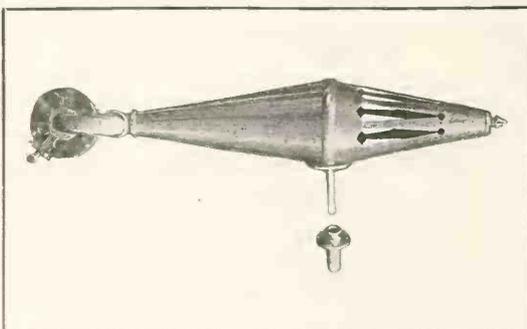
Analyzing Business Prospects

Of course, to work up this business means a lot of work. Messrs. Landau and Bronson

the success of the previously organized bands and orchestras. This is backed by large and frequently repeated advertisements. The publicity is withheld until a list of names has been secured of those who will go into the bands. These are published, for the firm has learned that if Mrs. Jones sees that Willie Smith is going into the organization and will play the saxophone or the trombone, she and hubby decide that what the Smiths can do so can the Joneses, and as a result Tommy Jones is enrolled forthwith. As time goes on, the list of entrants grows and finally it is large enough to call for the first rehearsal. The picture of the teacher is secured, a cut is made and this is published in the advertisements run on the particular band being organized at the time.

Sometimes a plan does not go across, and almost any music store has some pet idea that did not succeed. Landau's have a hobby that some day Hazleton will possess a symphony orchestra. It was tried but the time was not yet ripe. The music bought for the embryo

(Continued on page 27)



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.

First!!!

The Teletone Radio Panel

for the New

COLUMBIA CONSOLE 1-R

Ready for Immediate Delivery

 HIS specially designed TELEPHONE PANEL for the Columbia, Harmony Console 1-R is the same receiving equipment that has been so successful in the fine receiving sets of the Teletone Co. of America; including its period models.

Already tested and approved by many Columbia dealers the TELEPHONE PANEL offers immediate opportunity for combination sales with the assurance that the receiving equipment will give the utmost in satisfaction.



The Teletone Panel for Columbia Console 1-R also fits Columbia 239-R
Dimensions: 14½" x 16½"

Gold Dials—Gold Engraved

Directions: Remove the screws of the panel in the phonograph cabinet—Insert the TELEPHONE RECEIVING PANEL instead—Easy—Quick.

Trade Prices on Request

Distinctive Features of TELEPHONE PANELS

Simplicity of operation—

Selectivity—volume.

Modulator eliminates all microphonic noise.

Two tuning dials giving the desired station instantly.

With the Columbia amplifying chamber will produce an unrivalled tone.

Fits the console perfectly.



Columbia Harmony Console 1-R

Columbia Jobbers and Dealers, Wire or Write

TELEPHONE COMPANY of AMERICA

A CORPORATION

449 West 42nd Street

New York City

Landau's Tap All Veins of the Business Mine

(Continued from page 26)

orchestra is available on loan terms without charge to the bands and the orchestras which it is forming all the time, so that there is no great loss in the initial investment for the symphony orchestras which is still "aborning."

Avoid Dealing With Minors

As far as the business methods followed in the organization of the orchestras, they are summarized as follows:

No sales are made to minors. Those who

was held and a community canvass conducted to finance the project.

Instruments are sold usually on the installment plan, although cases exist in each band where parents have walked in and have put down the cash for one or two instruments, several brothers being thus equipped without any time phase entering into the sale.

Window Displays

Window displays invariably are devoted on a 50-50 basis to music, jewelry getting the balance. But the music end is never under any consideration forgotten and one of the two windows always gets a display of musical equipment or for talking machines.

Foreign-Born Prove Good Customers

Talking machine sales also are promoted through the employment of unique methods. The firm has specialized in catering to those of foreign speech and does not forget the fact that every large industrial center has thousands who love the songs and the dances of the homeland but who do not know these records are to be gotten in America. The Landau store always runs two advertisements a week, in which the lists of the foreign records are run in the native tongue of those to whom the publicity is addressed. To supplement this, the firm, whenever its salespeople dispose of machines or records, always makes a note of the names and addresses of the buyers. They are given postal cards on which are Greek, Polish, Lithuanian, Italian, Bulgarian, Russian, German, Slovak and Hungarian listings and are asked to check off the race to which they belong. This list is filed and is used in sending to the respective nationality the supplements issued of records in these tongues. Foreign records are kept in stock arranged according to the above listings, numerically arranged, so that the person of alien speech, suffering from "heimweli" can get

quickly what he or she wants in the way of a foreign record, and also be enabled to see what other ones are available.

Selling Large Quantity of Foreign Records

Landau's mention two specific Slovak records of which they sold between 600 and 700 each through this plan in two days' business. They report that their foreign record business eclipses their English record demand by 70 per cent, showing how this line of trade can be built up to most imposing proportions. In this connection every once in a while the firm puts in its window a big map of Europe and Asia. There are ribbons leading from every country to the display of records in the languages of these lands shown on the floor of the window and this is a big business-gaining agency. Just to show what can be expected by an appeal to the foreigner, the firm this year sent to Spain a big talking machine and a collection of records. A miner from Tremont, almost thirty miles away, heard of the Victor foreign records, came to Hazleton and visited Landau's. Before he left he had paid for a machine for his mother in Spain, had it boxed with the records and saw that it was started overseas.

Landau's claim that the time and money spent in the above work is well worth while. It has made a business grow to the point that quarters are cramped and where a big sales staff is employed, all to take care of the trade that is won. It takes thought, hard work and a careful study of the community to put it over, but the growth in business shows that it pays to go into the talking machine and musical instrument business with the determination to make every possible avenue of revenue yield its share to the receipts.

The Victor Talking Machine Co., at the March meeting of the Board of Directors, declared the usual dividend of \$1.74 on the preferred stock and \$2 on the common stock, payable April 15 to shareholders of record as of March 31.



Personnel of Landau Organization

sign up for the orchestras and the bands are required to bring their parents into the store. There the father and mother sign the contracts for the instruments, which are either sold on cash terms or on lease. Hence the firm does not have to deal with minors whose signatures might be repudiated.

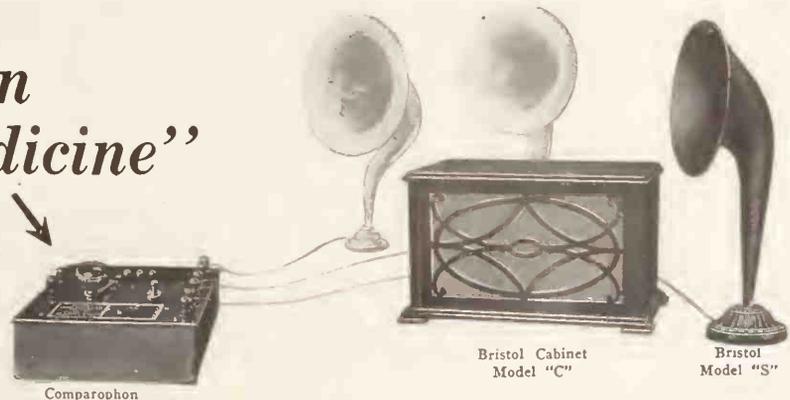
Reaching Children and Parents

Children and parents are reached through the schools, by mail and by advertisements. Usually, it is considered an honor to be allowed to get into the organizations, as was found to be the case at Weatherly where a town meeting

Takes Its Own "Medicine"

A COMPARATIVE test of a loud speaker in the home is always at the mercy of reception, which is as variable as the tin rooster on the barn! Not only that, but it is hard to plug the speakers in and out smoothly and quickly.

So we invented the COMPAROPHON. Connect it to a phonograph and with any three horns. Put on a record and start the phonograph. Now change from horn to horn



instantly, with a 3-way switch, and you have a real test that will satisfy your customer, once and for all, right on the floor.

The Comparophon will save its cost in a week or two, just by doing away with running back and forth to the customer's house.

There are five Bristol Loud Speakers, ranging in price from \$12.50 to \$30.00; and every one will TAKE ITS OWN MEDICINE along with any other make in its class. Send for Bulletin 3024-BS on the Comparophon and Bulletin 3022-BS on the Loud Speaker line.

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

THE BRISTOL COMPANY



Waterbury, Conn.

Teachers Bring Peabody 2,500 Prospects

The Peabody Piano Co. Expanded Its Territory to Cover the Entire State by a Campaign for Prospects With Aid of Teachers

The talking machine business requires more than mere store selling to bring up the sales volume to respectable proportions. Leo J. Driscoll, sales manager of the Peabody Piano Co., Baltimore, Md., which, in addition to merchandising pianos and musical merchandise, handles a complete line of talking machines, realized this fact, and he also realized that with Summer coming on unless there was some exceptional sales promotion effort the sales would suffer the usual slump. So, after considerable cogitation, Mr. Driscoll conceived and launched a plan to secure prospects which is not only far out of the ordinary but which already is demonstrating its worth as a sales builder.

Expanding the Field of Operations

The important point was to expand the field of operations, that is, secure a line on live prospects in a far larger territory than the company then was covering, which included only the city of Baltimore and the immediate vicinity. Briefly, the plan of Mr. Driscoll made the influence of the Peabody Co. reach into every village and town and hamlet in the entire State. Even the farmers in the lonely out of the way places were considered as prospects. But how to find out who were prospects was the great problem. How could the wheat be separated from the chaff? Mr. Driscoll finally decided that the answer to this problem, in fact the success of his big idea, depended upon the schools of the State. He must work through the teachers.

Reaching the School Teachers

The first step, of course, was to get the names of the school teachers throughout the State. So Mr. Driscoll sent a carefully worded letter to the State Supervisor of Schools, asking for the names of the county school supervisors and where they could be reached. This information was secured with comparatively little trouble or delay. The second step in the drive for prospects was to secure from the county school supervisors the names of the teachers and their schools throughout the various counties. A second diplomatically worded letter was sent

out. Here the first difficulty was encountered. Some of the county supervisors evidently felt that they should not give this information to a business house which was undoubtedly promoting some kind of a sales-building drive. However, fifteen out of the twenty-four county

Leo J. Driscoll, of the Peabody Piano Co., of Baltimore, describes the manner in which this clever plan was worked and tells of the sales results already secured. There are some valuable suggestions in this article for dealers who feel that territorial limitations are curtailing their sales. A most important point brought out by Mr. Driscoll is that his company now is prepared to make an extensive drive for business during the Summer months. People dwelling in the outlying rural sections are seldom solicited by talking machine or music dealers and consequently in most cases these districts will be found fertile territory. In the real country districts, far from any large city, the farmers seldom visit any stores other than those in the small villages nearby in spite of the fact that most of them now own automobiles.

supervisors sent in the names of the teachers in their counties as requested.

Securing Data From Teachers

Upon the next step depended the success of the entire campaign. If the teachers refused to comply with the request of the Peabody Co. all the foregoing effort would be lost. Mr. Driscoll decided to make it worth while for the teachers to give the information. The letter to the teachers announced that if the accompanying form were filled out a book of music was the reward. The book contained standard selections which the teachers would find useful in their school work. The form which they were required to fill in in order to earn the reward contained the following questions:

Names of pupils without pianos, age and the distance they live from the school, parents names, post office address, have they talked of buying a piano, own farm or rent, if they own a piano would they exchange for player, do they own a talking machine, do you think they would buy?

That the teachers were willing to do some real work to secure the music book was evidenced by the fact that many of them sent in long lists of names, sometimes numbering between fifteen to thirty, and every question on the form was faithfully answered, furnishing the Peabody Piano Co. a most complete prospect list and other valuable information which could be turned to good account as shall be explained later. The returns were carefully analyzed and the prospects were separated from those who evidently could not be considered in this class. After the weeding out process the Peabody Piano Co. found that it had a list of about 2,500 really live prospects.

Cashing in on the Prospect List

Although the actual work of going out after these prospects with the intention of closing sales has barely commenced, but two months having elapsed since the drive for business was started, the returns show how valuable this list is going to be. Already about twenty-four talking machines, to say nothing of a large number of records and other accessories, have been sold, and deals involving the sale of approximately fifteen pianos have been closed.

With the list in hand the procedure of the company, which is bringing such fine results, is as follows: First, the company writes to the prospects, that is, the parents of the children who are listed. These letters outline the need of music in the lives of the children and the enjoyment and cultural influence of a talking machine or piano in the home. Now, here is the important point. In the letter to the prospect the Peabody Co. states the name of the child as well as its age, and this piques the curiosity of the prospects, as is evidenced by the number of letters received by the Peabody Co. asking how the firm knew that there was a child, its name and age. Another thing that develops in these letters is that the prospect feels that the Peabody Co. is certainly an enterprising concern to take so much trouble to make a sale. If through these letters the prospect indicates interest in an instrument a salesman is immediately put on the job.

Death Blow to Summer Slump

Another important point in connection with this campaign, according to Mr. Driscoll, is the fact that there is enough material on hand to make a profitable drive through the entire Summer season. "The farmers are the best kind of prospects for sales in the Summer, and we mean to go after this potential business," he said. "Although our experience along this line so far has been rather limited, the possibilities have been demonstrated concretely enough to convince me that this Summer will be a busy one. Why, we have had instances where rural dwellers have been delighted to see the salesman, have made their purchase and then have insisted on getting out their automobile to drive the salesman to the home of the next farmer. We are going after business in towns and villages throughout the State, where not only are there no music stores but of which we had never heard until we purchased a map showing the smallest hamlets in the State."

The Larchmont Radio Corp., Larchmont, N. Y., was recently incorporated at Albany with a capital stock of \$3,000. The incorporators are A. S. Fogelstrom and A. C. Boyan.



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

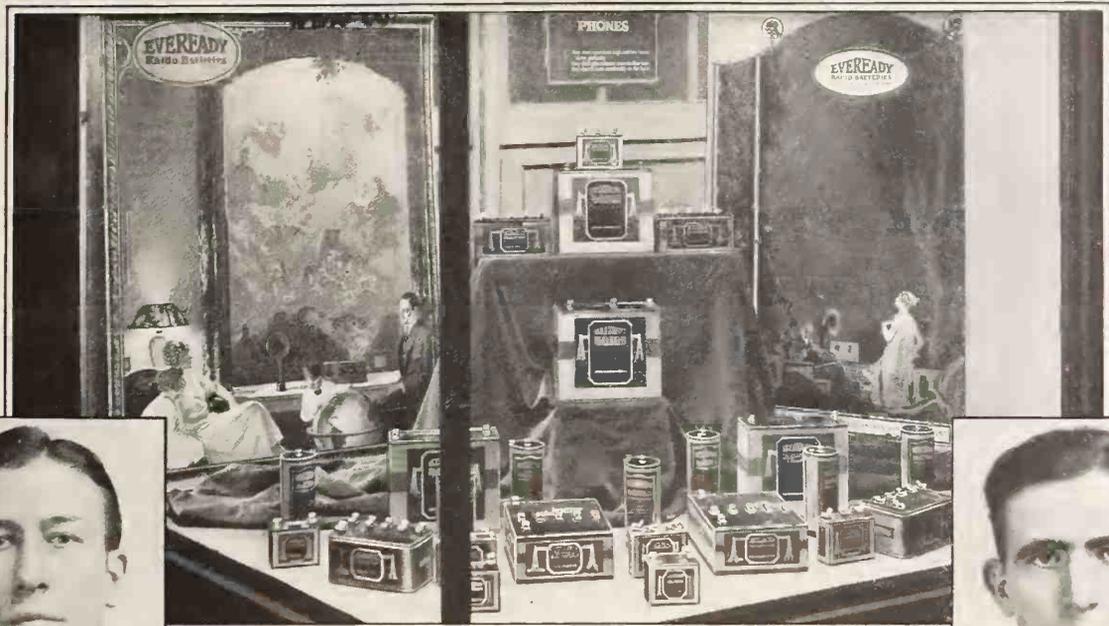


RUDY WIEDOERT



FRANK BANTA

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



EVEREADY

Batteries pay the overhead

BY SUMMER the Chattanooga Radio Co., Chattanooga, Tenn., will have enough sets in use to pay its overhead from sales of Eveready Radio Batteries. So say Earl W. Winger and Norman A. Thomas, who are the company.

You'll find happy, contented, ever-busy firms such as this wherever Eveready Radio Batteries are sold. Sales are especially good where Eveready national advertising is capitalized by window displays—as is done by Messrs. Winger and Thomas, who say "our best silent salesman is our window display."

There's an Eveready Radio Battery for every radio use.

Order Eveready Radio Batteries and window display material from your jobber.

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

EVEREADY

Radio Batteries

- they last longer

EVEREADY HOUR EVERY TUESDAY AT 9 P. M.
(Eastern Standard Time)
 For real radio enjoyment, tell your customers to tune in the "Eveready Group." Broadcast through stations

WEAF New York	WJAR Providence	WEAR Cleveland
WEEL Boston	WCAE Pittsburgh	WWJ Detroit
WFI Philadelphia	WGR Buffalo	WOC Davenport
	WCCO Minneapolis, St. Paul	

Printed Forms Reduce Collection Expense

H. E. Irish Co. Has Worked Out a System of Collecting by Mail Which Has Proved Its Effectiveness and Is a Model of Economy

No matter how small or large the instalment business of a dealer may be the problem of securing the monthly or weekly payments when due is of paramount importance and this is so whether the dealer handles his own instalment paper or is financed by some outside agency. And it is not only a question of securing the money when due but of doing so economically. It is logical that if the cost of getting the money from a customer to whom has been sold a talking machine, radio outfit or any of the other items which talking machine dealers are now selling on this basis is so great that the profit on the transaction is reduced to the vanishing point either there is something radi-

cally wrong with the dealer's methods of handling collections, at least in the individual case, or the sale should never have been made.

H. E. Irish Co. Uses the Mails

Some dealers stick to the old plan of sending collectors out after the money. In some districts under certain conditions this may be satisfactory but in the majority of instances it is not only unnecessary but too expensive. The mails can be used more economically and just as effectively. The main thing is a thoroughly organized system of granting credits and then holding the customer to his or her contract. The H. E. Irish Co., of Santa Cruz, Cal., has evolved a very simple and at the same time most effective mail collection system. This company, at the first indication that a customer is inclined to become delinquent, sends out what is termed a "contract payment notice." This notice really is somewhat in the nature of a statement, but it emphasizes that the monthly payment, according to the contract, is a certain amount, due on a stated day each month. These notices, one of which is illustrated below, are printed and their cost is small.

remit at once, because they want to save us the expense and labor of sending out follow-up statements.

May we expect to hear from you during the next few days? We will appreciate it.

Sincerely yours,
H. E. IRISH CO.

No. 3

Here We Are Again

We hate to annoy you—
But you know, business is business. This third statement is sent as another reminder that your account with us has not yet been paid, and that we have not had the pleasure of a reply to our former notes.

In stamps, labor and stationery it costs us about five cents every time we write you, and you can save us further expense by just sending us the money now—while the matter is fresh in your mind.

Thank you for many courtesies.
H. E. IRISH CO.

No. 4

This Is Our FOURTH Courteous Request For Settlement

Now really, do you think it's exactly fair? We gladly and willingly extended you credit, and felt sure you would pay promptly when we sent you the first bill. Continual sending of statements is wearing on the patience—both yours and ours—besides, WE NEED THE MONEY.

We appreciate your account, and hope to have more of your business, but we really would like to have this account settled AT ONCE.

Can we count on you?
H. E. IRISH CO.

P. S.—If there is anything wrong with the account, let us know. We will be glad to adjust it.

No. 5

If There Is a Reason Why Don't You Say So?

If you are financially unable to pay—if there is anything wrong with this account—if you want more time—IF THERE IS ANY REASONABLE REASON why this account should go unpaid any longer—we would be glad to know.

Common courtesy demands a reply to this statement. Will you let us hear from you at once before we decide you have no intention of doing the square thing?

You must know that good business requires some kind of a settlement of all accounts. We must get them off our books some time, some way. Failing to hear from you within TWELVE DAYS from this date, we will adopt such means as we have to enforce collection.

H. E. IRISH CO.

No. 6

Last Call

This is the last statement you will receive FROM US. This is your notice that the account will be placed with our collection attorney if we do not hear from you after allowing a reasonable time to receive your answer.

If the methods used by collection lawyers prove annoying, don't blame us. It is their business to get the money, and we have given you every opportunity to settle this account peaceably.

H. E. IRISH CO.

More than three-quarters of the H. E. Irish Co.'s business is on the instalment plan and the efficiency of this collection system is indicated by the fact that rarely is an actual repossession necessary.

E. Blout Recovered

Emanuel Blout, talking machine dealer and founder of the chain of stores bearing his name, who was stricken ill last Fall, has so far recovered that he makes regular visits to his office headquarters. Mr. Blout is planning a trip to Europe in the Summer.

Monthly Popular Releases

ITALIANSTYLE Records and Player-Piano Rolls

Distributed by

ITALIAN BOOK CO.

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

CATALOGUES SENT ON REQUEST

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

CONTRACT PAYMENT NOTICE

H. E. IRISH

VICTROLAS PIANOS TYPEWRITERS

Santa Cruz, Cal., 192.....

Your monthly payment on.....contract
dueAmt. \$.....
Arrears \$.....
Total \$.....

PLEASE FAVOR WITH PROMPT PAYMENT OF ABOVE SUM

Thank You,
H. E. IRISH.

Statement Starts the Collection Effort

If the reminder described above fails to bring the customer to time the H. E. Irish Co. immediately sends a formal statement of the debt due and in many instances this has been found effective in bringing in the money. This is really the start of serious efforts to make the customer realize that the payments must be made when due although the company has discovered that very often it is advantageous to exercise leniency in the matter of collections.

Brief but Pointed Printed Form Letters

In those cases where the Contract Payment Notice and the formal statement have not produced the desired results the first of a series of printed form letters is sent out. These letters, six in number, vary in color to correspond with the bookkeeper's file record of the account. The first letter, which is noticeably lenient in tone and general in character, is as follows:

To Our Friends and Patrons:

Among the accounts on our books are many of such small amount that the mere process of bookkeeping and sending a statement eats up the meager profit. If necessary to send more than one statement the result is frequently an actual loss. People who promptly pay their larger bills sometimes neglect the little ones because they are small, causing an endless stream of follow-up statements.

May we ask you, then, as an especial favor, to remit this small amount at once, and save us the trouble and expense of sending another statement? We will appreciate it.

H. E. IRISH CO.

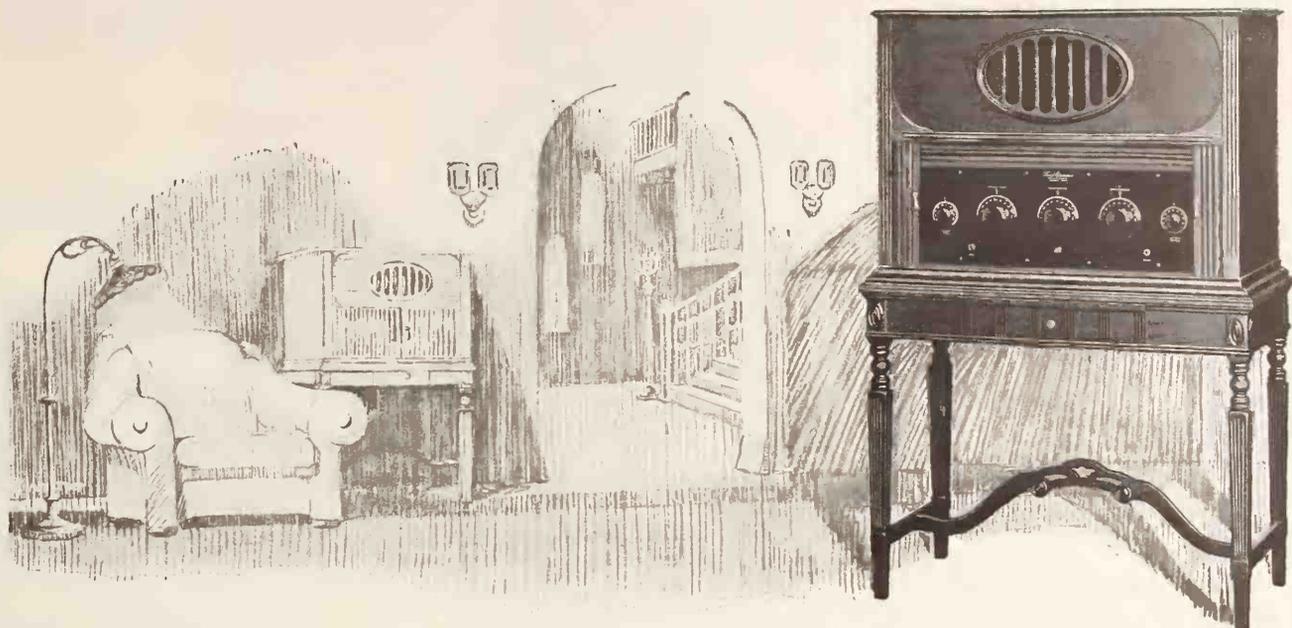
A period of time amply sufficient to permit the payment to be made is allowed to elapse before the second of the series is mailed. This, of course, is the case before each mailing of the five letters remaining, which are as follows:

No. 2

Second Notice

The statement we sent you last month may have gone astray. Or maybe you mislaid it and it slipped your mind. Anyway, we didn't hear from you, and are sending you this reminder.

We have many accounts on our books, and the problem of collections gets bigger all the time. Our best friends



A Radio Investment That's Permanent



The Highboy with doors closed and grille detached, to permit dusting of Superspeaker horn interior.



Rear view, showing roomy compartments on either side of built-in Superspeaker, housing all batteries, wet or dry.

The time is coming when many people are going to separate their purchases of Radio and Furniture.

The leaders want to do so today. They have welcomed our announcement of the Superspeaker Highboy by an actual flood of approval.

And the others will follow, for the common sense of such an idea is plain.

The Highboy can never become obsolete or out of date. It is merely a handsome piece of furniture, with built-in reproducer, and

housing the owner's current Set and equipment.

It will house the Radio of the future as gracefully as the Radio of today. And it will always answer the question "Where shall we put it" by providing a handsome Radio Unit, complete with a world-famous reproducer, and amply capable of gracing the most perfectly appointed drawing room.

Meet the demand for fine Radio Furniture with this Permanent Radio Investment. Ask for our folder, "Decorative Radio."

The Superspeaker Highboy, complete with table, in finest African Mahogany or No. 1 American Walnut. Set compartment 30 1/2 inches long. Design and mechanical patents pending.

"THERE IS NO SUBSTITUTE FOR THE BEST"

JEWETT RADIO & PHONOGRAPH CO.
5660 TELEGRAPH ROAD PONTIAC, MICHIGAN



The Jewett Highboy

Profit by Canvassing With Stocked Trucks

Connecticut Dealers Bring the Merchandise to Their Customers for Selection and Sales Come Easy—Salesmen Also Act as Collectors

The selling of talking machines, and in fact, any musical instruments by means of the truck sales plan, has two outstanding appeals, viewed from the angle of the customer. It appeals first to that class of prospect who is for some reason or other dilatory and inclined to put things off. While conscious of a desire for a talking machine in his home and realizing fully the pleasure which can be secured from the possession of the instrument this type of prospect does not feel the desire keenly until the instrument is actually in his home and this once accomplished, the signing of the contract waits merely on the formalities of arranging the terms. The second class of prospect includes those who live in the rural sections at some distance from the music store and make but periodical visits to the shopping centers and then merely to secure essential merchandise, and again to those to whom the appeal for a musical instrument in the home must be engendered. In other words, they must be "sold" on the desirability of owning a talking machine.

Bringing the goods to the customer has proved for many dealers the best method of merchandising with the class with whom they deal. An interesting illustration of the dealer who utilizes the truck sales plan with success is the experience of Amendola Bros., Columbia dealers of New Haven, Conn. To quote the words of the proprietors of this establishment, who state that they "have found this method of reaching the prospective phonograph and record buyer unequalled."

Operate Five Trucks

Amendola Bros. have five Dodge trucks operating on the road throughout the year and the entire State of Connecticut is covered by the salesmen of this house. So great a volume of sales are effected during the year that the selling cost of each instrument does not exceed the cost of selling on the floor of the store. In most cases one man is found sufficient to drive the truck and do the selling, but occasionally a truck is sent out manned by two salesmen.

One of the oft-repeated statements made by

those dealers who oppose truck selling is that the customers so secured are in a large measure poor risks and the percentage of repossessions are considerably higher than those which result from sales made on the floor of the store. That this condition is the fault, not of the truck sales plan, but rather of the salesmen who are oper-

Amendola Bros. have five trucks loaded with instruments and records scouring the large territory which they cover for business and they get it. Other dealers have found the same method of outside selling most productive of results. Plan proves both economical and best from the standpoint of selling on the installment plan. It also permits the dealer to draw business from a much larger territory than is possible in cases where salesmen are not provided with machines and permits the dealer to canvass the rural districts which are so rich in potential talking machine and record business. There is food for thought here.

ating, is evidenced by the statement of Amendola Bros. on this phase of the plan, who say: "Our experience has been that the sales made from trucks result in better customers and risks than those sold on the store floor. Our terms on truck sales generally depend on the customer. A salesman is instructed to use his best judgment and size up customers in making his terms."

Salesmen-Collectors

The important question of collections on sales made by this plan has been successfully solved by this firm, which employs trucks in calling on the customers, and the salesman who does the collecting carries with him a complete stock of the latest records which he demonstrates at each stop, thus serving the twofold purpose of giving exceptional high-grade service to the customers and at the same time constantly increasing the profits of the house. This salesman also periodically inspects the phonographs in the customers' homes and offers any service

necessary to complete satisfaction on their part.

Amendola Bros. have found that the instrument retailing in the neighborhood of one hundred dollars is in greatest demand by those prospects residing in the rural sections.

Advertising and Tie-Ups

While truck selling has grown to be the principal means employed to secure sales, this firm is alive to every opportunity of increasing business and broadening the field. As the clientele served is largely of Italian birth or extraction, advertising space in the Italian newspapers is used extensively and in conjunction with the advertisements, circulars are printed and distributed as throw-aways.

Since another method of increasing business used by this house is that of effecting a tie-up with every Italian opera and Italian artist appearing in New Haven and as the Italian population is fundamentally music loving, the identifying of the store with musical events of this character has gone far in placing it before the eyes of these people and as a consequence, increasing the sale of records.

Other Dealers Using Truck Sales Plan

Miller's Music Shop, with stores in the leading cities of Connecticut, also uses the truck sales plan with success in building up a big volume of sales. Oscar Feinberg, who recently took over the management of the Ansonia branch of the Miller stores, is a firm believer in this method of merchandising, and in a statement to a representative of The World, comments on his views on the truck sales plan, as follows:

"I find the straight canvassing the best method of securing prospects. This is the routine of having two men work from a truck, each man taking one side of the street being worked, offering each prospect called upon free inspection service on their phonograph. This gives the canvasser entry to the home of the prospect and is the best way of securing a line on the type of instrument in the home. If the type of phonograph is small, this gives the canvasser the opportunity of selling a larger instrument at first call or failing this, the prospect is checked for a later call.

"When the inspection service is completed, the canvasser has the opportunity of playing over some of the latest records. This, almost invariably, results in sales. The customers' names are taken so that the latest record supplements can be sent each month.

"From our Ansonia store the territory covered by canvassers includes Ansonia, Derby, Shelton, Seymour, Beacon Falls and Union City."

Cost of Selling No Higher Than in Store

Regarding the important angles of collections and terms and the type of customers secured by canvassing as against the customers "sold" on the floor of the store, Mr. Feinberg states:

"The cost of securing this business figures about the same as retail floor sales and it has been my experience that truck sales are better than the average retail floor sale inasmuch as they are generally better paying customers. Arranging the terms depends entirely with the canvasser although the average down payment is about ten dollars."

Record Firm Chartered

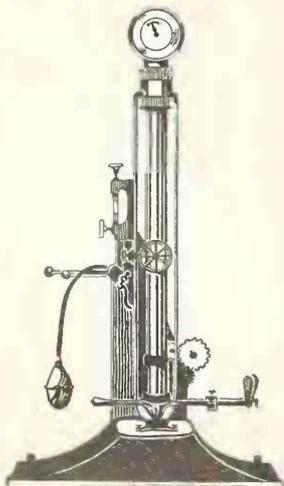
The Rotary Record Corp., New York, has been granted a charter of incorporation at Albany to manufacture phonograph records, with a capital stock of 2,000 shares of common stock, of no par value. The incorporators J. J. O'Connor, F. W. Baum and K. F. Kip.

Hardened Steel Needles Mean Longer Life to Records

THIS is what happens every time a record is played using a soft, poorly tempered needle—

As the needle travels through the record grooves tiny steel particles are rubbed off. These sharp, abrasive bits of steel deposit in the grooves and the next time the record is played they cut into the side walls, thus causing surface noises and wearing out the record.

This can't happen when an Okeh or Truetone Needle is used. Being made of the highest grade carbon steel they do not wear down quickly and ruin the record. Sell them and you protect your record business.



The scleroscope shown above is the instrument used for testing the hardness of steel. With it, inferior steels can be quickly detected and rejected.

Okeh and Truetone Needles

A Product of the
GENERAL PHONOGRAPH CORPORATION
OTTO HEINEMAN, Pres.

25 West Forty-fifth Street - - - NEW YORK, N. Y.



Sell Leaders to Make Money

In the long run—and that is all that really counts—most Radio profits are made from the sale of LEADERS.

When business is best, the Leaders sell faster than the rest. In midsummer the Leaders have sales almost to themselves.

You always net a clean profit from the sale of Leaders like the Jewett Superspeaker, the Jewett Vemco, the Jewett Micro-Dial, the Jewett Parkay and the Jewett Superspeaker Highboy.

Each is a Leader. Each is in active demand. Each is the first choice of your customer.

It pays US to BUILD Leaders. It will pay YOU to SELL them—just as it is paying more than 8,000 Jewett dealers elsewhere.

All by itself, the Jewett line can constitute for you a paying stock of High Quality Radio Equipment.

Write today for us to put you in touch with the right source of supply.

JEWETT RADIO & PHONOGRAPH COMPANY
5660 TELEGRAPH ROAD PONTIAC, MICHIGAN

THE JEWETT SUPER-SPEAKER—The Leader of All Loud Speaking Equipment.

THE JEWETT VEMCO—Makes a Radio Loud Speaker out of any phonograph.

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

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

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

“THERE IS NO SUBSTITUTE FOR THE BEST”

Peabody Co. Service Man Creates Sales, Builds Good Will Through Clever Stunt

Sales of Polish Alone Sufficiently Large to Pay Man's Salary—Card Which He Carries With Him Basis for the Success of the Plan—Insures Customer Satisfaction

A clever plan to utilize a service man to build good-will, keep the prospect and customer list up to date and to line up new prospects for talking machines, records and radio sets has been evolved by Leo J. Driscoll, sales manager of the Peabody Piano Co., of Baltimore. This concern handles talking machines, and the plan has been used very successfully among talking machine customers. It is as follows: The store's service man has been supplied with cards bearing a number of questions (illustrated herewith) the reverse side of which contains the names and addresses of customers. The service man visits the home of a customer and announces that he has come to see if the machine is operating satisfactorily. He asks the customer the questions appearing on the card and

checks the answer after the word "yes" or "no" following each question. While at the home of the customer the service man makes any necessary minor adjustments, and if there is something radically wrong with the instrument he explains the trouble and when, as is often the case, new parts are needed before repairs can be made he gives the customer an idea of the price of the parts and takes the order for same. The service man is supplied with a polish prepared especially for the Peabody Piano Co. and he is required to demonstrate it to each person he calls upon. In this connection, Mr. Driscoll pointed out that enough sales of the polish are made to pay the salary of the service man. It will be noticed that the seventh, eighth and ninth questions deal with radio. Through this a good, live radio prospect list has been built up and a number of sales have already resulted from follow-up by salesmen.

Often, too, a former customer has taken her trade elsewhere for some reason. Sometimes it is a real or imaginary lack of service, etc. The service man is in a position to find the exact reason for the lost trade and on the card under the heading "Remarks and Complaints" he registers his findings. This permits the company to remedy the trouble and bring the former customer back into the fold.

SERVICE REPORT

Does Customer Receive Supplement?	Yes—	No—
Do They Want It Continued?	Yes—	No—
Do They Purchase Records Here?	Yes—	No—
From Whom Do They Purchase Records?	Yes—	No—
Will They Purchase Here in Future?	Yes—	No—
Do They Want Any Records Now?	Yes—	No—
Do They Have a Radio?	Yes—	No—
Are They Interested in Radio?	Yes—	No—
Will They Exchange Present T. M.?	Yes—	No—
Did You Demonstrate Vinola?	Yes—	No—
Did They Purchase Vinola?	Yes—	No—

REMARKS AND COMPLAINTS

Extravagant Claims Result in Radio Service Charges

Pacific Coast Dealer Says High Cost of Servicing Radio Is Caused by Unqualified Claims of Manufacturer and Dealer

EUGENE, ORE., April 3.—One of the phases of radio merchandising which has caused much discussion among talking machine dealers is the high cost of servicing these instruments. In commenting on this, Harry L. Marshall, proprietor of Marshall's Music Store, states that this is caused by the extravagant statements regarding the capabilities of the radio receiver which are made by some manufacturers, dealers and salesmen.

"Claims are made of unusual results, without any qualification," says Mr. Marshall, "and the customer naturally believes that these unusual results are to be had regularly and under all conditions. When he fails to secure the expected results he believes something is wrong and calls for service.

"The only way to cut down the cost of service is to sell radio for just what it is and explain, before your customer buys, its limitations; because it does possess limitations in spite of all statements to the contrary.

"The average man does not like to be deceived, and if he finds that he has been he is likely to be difficult to satisfy and require a great deal of service."

The sales force of the Marshall Music Store sells radio sets upon the ability to get good reception of Pacific Coast stations. Customers are told that under good conditions distant stations may be picked up. It is explained, however, that the reception of distant stations is not a guaranteed fact, but is simply thrown

in for good measure. That this method of selling has its advantages is evidenced by the fact that the service cost in the Marshall store has been limited to less than 1 per cent.

Caruso's Widow Brings Suit Against Government

Seeks to Recover \$50,000 Income Tax Paid Under Protest While Non-resident Alien

Mrs. Dorothy Benjamin Caruso Ingram, widow of the famous tenor, has filed suit in the United States District Court to recover \$50,000 paid under protest as an income tax during 1918 and 1920 to the Federal Government. Mrs. Ingram, as administratrix of the late tenor's estate, named Frank Bowers, collector of internal revenue, as a defendant.

According to Assistant United States Attorney Crawford, the widow claims that Caruso was a subject of Italy and a non-resident alien in this country. Under this assumption, Caruso could only be taxed for income which he had made here.

The collector contends that Caruso was a resident alien. As such he would be liable to pay taxes on what he earned in this country and abroad. The \$50,000 taxes were assessed against the manufacture and sale of phonograph records made in Europe.

Columbia Artists Complete Sixth Year on Broadway

Sam Lanin and His Orchestra, Columbia recording artists, recently completed their sixth year on Broadway, a record which is unsurpassed. This aggregation of musicians have been playing at Roseland and it is their splendid rendition of dance selections that is largely responsible for the popularity of this dance palace. The Columbia Phonograph Co. recently released "No One" and "I Can't Stop Babying You," both played by this orchestra.

H. C. Kupfer Retires

BLOOMINGTON, ILL., April 8.—H. C. Kupfer, well known in talking machine circles and for the past sixteen years manager of the talking machine department of Mandel & Schwarzman, recently resigned his position and has retired from all commercial pursuits. Mr. Kupfer has been in the retail merchandising field for fifty-five years and ranks as one of the oldest subscribers to The Talking Machine World, which he believes is indispensable to any man who desires to attain success in this field.

NICKEL PLATING

GOLD PLATE



SILVER PLATE

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

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



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

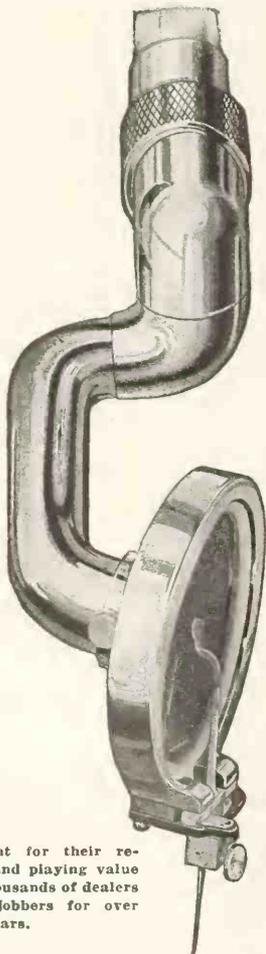
Mr. Edison Man:—

Never Say

"KAN'T," say "KENT"

The KENT No. 1

With "S" Sound Box for playing lateral cut records on the Edison Disc Phonograph has outsold all competition.



Bought for their resale and playing value by thousands of dealers and jobbers for over 10 years.

Write for catalog of complete line



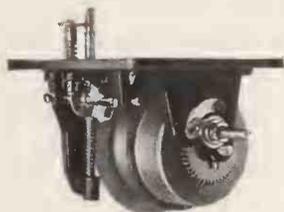
Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

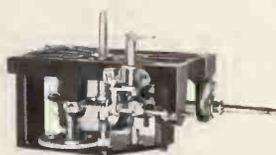
3,000,000 MOTORS

The Famous Heineman Line



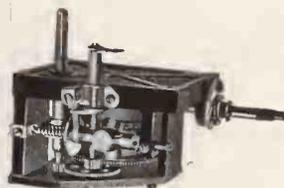
MOTOR NO. 66

Here is a powerful double worm, direct driven motor with three vertical springs. This motor is designed for the highest grade phonograph and has a very strong pulling power.



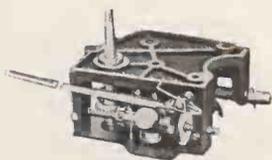
MOTOR NO. 77

This is a 2-spring motor, running four 10" records with one winding. All gears are milled. The winding is of the spiral type and guaranteed smooth. More than one million of these motors in actual use. The most popular motor for consoles and uprights.



MOTOR NO. 37

Having exceptional pulling power, combined with light weight and a strong and durable construction, this motor is specially adapted for high-grade portable and table machines.



FLYER MOTOR

A high-grade motor, specially adapted for Portable Machines. With one winding it plays 2 average 10" records.

That have stood the test of time.

IN the past ten years more than three million Heineman Motors have been put to work, making it possible for three million people to enjoy the music of the world on their phonographs. For ten years now, they have been giving constant service. Year in and year out, withstanding the hardest kind of usage.

It speaks mighty well for any phonograph motor when it can be truthfully said that *in one year less than one-tenth of 1% of the motors required major repairs.*

That is the record established by more than three million Heineman Motors now in use and we feel justly proud of it. Here then is abundant proof of the durability and scientific construction of every Heineman Motor.

You, as a phonograph dealer, are interested in satisfied customers. Is there anything that will make *your* customer more quickly dissatisfied with his phonograph than a noisy, troublesome, forever-breaking motor?

It would pay you to insist that the independent phonographs *you* sell, be equipped with

HEINEMAN QUALITY MOTORS

A Product of the

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street

New York, N. Y.

Unique Radio Programs of Atwater Kent Co. Popular

Music of Various Foreign Countries Interesting Departure From Usual Program—Atwater Kent Dealers Tying Up Effectively

The weekly radio broadcast programs of the Atwater Kent Mfg. Co. are proving very popular to radio listeners throughout the entire country, as is attested to by the volume of applause cards and letters being received at the various stations broadcasting these programs. These programs have taken definite form and follow the plan of devoting each evening to the broadcasting of the music of one particular nation. On Thursday, March 19, a Russian program was given. On Wednesday, March 25, the music was Austrian and on Thursday, April 12, the music of France was presented. On Wednesday, April 8, which occurred during holy week, the whole evening was appropriately devoted to Rossini's Stabat Mater.

Advance notice of these programs were sent to Atwater Kent dealers with the following suggestions: "Think of the mighty asset you have in these programs—capitalize them! Use space in your newspapers and put windows to work associating your name with the Atwater Kent radio artists and their wonderful concerts. Feature the slogan 'Hear the Atwater Kent radio artists on your Atwater Kent set.'" Thousands of Atwater Kent dealers throughout the country are actively co-operating with these programs with appreciable results.

Freed-Eisemann Surplus Sets Sold by Dept. Stores

Last Year's Superseded Models Disposed of by Leading Department Stores—Dealers and Jobbers Protected by Contracts

The Freed-Eisemann Radio Corp., Brooklyn, N. Y., without diverting from its strict merchandising policy of protecting its dealers and jobbers, is disposing of the Freed-Eisemann NR-5 receivers by selling them through leading department stores throughout the country. Far from interfering with dealers' sales this policy is helping them, for they benefit from the enormous advertising which the Freed-Eisemann products are receiving in several cities.

The NR-5 sets were held at the factory eleven months waiting the clearing of the dealers' shelves of this model. Part of the contract with the department stores dealt with the display advertising of the new Freed-Eisemann models at list price, as sold by radio dealers.

The sale of this surplus stock to the department stores was attended by the execution of a rigorous market-protecting contract stipulating that the advertising to be done would not be such that could be construed as damaging to the manufacturer's reputation and should be of such a character that it would not injure the manufacturer's market on his other products.

Mme. Frieda Hempel Scores in Final New York Recital

Mme. Frieda Hempel, the world-famous soprano and Edison artist, gave her final New York recital of the season in Carnegie Hall on the evening of March 25. The program as usual was admirably composed, and consisted of operatic arias, folk songs of many lands and a group of songs by such well-known American composers as Troyer, Powell, Eames and Bibb. It is hardly necessary to say that Mme. Hempel scored a tremendous success, for there is always a charm, style and mastery in her interpretation that delights. Her voice and her art were never more admirably displayed than at this concert. As usual Coenraad V. Bos was at the piano and L. P. Fritze was assisting flutist in the grand aria di bravura from "La Sonnambula."

Paul Specht and Orchestra to Give Radio Concerts

Columbia Recording Orchestra Engaged by Radio Corp. to Broadcast Each Week—Programs to Be Sent From Three Cities

PHILADELPHIA, PA., April 6.—For the first time in the radio history of this city a Philadelphia orchestra has been secured to broadcast regular programs for other than local stations. The musical aggregation so honored is Paul Specht and his original Columbia recording orchestra, which has entered into an arrangement with the Radio Corp. of America to broadcast every Thursday night from Mr. Specht's Philadelphia cafe, the Pandora, where he is playing an extended engagement. The broadcasts will be placed on the air from 10:30 to 11:30.

The stations from which the music is being broadcast are WJZ and WJY in New York; WRC in Washington, and WGY in Schenectady. Land wires have been placed in the Pan-

dora to pick up the music just as it is being played for the edification of the Pandora's patrons. The land wire will transmit the music to the broadcasting stations which will put it on the air simultaneously.

Although the present arrangement only provides for Mr. Specht to broadcast from the stations mentioned, on special occasions the Radio Corp. of America will broadcast the Pandora music simultaneously from its seven stations throughout the country. It is a fine tribute to Mr. Specht that his orchestra has been secured as the first local band to be used in nationwide broadcasting.

R. A. Jaffe Resigns Post

Richard Allan Jaffe, for some years manager of the phonograph and radio department of the Prime Furniture Co., Boston, recently resigned his position and has retired to Atlantic City for a complete rest. Mr. Jaffe has made no announcement of his plans for the future.



Economical—efficient—simple—safe—and *perfect* in operation. Guaranteed!

No more unsightly, expensive, always-dying B batteries! At last the perfect plate current supply, which gives power, direct current for any type of receiving set, right from the 60-cycle 110-volt Alternating Current house line.

FORDEC is no "pinch hitter" for B batteries. We don't say it is "just as good." FORDEC is *better* than the *best* B battery—gives better tone quality, greater volume, more distance, and makes any good set better — and costs practically nothing to operate. A nine-tube super can be operated with FORDEC at one-quarter of a cent a day. There is nothing about FORDEC to run down or wear out. Tubes give long service in FORDEC, for they cannot be overworked. The design and construction prevent this.

Some of the best radio engineers, manufacturers and distributors have recommended FORDEC after thorough test.

Live dealers see its money-making possibilities. One sale is equal in money to a year's supply of B batteries—and all the profit comes on one transaction. This makes it a good item to handle.

Exclusive FORDEC Features:

- Perfect reception on either local or distant stations.
- Entire freedom from hum.
- No distortion.
- Rectifies both sides of the cycle.
- Costs less than 1/4c. per day to operate.
- Does not over-work tubes.
- Will operate ANY receiving set from 1 to 8 tubes of any type.
- Complete control of both detector and amplifier voltages.
- Detector, 0 to 45.
- Amplifier, 0 to 160.
- Compact—neat—clean.
- No acids.
- Quickly and easily connected.

Insist upon your jobber securing a FORDEC for you at once—show it—cash the public demand. FORDEC is fully guaranteed, and works wonderfully under practically every condition.

Order direct if you prefer—we will supply you through your own distributor. But don't lose time—get started.



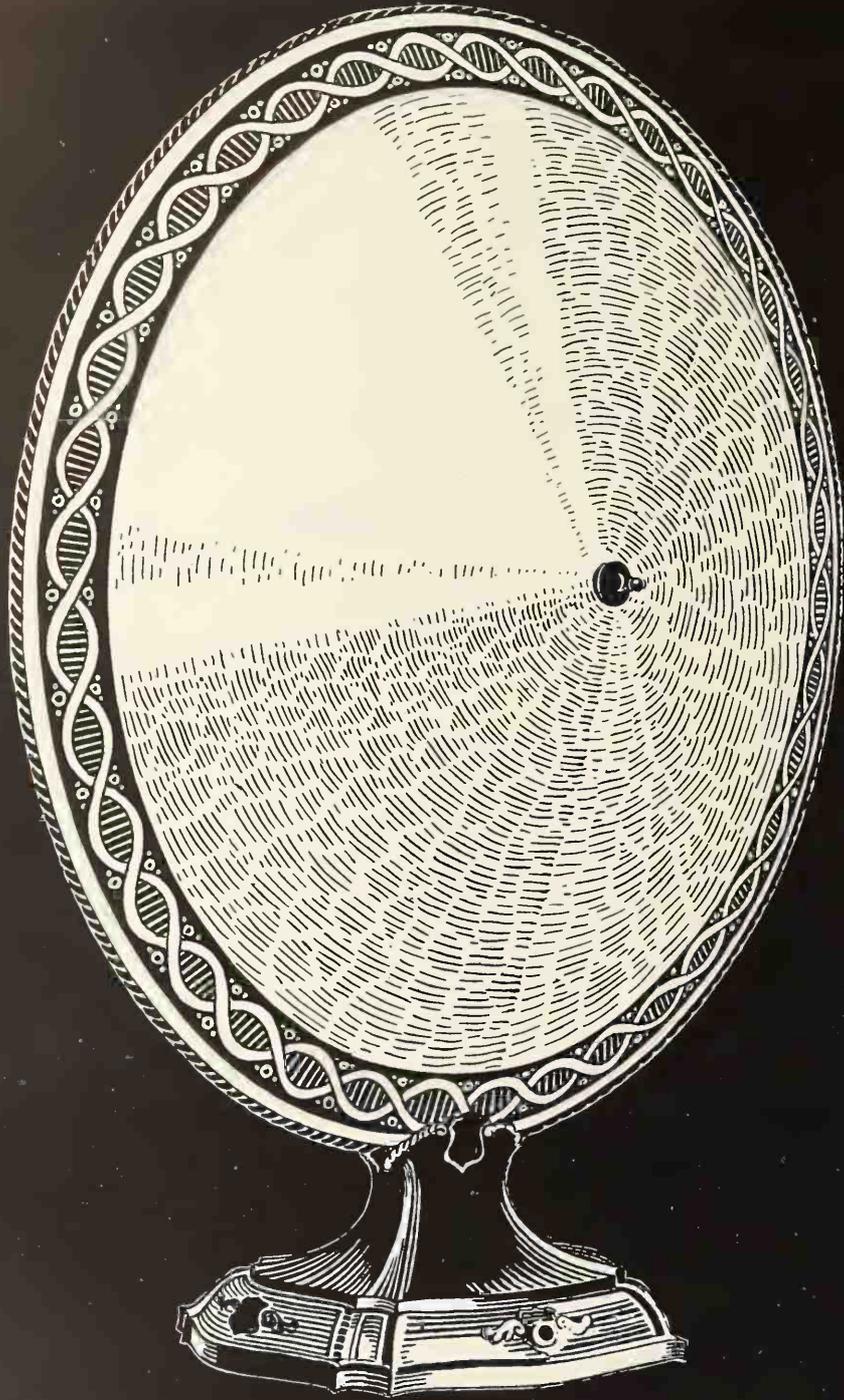
Fordec PRICE \$38.50
B BATTERY

This price without tubes. If desired, two perfectly matched, specially made rectifying tubes may be had at \$3.00 each. These tubes carry the same guarantee as FORDEC.

Foreign & Domestic Electrical Commodities, Inc.

Eastern Office
629-635 West 23rd Street
New York, N. Y.

Western Office
11502 Madison Avenue
Cleveland, Ohio



THE EAR
SAYS *BUY!*

Neither cold type
nor pictorial illustration
can adequately portray the
merits of the Farrand-Godley
Speaker. Why resort to the superla-
tive, the alluring adjective, the extrava-
gant claim, or the artist's brush? For it
is the Ear, rather than the Eye, that
sits in judgment. From the day of its
introduction, the Farrand-Godley Speaker
has spoken for itself in unmistakable
terms of new tonal beauty . . . and in-
variably the listening Ear has said *BUY*.

Farrand Manufacturing Co., Inc.,
28 South 6th Street,
Newark, N. J.

LIST
PRICE

\$32.50

Farrand
 *Godley*
SPEAKER

THE MANUFACTURERS OF THE FINEST LOUD SPEAKERS AND PHONOGRAPHS USE

MICA DIAPHRAGMS

THEY BRING OUT

*The Purest Tones
The Subtle Overtones
The Delicate Shadings*

The Absolute Reproduction of the Voice, Instrument and the Ensemble
Diaphragms made of substitute materials do not attain the same results
WHY NOT HAVE THE BEST?

Write for Samples and Prices

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

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

Brunswick Co. Announces New Record Exchange Plan

Suggests That Dealers Allow Credit on Return of Old Records of Standard Make Providing the Customer Buys Four New Brunswicks

The Brunswick-Balke-Collender Co. has announced to dealers in Brunswick records a new plan for increasing record sales through the exchange of old records on the part of customers. Under the plan it is suggested that dealers accept from customers Victor, Vocalion and Brunswick records, granting a credit of seventy-five cents for each four records of those makes returned provided the customer applies that credit to the purchase of four new Brunswick records. The list price of the returned records has no bearing on the maximum allowance of seventy-five cents for four recordings.

The Brunswick Co. states that the plan was tried out successfully by the Aeolian Co. last year and stimulated record demand materially. In supporting the dealers in carrying out the plan the Brunswick Co. agrees to credit the dealer with the wholesale price of the 75c records for every four old records returned, provided an order is given to the wholesale branch for a number of records corresponding to those returned.

One of the features of the plan is that it serves to move out of record cabinets old records that have lost their interest for the customer and are seldom used, thus leaving room for the installation of new records bought at list prices and with profit from their local retail dealer.

1925 Will Be Big Needle Year, Says Harry Acton

Brilliantone Steel Needle Co. Receiving Steady Increase in Orders for Products of W. H. Bagshaw Co., Lowell, Mass.

The Brilliantone Steel Needle Co., of New York City, sales agent of the W. H. Bagshaw Co., of Lowell, Mass., reports a steady increase in needle demands. As was announced last month, all Reflexo products consisting of Gilt Edge and Reflexo steel needles, which are also made by the W. H. Bagshaw Co., are now shipped and billed by the Brilliantone Steel Needle Co. This allows all Bagshaw products to be ordered from one source and also makes possible delivery in one shipment.

Coincident with this change it was announced the following members of the Brilliantone staff were the only ones authorized to solicit and accept orders on behalf of the Brilliantone Steel Needle Co. The names on the staff mentioned are: Harry W. Acton, Louis J. Unger, Sydney S. Risser and Irving P. Unger.

Harry W. Acton, general manager of the company, reports a steady and increasing volume of needle orders being received. "The first three months of the year have proved that 1925 is going to be a big needle year," summed up Mr. Acton. "Bagshaw quality is better known than ever before and orders are coming in thick and fast."

Alton Whitefield Joins the Caldwell-Lyons Sales Force

SHELBYVILLE, KY., April 2.—Alton Whitefield, formerly associated with the Starr Piano Co., at Cincinnati, O., as traveling salesman, has resigned his position to join the sales force of the Caldwell-Lyons Phonograph Co., distributor of Starr pianos, Starr phonographs and Gennett records. Mr. Whitefield will cover Kentucky, parts of Tennessee, Indiana and Illinois. Mr. Whitefield has been in the music business for a number of years and his intimate knowledge of Starr products and experience with the wholesale trade fit him admirably for this position.

Van Veen Makes Installation

The Starck Piano Co., 110 West Forty-second street, New York City, has had its entire basement made into a showroom. The work was in the hands of Van Veen & Co., Inc., manufacturer of talking machine wareroom equipment, and the contract also included decorations. The basement showroom consists of three thousand square feet of space and is provided with exhibition rooms and all other modern wareroom equipment.

V. Rizzo's Hotel Sylvania Orch. Makes Okeh Records

Nightly Broadcasting of This Orchestra Popular—Okeh Records Also Admired

Philadelphia has developed several orchestras which have become very popular in the recording and broadcasting fields. One of the newest and one which gives great promise of being in the spotlight for a long time to come is



Vincent Rizzo's Hotel Sylvania Orchestra

Vincent Rizzo's Hotel Sylvania Orchestra. The nightly broadcasting of its concert from the dining room of the Sylvania Hotel has made the orchestra popular with everyone within radio reception distance of the Philadelphia broadcasting station.

Vincent Rizzo and His Hotel Sylvania Orchestra are also popular recording artists on Okeh records. His latest releases in the Okeh catalog are "In the Shade of a Sheltering Tree," from the current Music Box Revue, and "The Only Only One." Okeh dealers everywhere report the popularity of these recordings. This is particularly true in the city of Philadelphia, where the Everybody's Talking Machine Co., distributor of Okeh records, reports the demand has been exceptional.

Vincent Rizzo is a talented musician of considerable ability, and his arrangements are particularly pleasing and harmonious. The playing of his orchestra has received the praises of many prominent musicians, and among Mr. Rizzo's prized possessions is a letter from Leopold Stokowski, famous leader of the Philadelphia Orchestra, who after dining at the Sylvania Hotel wrote to Mr. Rizzo his sincere appreciation of the music he had played.

Davega Has Anniversary

Davega, Inc., whose chain stores, numbering fourteen, carry talking machines, radio and sporting goods, celebrated its forty-sixth year in business last month. The first Davega shop was opened forty-six years ago by I. and S. B. Davega, with sporting goods as the featured merchandise. The officials of Davega, Inc., are S. B. Davega, president; A. Davega, treasurer, and Harry S. Davega, vice-president.

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.

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

Pooley

RADIO CABINETS
with
**ATWATER
KENT**
RADIO

Model 600-R-2
William & Mary Style

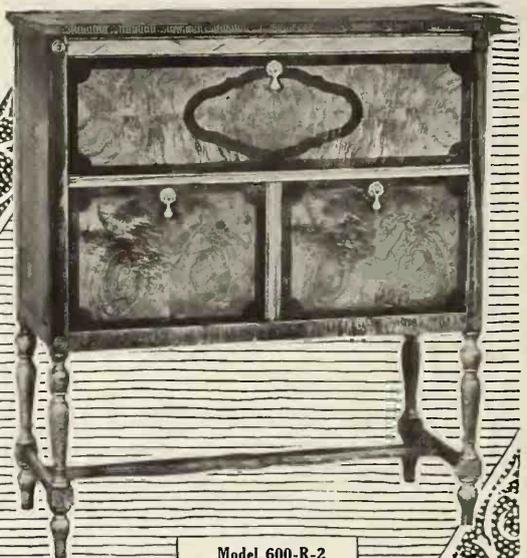
American walnut or English brown mahogany, duo-tone. Rosewood and walnut inlay.

Model 1100-R-2
Stuart Style

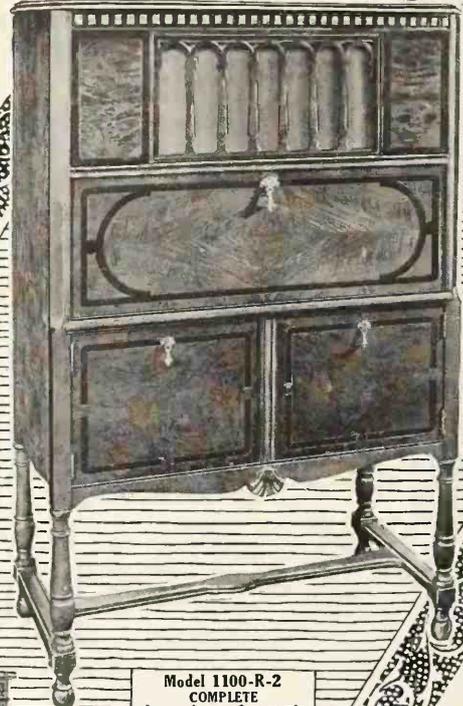
English brown mahogany or American walnut, duo-tone.

Model 1200-R-2
Louis XVI Style

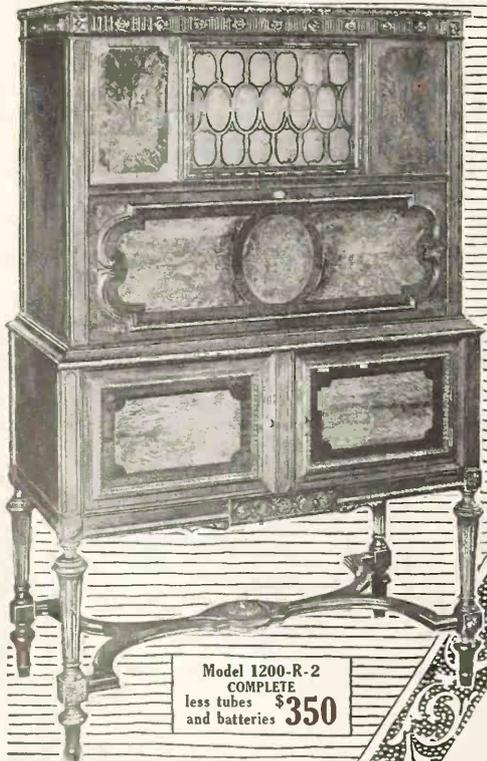
Selected American walnut and Oriental burl. Fluted silk interior fitting.



Model 600-R-2
COMPLETE
less tubes \$210
and batteries **210**



Model 1100-R-2
COMPLETE
less tubes \$225
and batteries **225**



Model 1200-R-2
COMPLETE
less tubes \$350
and batteries **350**

The RADIO BEAUTIFUL

Wonderful Pooley cabinet network—the world's standard for 41 years.

So easy to sell—Pooley national advertising is carrying the Pooley message to the millions who want their radio, batteries and loud speakers self-contained in a beautiful piece of furniture.

QUICK SALES — BIG PROFITS

Write Radio Sales Department C

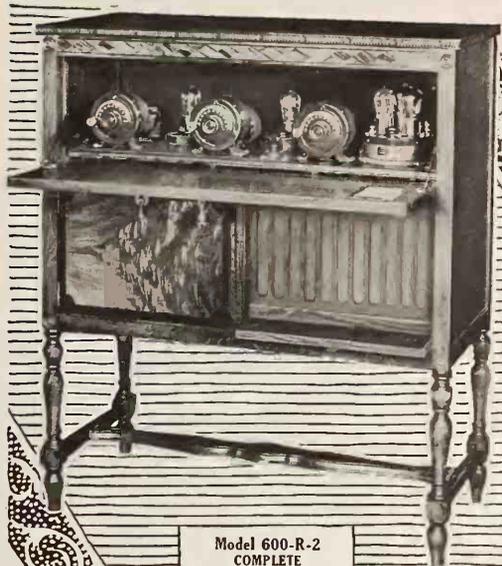
THE POOLEY COMPANY

Indiana Avenue—16th & 17th Streets
PHILADELPHIA, U. S. A.

Prices Slightly Higher
West of Rockies

Pooley

RADIO CABINETS with ATWATER KENT RADIO



Model 600-R-2
COMPLETE
less tubes and batteries \$210



Model 1100-R-2
COMPLETE
less tubes and batteries \$225



Model 1200-R-2
COMPLETE
less tubes and batteries \$350

Model 600-R-2
Length, 33"; Depth, 15½";
Height, 42".
Complete less tubes and batteries \$210

Model 1100-R-2
Length, 33"; Depth, 15½";
Height, 52½".
Complete less tubes and batteries \$225

Model 1200-R-2
Length, 36"; Depth, 18";
Height, 56½".
Complete less tubes and batteries \$350

The RADIO THEY WANT

Here is an exclusive Pooley sales argument.

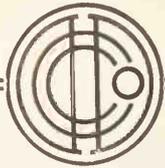
Each cabinet contains the Built-in Pooley Floating Amplifying Horn (patent pending), with the celebrated ATWATER KENT Reproducing Unit—a combination found only in Pooley Radio Cabinets. It gives unusual volume with a clarity and sweetness of tone surpassing anything radio science has yet developed.

Write Radio Sales Department C

THE POOLEY COMPANY

Indiana Avenue—16th & 17th Streets
PHILADELPHIA, U. S. A.

Prices Slightly Higher
West of Rockies



DOEHLER

The World's Largest Producer of

DIE-CASTINGS



A user of die-castings dependent upon a single source of supply for his die-cast parts, labors under a hazard which may cost him thousands of dollars in delayed deliveries and lost sales.

No such hazard is incurred by the purchaser of Doehler Die-Castings, for the three complete Doehler plants are at his command—for real service.

It is beyond the bounds of probability that circumstances could combine to stop production from all three of these Doehler plants, at one time.

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

Now the Natural Voice T. M. & Radio Cabinet Co.

Ferrara Bros. Incorporate the Natural Voice Talking Machine & Radio Cabinet Co.—
Founders Well and Favorably Known

ONEIDA, N. Y., April 6.—The old-established manufacturing plant of Ferrara Bros. has been reorganized and incorporated under the name of the Natural Voice Talking Machine & Radio Cabinet Co., with Ben Ferrara as president; Edward L. Haskell, vice-president; W. D. Parkell, treasurer; R. H. DeWitt, secretary, and W. W. Wilcox, attorney. These five men constitute the board of directors.

Mr. Ferrara has been manufacturing high-class furniture all his life and for a number of years was with the old Smith & Ellis plant at Canastota, N. Y. Coming to Oneida nearly twenty years ago he began the manufacture of dining room furniture, accompanied by his brother Ralph, continuing until about twelve years ago, when the company's name was changed to the Natural Voice Talking Machine Co. The company manufactured the Natural Voice talking machine and attained marked success with this product.

The Natural Voice Talking Machine Co. is well known in the Eastern half of the United States and the steady growth of its business resulted in the incorporation of the company and in increase in working capital to take care of new business. The new company was incorporated in November, 1924, and immediately began the manufacture of radio cabinets and radio tables in connection with the manufacture of talking machines. It is planned to make many new improvements in the plant within the next few months. New machinery has already been installed and additional land has been purchased which will be utilized for a new building. Another building will be completely overhauled and made into a modern office and showroom with a complete line of talking machines, radio cabinets and radio tables on display.

E. L. Haskell, vice-president of the company, is one of the leading insurance men of Central New York, having large interests in Oneida, Utica and Canastota. W. D. Parkell, treasurer, is a retired business man and will devote considerable of his time to the new corporation. R. H. DeWitt, secretary of the company, resigned the secretaryship of the Oneida Chamber of Commerce to devote his entire time to the Natural Voice Co. Mr. Wilcox is a lawyer of considerable prominence, and at the present time is City Judge of Oneida.

Canvassing for Radio Sales

BROCKTON, MASS., April 7.—L. R. Porter, talking machine and radio dealer, featuring Edison phonographs and records, states that he has found canvassing the best method of securing radio prospects. Using an auto, Mr. Porter covers a territory five miles in each direction from the store and, by gaining access to the prospect's home and setting up an instrument to give a demonstration, finds the actual selling an easy matter. Direct mail is also used with success by this live dealer, who has built up a large business.



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.

P. G. Spitz in Important New Post in St. Louis

Former Manager of J. L. Brandeis & Sons, Omaha, Made Department Manager of B. Nugent & Bros. Co., New St. Louis, Mo., Firm

OMAHA, NEB., April 4.—P. G. Spitz, until recently manager of the music department of J. L. Brandeis & Sons, Omaha, has accepted the position of installing and managing the music department of the new B. Nugent & Bros. Dry Goods Co., St. Louis. Mr. Spitz, or "Pete," as he is known to his friends, has been actively



P. G. Spitz

engaged in many responsible musical connections for the past twenty years. His early training was received with a leading wholesaler in Philadelphia. Later he came West and affiliated with Chase & West, at that time wholesalers for the Victor Co. From there he went with the Jones, Black Dry Goods Co. in Waterloo, Ia. Then, after a short period with T. S. Martin, of Sioux City, he became associated with the Brandeis store in Omaha, where he has been located for the past three years. During this time he has been connected with a number of musical organizations in this section of the country and served for three years as president of the Iowa Victor Dealers' Association.

Six New Distributors Appointed by Jewett Co.

DETROIT, MICH., April 7.—The Jewett Radio & Phonograph Co. recently announced the appointments of the following distributors: Carolinas Auto Supply Co., Charlotte, N. C.; Southern Auto Supply Co., Washington, D. C.; Radio Appliances, Inc., Columbia, S. C.; Isaac Walker Hardware Co., Peoria, Ill.; Franklin H. Clark, Sioux City, Iowa, and the Charleston Hardware Co., Charleston, Va.

Opens Store in Ponce, P. R.

The Luvema Talking Machine Co. has recently opened attractive and well-equipped quarters in Ponce, Porto Rico. Edison phonographs, records, repair parts, needles, novelties, radio apparatus and other supplies for the trade are handled by this establishment.

Freed-Eisemann

In the April issue of their official house-organ the "Engineering Service Bulletin" say of the SELECTRON—

ENGINEERING SERVICE BULLETIN

FROM time to time we shall bring to the attention of our dealers various devices which will aid them in the sale of Freed-Eisemann apparatus. The only interest we have in doing this is the desire to see our receivers used with the best possible equipment under the best possible conditions.

The Audak Co., 565 Fifth Avenue, New York City, has designed an instrument known as the Selectron, to be used with phonograph and radio. It permits the loud-speaking phonograph unit to deliver the received signals directly to the sound chamber of phonographs. The sound chamber is, of course, a highly developed and scientifically constructed amplifier, extremely well suited to radio as well as phonograph reproduction.

It will readily be appreciated that when the phonograph unit can deliver the broadcast signals directly to the sound chamber of the phonograph, that any losses or distortion which might occur in the tone arm of the phonograph will be eliminated. The phonograph unit when attached directly to the sound chamber will form a loud speaker of scientific construction which will serve to bring out the full tones of the received music without distortion of any kind. Furthermore, the inconvenience of having to take off the phonograph unit and replace the sound box of the phonograph when it is desired to use records will also be eliminated, since the Selectron has an added advantage in that it enables one to change from radio to phonograph instantly by the mere turn of a dial. Also the Receiving Set can be admitted to the living room, as the ordinary ugly horn will not have to be used.

The advantages of the Selectron when used in a Victrola equipped with a radio panel are obvious, but it will be of great service also when used with regular receiving sets attached to a loud-speaking phonograph unit, so that the sound chamber of the phonograph may be utilized.

The Selectron has been carefully tested in our laboratories and found to work satisfactorily in every respect.

SELECTRON is acclaimed by the talking machine industry as the "missing link."

In this series of advertisements, of which this is the second, we now show endorsement of SELECTRON by the radio industry.

(In a previous ad we had the pleasure of featuring the endorsement of SELECTRON by the Stromberg-Carlson Co. Further set manufacturer's endorsements will be announced in subsequent copy.)

OF PARTICULAR INTEREST TO TALKING MACHINE DEALERS AND JOBBERS

- | | |
|---|---|
| 1. SELECTRON forever preserves the talking machine as a musical instrument and retains it in the record market. | 4. Each of the many millions of talking machine owners is a prospect. |
| 2. A Selectronized talking machine is permanently protected against being "killed off" as a musical instrument. | 5. SELECTRON does all of the above without in any way disturbing the talking machine in the least—and without any so-called "installation." |
| 3. SELECTRON brings | |

Have your jobber tell you all about Selectron or write direct

AUDAK COMPANY
565 Fifth Avenue New York, N. Y.



\$12⁵⁰

LIST PRICE

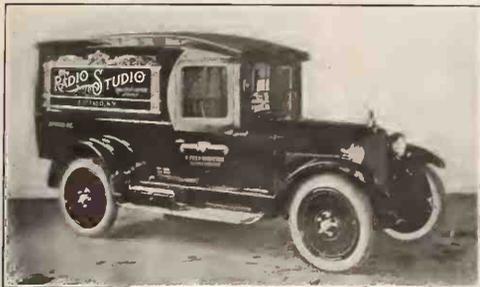
SELECTRON

Reg. U. S. Pat. Off.

Kennedy Distributor Has Effective Delivery System

Radio Studio of Buffalo Provides Salesmen With Fully Equipped Trucks So That Immediate Delivery Is Made on All Orders

BUFFALO, N. Y., April 7.—The Radio Studio of Buffalo, which distributes the Colin B. Kennedy receivers exclusively in this territory, is building an enviable reputation by the caliber of its policy of dealer co-operation. An interest-



One of the Radio Studio Trucks

ing example of this is shown in the company's manner of making deliveries. Each salesman is provided with a Dodge car, fully equipped, an illustration of which is given herewith. The salesman covers his territory in this car, carrying a stock of Kennedy receiving sets. Upon calling on a dealer and securing an order for a number of sets delivery is made immediately. It is needless to state that this service has won the heartfelt appreciation of the dealers.

In localities where dealer connections have not been effected the salesman knows in advance who he would like to sell and has made in advance the proper inquiries regarding credit, etc. If upon his initial call he is successful in landing the dealer, a stock of Colin B. Kennedy receivers are in the new dealer's store a few

minutes after arrangements have been completed.

Five of these cars are being operated at the present time by the Radio Studio and as they are well equipped and artistically decorated their very appearance has the effect of reflecting the up-to-date policies of the firm.

Patent Office Transfer Indicates Great Progress

Dr. De Forest Hails President Coolidge Anent the Transfer of Patent Office From Department of Interior to Department of Commerce

Dr. Lee De Forest, noted inventor in radio, hailed with enthusiasm the order by President Coolidge transferring the Patent Office from the Department of the Interior to the Department of Commerce.

"It is the most forward-looking step in the history of the Patent Office," he said, "especially in view of the vigorous campaign to remove present injustices toward American patentees and manufacturers which Mr. Hoover has promised.

"The blindness of Congress is responsible for long delays and other obstacles to modern progress. It does not seem to understand the tremendous volume of work the examiners of the bureau are required to do, or that though over 50,000 patents and trade-marks are issued each year, it requires twelve months or more to get an application through, instead of six weeks or two months that should be necessary. This could be accomplished with increased pay and personnel. The member who introduces a bill that brings this about will do much to etch his name in the Hall of Fame."

The M. P. Moller Music Store, Hagerstown, Md., was recently damaged by a fire which started in an adjoining building.

New Brunswick Plan for Building Gold Label Demand

Sample Records Will Be Sent to Those Whose Names Are Furnished to the Company by the Dealer—Should Develop High-class Trade

The Brunswick-Balke-Collender Co., Chicago, has provided for its dealers an interesting plan whereby Brunswick Gold Label records recorded by artists of the New Hall of Fame can be brought directly to the attention of the dealer's prospects at a minimum of expense.

Under the plan the dealer is asked to turn over to the company a selected list of record buyers who might be expected to be interested in records of the Gold Label type. To each of the customers on the list there will be sent a Gold Label record with the compliments of the Brunswick Co., accompanied by a personal letter stating that the record is sent at the suggestion of the local dealer. The customer is asked to acknowledge the sample records and these acknowledgments will be turned over to the dealer.

The only expense of the dealer beyond that of preparing the list, which is negligible, is a charge of fifteen cents for each record sent to its customers, thereby representing a most economical and at the same time impressive method for getting an actual sample of the Gold Label Records into the customer's hands.

California Ramblers Ramble

The California Ramblers, exclusive Columbia artists, are aptly named in that within a fortnight recently they appeared in four different States. Among other engagements they played at the Mid-Winter Carnival at Dartmouth, N. H.; in Pennsylvania at the Ivy Ball at the University of Pennsylvania; in the District of Columbia as headliners at the Rialto Theatre, and in New York at the Alamac Hotel.

The Natural Voice—A Finished Product

Proved by Years of Experience—Not by Guesswork

NATURAL VOICE CABINETS

All "NATURAL VOICE" Cabinets are correctly designed to conform with the prevailing styles in fine furniture.

NATURAL VOICE MOTORS

"The Heart of the Machine," a test will show that the "Natural Voice" motor is the most quiet winding and running motor used, also guaranteed for two years.

RADIO CABINETS AND TABLES

We have a complete line of both cabinets and tables or will make them up to your specifications.

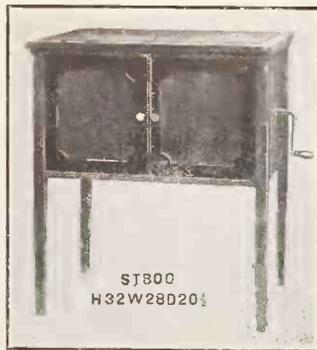
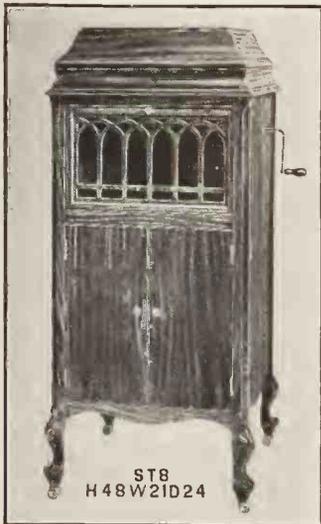
MR. DEALER

You are interested in our proposition, it is a winner, ask for catalogue and prices.

Numbers 800, 909 and 915 can easily be converted into a Radio Receiving machine.

Natural Voice Talking Machine Co.

221 Wilson St., Oneida, N. Y.



Don C. Preston Sells Radio Sans Try-Out

West Coast Dealer Tells How He Avoids Costly Demonstrations in Merchandising Radio—Quality Products as a Sales Builder

Life is a matter of changes, and so it is with any business. Success in either depends largely upon the ability of making adjustments to meet the ever-changing conditions. We of the music industry now realize, greatly against our will, that never before have we been confronted with this great problem as we are to-day, and our very existence depends largely upon a proper solution of the readjustment problems.

I am frank to confess that never have I dreaded any change or addition to my business as I did that of adding radio to our then complete music stores. This fear I now feel to have been mostly due to my lack of confidence and knowledge in this line, and not until I had studied out a thorough merchandising plan on a basis which would make the department a profitable one did I enter this field.

Quality Products Build Radio Sales

A solid foundation can only be built upon the continued selling of the right kind of merchandise. A very good rule in any business is to first be sure that you are handling the best that the market affords; then put yourself behind it 100 per cent, and do not change your line to please every salesman who comes along. Make yourself the best customer for the best manufacturer, and if he is the best he will appreciate your trade and will do his utmost to show his appreciation and hold your steady support. At the same time, one must realize that his particular business comes first, and that no one is entitled to serve him unless all interests are mutually profitable. One must never allow his place of business to become the dumping ground for inferior merchandise.

How Don C. Preston Sells Radio

Following out this thought, we selected the lines which we could back up so strongly that we could sell them right over the counter, so to speak, and know that we could back them up by giving real radio satisfaction and retain the confidence of our trade.

We believe in selling radio right in the store if possible. One of the greatest mistakes any dealer can make is to allow the customer to think that the accepted way of buying radio is

to demonstrate in the home. Make them feel that the accepted way is to buy in the store, placing their confidence in your ability to satisfy them. The moment you suggest home demonstration, before exhausting every resource to sell them in the store, they immediately take it for granted that home demonstration is the proper way of selling. The thought then enters



Don C. Preston

their mind that if you are so willing to do this, why not try them all and see which they like the best. Then you know only too well what happens. They then become keenly critical, and any time you may spend with them or service you may render is simply taken as sales effort and is not as a general rule appreciated. On the other hand, if you sell them in the store and receive some of their money, they are going to appreciate everything you do for them and accept it as service and not as sales effort. They will also be more patient with you when they have a financial investment; the pride of ownership is bound to exert itself, and, besides, no one is fool enough to admit right away, at least, that he has made a mistake in judgment by buying something that he has not heard. These very human facts will assist you in mak-

ing the installation a satisfactory one, as we all know that the first few days are the hardest, and if you have the co-operation of the buyer you are bound to satisfy him.

Avoiding Home Demonstrations

When a customer asks for a home demonstration, we tell them that should we demonstrate, and the set prove satisfactory and they buy it, would they have confidence in us to take care of it if something went wrong the day after they had paid for it—or in the demonstration and later buying, will they relieve us of all responsibility if it goes wrong? Of course, they will not, and they admit that they would still have confidence in us to take care of them. Then why not display that confidence now by making a deposit and trust in us to satisfy them.

Should they still insist upon a demonstration, we ask them if they are enough sold on the set and us that they will agree to buy if the demonstration is satisfactory, and they are able to meet the required terms. In other words, it must be clearly understood that they will buy if everything is satisfactory; otherwise, we are too busy to give them a demonstration, as we are taking all of our time to give service to those who are buying outright, as they are entitled to our service first. By following this policy you will test the sincerity of your customers and they are not much of a prospect if you cannot get some positive statement from them as to whether they will buy.

Customer Pays for Aerial Construction

When you are unable to close your deal in the store, and a home demonstration is absolutely essential to the consummation of the sale, we insist that the customers pay for the aerial installation, as they will have to have an aerial no matter from whom they purchase a set. This light investment tests their sincerity, and also makes a wedge for an easy close.

We prefer not to leave a set out overnight. However, we do occasionally vary from this rule. We also guarantee to make any change within our lines to suit individuals, as long as they take their own chance on tubes and batteries, and the units must still be standard at the time of the exchange. It must also be within a reasonable length of time.

Sticking to the Truth

Not having any local broadcasting station which operates in the day time, and the others being at too great a distance, we are unable to make even a store demonstration, so we must talk our goods with a great deal of confidence, and must be in a position to back up every statement.

Only the other day a lady came into the store and was greatly disgusted with a competitor for stating that his set would get everything but Mars. With a few straight facts, dealing with a few of the bad features of radio, as well as the good, she purchased from us for cash.

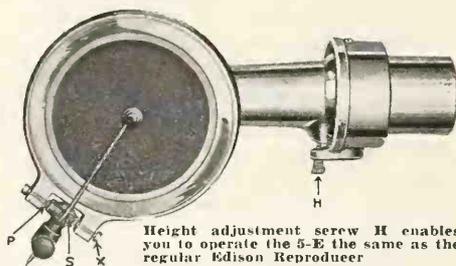
How Trade Can Aid in Stabilization

Radio has come to stay, and the sooner we do our part to stabilize this new addition to our business, the sooner will other lines become readjusted to the new conditions.

Above all keep your stocks in all departments clean, and buy only according to your immediate sales. If you are conducting a general music business, you must be ready to swing your efforts from one line to the other as occasion demands. Clean and well-balanced stocks will allow you to do this.

Trade-ins should be watched very carefully. No article should be accepted beyond what you would actually pay in cash for it. If it is unsalable, do not take it at any price. We trade for no second-hand radios ourselves. Phonographs and pianos are taken only at cash value.

For Playing All
Needle Records
on the Edison
Diamond Disc



Height adjustment screw H enables you to operate the 5-E the same as the regular Edison Reproducer

NICKEL
\$6.00

ORO-TONE No. 5-E

Usual Discounts to Dealers

GOLD OR
OXIDIZED
\$7.50

WITHOUT QUESTION OR DOUBT the No. 5-E is the most perfect equipment made for playing all needle records on the New Edison.

ATTACH IN ONE SECOND—Swing it over and lower on the record with the operating lever just the same as when using the Edison reproducer and the Edison record.

TONE QUALITY—Deep, rich and powerful. You will be pleased with both the volume and quality of tone.

AUTOMATIC SELF-ADJUSTING REPRODUCER—Nothing to get out of order. Compression spring S is compressed by plunger P when pivot screws X are seated, which insures a perfect flexible adjustment at all times.

Ask Your Edison Jobber or Send for Sample on 30 Days Approval

The Oro-Tone Co.

1000-1010 George Street

Chicago, U. S. A.

Thompson Radio



— an instrument worthy of great music

NOW that the mechanics of radio transmission have been brought to a high state of perfection, programs are getting better and better. Artists of world-wide repute are bringing their talents to the broadcasting studio. Completing the cycle of perfection is the Thompson receiver, which delivers these improved programs *precisely* as they are put upon the air.

The great operatic arias; the blended strings, woodwinds and brass of the symphony orchestra; restful chamber music; the foot-agitating rhythm of America's great dance orchestras; the natural voice of a great statesman—the Thompson brings them all to you in the tones of realism. "Thompson Tone stands alone," music-lovers say.

Thompson has the background
Behind the Thompson Neurodyne is a radio and engineering background unmatched in the industry—fifteen years' experience in designing, developing and manufacturing intricate and delicate radio apparatus for the armies, navies and commercial institutions of the world. Add this to the Neurodyne superiorities in general and you

have a receiving set that stands alone in the world of music.

In the Thompson Radio, range, volume and selectivity are likewise outstanding. These superiorities and Thompson Tone are what induced high-class music dealers and dealers in high-class radio and electrical equipment to seek the Thompson franchise. These dealers are glad to demonstrate the Thompson in your home, and to extend, if you wish, reasonable terms.

Distance with volume

An unique transformer (an exclusive Thompson engineering feat) permits the use of six tubes in the Thompson Neurodyne—an achievement heretofore confined to the laboratory. Distant programs that come in faintly (if at all!) on ordinary receiving sets are delivered with the volume of nearby broadcasts on the 6-tube Thompson.

Like the reserve power of the 90-horse-power automobile, the superpower of the 6-tube Thompson Neurodyne is there when you need it. The 6-tube Thompson Concert Grand can be used with 6 tubes, 5 tubes or 4 tubes by merely moving a simple plug from

one socket to another. Truly a power range possible with no other Neurodyne on the market.

Three sets from which to choose
The 6-tube Thompson Concert Grand sells at \$180. This is unquestionably the finest thing in radio today at any price. There is also the 5-tube Thompson Parlor Grand which sells at \$145. Thompson quality throughout, but with one tube less than the Concert Grand. Then there is the 5-tube Thompson Grandette which sells at \$125. This differs from the Parlor Grand chiefly in size and cabinet work.

Arrange now for demonstration

In the quiet of your home, free from disturbing influences, hear the Thompson Neurodyne. The Thompson dealer will bring a set to your home and demonstrate it under operating conditions which any set you buy will have to meet. This will give you the opportunity to *let your ear decide*.

Radio programs are getting better day by day. To hear them at their best, you need the musical marvel of radio—the Thompson Neurodyne. Arrange for the demonstration now!

R. E. Thompson Mfg. Co., 30 Church Street, New York.



THOMPSON RADIO

The 6-tube Thompson Neurodyne Concert Grand, \$180

The cabinetmaker's skill is revealed in the design and grace of every Thompson Radio. A thing of beauty that intrigues the interest of the most esthetic.



Thompson Speaker, \$28

To get best results from the Thompson or any other good receiver, use the Thompson Speaker. Extremely sensitive. Contains oversize magnet and coils, amplifying armature, diaphragm in scientific cone shape, and includes simple thumb-screw volume-regulator. Uses no battery current. For supremely natural home radio—the Thompson Speaker!

Full-page newspaper retaggravure advertisement (greatly reduced). Appeared in New York Times and The Chicago Tribune. Typical of Thompson national advertising.

"Thompson Tone" backed by 15 years' experience

FIFTEEN years' experience in the industry has produced here, not only an excellent radio, but a marvelously fine musical instrument. That's why the Thompson Neurodyne is always handled by those music houses who have established reputations for carrying only the best musical instruments. And that's why the Thompson is winning its way pell-mell into the music-loving hearts of the country.

An extensive campaign of newspaper advertising is fast establishing the fact of the goodness of the Thompson Radio. Thompsons sell. They sell because *hearing is believing!* There is no question but that the

Thompson Radio is one receiver that sells upon the sheer merits of a demonstration.

Excellent profits and much musical prestige accompany the Thompson franchise. A liberal policy of dealer co-operation is behind the Thompson line—with a company that has stood foremost in its field for many years.

Have you seen the Thompson Phonograph Panel?

If you are interested in the *present* of musical radio, and in the remarkable possibilities it holds for the *future*, we shall be glad to refer you to the nearest Thompson distributor.

R. E. THOMPSON MANUFACTURING CO., 30 Church St., New York City. *Factory*, Jersey City

Orchestra of Columbia Artists Broadcasts Hymns

First Time a Dance Orchestra Has Given a Radio Program of This Character

For the first time in the history of broadcasting, a dance orchestra broadcast a program of hymns, this unique program being given during Easter week by the California Ramblers, well-known dance orchestra, recording exclusively for the Columbia library. The program was given under the direction of Arthur Hand, leader of the orchestra, and was broadcast over Station WGBS in New York, controlled by Gimbel Bros.

The program provided a series of hymns appropriate for the occasion, including "The Lord Is Risen," "The Palms," "Lo the Stone is Rolled Away," "It Is the Blessed Easter Morn" and "Holy, Holy, Holy." Special symphonic arrangements were made by the California Ramblers, who have achieved considerable pop-

ularity because of the individuality of their dance arrangements. At the present time the orchestra is also considering the symphonic arrangement for broadcasting over WGBS such well-known hymns as "Abide With Me," "My Faith Looks Up to Thee," "Lead, Kindly Light," "Rock of Ages" and "When the Mists Have Rolled Away."

Edison Tone Test in Seattle

SEATTLE, WASH., April 6.—An Edison tone test concert, with Betsy Lane Shepherd, soprano, and Jacques Glockner, cellist, was recently given at the Olympic Hotel under the auspices of the Rice Watters Music Co. and the Edison Phonograph Co. The event was enthusiastically received, and dealers report an increased demand for the records made by these artists and the Edison tone as a whole.

Don M. Weimer recently purchased a half interest in the Music Shoppe, Wooster, O., from Devere Kaufman, proprietor.

"Avon" Cabinet Marketed by L. R. Donehue Co.

Important New Distributors Appointed—Increased Demand for Adapto Products

The L. R. Donehue Co., of Perth Amboy, N. J., manufacturer of Adapto cabinets, has just issued a new model, which has been given the name "Avon." The Adapto cabinets have won their success through the fact that any of the table model radio receivers can be installed in their compartments. There is also room for batteries and other accessories and the cabinets come complete with an amplifying horn and speaker unit.

P. A. Ware, sales manager of the company, announces that its newest distributors are the Penn Phonograph Co., Philadelphia, Pa.; Collings & Co., Victor distributors, Newark, N. J., and Cohen & Hughes, of Baltimore, Washington and Pittsburgh, who are large factors in radio distribution in seven States.

The L. R. Donehue Co. has found it necessary to greatly expand its factory and distribution activities in order to meet the demands for its products, which are constantly increasing. Its factory in New Albany, Ind., is operating at full capacity. L. R. Donehue, who personally designs the Adapto models as well as superintends their construction, has in preparation, a further addition, a period model, which will be a high quality cabinet carrying all the refinements possible in a radio cabinet.

Otto Heineman Off on Trip to Pacific Coast

President and Founder of General Phonograph Corp. on Six Weeks' Visit to the Trade

Otto Heineman, president and founder of the General Phonograph Corp., left New York on March 22 for a six weeks' trip to the Pacific Coast. Mr. Heineman's itinerary provides for a week's stay in Chicago, during which time he attended the meeting of the Phonograph Manufacturers' Club, held in that city on March 26. Mr. Heineman is taking this trip in the interests of all of the branches of the company's activities and he will undoubtedly receive a royal welcome from manufacturers, jobbers and dealers throughout the country. The General Phonograph Corp. is making plans for an aggressive sales campaign throughout 1925, and Mr. Heineman will co-operate with the company's clientele in making these plans as effective and productive as possible.

New Blair Radio Set Is Now Being Distributed

The Blair Radio Laboratories, Twenty-third street and Sixth avenue, New York City, which has heretofore confined its manufacturing activities to export business, now announces a six-tube popular-priced Blair receiver for the American market. This is a tuned radio frequency and resistance coupled audio amplification product. The product is said to embody the result of years of experience in both British and American laboratories. The sets are manufactured in mahogany and walnut cabinets with bakelite sloping panels and with three dials of the same composition. According to the sales department of the Blair Co. the receiver goes through a series of eleven rigid inspections, following which it is sealed, leaving the factory mechanically and electrically perfect. It is guaranteed by the manufacturers for the period of one year and will be replaced or the purchase price refunded within reasonable time if the seal remains unbroken.

The Mastercraft Radio Mfg. Co., New York, was recently incorporated at Albany with a capital stock of \$20,000. The incorporators are A. Levine, A. Dick and C. W. Halpern.



The record that has taken the country by storm— **35c**

Early releases of the latest and biggest hits.

Recordings by the most popular orchestras and foremost artists.

A distinctive appearance.

Write for sample records and complete details

DOMINO RECORD CO.

10 West 20th Street

New York City

Officers and Directors Elected at Annual Meeting of the General Phonograph Corp.

Directorate Remains Same With Exception of W. S. Pilgrim and Raymond Gloetzner, Resigned—Report of Otto Heineman, President, Shows Firm Enjoyed Year of Prosperity

At the annual meeting of the stockholders of the General Phonograph Corp., New York, held at the company's executive offices a few weeks ago, the board of directors was re-elected with two exceptions, W. S. Pilgrim and Raymond



Otto Heineman

Gloetzner. Mr. Pilgrim has resigned as treasurer of the company and Mr. Gloetzner has resigned as works superintendent.

At the annual directors' meeting all of the officers were re-elected with the exception of Mr. Pilgrim, the executives for the coming year being as follows: Otto Heineman, president; A. G. Bean and Allan Fritzsche, vice-presidents; Jacob Schechter, secretary and David Goldman, assistant treasurer. The directors for the coming year are W. A. Neracher, chairman of the board; Otto Heineman, A. G. Bean, Alfred Fritzsche, Allan Fritzsche, Jacob Schechter, Don Kelly of Kelly, Drayton & Converse; Edgar Shaw and Bernard Benson, of Merrill, Lynch & Co.

The report submitted by Otto Heineman as president of the company to the stockholders

showed that the General Phonograph Corp. had enjoyed a very satisfactory year. In part, Mr. Heineman's report said: "Our company has not been affected perhaps as much by the so-called radio competition as other phonograph record manufacturers, as this company has a list of records catering to certain classes of our population which have not been and will never, in our opinion, be taken in by radio. Our company is issuing a list of records in over twenty-three languages, in addition to a repertoire of race records and so-called 'Hill Country' records.

"The phonograph motor business increased in

New Adler-Royal Console Radio Speaker Announced

Latest Product of the Adler Mfg. Co. Received With Enthusiasm By the Retail Trade

The accompanying illustration shows the new Adler-Royal console radio speaker recently brought out by the Adler Mfg. Co. The new Adler-Royal product has been received with considerable enthusiasm among Adler dealers and is proving splendid Spring merchandise as well as holding large promise for profitable Summer business. As one official of the company points out: "The announcement to our dealers of this console speaker, following closely on the heels of the tremendous number of radio sets sold this past Winter, is quite sure to create a sizable demand for it. More and more people are seeking beauty of appearance to go hand in hand with their radio sets. This is particularly true of the person who not only is satisfied with the performance of his set but in addition does not wish to make another large radio investment. For such, the console speaker makes an ideal installation, holding the radio set, enclosing the batteries and wires and enabling the owner to dispense with his separate loud speaker."

The Adler-Royal console radio speaker comes in attractive brown mahogany or richly figured walnut, with carefully matched veneers and exquisite finish. Its attractive design with delicately turned, yet sturdy legs, gives it a tre-

units by 50 per cent against 1923 and in dollars and cents by 22 per cent. The needle business has also shown a very satisfactory result both in units and dollars and cents.

"The General Phonograph Mfg. Co., of Elyria, O., shows very satisfactory results for the twelve months just ended, and during the year 1924 we again succeeded, notwithstanding adverse trade conditions, in decreasing materially our liabilities."

At the close of the meeting Mr. Heineman and his associates on the board of directors were congratulated by the stockholders upon their activities the preceding year. Both Mr. Heineman and his associates have worked indefatigably in the interests of the company in the face of exceptional business handicaps and unprecedented trade conditions, and the satisfactory report submitted to the stockholders was received with approbation.

mendous appeal. Its width, 40½ inches, and depth, 18 inches, will accommodate any set no matter how large, while its height, 30 inches, and roomy knee space gives the proper position for comfort when operating. It has ample space for batteries, both wet and dry, concealed within the cabinet and easily accessible for hook-up, recharging, etc. The horn has been designed on carefully worked out acoustic prin-



New Adler-Royal Console

ciples and is of wood construction for best tonal results. The Adler-Royal console speaker is equipped with a high-grade reproducing unit that will give splendid volume with clarity and a generous length of connecting cord and plug.

Zinke Co. Represents Globe Phone Mfg. Co. in Chicago

Big Middle West Distributing Organization to Feature Globe Radio Products

An evidence of the stabilization of values in the radio field is found in the increasing numbers of guarantees now being given by various manufacturers in this industry. An outstanding example of this tendency is to be found in the sales policy of the Globe Phone Manufacturing Co., Reading, Mass., manufacturer of the Globe head set and other radio products. With each head set produced by this company is given a five-year guarantee. The Globe Phone Manufacturing Co. has been a manufacturer of ear phones and specialist in delicate hearing aids for many years. Their experience in this line enables them to produce a head set upon which they can safely place their guarantee. The announcement of this policy attracted considerable attention and was the subject of an interesting article in one of the Boston newspapers.

The Globe Phone Manufacturing Co. recently closed a deal with the Zinke Co. of Chicago, a large selling organization, whereby this company is to act as selling representative for the entire United States.

Music Week was recently observed in Kent, Wash., under the auspices of the Women's Improvement Club. A special program by high school students was broadcast by station KFOA.

HARDWARE

for

RADIO and PHONOGRAPH CABINETS

LID SUPPORTS

BULLET CATCHES

CATCHES

STOP HINGES

CONTINUOUS HINGES

INVISIBLE HINGES

NEEDLE CUPS



WEBER-KNAPP CO.

JAMESTOWN, N. Y.



\$25.00
retail!

**Every time you sell a PAL you make \$10
~ and a friend!**

Dealer's Price

\$15.00

f. o. b. New York

DEALERS will tell you that PAL is beyond comparison in value, tone quality and appearance. That is why

PAL is the Easiest Selling Portable

ORDER A SAMPLE PAL TO-DAY!

PLAZA MUSIC COMPANY

10 WEST 20th STREET

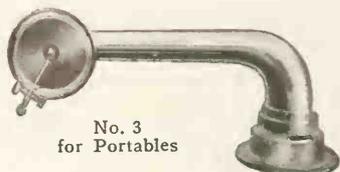
NEW YORK, N. Y.

BRASS Tone Arm Complete for Miniature Outfit 60c

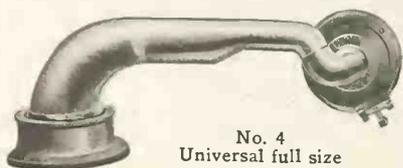
(Not illustrated)

Also Tone Arms and Reproducers for PORTABLES

At Attractive Prices



No. 3
for Portables



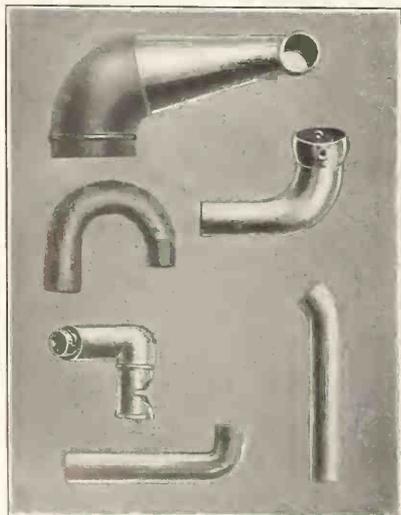
No. 4
Universal full size



No. 5
High Class Perfect
Universal

Tone Arms and Sound Boxes and All Parts for These Products in Raw or Finished State, also Metal Stampings.

In Small or Large Quantities



GLOBE ART MFG. CO.

"Specialists in Plating and
Finishing"

75-77 Winthrop St.

Newark, N. J.

Annual Banquet of Gotham Talking Machine Ass'n.

Talking Machine and Radio Men, Inc., and Friends to Gather at Hotel Pennsylvania on April 15—Great Array of Artists

Just as The World reaches subscribers on April 15 the members of the Talking Machine & Radio Men, Inc., their families and friends are gathering at the Hotel Pennsylvania, New York, to help make the annual banquet of the association the best ever. Those who have been fortunate enough to have participated in the other revels will realize what a mark will have to be set to surpass the banquets of former years; but Sol Lazarus, chairman of the entertainment committee, is sponsor for the statement that the 1925 gathering will top the list.

In substantiation of this prediction he states that the advance reservations are the largest in the history of the association and the list of artists who are scheduled to appear reads like a copy of "Who's Who" in the entertainment world. Among them are Eddie Cantor, Ace Brigode and his ten Virginians, Jane Green, Wendell Hall, Garber-Davis and Orchestra, Brox Sisters, Manuel Carvalho, Rosa Ponselle, Happiness Twins (Jones-Hare), Ben Selvin and His Orchestra, William Kennedy & I. Kaufman, Jos. M. Barnett, baritone and announcer for WOR, Vincent Lopez Orchestra, Paul Specht's Orchestra, Piron Orchestra, International Novelty Orchestra, Frank Crumit, Van and Schenk, California Ramblers, Emile Coleman, Club Trocadero Orchestra, Radio Franks, Lina Lanza, Coloratura soprano; Ben Bernie, Marion Harris, Ambassador Orchestra, Brooks John, John Charles Thomas, Ted Weems and His Orchestra, Colin O'More, Lou Gold and His Wigwam Orchestra, Isham Jones with Brunswick Orchestra, Mound City Blue Blowers, Alice Coakley, Frank Campbell, Lawrence McCarthy.

Radio Put to a New Use by Governor Smith of New York

The part that radio is playing in the life of the nation was aptly illustrated last month, when Governor Alfred E. Smith, of New York, utilized this medium of communication to bring before the people some important issues in his contest with the Republican legislature at Albany. As is well known throughout the country, Governor Smith is in the position of being the only Democrat of all the State officials and in addition is confronted by a hostile party in both houses of the legislature. His two major projects, the reduction of the State income tax and the issuance of a bond issue to eliminate railroad grade crossings, were slated for defeat by the legislature. It was then that the Governor appealed to the voters by broadcasting his appeal for support from station WGY of Schenectady. This is the first time that a public official has used radio to carry his case directly to the people.

Present Brunswick Radiola to President's Secretary

WASHINGTON, D. C., April 8.—After Everett Saunders, former congressman from Indiana, had been sworn in as secretary to the president, a group of his friends from his home State presented him with a Brunswick Radiola, model No. 260. The instrument was purchased from Foy, Inc., Brunswick dealer.

H. Currie Opens Music Store

LOUISVILLE, Ky., April 6.—Harry Currie, well known in music circles in this city, recently opened a music store at 614 South Fourth street. A complete line of talking machines and musical merchandise is carried. Mr. Currie teaches music in the public schools of the city.

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

Adler Mfg. Co. to Open St. Louis Factory Branch

Louis Marks Appointed Local Representative—
Permanent Display of Adler-Royal Products

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., New York, manufacturer of Adler-Royal phonographs and neotrodyne radio products, announced recently that the company had decided to establish a direct factory branch in St. Louis, with an organ-



Louis Marks

ization which will assume charge of the company's interests and serve its dealers in that territory. Louis Marks, formerly associated with his father, Morris Marks, as district representative of the Adler Mfg. Co., in St. Louis, has been made local representative in charge of the new factory branch. Mr. Marks is well known throughout the trade and his appointment as local representative will be welcomed by the dealers in St. Louis territory. He is particularly well qualified through previous experience and training to co-operate with the dealers to excellent advantage and to assist them along practical lines in the development of Adler-Royal business.

Mr. Marks will make his headquarters at the Benoist Building, corner of Ninth and Pine streets, St. Louis, where a permanent, complete display of the Adler-Royal line will be made.

Thor Speaker Lamp

[Patents Pending]
offers you a bigger volume of sales than for any other type loud speaker. It is exquisitely finished—with either parchment or any color silk shade. To demonstrate it is to sell it. Table lamp models list at \$35. Big discounts offered responsible dealers. Write for full particulars.

THOR Radio Division

OF THE

GOLDEN GATE

BRASS MANUFACTURING CO.

1239-1243 SUTTER STREET
SAN FRANCISCO

WHY

Standardyne

LEADS IN POPULARITY

- It really "gets" distance.
- It has perfect clarity.
- It has volume suited to all purposes.
- Its famous Re-Acted Circuit eliminates distortion.
- It is beautiful to look at.
- Its price is within reach of all.

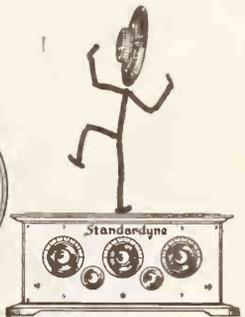
An indication of Standardyne's popularity is its selection by the famous Biltmore and Embassy Hotels, New York, for installation in all guest rooms.

Both these hotels demand the BEST.

Write us for full information and literature concerning both models of Standardyne.



WITHOUT ACCESSORIES.



Standy

Say's -- COAST TO COAST IS NO IDLE BOAST WITH Standardyne

Standardyne



MANUFACTURED BY
The Standard Radio Corporation
 41 Jackson Street
 Worcester Mass.
 U.S.A.

S. H. Mapes Comments on Prospects for Summer Sales

States That Increased Power of Broadcasting Stations Has Effect of Constantly Bettering Radio Reception—Better Talent Being Used

Col. S. H. Mapes, vice-president and general manager of the Jos. W. Jones Radio Mfg. Co., Inc., New York, recently made interesting observations on the prospective radio situation during the Summer months. In part he said: "One of the most cheerful aspects for the radio manufacturer during the coming Summer is that radio reception is steadily improving, day by day, through the great increase of power from the broadcasting stations. This is an encouraging situation. Better still is the plan of all representative broadcasting stations to arrange for the best talent in the country to be heard during that period. What the public wants in a set is performance and the manufacturers of radio receivers will have no trouble in selling their products all through the Summer, thanks to this increase in broadcasting power."

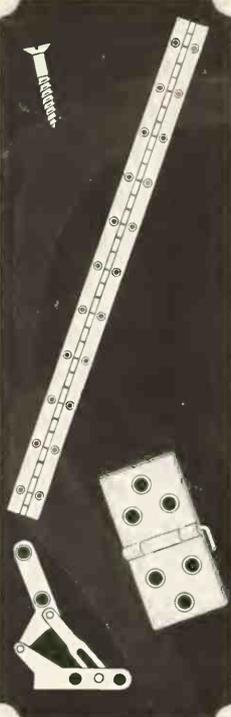
"Radio in Summer is going to effectively prove that it has more uses than in Winter, because receiving sets are becoming integral parts of touring auto equipment, boy scout camps, clubs and yachts, etc., so that a little extra hard canvassing now will bring a big volume of business and most satisfactory orders to the manufacturers during the Summer."

In commenting on the need for keeping the industry on a sane basis, Col. Mapes points out practices which it might be well for the dealer and manufacturer to follow. In part, he says:

"An important task for the dealer to consider is that in order to keep the conditions in radio on a sane basis the performance, rather than the actual aspect, of the sets he sells is to be stressed. The radio buyers now demand faultless demonstrations and the most comprehensive information they can obtain, for the day of guesswork is past."

"Manufacturers must confine their attention to the increasing costs of distribution, and their energies to the elimination of wasteful methods in selling policies in order to protect their public and keep prices down."

The Remington Mfg. Corp., Dover, Del., was recently incorporated to make radio equipment in that State.



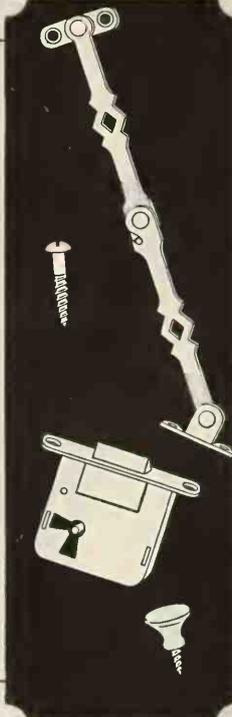
Rockford Hardware

OUR 96-page catalog, illustrating more than 300 "Rockford Products", is a dependable guide to the newest and best in hardware for pianos, phonographs and radio cabinets. To many manufacturers this catalog has suggested ways of bettering cabinet work and cutting costs; it may do the same for you. We will gladly send it without obligation; write today.

National Rock Co. Rockford, Ill.

Branch Sales Offices:

Chicago, Ill.	Indianapolis, Ind.
Cincinnati, O.	Jamestown, N. Y.
Detroit, Mich.	Los Angeles, Cal.
Evansville, Ind.	Milwaukee, Wis.
Grand Rapids, Mich.	Seattle, Wash.
High Point, N. C.	Sheboygan, Wis.
St. Louis, Mo.	



N. Garfinkel Returns From Stay at Florida Resort

President of Mutual Phono Parts Co. Returns From Three Months' Holiday at Miami—Company to Distribute Rivoli Speakers

N. Garfinkel, president of the Mutual Phono Parts Co., New York City, returned recently from a three months' stay at Miami Beach, Fla. Mr. Garfinkel, accompanied by Mrs. Garfinkel, avoided much of the unpleasant weather in New York and enjoyed the many pleasures of that famous resort. The accompanying photograph depicts Mr. Garfinkel with one of his trophies, a sword or sail fish caught in the waters off Miami Beach. He returned with a mid-Summer coat of tan and physically well equipped to direct what will undoubtedly prove to be one of the banner years of the Mutual Phono Parts Co.

The Mutual Phono Parts Co. has been appointed a distributor for the entire New York State on the Rivoli loud speaker. This deal



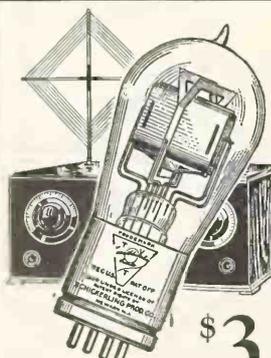
Mr. Garfinkel and His Catch was accomplished between N. Garfinkel and L. C. Samuels of the Vincennes Phonograph Co., upon his recent visit. The Mutual Phono Parts Co. has taken on twice as much manufacturing space in the building which it occupies.

New Branch in Bellingham

BELLINGHAM, WASH., April 6—A new local branch of Sherman, Clay & Co. has been opened at 310 West Champion street under the management of I. Bentzar. The store will handle the same lines of pianos, phonographs and small goods that are carried in the Seattle branch. Frank L. Youse, of the latter branch, was on hand to assist in the opening, which was well attended.

Artists to Appear in Sharon

The Eight Popular Victor Artists will give a concert at the Columbia, Sharon, Pa., on April 20, arranged by the De Forest Music House, of that city.



Talk about popularity!

Schickerling tubes have simply stamped the tube market. These are the ONLY tubes with the 4th element—the triangular plates that eliminate distortion and tube noises, so that D.X. stations can be heard more clearly. Sell Schickerling tubes with your radio sets. They make a good set better, keep your customers "sold", and are decidedly profitable!

Write or wire today for dealers' terms

SCHICKERLING PRODUCTS CORP.
Executive Offices and Factory: 401-407 Mulberry St., Newark, N. J.

Chicago Sales Office:
Consumers Gas Building, 220 South State Street

Philadelphia Sales Office:
Jefferson Building, 1015 Chestnut Street

Authorized Phonograph Distributor-Dealer:
RUDOLPH WURLITZER CO., 120 West 42nd St., New York City

Mail orders filled from Newark factory or nearest branch office

SCHICKERLING RADIO TUBES

With the Stabilizing Triangular Plates

This best seller retails at **\$3**

MODEL 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 RETAIL AT

5 volt—¼ amp. Standard Base Model S-200 Detector . . . \$3.00
Model S-700 Special Oscillator, Detector, Amplifier and Power Tube for all Multi-Tube sets . \$7.00
3 volt—1/10 amp. Miniature Base Model S-600 Det. Ampl. . . \$3.00
5 volt—16/100 amp. Standard Base Model S-1600 Det. Ampl. Osc. . \$4.00
3 to 4 volt—8/100 amp. Miniature Base Model S-8100 Det. Ampl. Osc. . \$4.00

Original Tuxedo Jazz Band Making Okeh Records

First Recordings of Recent Addition to Long List of Exclusive Artists Find Ready Sale

NEW ORLEANS, LA., April 7.—The Original Tuxedo Jazz Orchestra was recently booked as an exclusive Okeh recording organization and its first records are meeting with a ready sale throughout this territory. This orchestra is furnishing the music at the Spanish Fort, an



Original Tuxedo Jazz Band amusement park on the outskirts of the town that is quite a favorite with dance devotees.

Boy Scout Organizations Make Good Radio Prospects

The talking machine dealer will find prospects for radio receivers in much the same way that customers were found for the talking machine and phonograph, that is, by going out and in-



Scouts Listening to Mohawk Radio interesting not only the individual, but those associations and clubs who will find the radio receiver a real source of profitable enjoyment. The accompanying illustration, showing some members of a Boy Scout troop listening to a Mohawk receiver, gives every evidence that the money spent is bearing a large per cent of interest in pleasant and instructive amusement. Dealers would do well to investigate as to whether or not the scout and cadet organizations in their vicinity are supplied with radio equipment.

Leavitt Corp. Chartered

The Leavitt Radio Corp. was recently incorporated at Dover, Del., with a capital stock of \$100,000. The incorporators are Benjamin and Edith F. Leavitt, both of Brooklyn.

COTTON FLOCKS
Air floated, all injurious foreign matter eliminated for
Record and Radio Manufacturing
THE PECKHAM MFG. CO. 238 South Street Newark, N. J.

Court Upholds Publisher in Radio-Copyright Fight

United States Circuit Court of Appeals Holds Broadcasting of Copyrighted Musical Composition Is An Infringement

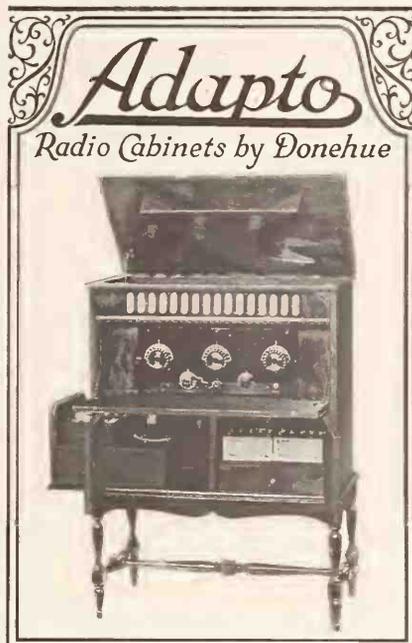
CINCINNATI, O., April 9.—The United States Circuit Court of Appeals in a decision handed down to-day reversed the judgment of Judge Smith Hickenlooper, of the United States District Court, who previously had dismissed the suit of Jerome H. Remick & Co. against the American Automobile Accessories Co. The original action sought to enjoin the defendant from broadcasting copyrighted popular music. The Circuit Court of Appeals holds that the broadcasting by radio of a copyrighted musical composition is an infringement of the copyright act.

In remanding the case to the lower court for further proceedings the decision says in part: "A performance in our judgment is no less public because the listeners are unable to communicate with one another, or are not assembled within an enclosure or gathered together in some open stadium or park or other public place, nor can a performance, in our judgment, be deemed private because each listener may be alone in the privacy of his home. Radio broadcasting is intended to, and, in fact, does reach a much larger number of the public at the moment of rendition than any other medium of performance. The artist is constantly addressing a great and widely scattered audience and is, therefore, participating in a public performance." The decision has aroused a great deal of interest.

Urges More Attention to Trade Associations

Just as this issue of The World goes to press, a very interesting article has been received from Henry A. Otis, president of the newly formed Phonograph Manufacturers' Association, and well known in the talking machine trade. Mr. Otis suggests that the members of the phonograph industry give adequate and deserved attention to the musical, educational and commercial possibilities of the phonograph and that they also recognize the value of trade associations. In his article Mr. Otis said in part: "May I ask the phonograph manufacturers if they realize that most of the raw materials they purchase are from members of trade associations? Hardwood lumber, plywood veneers, glue, hardware, varnish, etc., have associations and if they find it advantageous should not the phonograph industry have a trade association also? Our Government publishes a book called 'Trade Associations,' edited by Secretary Hoover. A copy of this book should be on file in every factory office. Our Government says that companies who are members of trade associations ride the waves of business conditions better than those who are not members. By production charts surplus stocks are prevented, which would have to be sacrificed at a loss to the maker. Modern and complete cost records prevent sales without profit. Standardization of materials should save waste. This is the time of all times when phonograph manufacturers need a trade association with 100 per cent membership, for phonographs. The phonograph manufacturers should wake up and make concentrated action to bring phonographs before the public. A trade association at this time would accomplish this.

"You have often seen the sign, 'Say It With Flowers.' This does not refer to the producer, but creates the demand. If the manufacturers of phonographs would pool their advertising moneys and adopt an international slogan, it would cost no more and would do much to bring phonographs back to the position they should have."



Retail Prices Maintained

HERE'S proven profit for you. The Adapto Radio Cabinet retail price has been maintained by our jobbers and dealers against today's price cutting! Standardized in price—not a "bargain sale" product—it assures a definite standardized profit.

Protected patented features, combined with the very finest workmanship, make the Adapto an easy seller. Adapto Cabinets accommodate any radio receiver having a dial panel not larger than 10 1/2 in. high and 3 1/2 in. wide. Equipped with compartment for enclosing batteries, battery charger, and especially designed horn. Made in mahogany and walnut. Price, \$110. West of Rocky Mountains, \$120.

DISTRIBUTED BY

- Capitol Distributing Company, Inc. New York City
- Stanley & Patterson, Inc. New York City
- Huffalo Radiophone Company Buffalo, N. Y.
- G. J. Seidman Automotive & Radio Co., Inc. Brooklyn, N. Y.
- M. Steinert & Sons Boston, Mass.
- Collings & Company Newark, N. J.
- E. M. Wilson & Son Newark, N. J.
- Penn Phonograph Co., Inc. Philadelphia, Pa.
- Cohen & Hughes, Inc. Philadelphia, Pa.
- Cohen & Hughes, Inc. Pittsburgh, Pa.
- Cohen & Hughes, Inc. Baltimore, Md.
- Cohen & Hughes, Inc. Washington, D. C.
- C. B. Haynes Co., Inc. Richmond, Va.
- Eric Rogers Co. Wheeling, W. Va.
- American Hdwe. & Equipment Co. Charlotte, N. C.
- Harrison & Gathright, Inc. Louisville, Ky.
- Electric Power & Maintenance Co. Toledo, Ohio
- I. J. Cooper Rubber Co. Columbus, Ohio
- Julius J. Bantlin Co. Cincinnati, Ohio
- Eastern Auto Supply Co. Detroit, Mich.
- The Schumeler Company Kansas City, Mo.
- Langstadt-Meyer Co. Appleton, Wis.
- Lee-Kountze Hdwe. Co. Omaha, Neb.
- W. & E. Radio Service Co. Tulsa, Okla.
- T. H. Snodgrass Radio Co. Fort Worth, Tex.
- Redfield Electric Company Ogden, Utah
- The F. Reustadt Company Tucson, Ariz.
- Coast Radio Supply Co. San Francisco, Cal.
- Herbert C. Moss Seattle, Wash.

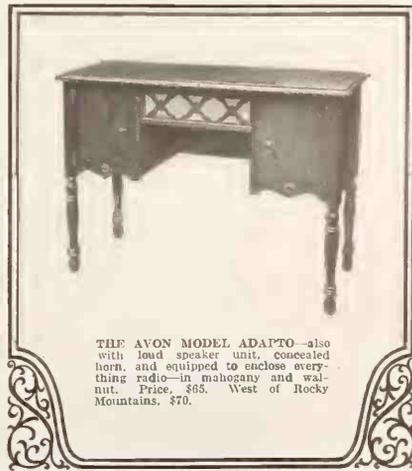
DEALERS

Write your nearest Distributor or us direct.

DISTRIBUTORS

Some profitable territory is still open.

L. R. DONEHUE CO., Inc.
306 State St., Perth Amboy, N. J.



Freed-Eisemann Radio Corp. Licensed to Use Important Latour Radio Patents

Alexander Eisemann, Treasurer of Corporation, Declares Firm Has Secured Right to Use Inventions and Waivers of All Claims for Dealer or Jobber Infringement

Alexander Eisemann, treasurer of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., and widely known in radio circles throughout the country, made an important announcement to the trade recently advising jobbers and dealers that his company had obtained the rights to the use of the famous Latour patents. This important license agreement was signed on March 28, and the Freed-Eisemann executives have been congratulated upon their foresight and progressiveness in arranging for a license covering some of the most important patents that have ever been developed in the radio industry.

In his statement Mr. Eisemann said in part: "The Freed-Eisemann Radio Corp. has obtained the rights to the use of the important Latour patents, which incorporate features of construction that are contained in almost every receiving set. We have not only obtained the right to the use of these devices, but also waiv-

ers of all claim upon ourselves or any of our distributors and dealers for any previous infringements.

"There are eighty Latour patents and applications covering fundamental devices used in practically every receiver, whether the circuit is itself patented or not. It will be noted from the inventor's claims that practically all present-day receivers use his devices."

In connection with his important statement to Freed-Eisemann jobbers and dealers Mr. Eisemann gave a very interesting history of Dr. Latour and his contributions to the radio industry. Many of Dr. Latour's patents are acknowledged by basic radio experts the world over, and the Freed-Eisemann Radio Corp., in securing a license for these patents, has proffered an invaluable form of protection and co-operation to its distributors and dealers. The Freed-Eisemann line has a wide distribution and is among the leaders in popularity.

A New Distributor for Thermiodyne Radio Sets

M. O. Giles, sales manager of the Thermiodyne Corp., New York, announced last week that the Cheney Phonograph Sales Co., Cleveland, O., had been appointed a distributor for Thermiodyne sets. This jobber is well known throughout Cleveland territory, and has a splendid organization for developing Thermiodyne sales on which an extensive sales promotion drive will be started.

McNair Ilgenfritz, U. S. Artist, to Give Concerts

McNair Ilgenfritz, pianist and composer, who is one of the outstanding artists making U. S. Music rolls, recently went to the Riviera after a lengthy stay in Egypt, where he has been making an extensive study of Oriental music. He will make a tour of Italy, France and Austria, giving programs composed entirely of authentic Oriental music.

Hearings on Freight Rate Raising in Washington

Music and Radio Trades Present Strong Arguments in Opposition to Proposed Increases

WASHINGTON, D. C., April 7.—Arguments regarding the classification to be given combined phonograph-radios and radio sets shipped by freight were heard to-day by Examiner L. J. Flynn, of the Interstate Commerce Commission, who continued the hearing originally started at San Francisco, on March 4. The case arises out of the filing by the carriers of new classification schedules, giving a rate of one and one-half times the first-class rate on radio sets and phonograph-radios in less than carload lots and increasing the minimum weight of carloads to 20,000 pounds. The former, according to representatives of the music and radio industries, will result in an increase of 50 per cent in the freight charges on these articles, while the latter, due to the inability to fill a car to the proposed minimum, would mean an increase of 20 per cent or more.

The first session was devoted to the presentation of the carriers' side of the case, the contention being that the value per pound of radio sets, both as such and as part of phonographs, is very high and that the trade is attempting to secure an unduly low freight rate on that basis.

W. H. Lockwood, of Chicago, general traffic manager of the Brunswick Co., testifying before Examiner Leo J. Flynn, on the question of the proposed classification of radio sets, submitted a number of exhibits, among them a table showing the volume of less-than-carload shipments of phonograph-radios by his company during the period from August 1, 1924, when quantity shipment began, to December 31. He also put into the record the petition of the Music Industries Chamber of Commerce for suspension of the proposed increased ratings on talking machines and radio sets combined.

It was asserted it is impossible to load the minimum of 20,000 pounds in a 36-foot car, as required by the railroads, and the imposition of that minimum will result in automatically increasing the freight rates on carloads.

Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, declared to Examiner Flynn that there appears to be no relation between manufacturers' list prices and those for which the bulk of radio goods are sold by retail dealers and that when the inflation stage wears off under competition and decreased buying desire by the public production costs of manufacturers must be decreased.

There is no monopoly in the radio manufacturing industry, according to Charles H. Porter, of Chicago, executive secretary of the Radio Manufacturers' Association of the United States and Canada. The business is highly competitive, he declared, and this will result in lower prices, probably, next Fall.

Representatives of the music and radio industries, it was conceded, put up a powerful argument against the proposed increase in rating. It is probable that, as a result of their showing, they will at any rate be relieved from the increase in the minimum carload weight, if not from the increase in less-than-carload rating. Counsel for the various interests will be allowed until May 15 to file briefs.

Hill Billies' Okeh Records

The Okeh library has been enriched recently by several records made by the Hill Billies, an organization that has attained considerable pop-



Hill Billies

ularity in the South. A banjo, fiddle and guitar plus the exceptional ability of the pianist gives the true mountaineer music, and throughout the South the Hill Billies are welcomed wherever they appear.

R. S. Peer on Extended Trip

R. S. Peer, director of record production of the General Phonograph Corp., is on an extensive trip calling on Okeh-Odeon distributors in all parts of the country. Among other activities, he has had the pleasure of being a judge at an Old-Time Fiddlers' Convention in Knoxville, Tenn.

BLACKMAN AND DEPENDABILITY

Blackman

TALKING MACHINE CO
28-30 W. 23RD ST. N.Y.C.

ONE SUGGESTS THE OTHER

The dependable man usually tempers his optimism with enough pessimism to insure conservatism.



VICTOR WHOLESALE DISTRIBUTORS

H. E. Campbell Chief Jewett Radio Engineer

Also Assumes Duties as Director of Broadcasting of New Station Soon to Be Opened by Company—Has Had Wide Radio Experience

DETROIT, MICH., April 7.—There are few more capable engineers connected with broadcasting than Howard E. Campbell, chief radio engineer and director of broadcasting of the Jewett Radio & Phonograph Co., of this city, who is a man with a sound theoretical and practical training.



H. E. Campbell

Beginning in radio in a modest way in 1909 he has steadily advanced through trials of all sorts, constantly moving on to the better and bigger things in the art.

He came to the Jewett organization early this year, after having made for himself an enviable record as chief radio engineer of WWJ in Detroit. Taking this station early in 1922, he constantly improved the quality of transmission until it became one of the five standard broadcasting stations in the country.

In June, 1910, he was detailed as a Naval radio operator aboard the U. S. S. Nebraska, which soon brought him to the position of chief radio operator on the staff of the commander-in-chief of the Atlantic Fleet. He was later transferred to the U. S. S. Walke, torpedo destroyer, as the only naval radio electrician aboard the vessel. Upon his discharge from the Navy Mr. Campbell became a civil engineer with a large contracting firm in New York. The call of radio came back in 1912 and he passed the examination for a first-grade commercial operator's license, which resulted in one trip to Jacksonville, Fla., and return aboard the S. S. Iroquois. After his trip to Florida he was transferred to the installation force of the Marconi Co. of New York, where he installed, tuned and tested ship transmitters until early in 1913. From New York he was sent to St. Johns, Newfoundland, by the Marconi Co., where he had charge of the sealing vessel installations.

Mr. Campbell returned to the United States late in 1913 to overhaul two of the big Atlantic Coast Stations of the Marconi Co., and then he became chief radio inspector of the Port of New York for his company. He next became laboratory and technical assistant of the Marconi Co. at its factory in Aldene, N. J., and in June, 1914, became assistant engineer-in-charge of the 300 kilowatt Trans-Atlantic station at New Brunswick, N. J., and then less than a year later engineer-in-charge of the station, in which capacity he conducted many long-distance tests for the Marconi Co. In 1914 Mr. Campbell became a full member of the American Institute of Radio Engineers. A few months later he became associate engineer of the great Trans-Pacific station at Bolinas, Cal., and in February, 1917, he became engineer-in-charge of the station which at that time handled all of the traffic with Hawaii and Japan.

The day after war was declared against Germany the station and all of its personnel were taken over by the Navy, Mr. Campbell remaining in charge with the rank of Radio Gunner. When the big San Diego station was completed for the Navy he became officer-in-charge of the Naval Radio Training School at Marshall, Cal., where he remained until the Armistice was signed. He was discharged from the Navy in September, 1919, and returned to his home in New York, where he immediately went to work as radio designing engineer for the Western Electric Co. Principal among his achievements with this company was his designing of the first 500-watt radio telegraph and telephone transmitter from which the present 500-watt radio telephone transmitter was developed with some minor modifications.

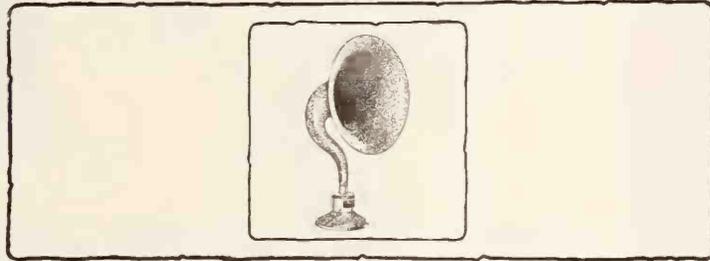
It was in due consideration of the remarkable achievements of Mr. Campbell as engineer with the Western Electric Co. that he became chief radio engineer of Station WWJ in 1922 and now chief engineer for the Jewett Radio & Phonograph Co. With a man of Mr. Camp-

bell's experience and training in charge of the new Jewett broadcasting station, which will go on the air within a few months, it will undoubtedly become a leader in radio broadcasting.

Fine Atwater Kent Publicity

The Atwater Kent Mfg. Co., Philadelphia, Pa., recently issued an attractive broadside in colors on Atwater Kent localized advertising. These attractive pieces of newspaper copy cover both Atwater Kent receiving sets and loud speakers in combination ads and separately. Each ad is numbered to aid the dealer in ordering the mats of these ads, which are furnished by the Atwater Kent Co. The broadside also lists the complete line of dealer helps such as counter signs, literature racks, wall hangers and billboard posters.

The Radio Stores Corp., New York, which was recently placed in bankruptcy, filed a schedule of claims showing liabilities of \$67,302 and assets of \$11,600.



Why we call the ROLA a "Re*Creator"

IT is one thing to transmit sound as the telegraph wire carries the dots and dashes of the code. But it is another thing to *re*create* all the subtle expression of the symphony orchestra—the piping trebles and the resounding basses—each one as perfect, as full and round and clear as if you were sitting in the same room.

This is the Rola. Because its reproduction of sound is so faithful, because its range of reception is so great, we have called it a "Re*Creator."

But the Rola "Re*Creator" speaks for itself. No argument in its favor is so convincing as an actual demonstration. Drop in to your dealer's and ask to hear the Rola. Then you will know the difference between a "Re*Creator" and a loud speaker.

Price complete, with 14-inch horn and cord, \$36. Phonograph unit with adaptor, \$22.50.

A product of the Rola Company, 4250 Hollis Street, Oakland, California.

Marketed nationally through Baker-Smith Company, Call Building, San Francisco

Rola

RE ★ CREATOR

What the world knows about ROLA

This ROLA advertisement appears in the April issue of Radio News and other similar publications, telling your customers to come to your shop and hear an actual demonstration of the ROLA. Are you ready for them?

THE ROLA COMPANY

4250 Hollis Street Oakland, California

Marketed Nationally through the Baker-Smith Company, Call Building, San Francisco, California.



The lure of the road, woodland streams, rippling waters, enchanted lakes and sea breezes are calling the vacationist and the Sonora Portable.

\$35



New Sonora Portable at a Price— *that will Tremendously Increase Summer Sales*

Sonora Portable deLuxe

A beautiful instrument and a smart piece of luggage with its covering of genuine, extra heavy cow hide leather. Place for 15 records within the case, and it weighs only 16 pounds. 14½" long, 14½" wide, 8½" high.

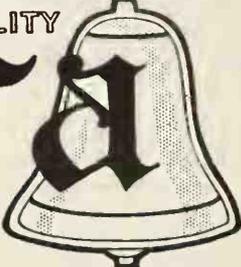
Price \$65

THERE is always a big demand for the Sonora Portable, even in winter this quality instrument keeps actively selling because Sonora is more than a Portable—it is a real phonograph in both rich, clear tone and volume. A good looking instrument, too—smart lines attractively covered with durable black Fabrikoid.

And now just as the real Portable season is getting under way comes the announcement that the highest class talking machine in the world can be had for \$35—a record low price for a quality instrument that promises the biggest summertime season Sonora dealers have ever enjoyed. Feature the Portable now! Remember Portable business builds permanent profits—for each Portable customer is a prospect for records, radio or a larger phonograph for his home.

\$35

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Sonora Distributors

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

NEW ENGLAND STATES:

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

NEW YORK CITY (with the exception of Brooklyn and Long Island), also Counties of Westchester, Putnam and Dutchess: all Hudson River towns and cities on the west bank of the river south of Highland—all territory south of Poughkeepsie; Northern New Jersey.

GREATER CITY PHONOGRAPH Co., Inc.
234 West 39th Street, New York

NEW YORK STATE, with the exception of towns on the Hudson River below Poughkeepsie and excepting Greater New York.

GIBSON-SNOW Co., Inc., Syracuse, N. Y.

BROOKLYN AND LONG ISLAND:

LONG ISLAND PHONOGRAPH Co.
68 34th Street, Bush Terminal, Brooklyn, N. Y.

EASTERN PENNSYLVANIA, DELAWARE, SOUTHERN NEW JERSEY

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

MARYLAND, VIRGINIA AND DISTRICT OF COLUMBIA:

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

WESTERN PENNSYLVANIA & W. VIRGINIA:

PENNSYLVANIA PHONOGRAPH DISTRIBUTING Co.
405 Wabash Bldg., 410 Liberty Ave., Pittsburgh, Pa.

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

JAMES K. POLK, INC.
181 Whitehall St., Atlanta, Ga.

STATES OF OREGON, WASHINGTON, NORTHERN IDAHO, NEVADA,

with the exception of Counties Eureka, Elko, White Pine and Lincoln, and all California Counties north of Santa Barbara, Ventura, Los Angeles, and San Bernardino.

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

OHIO AND KENTUCKY:

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

INDIANA:

KIEFER-STEWART COMPANY, Indianapolis, Ind.

ILLINOIS, AND RIVER TOWNS IN IOWA:

THE TAY SALES Co.
6 North Franklin St., Chicago, Ill.

WISCONSIN AND MICHIGAN:

YAHR AND LANGE, Milwaukee, Wis.

N. DAKOTA, S. DAKOTA, MINNESOTA, MONTANA AND IOWA:

with the exception of the River towns.
DOERR-ANDREWS AND DOERR, Minneapolis

MISSOURI, KANSAS, NEBRASKA, and five counties in northeast Oklahoma.

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

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

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

SOUTHEASTERN Part of TEXAS and Part of OKLAHOMA:

SOUTHERN DRUG COMPANY
Houston, Texas

COLORADO, NEW MEXICO, UTAH, WYOMING:

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

ARIZONA AND SOUTHERN CALIFORNIA,

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

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

SONORA PHONOGRAPH COMPANY, Inc.

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

279 BROADWAY

NEW YORK CITY

Canadian and Export Distributors

C. A. Richards, Inc., 279 Broadway, New York City

Sonora Dealer Arranges for Widespread Publicity

Billy Murray's Music Shop, Sonora Dealer, Places Phonograph in Broadcasting Station—Medium of Excellent Publicity

NEW KENSINGTON, PA., April 7.—A publicity stunt that is being put over at a nominal cost, and is worth, literally, many thousands of dollars, was recently arranged by Billy Murray, of Billy Murray's Music Shop of this city.



Billy Murray

Mr. Murray learned that a small broadcasting station in the adjoining town of Arnold was using a phonograph of a different make than the Sonora which he sells. He called at the station and made a contract with the station manager to use the Sonora phonograph exclusively for a period of three years. The contract specifies that at the end of each number broadcast by the Sonora the announcer is to say "You have just listened to a number played by a Sonora phonograph loaned this station through the courtesy of Billy Murray's Music Shop."

Since this arrangement went into effect thousands of letters have been received at the station, commenting on the manner in which the music is received and nearly every letter states that until the announcement was made the listeners-in were of the opinion that they were listening to an unusually good dance orchestra.

Takes on Columbia Line

JACKSONVILLE, FLA., April 4.—The Cable Piano Co. has secured the agency for the Columbia line of phonographs and records. An attractive display of the instruments is being made and a ten-day sales drive on Columbia products introduced the line to the store's customers.

Cards have been sent out by Edward Perrine Huyler Allen, general sales manager of David Grimes, Inc., and Mrs. Allen that they will be "at home" after Wednesday, April 15, at 627 Highland avenue, Newark, N. J.

Arthur J. Selzer and W. R. Davis in New Posts

Former Made New York Manager of Manhattan Elec. Supply Co.—Latter in Charge of the St. Louis Branch of the Company

The Manhattan Electrical Supply Co., one of the largest radio distributors in the United States and manufacturer of several models of radio loud speakers, announces the appointment of Arthur J. Selzer as manager of its New York branch house. Mr. Selzer comes to New York from Kansas City, where for five years he directed the sales of the B-R Electric Co. Mr. Selzer has had a varied experience in the



Arthur J. Selzer

electrical and radio fields, his earlier activities being in construction work. For several years he was salesman for the Electric Appliance Co., Chicago, Ill., and for over four years sales manager of the Adams-Bagnell Electric Co. He then re-entered the jobbing field as sales manager for the Central Electric Co., Chicago, later taking up the sales managership of the Kansas City firm. During 1916-17 he served as Central division chairman of the Electric Supply Jobbers' Association.

Another appointment made by the Manhattan Electrical Supply Co. is that of W. R. Davis as manager of the St. Louis branch house. Mr. Davis for over five years was general sales manager of the Magnavox Co. Before the war he

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

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

was electrical engineer for the Springfield Gas & Electric Co., Springfield, Ill., and during the war he was junior lieutenant in charge of the radio experimental laboratories for aircraft at the Naval Base, Hampton Roads, Va., later heading the Aircraft Radio Section of the Bureau of Steam Engines in Washington, D. C., during which time he had charge of equipping



W. R. Davis

the trans-Atlantic seaplanes with radio. Following the war he became general sales manager of the Magnavox Co.

C. B. Mason Heads Trade Salvation Army Comm.

C. B. Mason, sales manager of the New York Talking Machine Co., New York, was recently appointed chairman of a committee to cover the talking machine trade in the annual Home Service for the Salvation Army in Greater New York. The Home Service Appeal is the annual presentation of the Salvation Army's budget for maintenance requirements. This year the budget calls for \$523,343, to be used in financing the work of forty-seven institutions throughout the city.

L. B. Tedesco With Weil Bros.

L. B. Tedesco was recently appointed radio buyer for the Weil Bros. furniture stores in New York. Mr. Tedesco is well qualified to fulfill the duties of his new position as he has been connected in both sales and service capacities with the Herbert-John Corp.

Music House Chartered

The Portable Music Corp., Binghamton, N. Y., has been granted a charter of incorporation at Albany, with a capital stock of \$500,000. The incorporators are: L. S. Greenmun, R. C. Pugh and D. E. Carr.

Radio Firm Incorporates

The William Radio Panel Co. was recently incorporated at Albany with a capital stock of \$10,000. The incorporators are: S. Rose, W. Siegel and R. Kogel.



Have You A Genola in Your Toy Shop?

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

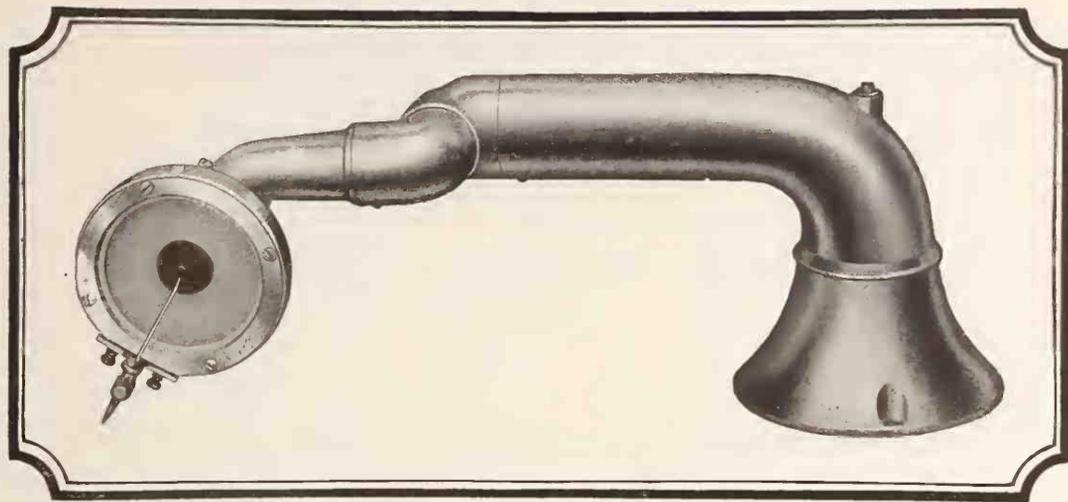
The Genola stands but 7½ inches high. Then to retail at \$10.00, there is The Baby Cabinet, standing 17 inches high and which is a delightful piece of nursery furniture as well as a splendid little talking machine.

Order Samples Today

THE GENERAL PHONOGRAPH MANUFACTURING CO.

Elyria, Ohio.

The Sign of  Good Tone Arms



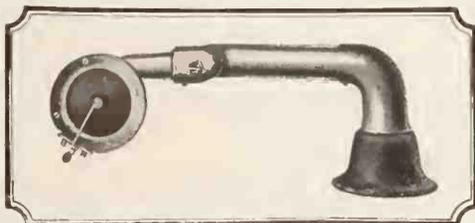
EMPIRE PIVOT BASE TONE ARM

The Big Three of Phonograph Reproduction

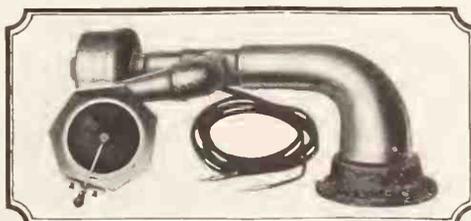
- 1**—Empire Pivot Base Tone Arm—the leader of the entire Empire line—a tone arm and reproducer that it will pay you to test on *your* phonographs. This Empire will enhance the tone quality of the good instrument you are already building.
- 2**—Another very popular Empire Tone Arm is the No. 10. It may be that No. 10 would better fit your requirements than any of the various Empire units. Tell us your Tone Arm needs—a test will tell. And you may test ANY and ALL Empire Tone Arms without obligation.
- 3**—The Combination Radio-Phono Tone Arm and Reproducer comes up to all the Empire high standards. As well as reproducing records it converts any talking machine into a RADIO LOUD SPEAKER, and a better loud speaker cannot be bought than already exists in any good phonograph—with the addition of the Empire Radio-Phono Combination.

W. J. McNamara
President.

*Comparison is Convincing—Test Empire Tone Arms
In Your Own Plant—We Welcome Comparative Tests*



EMPIRE NUMBER TEN TONE ARM



COMBINATION RADIO-PHONO TONE ARM
Made with either pivot base or ball bearing tone arm.

Normal Sales in the Cincinnati Territory Create Optimism Throughout the Trade

Upward Trend of Business Is Forerunner of Prosperous Season, Declare Dealers—Wide Interest in Brunswick Contest—Success Marks Recording by Starr Co.—Crosley Personnel Changes

CINCINNATI, O., April 7.—Exclusive talking machine dealers report that business is good and those who sell talking machines in connection with other merchandise state that their volume of sales is satisfactory. Trade conditions seem to be normal and in keeping with the season of the year, and the general opinion is that the business trend is upward and that business will continue to grow better throughout the Spring.

"For a while," stated one talking machine dealer, "when everything was booming, we did not have to make any particular effort to sell goods, and our only trouble was to get a supply of goods to sell. Because of that abnormal condition, which made intensive selling effort unnecessary, we let the machinery in our sales departments get rusty and many of us got careless with customers. It takes a lot longer to throw off bad habits than it does to form them," he continued, "and most of us are just reacquiring the selling care and ability that was once ours. Now that the trade has struck its pace again, we will hear less of 'stickers' and 'dead stock.' It is all a matter of salesmanship and good management."

Growing Interest in Brunswick Contests

J. E. Henderson, sales manager of the Cincinnati branch of the Brunswick-Balke-Collender Co., reports that the interest in the "Hour of Music" contests is increasing, as shown by the fact that a great number of replies are reaching them every day, most of which are of a complimentary nature. More "pep" has been put into recent announcements, with something of personal interest in regard to the artist.

One evening, as an experiment, seven demonstrations were made to prospects by salesmen in different parts of this territory. As a result of these private concerts in the homes sales were made to four of the seven, which is a fine average. The company's March business in talking machines, combinations and records is stated to be double that of the same month of the previous year. The new Arden console, which has just reached here, is attracting a great deal of attention.

A Progressive Retailer

One of the most prosperous suburban talking machine stores is that of the A. & N. Music

Co., 904 East McMillan street, Walnut Hills. This is located near one of the city's busiest transfer corners, and the thousands who change cars here are always attracted by music which continuously comes through a loud speaker in front of the store. The Victor and Columbia lines of machines and records are handled. The company also operates a store down town and it has another across the river in Newport.

Important Crosley Personnel Changes

Walter B. Fulghum, who for many years was the head of the order department of the Victor Talking Machine Co., in Camden, N. J., has just been appointed general sales manager of the Crosley Radio Corp., of Cincinnati. In addition to having had experience in the manufacturing part of the business he has had broad experience in merchandising. Many dealers will recall his remarkable successes in boosting the sale of talking machines and records in dull Summer months and under adverse circumstances. Lewis M. Crosley has been made general manager of the corporation, and his brother, Powel Crosley, Jr., president of the corporation, has gone to Miami, Fla., for a short vacation.

W. N. Purnell Is Congratulated

W. N. Purnell, of the local branch of the Starr Piano Co., who put over a special Gennett record-making display in connection with the Chubb-Steinberg Orchestra at the grand opening of the Radio Exposition, held the week of March 9, has been receiving hearty congratulations and compliments on the success of the innovation, which was so admirably handled. This was the first opportunity the radio public had to learn of the principles of record making, hence the Gennett record which was made and demonstrated in public scored a tremendous hit.

Normal Business at Wiedener's

At Wiedener's business has opened up in a satisfactory way with the coming of Spring, and sales are about normal, with a good demand for talking machines and combinations of the better grades and with an increasing demand for records. R. O. Kindt, of this concern, stated that while the demand for radio is increasing it does not seem to be diminishing

the sales of talking machines and records, and thus it increases the daily receipts. Manager Fantle recently spent a few days in Indianapolis, where he went to attend to business affairs.

Columbia Distributors Busy

Miss R. Helberg, manager of the local branch of the Columbia Distributors, reports that the new discount arrangement has brought in a great many orders for talking machines and records. W. F. Pierce has just returned from a successful sales tour in Kentucky. Among the out-of-town Columbia dealers who recently visited the local headquarters were P. J. Murphy, of Maysville, Ky.; W. T. Brieze, of Brookville, Ky., and Mr. Hassmer, of Lawrenceburg, Ind.

Brunswick Displays Bring Sales

E. M. Abbott, who does a large business in talking machines and records in connection with his piano business at Seventh and Elm streets, was quite busy the latter part of March with an exhibit in the Radio Show the third week of the month and an exhibit in the Home Beautiful Exhibition the week following. He stated that a number of sales of Brunswicks resulted from the exhibits.

Fiddlin' John Carson Okeh Records Popular in Trade

One of the most popular artists in the Okeh catalog is Fiddlin' John Carson, mountaineer violinist, whose records have met with phenom-



Fiddlin' John Carson

enal success throughout the country. When Mr. Carson's first Okeh records were released it was expected that they would be active sellers throughout Southern territory, where this artist is a prime favorite with all music lovers. However, to the keen surprise and gratification of the General Phonograph Corp., the records by Fiddlin' John Carson not only attained exceptional popularity in the South but were received cordially by the public everywhere. Mr. Carson has recently added considerably to his Okeh repertoire and the General Phonograph Corp. has co-operated with him effectively in bringing his records to the attention of the public. He records for the Okeh library exclusively.

"California Ramblers" Use Instrument Called "Goofus"

"The California Ramblers," exclusive Columbia recording artists, are probably the only orchestra in existence employing a rare instrument known as a "goofus." The technical name of the instrument is "Couchophone" and few musicians have been able to master its intricacies. Adrian Rollini, member of the "California Ramblers," is the user of "goofus" which is employed largely in recording work. One of the "Ramblers'" subsidiary recording orchestras, in fact, is known as "The Goofus Five."

If
You Aren't
an
Okeh
Dealer
You are
Not the
Lucky
Dealer

Public Interest in what Okeh
Records are doing grows
constantly.

What new feature will be next?

Already they are—

1. Most famous dance orchestras.
2. The thousands of requests for "Old-Time" Tunes are met by a special release of "Old-Time" Tunes.
3. Their Race Records will go down in musical history as the greatest Blues Records ever made for the Race.

Wholesale Phonograph Division

STERLING ROLL and RECORD CO.
137 West 4th Street
CINCINNATI, OHIO



*Open for Your Clients the Treasure Box
of Broadcasting with Newport Selectivity*

Into the Treasure Box of Broadcasting goes daily the finest and most priceless things that our civilization has accomplished.

Comes a mighty spender who scoops with a lavish hand out of the inexhaustible reservoir of human thought all the jewels of art, of science, of industry and pours them into this Treasure Box. All the rarest pearls that have taken over ten thousand years of mental groping to find, are here. Even the wealth of the world passes through it every twenty-four hours. All the secrets, all the beauty, all the mellowness of Time are locked within it.

Open this Treasure Box for your clients by the mere twist of a Newport dial. Show them that a Newport dial will do more than that! It will take this Treasure Box right into their living room where they may examine it at their leisure.

Newport Radio Corp.

*250 West 54th Street,
New York City*

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

Ray Reilly Appointed Sonora District Manager

F. H. Goodman, Sales Manager, Announces That Mr. Reilly Will Cover Illinois, Wisconsin and Michigan in Interests of Sonora

An important change in the merchandising plan of the Sonora Phonograph Co., Inc., New York, N. Y., in the Middle West, was made known by Frank H. Goodman, sales manager, with the announcement of the appointment of Ray Reilly, formerly of the Edray Sales Corp., as district manager. Mr. Goodman spent sev-



Ray Reilly

eral days in Chicago the latter part of March and completed arrangements pertinent to the new distribution plan.

Mr. Reilly has charge of a territory which comprises Illinois, Wisconsin and Michigan, and will work in close co-operation with Sonora jobbers in rendering service to the dealers.

Ray Reilly is one of the most popular executives in mid-West talking machine circles and is well known among the dealers in this territory. He has been identified with the talking machine industry for a period of fourteen years, beginning his business career as a house to house salesman with Columbia phonographs and records as his wares. He later entered the retail business, acting for four years as manager of the phonograph and record department of the Central Piano Co. At the end of this period he joined the Chicago branch of the Columbia Phonograph Co., Inc., acting as loop representative for some time, and achieving exceptional success in this position. In 1924 he resigned from this company and formed the Edray Sales Corp.

Royal Music Co. Opened

DENVER, COLO., April 6.—The Royal Music & Radio Co. recently opened its new store, at 1643 California street, with a complete line of Adler-Royal phonographs and Adler-Royal neotro-dynes, together with a stock of Columbia and Vocalion records and a full line of band instruments and radio accessories. Irving Hershey is president of the concern and the store is under the management of Milton Leve.

J. C. Wetjen, Inc., Moves

The talking machine store of J. C. Wetjen, Inc., has moved from 11309 Jamaica avenue to 11414 Jamaica avenue, Richmond Hill, N. Y. The new store has been completely renovated and each department is completely equipped with modern fixtures.



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.



Unusual Publicity to Broadcast Radiola Message

Large Canvas Truck Sign for Use of RCA Distributors—RCA Film Tells the Interesting Romance of Radio by Land and Sea

The advertising department of the Radio Corp. of America has prepared recently for the use of RCA distributors a canvas truck sign reading "Another Truck Load of Radiolas." The size of the sign is three by six feet, and distributors who are using it are enthusiastic regarding its value as a publicity stunt.

In an interesting article in a recent issue of The Town Crier, the newsy house organ is sued regularly by the Radio Corp. of America, J. L. Bernard, of the RCA publicity department, gave interesting facts regarding an RCA movie film which was completed recently.

"Another tool has been added to our kit of sales promotion helps for RCA dealers. Your store window works for you, the newspaper helps, sales literature sells 'em and now we've enlisted the aid of the motion pictures. In a six-



Striking RCA Canvas Truck Signs in Use reel production the story of radio in its three principal departments, viz.: marine radio, trans-oceanic radio and broadcasting, has been filmed for the first time.

"The great romance of marine radio with its SOS calls from the deep and tales of stirring rescues; trans-oceanic communications of business, made instantaneously, with nothing between the sender and receiver but 3,000 miles of sea;—these are the things that catch the popular fancy. And when it is pointed out that the same principles, the same science, that makes these things possible makes possible also the joys of broadcasting you have an interest that can easily be made to yield Radiola sales.

"With an appeal to novice and confirmed radio enthusiast, the two films on trans-oceanic radio and marine radio will make a hit with any audience.

"The broadcasting film is now in the course of production and The Town Crier will let you know when it will be available.

"There is no limit to the usefulness of these films in the promotion of your business. The local theatre manager will welcome a radio night program based on some co-operative plan. Chambers of Commerce, Rotary and Kiwanis Club, the schools, churches, Y. M. C. A.—all have sufficient time on their program for a showing of interesting industrial films. A radio picture will meet with instant approval. Then tie-in with a Radiola demonstration and window display.

"Another possible use is a private showing at a suitable meeting place, under the auspices of one or more dealers. Mail invitations will bring an audience—newspaper reading notices or advertisements will help. An attractive exhibition of Radiolas, demonstrations, a fifteen-minute talk on radio, followed by our radio films will enable you to establish contact with new Radiola prospects".



VINCENT LOPEZ
LATEST DANCES

ONLY ON

Okeh RECORDS

GENERAL PHONOGRAPH CORP.

OTTO HEINEMAN, President

25 WEST 45th STREET

NEW YORK, N. Y.

Profit Winning Sales Wrinkles

How a Live Retailer Solved the Problem of People Waiting for Record Demonstrations—Boosts Record Sales Through Restaurant—Telephone Wins for Wunderlich—Other Profitable Stunts

A talking machine dealer in a busy section of New York who is handling a neighborhood trade and is busiest on Saturday evening after papa has come home with his pay was worried for a long time because his battery of six booths was not adequate to take care of those who desired to try out the records. Frequently those called upon to wait for demonstration became impatient and walked out. He gave the matter considerable thought and finally, by checking up, learned that about 90 per cent of the customers were interested solely in the current releases. He, therefore, set aside the largest of his demonstration rooms, furnished it with a dozen chairs and a machine and detailed a girl to that room each Saturday evening, her sole job being to demonstrate continually and in order the records on the newest list. Special slips were submitted to customers, who noted thereon the records they desired as they were demonstrated. He found that the waiting line was eliminated and actual sales increased to a substantial degree, for each customer who stayed in the room long enough heard the entire list of new records and was not called upon to name special selections for demonstration, leaving the rest unheard. Another advantage of the plan was that those customers who sought demonstrations from the general or standard catalog could be easily accommodated in the main booths and were able to make their selections at leisure without feeling that they were taking up valuable space and must hurry out.

The talking machine department of the leading Schenectady, N. Y., music store has a novel method of increasing its record sales. One of the leading restaurants in the vicinity of the store has a talking machine and a large collection of records which are played daily to entertain the patrons. An arrangement has been made by a representative of the music store whereby the regular releases are played immediately upon receipt at the restaurant and the latest selections are heard by a large public in a very short time. The results have been most gratifying.

An unusual method of stimulating record sales was recently put in effect by the talking machine department of the Wunderlich Piano Co., Kansas City, Mo., and is working out most successfully. Using the regular mailing list of the store, one of the record saleswomen calls up a customer on the telephone, speaks tersely and tactfully of a new record release and asks for a few minutes of the customer's time so that the record can be played before the telephone and the music conveyed to the customer via the wire. Before accepting the plan as a regular feature of the store's service a thirty-day trial was given it, and so many records were sold that it is now a permanent feature and the entire time of one saleswoman is put to this purpose. Customers have commented enthusiastically on the service.

With the number of releases each month by the different companies, the record buying public is unable to get an adequate idea of the value of the full monthly catalog before a new list of records is released and as a consequence a large number of records are relegated to the shelves to make way for new stock and, except for an occasional order from a customer, these records receive no attention from the dealer. Okeh dealers in the New York territory are overcoming this condition to a certain extent by the use of lists prepared each week by the wholesale department of the General Phonograph Corp. These lists contain the names of a dozen or so of a certain type of

record and are recommended to customers as being outstanding successes. One week dance music is featured, the next—the records of the music from Broadway musical shows, the next—vocal popular hits. The use of such lists, and they can be prepared by any dealer, brings far more forcibly to the attention of the public the merit of a record than can be accomplished in any other way.

One of the best-known methods of stimulating the sale of records, is the tie-up between the dealer and the local appearance of recording artists. There are a number of ways by which this tie-up can be effected, namely, through the use of the window display space,

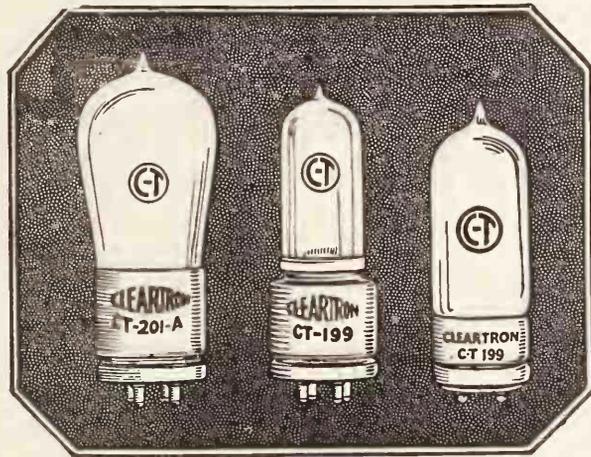
newspaper advertisements and direct mail announcements. The principal store of the Platt Music Co., Los Angeles, Cal., carries this plan a step further. It has a six-foot, artistic bulletin board placed in an important place in the store calling attention to the Victor records of the music featured at the local theatres of prominence.

Phonograph Shop Opens

WICHITA FALLS, TEX., April 6.—The Phonograph Shop, after a change of ownership and management and having undergone complete alterations, held its formal opening recently. A complete line of Brunswick phonographs and Brunswick Radiolas is carried.

Announcement was recently made of the appointment of Milt Hagen as news editor for the California Ramblers, exclusive Columbia recording artists, who are opening their own roadhouse after being featured for ten weeks at the Alamac Hotel.

MORE PROFIT FOR YOU ON CLEARTRON



REPEAT SALES ASSURED BY GUARANTEED TUBE PERFORMANCE!

WHY are discerning dealers turning to Cleartron Tubes? Why do they consider them more dependable—more consistent in quality—a better buy for the customer?

Cleartrons Are Truly Guaranteed!

The rigid guarantee that goes with every Cleartron Tube, based on the strictest laboratory test, makes Cleartron Tubes sell, render the fullest performance and sell again. Cleartron Tubes will make pleased loyal customers.

Cleartron Quality Means Repeat Business!

You can back Cleartron Guaranteed Tubes to the limit. They last longer. They are more economical in current consumption. They oscillate, detect or amplify. Cleartrons come in three regulation sizes, shown above. CT 199 Standard Base is designed to fit 201A sockets without adapters. All retail at \$3. apiece.

Tie up with Cleartrons!

Dealers, make your tube business more profitable. Order thru your distributor or jobber, or write us for information.

CLEARTRON VACUUM TUBE CO.
26 West 44th Street New York City

CLEARTRON
GUARANTEED RADIO TUBES

Carrying Charges on Instalment Accounts

Scale of Fixed Carrying Charges on Instalment Sales Adopted by Music Trades' Association of Northern California—A Vital Move

At various times there has arisen considerable discussion among talking machine dealers and music merchants generally relative to the advisability of establishing a fixed carrying charge on instalment accounts over and above the cash price in lieu of charging any definite rate of interest on unpaid balances. It is held by many that an established carrying charge saves trouble for both the dealer and the customer relieving the former of the burden of figuring interest, and enabling the latter to ascertain just what the accommodation of time payments is going to cost him.

Recently, a committee appointed by the Music Trades' Association of Northern California gave considerable study to the question and presented a report to the board of directors of that body which was adopted unanimously, it being decided that the carrying charge was the logical method of handling term accounts.

Scale for Carrying Charges

The report suggested that carrying charges be added where payments are deferred in the sale of talking machines, radio and band and orchestra instruments on the following scale:

Five 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.

Six 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.

Seven 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.

Eight 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.

Example of Sale on Carrying Charge Plan

A customer buys a talking machine on ten months' time for \$150, paying \$30.00 down—the balance remaining is \$120. The carrying charge for ten months contract is 5 per cent or \$6.00, making a total of \$126. The salesman makes out the contract for a total of \$156, the down payment to be \$30, and the balance at \$12.60 per month for ten months.

Advantages to Dealer of Carrying Charge Plan

It is preferred by the customer for the following reasons: He is already educated to the carrying charge on account of its almost universal use in the selling of automobiles, vacuum cleaners, sewing machines, sets of books, etc.

The music trade is one of the very few still charging interest. It is simpler and easier for the customer to understand. There is an exact even amount to be paid each month; the annoying interest charge, which varies each month is done away with. At the time of signing the contract, the customer knows exactly how much he has to pay each and every month even though he may not receive a statement (see working example of carrying charge.)

There is a marked saving to the dealer in clerical expense. No figuring each month of interest for that month with the resultant arguments and misunderstandings with customers.

It speeds up and makes collections easier; since the customer always knows exactly what he is to pay.

It is so arranged as to make it simple and easy for the salesman to get a good down payment and good terms. It can be seen at once by any customer that he saves money by signing up for ten months instead of fifteen; inasmuch as all charges are based on the balance after the first payment is made, a large first payment is greatly to the customer's advantage. To illustrate: A man buys a talking machine for \$150 on twelve months' time. If he pays \$50 down, his carrying charge, based on the balance of \$100 at 6 per cent, is \$6.00. If he pays \$25 down on the contract for the same period of time, the carrying charge is 6 per cent on \$125 or \$7.50. It is easy for the salesman to point out the saving of \$1.50 simply through a little larger down payment. The same argument applies to a contract on shorter time—the cash saving is apparent.

The fact that the carrying charge is cut out entirely, if all is paid in full in sixty days, will induce many people to make a special effort to close the account then, as they can see the dollars and cents saving in so doing. In the case referred to above, for instance, where the customer has paid \$50 down, he sees that he saves \$6.00 by paying up the balance in two months.

It will give the dealer a larger return for carrying instalment paper than at present; the return to the dealer is better than 8 per cent interest. This he should have, as dealers are now actually carrying their paper at a loss.

The carrying charge is advised and recommended by all finance companies.

To sum up: The carrying charge is simpler and less expensive in operation, more pleasing to the customer, gets the money quicker for the dealer and is more profitable for him.

A similar carrying charge plan has been used in Southern California for a number of months

now, and is working out in practice very well indeed. All these dealers are very well pleased with it and would not think of going back to the old clumsy system of interest charges.

If the carrying charge plan is generally approved by the dealers, the board of directors of the Music Trades' Association of Northern California expects to get out a printed card explaining the carrying charge plan in detail. This will be in the name of the Music Trades' Association of Northern California. All dealers will have these cards and can show them to the customer as an explanation of the plan. Seeing this card, the customer will realize that this plan is uniform with the music trades of Northern California and in operation with all dealers.

Caution on Length of Contracts

Radio should not be sold on longer time than six months if possible; certainly not more than eight. A down payment of 33 1-3 per cent should be secured—if this is not possible certainly not less than 25 per cent. Radio merchandising is different than any other and it is necessary for the dealer to get proper down payment and terms if he expects to sell radio at a profit.

Talking machines and phonographs should not be sold on longer time than twelve months—certainly not more than fifteen months. If possible secure a down payment of 20 per cent—certainly never less than 10 per cent.

Band and orchestra instruments should not be sold on longer time than ten months if possible—certainly not more than twelve months. If possible secure a down payment of 25 per cent—certainly never less than 15 per cent.

Petrouchka in Victor Album

The Victor Talking Machine Co., Camden, N. J., recently issued a new album set of four 12-inch records of "Petrouchka," the ballet of Stravinsky, which was recently presented at the Metropolitan Opera House. The recordings were made by Eugene Goossens and the Royal Albert Hall Orchestra of London.

Mandel Co. Chartered

The Mandel Talking Machine & Radio Co., New York, was recently incorporated at Albany with a capital stock of \$5,000. The incorporators are: J. Frost, D. Rubin and A. Bader.

The Libault Radio Corp., Wilmington, Del., was recently incorporated at Dover, with a capital stock of \$500,000.

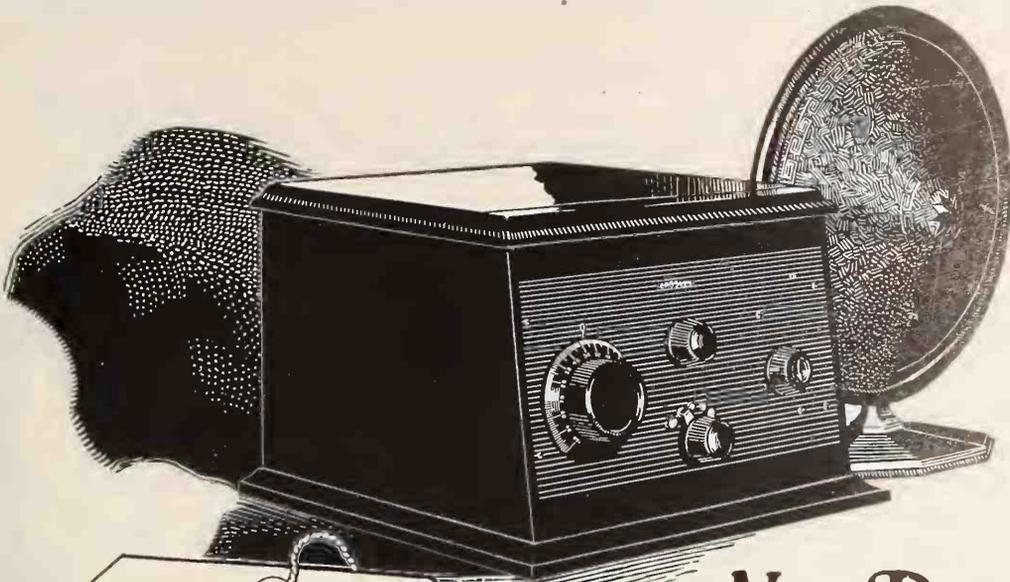


Wuebben Record Albums are indestructible

They are manufactured on methods of construction which are protected by the Patent Laws. It is impossible for the records to drop out.

Ask for our illustrated prospectuses and price lists

Wuebben Gesellschaft, m. b. H., Kochstrasse 60, Berlin SW. 68



\$23⁵⁰
Accessories Extra

Crosley 51 Special

*New cabinet, sloping panel
 Batteries self-contained
 Two-tube circuit, very selective*

**CROSLEY
 RADIO**

Better~Costs Less

*New Dress
 for the*
**Largest-Selling Radio
 In the World**

It is easy to understand why Crosley is the world's largest-selling radio, when you know that Crosley is the world's greatest radio value.

Crosley is better radio at lower cost because the economies of huge production are passed directly on to the radio buyer.

In Crosley Radio, certainty displaces uncertainty; simplicity takes the place of complication; efficiency is scientifically developed to the *n*th degree.

Crosley 51 Special at \$23.50, for example, is the world's leader at anything like the price. A handsome *new* cabinet with sloping panel, neatly enclosing the batteries with the two tubes.

Excellent for loud speaker reception of local stations, and of distant stations under reasonably good conditions. Much greater distance consistently reached with the headphones.

Sell Crosley in your own store. It is a fast seller and an easy seller. Order direct from your Jobber. Most good Jobbers handle Crosley.

Armstrong regenerative circuit, licensed under U. S. Patent No. 1,113,149

The Crosley Radio Corporation
Powel Crosley, Jr., President
 Cincinnati

Isham Jones Scoring in First Gotham Engagement

Famous Orchestra Leader and Brunswick Artist Drawing Crowds at Rue de la Paix—Special Brunswick Tie-up Record Publicity

Isham Jones and His Orchestra, which recently opened its first New York engagement at the Rue de la Paix, New York, is meeting with phenomenal success and the organization is being heralded by dance devotees in New

York as popular in New York as it was for five years in Chicago, where it ranked as the leading dance organization.

The Brunswick-Balke-Collender Co. has been co-operating with Isham Jones to splendid advantage in the use of publicity featuring his entrance into New York night life. Isham Jones has for a number of years made Brunswick records exclusively and his recordings have served to give him a national reputation among music lovers. The Brunswick Co. has left nothing undone to co-operate with Isham Jones and His Orchestra since the opening of the Rue de la



York as the sensation of the year. The orchestra not only plays for dancing but also plays the music for a very elaborate revue which is meeting with tremendous favor. The Rue de la Paix is attracting capacity audiences nightly and on week-ends hundreds have been turned away. It is generally conceded that the success of this night club is due entirely to Isham Jones' ability and prestige as an orchestra leader and composer and it is predicted that within a few months the orchestra, under his leadership, will

Paix and this co-operation has already produced tangible results for Brunswick dealers in the stimulation of the demand for Isham Jones Brunswick records, which are enjoying wide popularity.

The Wallington Radio Cabinet Works, Wallington, N. J., were recently incorporated at Trenton, with a capital stock of \$25,000. The incorporators are Gustav Baur, Louis Walter, Edward Bauer and Edward Lofquist

W. H. Bristol Discusses Loud Speaker Essentials

President of Bristol Co. Gives Interesting Views on Radio Development—Plan to Add Loud Speaker Tester to Line

WATERBURY, CONN., April 7.—Although a manufacturer of Bristol recording instruments and other precision instruments for thirty-six years, the Bristol Co. has only manufactured radio loud speakers for a comparatively short period of time. However, in this short time the popularity of the Bristol loud speaker has grown tremendously and the production has become enormous in order to fill the demand.

In this connection W. H. Bristol, president of the company, stated: "To my mind, every manufactured article is a promise—to the dealer—and to the customer. It is a promise that the article will do what it is claimed to do, and that it is a good value for the money

"Whether that promise will be kept or not depends not merely upon the manufacturer's willingness so much as upon his ability. Firms almost without number have turned to radio, but those generally recognized as having an article of true merit have had the right kind of schooling. With our experience in precision instruments in the past it was but natural on adding radio loud speakers to make them with the same accuracy we had been schooled to apply to recorders. When loud speakers first came out volume was what everyone seemed to demand. This was once true of phonographs and radio seems to be going through the same cycles. People are beginning to want something to listen to rather than merely something to wonder at. There is just as much demand for volume as there ever was, but quality of tone must go with it. While the Bristol loud speaker will give great volume in tone it has as its outstanding characteristic its wonderful sweetness of tone.

"A speaker must do a multifarious job. Thousands of tonal shadings pass through it. The tone varies from the many qualities of bass notes up to the shrill of the piccolo, the upper register of the woodwind and extremely high pitched harmonies of the strings. It, therefore, requires something more than a common phone unit in the end of a horn to bring this myriad of musical vibrations out in anything like what they sound to the direct listener. We believe we have accomplished this with the Bristol loud speaker"

There are five Bristol loud speakers at the present time. Four of these models are of the horn type, models "S" and "J", Baby and Baby Grand. Model "C" is a cabinet speaker. This line is destined to give the dealer the desired diversity from which he can satisfy every customer. Each model has its distinctive appeal. The horn of the cabinet model is of wood and "full floating." The cabinet itself is entirely of mahogany, beautifully finished.

It is expected that a new instrument will shortly be added to the Bristol line to be known as the "Comparophon," a loud speaker tester. It is claimed that with this instrument the dealer can test his loud speakers without radio simply by connecting three speakers with the "Comparophon" and using a phonograph of any kind of make by putting on a record when making the test. By means of a switch any horn can be used.

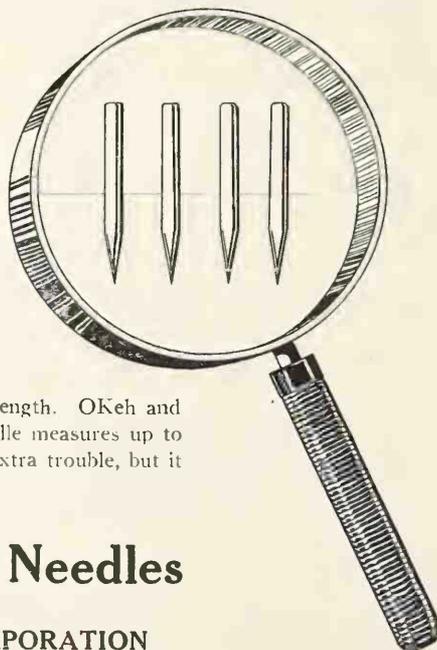
The Northland Radio Co. has been incorporated at Dover, Del., with a capital stock of \$3,000,000. The incorporators are W. R. Frank, Hans F. Aude, F. Ollen Peters, Minneapolis.



Bristol Speaker

Uniform Length Means Uniform Tone

THE length of the needle partly determines the tone, the shortest needles produce the loudest tones and vice versa. When customers buy loud tone needles, they want them all to be loud tone, which means that all needles must be of the same length. Okeh and Truetone Needles are all uniform; every needle measures up to an exact standard or it is rejected—a lot of extra trouble, but it assures customer satisfaction.



Okeh and Truetone Needles

A Product of the
GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, Pres.

25 West Forty-fifth Street

New York, N. Y.

Make 1925 the Biggest Hohner Year in History!

This attractive HOHNER display on your counter will do it

EVERY wide-awake dealer knows the value of a sales leader. And every Hohner dealer knows that harmonicas are leading the way to more and better business.

During the past year over 15,000,000 Hohner Harmonicas were sold to people of all ages, in all walks of life in every city, town, and country hamlet. And every sale meant liberal profits and satisfied customers for Hohner dealers. Thousands of dealers in every part of the country are now pushing Hohner Harmonicas. They were quick to recognize a real sales leader and just as quick to cash in on the big business which is being created by Hohner advertising.

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

If you want quick sales, liberal profits and satisfied customers, put this attractive revolving display on your counter and tie up with the big national publicity campaign. This display on your counter, a complete set of window strips and dealer helps and a generous supply of Free Instruction Books will put you in line for *more and better* business.

We are creating the demand for Hohner Harmonicas—all we ask you to do is help us supply it. 1924 was a record-breaker, but everything points to a greater volume of business in the coming year. Let's work together to make 1925 the Biggest Hohner Year in History.

If You Want to Tie Your Store to Hohner Advertising Write

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

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

Fascination
Inspiration
Education
Entertainment
Musical
Accuracy



Health
Portability
Durability
Convenience
Popularity

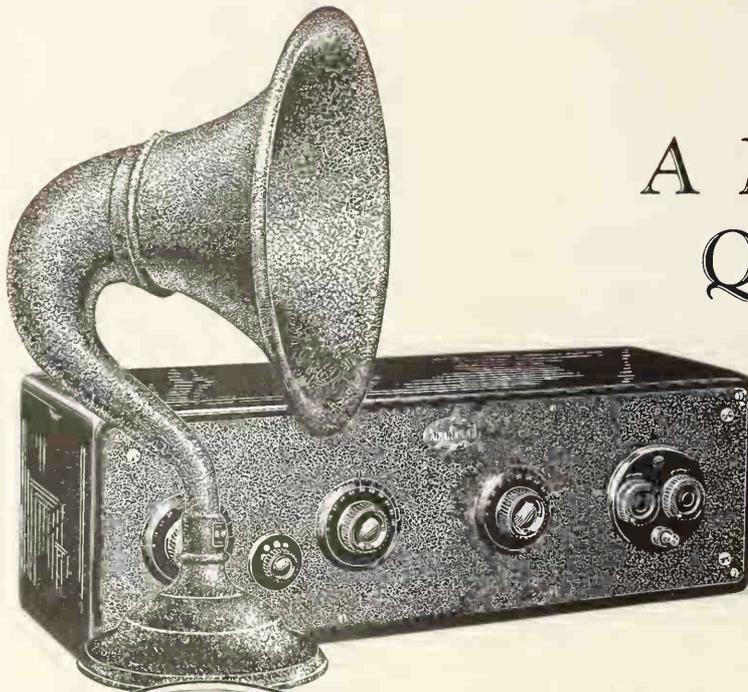


No. 600

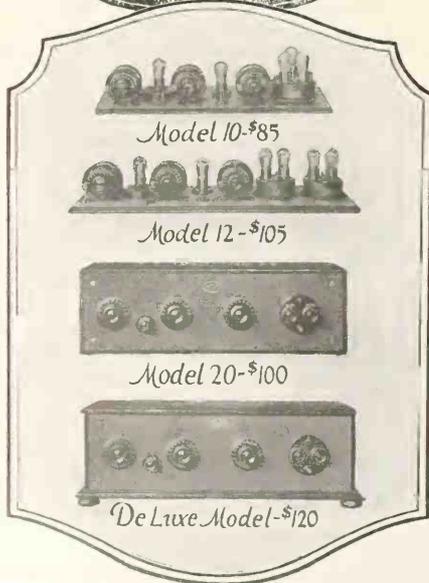
IMPORTANT to Hohner Dealers

Hohner interest and enthusiasm is sweeping the country. You can easily turn it into money by putting this attractive revolving display on your counter and tying your store to Hohner advertising. Ask us how you can get one of these displays and just what it will mean in sales and profits.

ATWATER KENT RADIO



A Mark of
Quality



THE radio merchants who are today building for themselves a prosperous and lasting business are the ones who are looking beyond the product they are handling—to the reputation, responsibility and experience of the manufacturer back of it.

An ever-increasing number are learning by actual experience that the ATWATER KENT name on the radio they sell has helped them attain a place of leadership among the radio merchants in their community.

ATWATER KENT Prestige This ATWATER KENT prestige is traditional. Twenty years before the first broadcasting station was opened, the ATWATER KENT name plate on a precision electrical instrument was accepted as a mark of quality.

THINK WHAT IS BACK OF IT

ATWATER KENT R A D I O

Satisfied Users

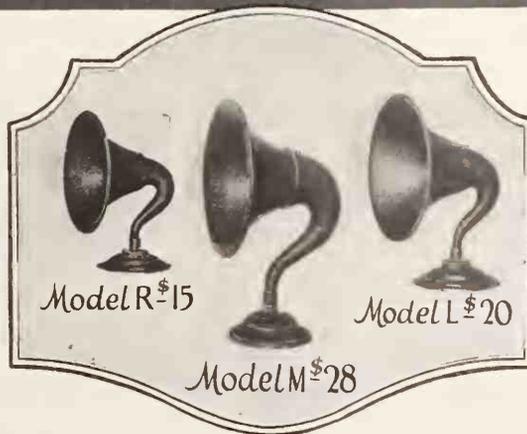
Back of ATWATER KENT Radio Today, the name ATWATER KENT on radio is a definite assurance of satisfaction. ATWATER KENT dealers everywhere will confirm this—they know that back of this name there is an outstanding achievement in radio engineering.

If you could visit the ATWATER KENT plant, the largest of its kind in the world, you would know why there is no better radio made. You would see that all the machinery is of the latest design for radio building, that every workman is a master at his job. The material used, every bit of it, from the smallest wires to the solid mahogany from which the cabinets are made, is the best that money can buy.

Satisfied Users You would realize that the reasons for ATWATER KENT prestige are fundamental and built-in; that under such conditions there can be but one result—satisfied users; and satisfied users are the most valuable asset a radio merchant can have.

Descriptive literature on request

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



THINK WHAT IS BACK OF IT

Cleveland Retailers Report Good Business

Continuation of Demand for All Lines—Manufacturers Show Desire to Aid Dealers—Make Local Okeh Record—The Month's News

CLEVELAND, O., April 7.—The January conference of talking machine dealers held in Columbus under a call from President Grau, of the Music Merchants' Association of Ohio, to discuss the over-production of phonograph records and models, discount adjustments, and other problems of the retailers' trade, is bearing good results, according to Rex C. Hyre, secretary of the Association. Several interesting replies have been received by him from the leading talking machine producers of the country, all offering to do what they can to improve the conditions complained of. Another matter discussed at the Columbus conference was radio and methods used in protecting dealers as to the matter of discounts. Some interesting communications on this subject have also been received by Mr. Hyre.

Pushing Federal Discontinued Models

The Newman-Stearn Co., among the leading radio dealers who also handle phonographs, is offering a part of \$1,700,000 worth of discontinued Federal radio outfits recently acquired by a combination of retailers.

Improvement in Trade Practices

The Cleveland Better Business Commission reports that efforts during the past few months to "tone up" the standard of musical merchandise advertising in the local newspapers has brought good results, and talking machine dealers, the Commission's secretary says, are more careful in the wording of their advertising.

Cleveland Artists Make Okeh Record

Cleveland's importance in the matter of record creation again is emphasized by the recent release of an entirely new composition, likewise Cleveland-made, in "Nora Lee." This song has had a wide distribution in the sheet music field and was composed by Joe Smith, of the Martha Lee Club Orchestra. It has such an appeal that a recording was the natural outcome. Therefore, T. R. Buel, head of the Cheney Phonograph Sales Co., which also is the Okeh record distributor in this territory, got busy, commissioned Joe Smith and his orchestra to go to New York, and the Okeh recording laboratories did the rest. Dealer tie-

CARTER New Loop Aerial

Pat. Applied for.



\$15

The new Carter Pentagon winding makes possible a loop with no wood or metal within the electric field thus eliminating losses and giving greater signal strength. It also permits of smaller construction. The Carter loop is only 18 inches in diameter. A beautiful loop that finds a ready sale. It is being nationally advertised in April and May.

Offices in Principal Cities.

Write for folder.
Order from
your jobber.



In Canada—CARTER RADIO CO., Limited—Toronto

ups and much preliminary work resulted in large sales of this record. The story "Nora Lee" will be syndicated throughout the country and it is understood it is later to appear in photoplay form.

Victor Dealers in Co-operative Drive

In connection with the drive for new business, the local activity in connection with Victor has been conspicuous. The month's campaign, through March, in Cleveland, and with which were linked similar district campaigns throughout the country in the larger cities, was inaugurated here at the Music Box, controlled by Philip Spitalny, now known as a Victor artist. The event was staged co-operatively by the Cleveland Talking Machine Co., Victor wholesaler and representatives of the Victor Co. These last included F. C. Erdman, A. C. Mayer, Louis Morgan, Richard Thompson, R. C. Jennings, Warren Batchelder. Miss Alice Keith, chief of the educational division, and Ben F. Allen, promotional and advertising manager, also spoke. More than 200 dealers and their associates attended.

Euclid Co. to Open Another Branch

Early April was expected to see one of the most unusual of openings in the way of a new music establishment. Several big surprises were being planned by the Euclid Music Co. to introduce the sixth of its chain of music establishments, this being located on the ground floor of present East Ninth-Huron Road location.

New Brunswick Accounts

More new dealers are added with the opening of Spring by the Brunswick Co. in this territory. These include the Witt Music Co., Lorain; the McMahon Piano Co., Youngstown, and the Winter Piano Co., Erie, Pa.

Another Local Okeh Recording

Among late recording efforts that, again by the Cheney Phonograph Sales Co. co-operating

with the Okeh factor, of additional selections by the Emerson Gill Orchestra of Cleveland must be mentioned. Arrangement was made for the installation of a temporary laboratory here by T. R. Buel, secretary-treasurer of the Cheney Co., and Ralph Reed and H. J. Becker, of the Okeh recording division. The three selections are ready for release, first in Cleveland, of course.

Columbia Branch in New Home

New headquarters for the Cleveland branch of the Columbia Co. have been established in the Premier Building, in the Euclid-East Eighteenth District. This makes the second wholesale establishment to select this location, the other being the Ohio Musical Sales Co. The change will be twofold in its merit, in the opinion of S. S. Larmon, general manager of this branch—the closer proximity to the retail district, and the fact that dealers from out of town will find it easier of access.

Art Gillian Scores

The whispering pianist, Art Gillian, Columbia artist, made a considerable hit in Cleveland during his four nights' broadcasting work. Under the auspices of the Cleveland Columbia branch, Mr. Gillian made numerous personal appearances also at dealers' stores, and this helped to add to his already enviable reputation here.

Wright Music Co. Organized

Withdrawal of three important individuals in the music field from the Euclid Music Co. marks the beginning of another new music trade enterprise in Cleveland. The Wright Music Co. has been organized and opens in the Euclid East 105th District under the direction of William Murstein, Jack Lapham and W. R. Wright. A varied line of phonographs and radio will be handled.

Cuban Columbia Distributor a Visitor

Among recent out-of-town guests in the music trade field here has been H. A. Lee, of the Frank Robins Co., Havana, Cuba, which represents the Columbia distribution on the Island. Mr. Lee has been making a trip about this country, picking up new ideas for his firm. In Cleveland he was the guest of S. S. Larmon, branch manager of the Columbia Co.

E. W. Bond Joins Brunswick Co.

New member of the Brunswick sales organization in this territory is E. W. Bond, who has been appointed to handle the dealers' business in northern Ohio, including Cleveland, Akron, Canton, Youngstown and adjacent cities. Mr. Bond comes from the Carryola Co., of Milwaukee, Wis.

Dealers Profiting by Radio

The Euclid Music Co.'s four stores have scored heavily in radio outfits. The Conn-Cleveland Co., which in a measure shares Huron road quarters with the Starr Piano Co., is doing much to popularize music through its new radio studio and its school of music recently opened, with faculty members practically all specialists in the Cleveland Symphony Orchestra. The Brunswick Radiola has unquestionably been the big hit in high-priced radio sets and Brunswick retailers throughout Greater Cleveland report increasing sales.

Wide Interest in Brunswick Contest

The "Music Memory Contest" of the Brunswick-Balke-Collender Co. is attracting much attention in Cleveland.

\$25⁰⁰

Regular Discounts

The Oro-Tone Junior No. 250

Height, 7½ inches; Width, 11½ inches; Length, 15 inches; Weight, 15 pounds.

Produced for the Merchant who Desires to Give His Trade Quality Throughout.

CABINET CONSTRUCTION—Body construction of ½ inch stock. Dovetailed corners, ¾ inch veneer top and bottom panels. Glued and nailed throughout and covered with a durable waterproof leatherette material.

MOTOR—American manufactured, housed in cast frame to insure perfect alignment and withstand rough handling, single spring, easy winding, plays two sides of a ten-inch lateral cut record or more than one side of an Edison record at one winding.

ONE ARM IS NOT REMOVED when lid is closed. Ready to play in five seconds. Convenience itself.

Order Sample on Ten Days Approval.

The Oro-Tone Co.,

PACIFIC MUSIC CO., Distributor

137 Turk St., San Francisco, Cal.

1000-1010 George St.
Chicago, U. S. A.



Loud
Tone

Plays
All Records

F. E. Bates Shows How Freight Rates Affect Prices of Phonographs and Radio

Traffic Manager of Sherman, Clay & Co., Member of Music Industries Chamber of Commerce Committee, at Rate Hearings in San Francisco Presents Interesting Report

Frank E. Bates, traffic manager of Sherman, Clay & Co., San Francisco, Cal., and a member of the Transportation Committee of the Music Industries Chamber of Commerce, brought out a very important point of interest to the music trade in the recent hearings in San Francisco on the matter of the suspension of the new increases in rates on radio sets and phonographs with radio installation.

The hearings were held in San Francisco because of the protest of the Pacific Radio Trade Association, the Music Trade Association of Southern California and other associations in the various music fields who are co-operating with the Music Industries Chamber of Commerce in securing the rate suspension. At these hearings it was apparent that representatives of the railroad intended to show what a little percentage the rate increase would have on the final cost of radio sets and phonographs. Mr. Bates, however, on cross examination clearly showed the fallacy of this attitude, and, in fact, showed that the proposed increases, which amount to 50 per cent in many cases, are repeated several times before the product reaches the final consumer.

In reporting to the Chamber on his work as a representative of the Committee in the San Francisco hearings Mr. Bates has written:

"The distributors buying direct from the factory must pay freight charges from the Atlantic Coast to San Francisco, on which we will say there is an increase of 50c per set; he, in turn, sells his products to a jobber in Portland, Ore., on which there is an additional increase of perhaps 25c per set. The jobber, in turn, sells his products to a retail dealer at Salem, Ore., on which there is an additional increase, and although the increase in freight charges on the transcontinental movement really represents only an increase of 50c per set, by the time same is delivered to the ultimate consumer this increase will not be 50c but more likely \$1.50.

"As this particular case has brought to the writer's mind more forcibly than anything else in the past the need of some co-operative action in matters affecting transportation costs to the music trades as a whole, it would seem that the best method of creating some interest or desire on the part of allied music interests is through a campaign of education on traffic or transportation matters."

Mr. Bates supported his arguments by exhibits which have been filed with the Interstate Commerce Commission. To summarize, these exhibits show that for a certain period radio shipments from Cincinnati, O., alone to Sherman, Clay & Co., carried freight charges of \$1,638.00. Under the proposed freight rates which the Chamber is opposing the charges would have been \$2,545.50, an increase of \$816.50. This tells only part of the story, however, for during the same period Sherman, Clay & Co. re-distributed the same type of products to Portland, Seattle and Spokane, incurring freight charges of \$839.55, which under the proposed rates would have been \$1,259.32, an increase of \$419.77. In addition the company shipped to eight different cities within the State of California, incurring freight charges of \$841.50, as against \$1,264.78 which would have been incurred under the proposed rates, an increase of \$423.28. In other words, while it looks bad enough that the proposed increased rates should cost this one company within this short period taken as an example \$816.50 in additional freight charges on incoming shipments, the actual effect of these increased charges would have been an additional \$1,659.55, all of which, of course, means that amount extra cost of doing business and increased final retail price of the product.

Another exhibit introduced showed that the proposed increases, if they had been in effect during the year 1924, would have cost the Fobes Supply Co., Leo J. Meyberg Co., Sherman, Clay & Co. and the Pacific States Electric Co. on sets manufactured by the Radio Corp. of America alone on reshipments from San Francisco to Portland, Seattle and Spokane over

\$1,000.00. This, it must be remembered, would be in addition to even larger increases on the original shipments of these sets from Eastern points to San Francisco.

As Mr. Bates says, it is very important that the music dealers of this country realize the very vital effect to them of the proposed increases in freight rates which the Music Industries Chamber of Commerce and various associations in the radio field are strenuously opposing. Associated with Mr. Bates in the hearing was H. F. Gittings, of the Magnavox Co. and Munson Rayner Corp., and G. A. Culbert, of the Pacific States Electric Co.

The next hearings were held in Washington on April 7. The Music Industries Chamber of

Commerce was represented by R. H. Lockwood, traffic manager of Brunswick-Balke-Collender Co., and W. F. Varin, of the Sonora Phonograph Co., who are members of the Chamber's Transportation Committee, and by Alfred L. Smith, secretary and general manager. The case was handled for the Chamber by J. C. Culquitt, traffic attorney, Washington.

A Live Birmingham Dealer

BIRMINGHAM, ALA., April 8.—Loveman, Joseph & Loeb, a large department store in this city, are now featuring the Thermiodyne radio set, and this popular set, which has been advertised extensively through national media, is meeting with considerable favor in Birmingham territory. Window displays showing the various features of the Thermiodyne and emphasizing the fact that it has only one master dial control have contributed materially to the success of the campaign, and it is expected that the Thermiodyne set will steadily increase in popularity throughout the year.

"One handle handles it"

Outing

TRADE MARK

"Master of movable Music"



4

**YEARS HAVE PROVED
OUTING PORTABLES
ARE THE BEST**

SENIOR, \$37.50

Finished in
Red Mahogany, Brown
Mahogany and Oak

JUNIOR, \$25.00

Finished in
Brown Mahogany, Brown
or Black Leatherette and
Oak.

DISTRIBUTORS

A. C. ERISMAN CO.....	175 Tremont St., Boston, Mass.
GENERAL PHONOGRAPH CORP.....	15 West 18th St., New York, N. Y.
EVERYBODY'S TALKING MACHINE CO., INC.,	810 Arch St., Phila., Pa.
IROQUOIS SALES CORP.....	210 Franklin St., Buffalo, N. Y.
JAMES COWAN CO.....	18 West Broad St., Richmond, Va.
JAMES K. POLK CO., INC.....	294 Decatur St., Atlanta, Ga.
BELKNAP HARDWARE & MFG. CO.....	111 E. Main St., Louisville, Ky.
STERLING ROLL & RECORD CO.....	137 West 4th St., Cincinnati, O.
OHIO MUSICAL SALES CO.....	1747 Chester Ave., Cleveland, O.
C. L. MARSHALL CO.....	514 Griswold St., Detroit, Mich.
TARG & DINNER MUSIC CO.....	229 West Randolph St., Chicago, Ill.
EDWARD G. HOCH CO.....	27 No. 4th St., Minneapolis, Minn.
MAJESTIC MUSIC SHOP.....	16 South 7th St., Minneapolis, Minn.
RENIER MUSIC HOUSE.....	545 Main St., Dubuque, Iowa
MARKS PHONOGRAPH & RADIO CORP.....	2215 Pine St., St. Louis, Mo.
SCHMELZER CO.....	2015 Grand St., Kansas City, Mo.
CARL FLORINE.....	514 Charles Bldg., Denver, Colo.
WALTER S. GRAY & CO.....	1054 Mission St., San Francisco, Cal.
WALTER S. GRAY & CO.....	926 Midway Place, Los Angeles, Cal.
WALTER S. GRAY & CO.....	2602 Fourth Ave., Seattle, Wash.

OUTING TALKING MACHINE CO., Inc., Mt. Kisco, N. Y.

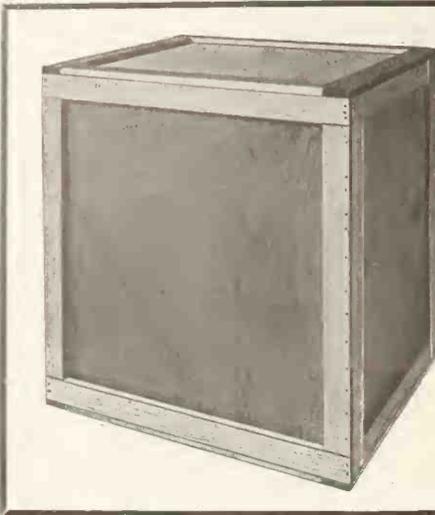
Export Department

No. 44 Whitehall Street, New York City, N. Y., U. S. A.

Cable Address "OUTING" New York

Representatives in:

Sydney, New South Wales; Melbourne,	Havana, Cuba.	Barranquilla, Colombia.
Brisbane and Perth, Australia;	Buenos Aires, Argentine Rep.	Genoa, Italy.
Wellington, New Zealand.	Santiago de Chile.	Dublin, Ireland.



Ship in an "Atlas"

Proper Packing Pays

Better protection is given your shipments by Atlas Plywood Packing Cases. There are no cracks or knot holes in the sturdy, cross-banded panels of plywood to admit dust, dirt or moisture. When the shock is put together it affords maximum protection against the elements.

Then, too, there is the strong, scientific construction of these modern containers that withstands unusual shocks and strains. This means fewer losses from damage to contents.

When you also consider the further savings in freight charges made possible because of their lighter weight, there is no reasonable excuse for failing to investigate, at least, the particular economies Atlas Plywood Packing Cases would effect in your shipping department.

Send us the data so we can give you specific details.

Atlas Plywood Corp.
PARK SQ. BUILDING **BOSTON, MASS.**
Largest Manufacturers of Box Shook in New England

Kodel Radio Corp. Buys New Plant in Cincinnati

Operations Formerly Conducted in Five Factories to Be Centered in New Plant—Move Follows Recent Merger of Kodel Mfg. Co. and Automatic Electrical Devices Co.

Following the announcement which appeared in these columns last month of the merger of the Kodel Mfg. Co. and the Automatic Electrical Devices Co., Cincinnati, O., the president of this consolidation, Clarence E. Ogden, announces the purchase of the Cincinnati broadcasting station WMH from the Ainsworth-Gates Radio Co. A new factory building has also been purchased by the Kodel Radio Corp. and the company, which has heretofore operated in five locations, will in the larger quarters consolidate all of its activities under one roof.

Clarence E. Ogden, who to-day heads what has been termed the second largest radio manufacturing company of medium-priced radio sets in the world, is only thirty-four years old. At the age of nineteen he organized the Ogden Mfg. Co., which specialized in battery chargers. Under the new plans of the company, which is a two-million-dollar corporation, the organization will in addition to its past activities add

some higher-priced receivers to its list of products.

Mr. Ogden is of the firm opinion that the radio industry is still pioneering and that expansion programs must be carried out in order to retain the interests of radio set users. For this reason a corps of radio engineers in the Kodel laboratories are designing new models for the coming season, and drastic changes in all the old models have been made. Until the present time the Kodel Corp. has never manufactured receivers of the type which they believe would



Clarence E. Ogden

interest the talking machine retailer. However, among the new products are the Logodyne receivers, which are handsomely finished both inside and out, and priced so that they will be attractive to the talking machine dealer. It was purposely designed to interest the music trade and to make possible the sale of the product on a time payment basis if necessary. Regarding the new broadcasting station Mr. Ogden said:

"We expect to maintain one of the most interesting programs presented by any station as soon as we have been able to correctly form our plans. Although we are taking over the new station on April 6, we will not officially open it until Fall, when the new two-million-dollar Hotel Alms is completed. At that time our towers will be raised to the top of this twelve-story building, our new equipment will be in place and our studios will have been moved, enlarged and redecored."

In consolidating the five old factories into the new factory provisions have been made to use 150,000 square feet of floor space. The Gold Seal Homcharger and all the other chargers formerly manufactured by the Automatic Electrical Devices Co. will be manufactured under the trade name of the Kodel Radio Corp. In addition, all the new Logodyne models, including a new console type, will be manufactured here. The new plant includes japan ovens, dry kilns, tramways, power plant, special railroad switch and many other features, and is located in the heart of the industrial section of downtown Cincinnati.

J. F. Bichl, sales manager of the Kodel Radio Corp., has been elected vice-president of the new corporation and will continue in charge of sales. No immediate changes are planned for

the personnel of the organization except the addition of radio engineers, one of whom is already on his way from England to enter the Kodel laboratories.

Radio Industries Corp. Is Now the Delaware Corp.

Reorganized Radio Manufacturing Company Is Capitalized at \$1,250,000

The Radio Industries Corp., 131 Duane street, New York City, manufacturer of "Rico" products, including the loud speaker bearing that name, has been reorganized. It is now known as the Delaware Corp., and has been capitalized at \$1,250,000.

According to B. Gould, who has been responsible for the development of this concern and its "Rico" products, the company is now in a position to greatly extend its laboratory work. The company recently completed a new five-tube set known as the "Rico-Dyne," which carries some exclusive features, and plans an extensive advertising campaign on its products. It is now arranging for national distribution. In conjunction with its new five-tube set it intends to feature in coming publicity its cabinet loud speaker.

No Stromberg-Carlson Model or Price Changes

ROCHESTER, N. Y., April 7.—The Stromberg-Carlson Telephone Mfg. Co., of this city, manufacturer of Stromberg-Carlson neodyne products, loud speakers, head phones and panels, sent a very interesting telegram recently to all authorized Stromberg-Carlson dealers, reading as follows: "Stromberg-Carlson guarantees prices will not be reduced and present models will not be made obsolete. You are thereby fully protected on your investment in our merchandise. Confirming in detail by letter. Read all our bulletins carefully. They spell increased sales for you."

In addition to the signature of the Stromberg-Carlson Telephone Mfg. Co., this telegram, when forwarded to dealers in Eastern territory, carried the signature of Gross-Brennan, Inc., New York, Stromberg-Carlson sales representative. Both the company and Gross-Brennan have been congratulated by the dealers upon the text of this wire, which is of particular interest to the trade at the present time because of the tendency to change models and prices.

RECORDINGS for the Phonograph Trade

INDPENDENT is the best equipped and most efficient recording laboratory in the country.

RECORDINGS for the most prominent makes of records are among our successes.

LET us solve your technical problems.

A phone call or letter will bring full details.

Also personal recordings of all kinds.

INDEPENDENT RECORDING LAB.
 55 West 16th Street New York
 WATKINS 0525

*Freed-
Eisemann*
RADIO

FOR DEPENDABILITY

FADA Radio



Build for the future! Concentrate on Fada!

IF YOU are in radio to stay, join now the leader in the industry and become the leader in your community.

The Fada Neutrodyne was the first radio receiver specifically designed for broadcast reception.

Fada introduced the first efficient 5-tube Neutrodyne Phonograph panel unit.

Fada was also the first to design a Neutrodyne receiver that could use, with absolute satisfaction, either dry cell or storage battery type tubes.

Today, with an established distribution from coast to coast, Fada has developed a merchandise service that is unparalleled in the industry. This service has but one purpose—to help a dealer sell.

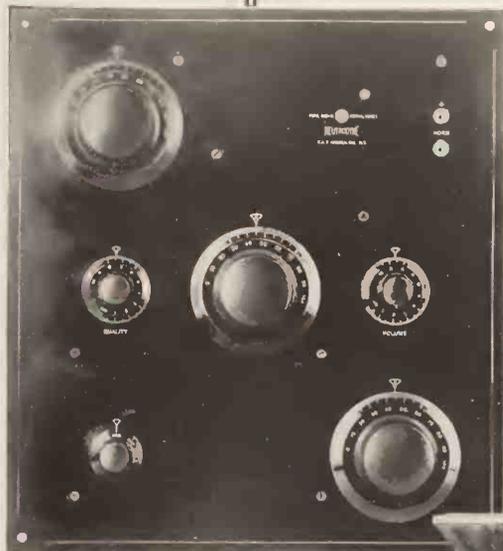
Fada has won national recognition through its dominant use of large space in the most important magazines and newspapers in all the large cities.

Our merchandising department offers you complete equipment to win locally your share of this great interested audience.

Fada backs you up at every point—helps you find prospects, interest them, sell them and satisfy them.

Tie up to the Fada driving power that will help put you across in a big way. Get in touch today with the Fada Distributor.

F. A. D. ANDREA, INC.
1581 JEROME AVENUE, NEW YORK



Tune in for the Fada Hour of Music, 10 p. m., Central Standard Time, every night. Station WTAS Elgin, Ill., wave length 303 meters.



Fada Phonograph Panel Unit—a five tube Neutrodyne receiver, designed for Victor Console Phonographs. Adapted for dry cell or storage battery.

Twin Cities Dealer Tie-Ups With Musical Activities Result in Sales Gains

Appearance of World-Famous Record Artists in Local Concerts Taken Advantage of by Live Retailers—Foster & Waldo to Build New Home—Wholesalers Busy—Month's News

MINNEAPOLIS and ST. PAUL, MINN., April 7.—There has been much activity in Twin City music circles the past week both from the artistic and commercial standpoints. The close of the Hennepin County Music Memory Contest, Sunday, March 29, caused a last-minute flurry of record buying. Two concerts of unusual interest from the trade viewpoint were those of Mme. Jeritza and Paul Whiteman, world-famous record artists.

New Home for Foster & Waldo

Foster & Waldo, Minneapolis' oldest music house, through Robert O. Foster, makes the announcement of a new building soon to be erected. It will occupy a site on Nicollet avenue, diagonally opposite the present store. The increasing business of the company has made the present quarters altogether inadequate. While plans have not yet been completed, Mr. Foster says the building will be the last word in proper facilities for handling their many lines of musical equipment. The five-story building will be built for them and the property held on a long time lease. It will be known as the Foster & Waldo Building.

This firm has been doing some attractive advertising of the Brunswick Radiola and their March sales on this instrument upset tradition by being heavier than the Christmas business.

Stone Co. Closing Out

The Stone Piano Co. is closing out the Minneapolis branch and is selling a large stock of pianos, phonographs, radio combinations and records. The Fargo store of this company is one of the oldest and largest music houses in the Dakotas and the volume of business it handles demands the entire attention of the firm. The Brunswick Co., of Minneapolis, will take over the entire Vocalion stock of the Stone Co.

Columbia Co. Activities

Mrs. Helen Beggs, manager of the Columbia Co., is highly pleased with the recent acquisition by Louis Sterling of the controlling interest in Columbia. Since Columbia has inaugurated the new policy of discounts to dealers there has been a marked increase in record sales. A new selling point in the Columbia is the recently perfected method of grooving which makes it

possible to play more records with the same needle without injury to tone.

H. J. Wilcks, credit supervisor from the Chicago office of the Columbia Co., was a visitor.

Other trade visitors were Mr. Jordan, of the Zenith Radio Corp., of Chicago, and William Brinkerhoff, of the Brinkerhoff Piano Co., who dropped in to see R. C. Foster last week.

Morton Schaefer in New Post

Morton Schaefer, well known to Northwestern Vocalion dealers, will operate for the Brunswick Co. Mr. Schaefer was for many years with Leo Feist and is consequently especially well informed on the sheet music and record end of the business. In addition he has a wide acquaintance among dealers in the Northwest.

Brunswick Artist Scores

Nick Lucas, popular Brunswick artist, made many friends among the trade in St. Paul, Duluth and Minneapolis on his recent tour here.

Lou H. Miller, for a number of years with the Brunswick Co., has located in Butte, Mont., and will handle the Montana territory for that company. Lou is well known in Montana, so that his return is really a home-coming.

"Doc" O'Neill, local Brunswick manager, says the Northwest is all right and so are the dealers.

Dealers in Artist Tie-up

Paul Whiteman and His Band were given a royal reception in the Twin Cities through the efforts of M. Bennett, of the George C. Beckwith Victor Co. William Rossiter, president of the local Musicians' Union; Fred Birnbach, president of the Civic Music League; Frank Novak, Feist representative; William Warvelle Nelson, leader of the State Theater orchestra, and representatives of all dance orchestras in the city greeted the "Jazz Kings."

Representatives from the Cable, Donaldson, Whitney-MacGregor, Metropolitan, Dyer Bros., Howard-Farwell, Peyer Cordoza and Golden Co. were present at a banquet tendered them.

The Beckwith Co. has had quite a heavy demand for portables and the record business continues good.

Lawrence H. Lucker Busy

J. Unger, of Lawrence H. Lucker, Edison

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

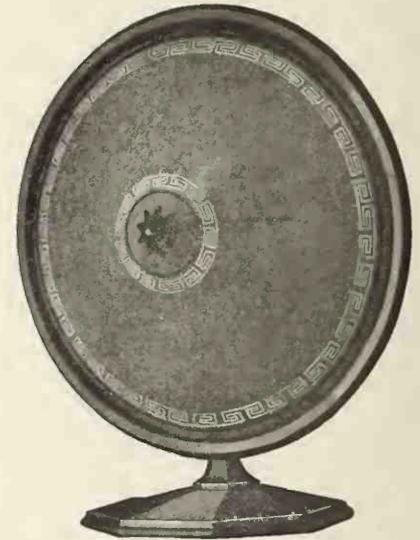
Write for special proposition to jobbers
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

distributor, says the De Forest models are going well, as are the Ware type L. Record sales far exceed last year and phonograph sales are fair. The Lucker Co. had an exhibit at the Minneapolis Builders' Exchange Building Show which was held at the Armory, March 30 to April 4.

Crosley Musicone, Loud Speaker, on the Market

Crosley Radio Corp. Distributing Important Addition to Its Products

CINCINNATI, O., April 6.—The Crosley Radio Corp. has just placed on the market a loud speaker called the Crosley Musicone, which,



Crosley Musicone

judging from comments of Crosley jobbers and dealers, is going to meet with marked success. The loud speaker lists at \$17.50 and is exceptionally attractive in design. A soft shade of brown was chosen as being the most harmonious for radio receivers and other pieces of furniture, and its base is covered with brown felt to eliminate the possibility of marring highly polished woods. The Crosley Musicone has a number of distinctive constructional features and is designed to operate with any make of radio receiver having amplification. No adjustment is required and although light in weight it is rigidly constructed.

In a letter sent out to the trade announcing the Musicone, Powell Crosley, Jr., president of the Crosley Radio Corp., stated: "The actuating movement in the Musicone is entirely new. It is basically new and different and, of course, is patented. In appearance it is a thing of beauty and its reproducing qualities are exceptional. Good broadcasting and good receiving sets are worthless without a perfect instrument for reproduction and the first time you listen to a Crosley Musicone you will find an entirely new conception of radio."

In Bankruptcy

The Superior Instrument Co., New York, has been placed in bankruptcy with liabilities of about \$8,000 and assets of about \$2,000. William Etgen, Jr., has been appointed receiver.

ORO-TONE

No. 17

Radio Arm



Plays All Records

FITS ALL PHONOGRAPHS because it is the only Radio arm that is adjustable in length from 8 to 10½ inches.

RADIO OR PHONOGRAPH IN AN INSTANT by shifting the valve control button B, you have either Radio or Phonograph. Neither phone nor reproducer has to be removed. One does not interfere with the other.

PLAYS ALL RECORDS WITH OR WITHOUT RADIO PHONE ATTACHED—The Phonograph reproducer and the radio phone are entirely independent due to the clever valve control.

CORRECT WEIGHT OF REPRODUCER ON THE RECORD—It is the only arm that automatically gives you the correct weight on the record you turn the reproducer to play.

The Oro-Tone No. 17 is the Best Looking and Most Scientific Radio Tone Arm Made.

Send for Sample on 30 Days Approval

The Oro-Tone Co.

1000-1010 George St.

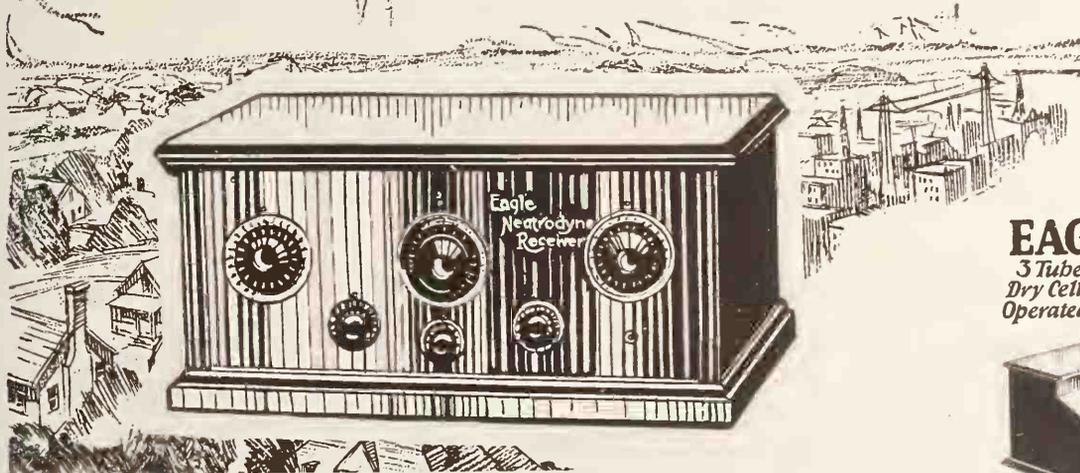
Chicago, U. S. A.

Ask for Special Folder

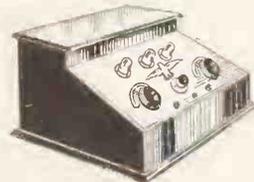
The "EAGLE" Conquers Space



The approval of users in every part of the United States cannot be ignored. EAGLE owners send their friends to EAGLE dealers. When the neutrodyne circuit is mentioned thousands think and speak of EAGLE. EAGLE advertising is intensifying this demand. The EAGLE franchise for your section will give you the most profit from the popularity of the neutrodyne circuit.



EAGLET
3 Tube \$ **75**
Dry Cell Operated



© ERC

The **EAGLE Model B**
5 Tube Neutrodyne **\$175**

Write for Proposition

EAGLE RADIO CO.

22 BOYDEN PL., NEWARK, N. J.



Pablo Homs, Kennedy Mgr., to Visit Foreign Countries

Manager of Export Department of Colin B. Kennedy Corp. Plans Extensive Tour of European and South American Countries

Pablo Homs, who was recently appointed export manager of the Colin B. Kennedy Corp., is planning an extensive investigating tour of Europe, getting first-hand impressions of the radio situation in European countries. Mr. Homs, who is located at 44 Whitehall street, New York, has traveled extensively all over the world and is admirably equipped for the position which he has assumed. Following his tour of European countries, which he expects to start in June, and which will consume about three months, he will visit South American countries for the balance of this year.

While Mr. Homs is visiting Europe and South America, the affairs of the Colin B. Kennedy Corp., New York, will be in the capable hands of J. M. Homs, who, in addition to a wide knowledge of trade conditions in foreign countries, has had considerable experience with both the technical and merchandising angles of radio. At the present time representatives of the Kennedy organization are traveling throughout Mexico and Australasia, studying the radio market in those countries.

Atlas Co. Is Featuring Portable Repair Parts

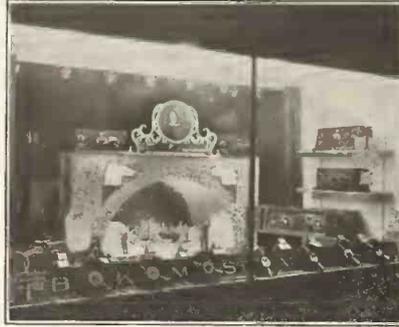
Philip Kalmus, head of the Atlas Phono Parts Co., 107 West Twentieth street, New York City, states that there have been so many portable talking machines sold in recent years that the demand for repair parts for these instruments during the Summer season is as large as the business for parts to be used in other type machines in other seasons. For that reason the Atlas Phono Parts Co. is making a specialty of carrying a full line of all parts for all portable talking machines, including the Pal, Outing, Carryola, Westphono, Spencerian and others. Mr. Kalmus stated further that owing to the popular price of most portables in the early days there was no effort made to supply regular repair parts for these instruments. With the constantly increasing number of portables now in the hands of consumers, however, a very healthy parts business has been built.

The Atlas Phono Parts Co., which recently moved into the Twentieth street address, is now located in the heart of the wholesale music area and for that reason is in an advantageous location. The shipping facilities of the company also are an aid to its mail-order business, which has been gaining satisfactorily.

Unusual Display Ties Up Zenith With Arctic Trip

Reproduction of Donald B. MacMillan and His Ship in Arctic Center of Attraction in Window of Burkham & Stamm, Zenith Dealers

Ingenuity and unusual interest which compels eye appeal is shown in the accompanying illustration of a window display sponsored by



Attention-Compelling Zenith Window

Burkham & Stamm, Zenith dealers in Wheeling, W. Va. A miniature reproduction of Commander Donald B. MacMillan, his ship, the Bowdoin, and several of his crew formed the center of the display. Zenith sets in various models flanked the center piece.

This enterprising dealer tied up his window display with the nation-wide interest developed by Commander MacMillan while on his arctic exploration, and capitalized in an effective way upon the fact that the explorer chose Zenith equipment as a means of keeping in touch with the civilized world, while his ship was imprisoned by ice in the frozen North.

The Duo-Tone Radio Corp., Camden, N. J., was recently incorporated at Trenton, N. J., with a capital stock of \$50,000. The incorporators are: Louis G. Larsen, Jersey City; Samuel Clare and Isidore Kolker, Newark.

M. O. Giles Finds Trade Pushing Thermodyne Sets

General Sales Manager of Thermodyne Radio Corp. Home From Western Trip—Found Jobbers and Dealers Pushing Products

M. O. Giles, general sales manager of the Thermodyne Radio Corp., returned to New York recently from a Western trip which included a visit to Buffalo, Cleveland, Cincinnati, Chicago and Kansas City. In a chat with The World Mr. Giles stated that he found general conditions very satisfactory, with Thermodyne dealers making energetic plans to eliminate the so-called Summer slump. The various Thermodyne jobbers are working in close co-operation with the dealers everywhere, carrying out plans and policies sponsored and developed by Leo Potter, president of the Thermodyne Radio Corp. and widely known in merchandising circles. In Chicago Mr. Giles conferred with E. A. Fearn, president of the Consolidated Talking Machine Co., which is distributing Thermodyne products from the company's headquarters in Chicago, Detroit and Minneapolis. In Detroit Thermodyne Week was scheduled for the week of April 6, and Mr. Fearn's organization took advantage of the various suggestions offered by Mr. Giles in connection with this interesting sales plan.

Commend Pet O Fone Portable Tone Quality

The Pet O Fone Mfg. Co., 557 Broadway, New York City, manufacturer of the popular-priced miniature portable talking machine, has received many letters containing favorable comment from talking machine dealers in all parts of the country. Primarily the letters lay stress upon the attractiveness of the instrument from a novelty standpoint which arouses interest and creates sales. The fact, however, that this kodak size portable has good tone quality and volume gives it the status of a musical instrument and, therefore, has a wider appeal from both the retailer's and consumer's viewpoint.

Walter Camp Passes Away

Walter Camp, originator of the "Daily Dozen," recently passed away at the Hotel Belmont, New York City. R. B. Wheelan, president of Health Builders, Inc., New York City, used this well-known system of exercises set to fitting music in the Health Builder "Daily Dozen" record sets. Although the originator of the "Daily Dozen" sets has passed away, these records will live on forever through the medium of the talking machine.

Music in Better Homes Show

MEMPHIS, TENN., April 6.—The Better Homes Show will be held in this city during the week of May 11. Talking machines and other musical instruments will be given a prominent place as being a necessary adjunct to every "Better Home." Last year there were ten better homes exhibited and this year there will be at least that number.

Fine Jewett Publicity

The Jewett Vemco unit, which is used in the popular Jewett Superspeaker, is adequately described in a new three-color folder just issued to the trade by the Jewett Radio & Phonograph Co., Pontiac, Mich. This unit has attained considerable popularity among music lovers, and its adaptability for use on phonographs has made it a prime favorite for merchandising in the phonograph industry. The Vemco loud speaker unit is adjustable to any type of phonograph and Jewett dealers are enthusiastic regarding its distinctive features.

No Other Records Have the Variety of

Okeh Records

Biggest Dance and Vocal Hits—They're for Everybody

Greatest of All Race Records—For the Blues Buyers

Rare European Importations—For the Lovers of Masterpieces

"Old-time" Tunes for the Old Fashioned Folks

*An Okeh Dealer's Life
is a busy and happy one*

We Sell All Products Manufactured by

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15 West 18th Street

New York City



—NOW

*you can buy
them from
ONE Source*

BRILLIANTONE is now *Headquarters for
the "Big Three" in Phonograph Needles*

They belong together—these famous Bagshaw-made Needles—
Quality always seeks company. No need any longer to spread your
buying. Greater convenience for you—better opportunity for us to
serve you.

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

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

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

W. H. Bagshaw Co., Export Dept., 44 Whitehall St., New York City. Cable Address: "Brillneedl"

SOLD THROUGH JOBBERS EVERYWHERE

REPRESENTATIVES in SYDNEY, New South Wales; MELBOURNE, BRISBANE, PERTH, Australia; WELLINGTON,
New Zealand; HAVANA, Cuba; BUENOS AIRES, Argentina; SANTIAGO, Chile; BARRANQUILLA, Colombia; GENOA,
Italy; DUBLIN, Ireland.

Colonial Radio Corp. and the Multiple Electric Products Co., Inc., Consolidate

New Firm, Headed by A. C. Swenson, to Be Known as the Atlas-Colonial Corp.—Merger Permits of Greater Distribution Facilities and Better Service to Trade

Important news to the radio industry is the announcement of the consolidation of the Colonial Radio Corp., of Long Island City, N. Y., and the Multiple Electric Products Co., Inc., Newark, N. J., who have merged their factory and sales organizations. The new firm will be known as the Atlas-Colonial Corp.

A. C. Swenson, president of the consolidated company, made the following statement to a representative of The World:

"The consolidation was decided upon for two reasons. First, that the Colonial Radio Corp. might secure, for the distribution of its high-grade receivers, a thoroughly established distributing organization that enjoys the goodwill of the entire radio wholesale and retail trade, and, second, that the co-ordinated producing facilities of the two companies might be utilized for the expansion of the production of high-grade radio apparatus.

"The Colonial Radio Corp. will remain a corporate unit, as the manufacturing division of the combined organization, and the new corporation—the Atlas-Colonial Corp.—will be the vehicle through which all products now manufactured, and which may be added in the future, will be distributed to the trade.

"In effect this puts behind the Atlas-Colonial Corp. a sales organization consisting of eight branch offices, strategically located throughout the country to render the utmost service to the fifty-seven large distributors supplying the wholesale and retail trade. The sound merchandising policy of Atlas, which has received universal endorsement, will be continued and maintained by the Atlas-Colonial Corp."

The executive personnel of the Colonial Radio Corp. is as follows: A. C. Swenson, president;

Dr. Fulton Cutting and Bowden Washington, vice-presidents; Wm. C. Schmidt, treasurer, and Justin L. Miner, secretary. W. R. Edrington, formerly president of Colonial Radio Corp., is chairman of the board of directors, and the other members of the board are: A. C. Swenson, Wm. C. Schmidt, Dr. Fulton Cutting, Justin L. Miner and Bowden Washington.

A. C. Swenson is also president of the Atlas-Colonial Corp.; Dr. Fulton Cutting, vice-president; Wm. C. Schmidt, treasurer, and Justin L. Miner and W. H. Shotwell, who is the company's general sales manager.

The branch offices of the Atlas-Colonial Corp. are located as follows: In New York, in charge of F. Weber; Philadelphia, in charge of Garrett F. Horn; Detroit, in charge of H. M. Browne; Chicago, in charge of F. W. Will; St. Louis, in charge of Jos. Gerl, and San Francisco, in charge of H. B. Leach.

The Atlas-Colonial Corp. is now offering the trade three models of Colonial receivers: The Colonial Sixteen, a five-tube tuned compensated radio frequency receiver; the Sixteen-Six, a six-tube tuned compensated radio frequency receiver. Both of these receivers are of de luxe style, with cabinets by Brewster, the famous automobile body builder. The Colonial Seventeen is a five-tube tuned compensated radio frequency receiver, housed in a less pretentious cabinet.

All of the Colonial models are dry battery operated. The Atlas loud speaker is well known to the entire radio trade. It was one of the first good loud speakers, and notwithstanding the keen competition in this field, it has more than maintained its place in the good-will of the trade.

The Atlas-Colonial Corp. is offering its distributors a new and forward-looking merchandising service. The experimental laboratory of the company, one of the best equipped in the country, stands ready to make exhaustive tests of all radio apparatus and parts, and render these distributors reports on the reliability and marketability of any merchandise that they may consider adding to their lists. This work will be under the direction of Dr. Cutting and Mr. Washington, two of the leading authorities in the United States.

Werrenrath Featured in Last Victor Radio Concert

Experimental Series of Seven Programs Through Station WEAJ Brought to a Close on March 26—To Study Reaction of Public

The last of the experimental series of seven radio broadcast programs offered by the Victor Talking Machine Co., through station WEAJ, and groups of stations connected therewith, ranging from eight to fourteen, was given on Thursday evening, March 26, the featured artist being the popular baritone Reinald Werrenrath, who sang a number of selections, including the Prologue from "Pagliacci," "On the Road to Mandalay," "Danny Deever," "Goin' Home," and Herbert's "Gypsy Love Song" as solos, and with the assistance of the Shannon Quartet "She Was Bred in Old Kentucky" and "Can't Yo' Heah Me Callin' Caroline." The quartet sang two numbers and the Victor concert orchestra, under Josef Pasternack, played three selections as well as the accompaniments for Mr. Werrenrath.

At the conclusion of the concert, announcement was made over the radio that the Victor Co. would wait until they determined the reaction of the public to the first series of concerts before taking steps to sponsor any further radio programs.

PET O FONE

MADE IN U. S. A.

A real portable talking machine

TO RETAIL AT \$12

Usual Trade Discounts

Distributors

Pet O Fone is bound to be a big seller this year—the demand is already great. Good proposition open in your territory.

The Pet O Fone is a sturdy little talking machine—no larger than a camera, and as easy to carry. It has a good motor that will last; and its tone is most pleasing. See it and hear it and be convinced.

Dealers

A display of Pet O Fones will create sales—and demonstrations will increase them. Quick sales and large profits are waiting for you.



Does all a larger phonograph will do. Ready for action in a minute.

Weights 4½ lbs. Made in black, red, green or blue fabricoid.



PET O FONE MFG. CO., 557 BROADWAY, NEW YORK

Retailers and Wholesalers in Buffalo Territory Report Business Improvement

Spring Brings With It Betterment in Phonograph Demand—Special Polish Okeh Records Prove Popular—Radio Trades Association of Buffalo Formed—Activities of the Month

BUFFALO, N. Y., April 8.—A gradual pick-up in the phonograph trade, which had its beginning the last week of March, has put dealers and jobbers here in a more optimistic frame of mind. The greatest demand at this time is for the straight phonograph, and not so much for the radio combination, as was the case for the past few months.

Satisfactory Brunswick Radio Sales

Brunswick combinations, however, are leading in volume in the phonograph division of Denton, Cottier & Daniels. Manager Heineke said that these combinations are moving in greater volume this month. March was rather dull in the phonograph and radio department, but the beginning of April brought more activity, and the management is quite optimistic as to April and May business.

A similar condition in trade is reported by E. Paul Hamilton, manager of Neal, Clark & Neal's Music Lover's Shop. Here, Mr. Hamilton said, straight console Victors are in better demand. Indications point to a good Spring trade.

Gains Reported by C. N. Andrews

"The Lenten season cut our business somewhat," said C. E. Seigesmund, sales manager for C. N. Andrews. "Dealers throughout the western New York territory report a slow but steady movement of instruments, and we expect to feel results of this improvement in a short time. Undoubtedly, this Summer season will compare favorably with the same period of last year. Records are holding up well, but particularly Red Seals."

Victor dealers who declare that early April gives indication of an improved Spring trade, are The Erion Piano Co., Barber & Wilson, William Hengerer Co., and John Kibler. Arthur Fleishman, manager of Hengerer's phonograph division, said the late March and early April showed a volume of business that was particularly encouraging. Straight Victors moved quite satisfactorily, and record sales have surpassed all expectations of the store during the month just closed.

Fair Radio Business

Radio sales have slowed somewhat, but not to any great extent. Radio business is said to be better in Buffalo than in other parts of western New York. Curtis N. Andrews is doing a good business in the new A-C Dayton radio set, which is combined so conveniently with the upright machine.

Special Okeh Records Score

The four Polish records, made here by the General Phonograph Co., on March 2, for Okeh records, are among the best sellers in Buffalo at present, according to F. D. Clare, of the Iroquois Sales Corp. Other records made in Buffalo during the visit of the recording outfit are among leaders in sales in this district. They are records of the Yankee Six and the Blue Ribbon Syncopators. These orchestras will probably be regular artists for Okeh records, Mr. Clare said, and their records are expected to be leaders in this section. Odeon records are holding up well. Among new accounts on the books of the Iroquois Sales Corp. in Buffalo, are Ehrenfried & Staff, F. Schanther, William street, and Victor Smorch, Tonawanda street.

Investigating Misleading Advertising

The Victrola Dealers' Association is making a thorough investigation of advertising of phonograph dealers in Buffalo. It was said at a meeting of the Association, held in the Hotel Statler, in March, that a few dealers in Buffalo were using misleading statements in their advertising, and that other methods of advertising, considered unethical by the Association, were to be investigated. Alex Maisel was named

chairman of a committee appointed to investigate the advertising. The Association agreed to finance any expense incurred by the investigation. A report of the committee will be received at the meeting scheduled for April 8.

Radio Dealers Organize

Radio dealers in Jamestown, N. Y., have formed an association, similar to the Radio Trades' Association of Buffalo, and will finance afternoon broadcasting programs from station WOCL, in Jamestown, on a plan similar to that of the Buffalo Association.

News Brieflets

A new radio shop in 293 Parkside avenue, Buffalo, is the Specialty Sales Co.

The Buffalo office of the Cheney Phonograph Sales Co., with headquarters in Cleveland, was closed March 13. This territory will be covered by salesmen working directly out of the Cleveland office.

C. E. Tincer, manager of the J. N. Adam Co.'s Music Store, resigned March 20, to be come associated with the Wurlitzer store in Cleveland. His successor here has not been named.

Roy Robinson, well-known Victor salesman in this city, has joined the staff of the Robert Loud Music Co.

Charles Ross, formerly service man in the phonograph department of the William Hengerer Co., is now on the sales floor, and is proving himself a very capable salesman. Joseph Hobson succeeds Mr. Ross in the service department.

George and Tom A. Goold, of Goold Bros., Inc., have returned to Buffalo after six weeks in Bermuda.

O. L. Neal, of the Buffalo Talking Machine Co., spent the last week of March in Syracuse, checking up on results of the Victor campaign there.

Miss Josephina Gunther has purchased the business of the Koskie Music Co., in Dansville.

Samuel C. McClintock, 73 years old, dealer in Corydon, Pa., died recently. He had been in the music and furniture business for the past forty years.

Co-operation With School Music Departments Wins Sales for Brooklyn Retailer

Schwartz & Chakrin Put Radio in Schools for Presidential Inauguration and Gained Wide Publicity—Gifts of Records to Schools to Aid Music Study Bring Phonograph Sales

One of the policies which Schwartz & Chakrin, Inc., talking machine and radio dealers of Brooklyn, N. Y., find conducive to sales is that of a close co-operation with the music departments of the public schools in the vicinity of the store. An instance of the inanner in which this store effects this co-operation and builds name value for itself, to say nothing of the resultant sales, was the occasion of the recent inauguration ceremonies in Washington. One week prior to Inauguration Day, Mr. Schwartz called at Public School No. 99 and offered to install a radio receiving set in the school auditorium so that the pupils and teaching staff of the school could listen-in to the ceremonies.

The offer was accepted by the principal and the upper classes of the school were among the many thousands who participated in the ceremonies at Washington, although they were many miles away and their roles were merely those

of listeners. Because of the time when the ceremonies took place it was necessary to change the lunch period of the pupils and when they were informed of this, announcement was also made that the radio installation was being made by Schwartz & Chakrin. Again, immediately upon the assembling of the pupils in the school auditorium mention of the store was made.

This form of exploitation is certain to rebound to the good of the establishment as similar work done by the establishment in the past has resulted in sales. Some months ago the store wrote to the Board of Education and stated that it wished to donate records to the public schools in the neighborhood to assist the pupils in their music studies. Three schools were the recipients of this offer, which the school authorities accepted. Since that time each of these schools has purchased a machine and records from Schwartz & Chakrin.



"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.



Growing Demand for Portable Talking Machines and Radios in Kansas City

Lure of the Outdoors Already Making Itself Felt in Demand for Small Instruments—Opportunity for Dealers to Launch Profitable Campaigns—Starr Console Popular—The Month's News

KANSAS CITY, Mo., April 8.—The demand for used talking machines is very good at this time, in fact, so good that the J. W. Jenkins' Sons Music Co. encourages the trade of old instruments in the sale of new ones. Customers are asking for Zenith, Federal and Radiola radio sets for the radio panels of their new machines. The demand for the combination radio and Victrola is very good at this season, and indications are that it will increase as the season advances. That people are calling for sets which can be taken on trips, picnics, etc., has been noticed, as preliminary to the Summer camping and touring demand, and these sets are naturally lower priced than the higher class instruments designed for the home. However, that the machine designed for the home is not suitable for camp use, and that the portable set chosen for tourists or camping is inadequate for home purposes indicates that the demand for each will continue, a customer not infrequently buying both machines to fill the two capacities. The Jenkins Co. felt a direct influence in business from the radio show here last month, the stimulation in the demand lasting to the present time.

A Busy Retail House

The theory that radio has interfered with talking machine business is not the experience of Paul's Shop, 1103 Walnut street, for the month of March has been the busiest month in the experience of the Shop, business doubling that of a year ago. Mrs. Myrtle M. Paul, proprietor of the shop, states that the sale of records is brisker than it has ever been, radio broadcasting having helped to popularize records. Victor, Columbia, Brunswick, Pathé, Gen-

nett and OKeh records are all handled in this shop, and the demand in each line is brisk. The "Ukulele Ike" records are by far the most popular.

Because of increased business Mrs. Paul announces that Miss Frances Enoch, formerly with the Brunswick Shop, will be her assistant after April 1. Miss Enoch is well known as an authority on talking machines and records in this territory.

Starr Console Leads at Standke's

The Starr console, selling at \$125, has been the leading talking machine with the Standke Shop on Main street at Thirteenth, although the demand for portable phonographs is gradually becoming greater as the season for out-of-door pursuits becomes more advanced. The shop, however, features records under the slogan, "If it's on a record we have it," a slogan which has brought good business, according to Mr. Standke. However, the phase to which the improved business has been attributed mostly is the location of the store. The best hotels of the city and the theatres, which are open during the Summer months, are within a range of one-half to one block from the store, as well as the main thoroughfare to the Union Station, so that a good deal of the business is transient.

That the popular theatres are open all Summer will tend to keep business up to the standard set during the busy theatre season just past, according to Mr. Standke.

Starr Piano Co. Changes Name

The Starr Piano Co., at 1025 Grand, will be known as the Starr Shop (Kansas City Piano Co.), under the management of E. F. Burns and B. R. Riddle, who have been associated

with the Starr Co., this city, for the past ten years. The new firm will continue to handle for retail distribution the complete line of Starr products, grand and upright and player-pianos, Starr phonographs and Gennett records to which lines will be added the new feature of radios and accessories.

New Stromberg-Carlson Co. Neutrodyne Receiver

This Product Designed to Be Featured With the New Console Victrolas

ROCHESTER, N. Y., April 6.—The Stromberg-Carlson Telephone Mfg. Co. of this city has just placed on the market a No. 3 type neutro-



New Stromberg-Carlson Radio Set
dyne receiver. This is a new product designed to be featured with the new console Victrolas. This receiver operates from dry batteries, uses two dials for control, consists of one stage of radio frequency, detector and two stages of audio frequency. A switch is provided for connection with either a short or a long antenna. A battery key connects and disconnects the "A" battery circuit. The phone jack provides facilities for connecting a head set. Although this receiver has been on the market for only a short time it has already proved very popular with talking machine dealers.

Maison Blanche Launches Drive on Thermiodyne

NEW ORLEANS, LA., April 6.—The radio department of Maison Blanche, well known department store of this city, has started an aggressive campaign featuring the Thermiodyne radio set, made by the Thermiodyne Radio Corp., New York. This department store has been using attractive advertising in the local newspapers calling attention to the distinctive features of the Thermiodyne, which is a six-tube set with one control. J. D. Moore, manager of the music and radio department of the Maison Blanche store and one of the most popular talking machine men in the South, is keenly enthusiastic regarding the qualities of the Thermiodyne. Mr. Moore has installed a set in his home and is deriving considerable pleasure from the excellent results that he has received. The New Orleans Item-Tribune carried recently a very interesting news article telling in detail just what the Thermiodyne has accomplished in the radio industry.

Radio Exports Show Increase

Exports of radio apparatus increased from approximately \$2,900,000 in 1922 to \$3,500,000 in 1923 and to over \$6,000,000 in 1924.

Radio exports during the first months of this year have been more than twice those during the same period last year. Canada is the best customer, with Mexico second and Brazil third.

Petition in Bankruptcy

A petition in bankruptcy has been filed against Fishew & Waldman, Inc., music dealers, New York. Samuel Rose has been appointed receiver.

PLAYTIME RECORDS

SONGS, GAMES, STORIES for Kiddies



A WONDERFUL JUVENILE RECORD—
at a price that makes every child a customer.

Dealers' Price:

\$9.00 per 100, assorted lots
10c. each in smaller quantities

15c.

Send for sample record and full details

PLAZA MUSIC CO. 10 West 20th Street NEW YORK

NOW—The New ADLER-ROYAL Console Radio Speaker

\$50.00
LIST PRICE

We still have some desirable territory open for reliable dealers. Write today for details of the Adler-Royal exclusive franchise proposition and liberal discounts.



FRONT VIEW, showing the exquisite design, delicately fluted legs, attractive finish and roomy knee space.

Width 40½ in., depth 18 in., height 30 in.

HERE is your assurance of profitable Spring and Summer business. Every one of your radio customers—every owner of a table radio set in your city is a prospect *right now!*

Highest Quality of Construction

The Adler-Royal Console Speaker embodies all the high quality of tone, construction and appearance that 25 years' experience in piano and phonograph manufacture could build into it.

Equipped with Unit, Cord and Plug

A beautiful furniture piece, equipped with high grade speaking unit, cord and plug and with ample space for all batteries. Furnished in mahogany or walnut to match the set

Order a Sample Today!

Cash in on the demand for this combination of beauty and utility—send for a sample and details of our exclusive franchise today.



REAR VIEW, showing the ample space for batteries, either storage or dry cell, and the tone passage—correctly proportioned tone arm and all wood horn.

ADLER MANUFACTURING CO., INC.

General Sales Offices: 881 BROADWAY, NEW YORK CITY

Factories: LOUISVILLE, KY.

District Sales Managers Cover Entire Country in the Interest of Sonora Products

Frank V. Goodman, General Sales Manager of the Sonora Phonograph Co., Inc., Outlines Policies of the Company Providing for Better Service and Introduces District Managers

The division of the United States into sales districts and the appointment of sales managers to take over the direction of sales in those districts by the Sonora Phonograph Co., Inc., in line with its policy of giving dealers the best possible service, was announced by Frank V. Goodman, general sales manager of the company, who in a recent statement introduced the members of the new district organization, their

from whom you will continue to purchase your merchandise as in the past, but is merely an added service to you. You may expect a personal call from the district sales manager for your territory within a short time, and we feel sure that you will welcome his appearance and what he will have to say to you regarding the future."

The new district organization includes H. E.

York, needs no introduction to the trade as he has spent many years traveling through the country as a special phonograph sales promotion representative. He is familiar with the problems of every branch of the business and is in an excellent position to aid dealers.

J. L. DuBreuil, who was associated with the Columbia Co. for many years as district manager in Cleveland, Pittsburgh, New York and other Eastern cities and later was with the Brunswick Co., went with the Sonora Co. in 1923 as manager of the Ohio and Kentucky Sonora territory. He will now assist dealers in Ohio, Pennsylvania, southern New Jersey and West Virginia.

John A. Read has been placed in charge of



H. E. Gardiner



H. B. Haring



E. D. Coots



John A. Read



F. E. Roediger



A. B. Creal

territories, and the purpose of the zone plan.

"It is indeed a pleasure to again present to you tangible evidence of the continued upward trend of improvement which has always dominated Sonora policies and which is instituted with the future welfare of the Sonora dealer always prominently in the foreground of consideration," said Mr. Goodman.

"We refer this time to a new zoning of the United States into definite sales districts, and the appointing of a corps of district sales managers to assume the direction of sales in these districts.

"Under the new plan a very high type of phonograph executive will be working constantly and diligently in each territory to improve conditions for the dealers and to make the Sonora franchise even more valuable to them than ever before. Each district sales manager will be able to develop an even closer contact with Sonora dealers and to work more intensively toward the betterment of the dealers' sales.

"This new arrangement has nothing whatsoever to do with the regular Sonora distributors

Gardiner, who has been a traveler nearly eighteen years and who in 1918 was manager of the New Haven branch of the Columbia Co., later going to Philadelphia and Detroit in the same capacity. In 1924 he became Pacific Coast district manager of the Sonora Co., with territory including Alaska, Washington, Idaho, Nevada, Oregon, California, Montana, Colorado, New Mexico, Utah, Wyoming and the Hawaiian Islands.

In the East H. B. Haring has been placed in charge of the territory comprising Metropolitan New York, Long Island, New Jersey, Delaware, Maryland, Virginia and the District of Columbia. Mr. Haring has been engaged in the phonograph field since his discharge from the army following the World War, having formerly been connected with the Columbia Co. He is already well known among Sonora dealers in his territory, having been connected with the company since March of last year.

E. D. Coots, who has charge of the territory comprising all of New England and New York State with the exception of Metropolitan New

York, Wisconsin, Michigan and Illinois territory. Mr. Read is a veteran of the phonograph business, having entered the field in 1900, when he became a salesman for a retail store in Brooklyn, N. Y. His extensive experience will be at the disposal of dealers in his territory.

The territory which includes the States of Indiana, Montana, Missouri, Iowa, Minnesota and the Dakotas is under the direction of F. E. Roediger, who has been associated with the Sonora Co. since his return from the World War. Prior to his army experience he was for many years engaged in the phonograph and music business and is widely experienced.

A. B. Creal, who has a thorough understanding of the South, its problems and sales possibilities and who also has a background of experience in the phonograph business of many years, will cover the territories of the James K. Polk Co., of Atlanta; Reinhardt's, Inc., of Memphis, and the State of Texas.

Gives Distance Fans Credit for Radio Improvements

William H. Priess, head of the Priess Radio Corp., 697 Broadway, New York City, and one of the best-known radio engineers, gives credit to the fan desirous of getting distance in radio reception as the incentive which brings forth higher standards in receiving apparatus. Much of the development of radio apparatus, he said, is not so much inspired by the commercial phase of the business as it is the urge of the radio engineer to develop something better. The DX fan symbolizes this appeal, which permeates the entire industry. He thinks he is merely roaming for distance, but unconsciously he is expressing the human aspiration to seek something better a little further along.

Reports on Radio Advance

The annual report of Dr. Arthur A. Hamerschlag, president of the Research Corp., states that the greatest scientific advance during the year of 1924 was in the field of communication by radio and radio-photography.

Princo Mfg. Co. Chartered

The Princo Mfg. Co., New York, has been incorporated at Albany to manufacture radio apparatus, with a capital stock of \$25,000. The incorporators are F. R. Summer, E. K. and C. G. Skonberg.

A Set with a Selling Argument

Priess
TRADE MARK
The Concert Grand of Radio

A Five-tube-Reflex Circuit—Loop Set

A profitable set to sell because of its quality appeal. No aerial—removes installation troubles and expense. A great new radio audience awaits it.

Table and console models

Write or phone for demonstration

VICTORY ELECTRIC SUPPLY CO., Inc.
DISTRIBUTORS

1207 Bedford Avenue, Brooklyn
Decatur 8000

New York Office: 501 Fifth Ave. at 42nd St.
Murray Hill 3235

The New York Times.

"All the News That's Fit to Print."

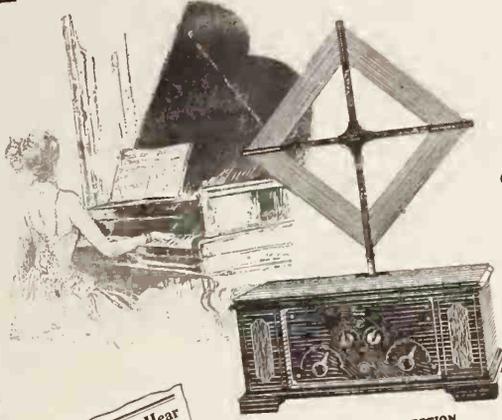
NEW YORK, THURSDAY, FEBRUARY 19, 1925.

THE WEATHER
Steady and warmer today; some
new clouds and showers.
Forecast for tomorrow: Partly
cloudy with showers. Page 20

VOL. LXXIV...No. 24,098

DAVEGA
12 CONVENIENT SPORT SHOPS

Davega Introduces to New York The "CONCERT GRAND" of RADIO



Priess
TRADE MARK
The Concert Grand of Radio
A Five-tube-Reflex Circuit-Loop Set

The New Era of
Broadcasting brings a
new era of reception in
this true musical
instrument

\$145
(without accessories)
\$3 Weekly
and down pay-
ments

Works Without Aerial or Ground

Millions Hear McCormack and Bort on Radio
Other Attractions To Be Broadcasted...
The Victor Program Tonight offers you these Great Stars:
Giuseppe de Luca Baritone
Toti Dal Monte Soprano
Victor Concert Orchestra

FOR THE RECEPTION OF GREAT ARTISTS
You must go a step beyond the ordinary receiver for that fine precision of sound reproduction which will give you absolutely perfect reception of voice or instrument without noise or distortion.

THE GREATEST ACHIEVEMENT IN RADIO REPRODUCTION
In the ordinary set the tube detector, where the sound originates, adds thereto noise to your music and magnifies it from tube to tube. You get the voice or sound surrounded by a "mist" or "fog" of tube and radio sound.

THE TELEFLEX DETECTOR
In the Priess is the exclusive Teleflex detector instead of a tube. It is fixed, non-adjustable, non-oscillating. It detects the sound and passes it on exactly as it originates—in all its purity and as it is heard until you hear the Priess.

THE REFLEX PRINCIPLE
The Teleflex is the invention of the

great engineer who discovered the famous Reflex system of radio.

POWER AND DISTANCE
The reflex system applied in the Priess gives you seven tube power with five tube economy. It gives you the power that insures distance when you want it.

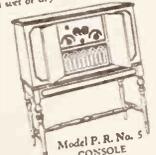
LOOP RECEPTION
The loop does away with the aerial and eliminates most of the static and outdoor interference that is so annoying in ordinary radio. It enables you to use the set anywhere or to take it with you on your summer vacation to camp or hotel.

PERFECT LOGGING SYSTEM
So perfect is the mechanism of this "Concert Grand of Radio" that stations are logged and changed for you in Advance. Just set the dials and tune in.

HIGHLY SELECTIVE
The loop adds to the selectivity of the set. Of two stations on the same wave length, either one may be tuned out with the loop.

BEAUTY
It is enclosed in a rich two-toned mahogany cabinet with an eucalyptus loop is of Bakelite construction and collapsible.

QUALITY
The Priess is to radio what the Concert Grand is to music—the final word of perfection in sound reproduction; it has the sonorous tone quality—the magnificent construction of the Concert Grand. Use wet or dry batteries.



Model P. R. No. 5 CONSOLE
Cascaded loop. Operated from four great and loud speakers. All batteries self-contained. Two-toned mahogany cabinet. \$225

DAVEGA

United Sport Shops
STORES ALL OVER NEW YORK

- DOWNTOWN**
10 Wall Street
Opposite New York Stock Exchange
15 Cortlandt Street
Corner of Hudson Terminal
28 John Street
Near Nassau Street
- MIDTOWN**
102 West 32nd Street
Near 34th Avenue and Pennsylvania Station
- UPTOWN**
125 West 125th Street
Hudson Square
653 West 181st Street
Washington Heights
1011 Southern Boulevard
Briar Square

Easy Terms of Payment on This or Any Leading Set at Any Davega Store
NEW STORE—97 Chambers Street

Buy this set today
—and hear the
great program
tonight

No aerial—no
ground—no
trouble to
set up

If you are interested in Quality Radio. We use the best Priess Radio of five tubes. Radio reception. Write for literature. New York Sport Shop and full details at Priess Radio.

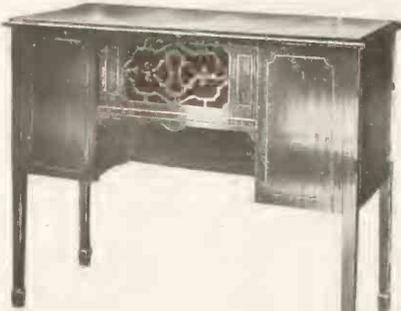
Reproduction of a full page newspaper advertisement in the New York Times by New York's great retail radio shops

No set in Radio history has made such an instant appeal!

Priess sets are sold under a plan giving both the distributor and the dealer territorial protection and absolute assurance of relief from cut price and unfair competition.

PRIESS RADIO CORP. 697 Broadway, New York City

Period Effect in New Sonora Radio Speaker



Equipped with deLuxe
radio reproducer . . . \$60

Equipped with Standard
radio reproducer . . . \$50

*Place your set on top of it
—Your batteries within it
—And beautify your
home*

AND place one in your window and bring in the business. This new console Speaker has been illustrated in a full page advertisement of a recent issue of the Saturday Evening Post. People everywhere are looking for this beautiful Sonora Speaker that has concealed 'neath its graceful, classic lines, the famous Sonora tone chamber.



Sonora Phonograph Company, Inc.

279 Broadway New York City
Makers of Sonora Phonographs, Sonora
Radio Speakers, Reproducers
and Sonoradios

Export and Canadian Distributor:
C. A. RICHARDS, Inc.

279 Broadway New York City

Fink & Co. Solve the Trade-in Problem and Gain Sales and Good Will of Patrons

When a Prospect Announced Her Intention of Purchasing a "Talker" Provided Fink & Co. Sold Her Piano, E. C. Bickford Got Busy and an Idea Was Born Which Eliminates Trade-ins

Fink & Co., of Baltimore, who feature talking machines and radio sets, seldom have to bother with taking an old instrument in exchange before a new instrument can be sold, and thereby hangs a tale with a rather pointed moral. Some months ago a woman entered the store and stated that she would like to purchase a talking machine and asked if E. C. Bickford, manager of this live house, would take her piano off her hands. Otherwise, she declared, there would be no deal. She also mentioned the fact that she had made the same proposition to several other dealers and they had turned her down cold.

Mr. Bickford, however, saw the matter in another light and told the woman that he would be glad of the opportunity of disposing of her piano. He inserted want ads in several of the local newspapers, with the result that the instrument was soon sold and Mr. Bickford made a nice sale of a talking machine. Now whenever a customer has an old talking machine or other instrument which she desires to trade in before she will purchase a new instrument Fink & Co. make arrangements to sell the old instrument directly from the home of the owner. First, the lowest price at which the customer will sell is ascertained. Then ads are run in the local papers, announcing the bargain, but naming no price. Also in these ads a specified time at which the instrument may be examined at the home of the owner is stated. This does two things. First, because in most cases the telephone number is given in the ad prospects for the bargain call on the telephone before the

time at which the instrument may be seen in order to determine if possible what the price is. Fink & Co.'s salesman has already instructed the owner not under any conditions to name a price, but to insist that the prospect visit the house at the time specified and make an offer. Second, a certain time for demonstration of the bargain is set so that a salesman from Fink & Co. may be present to get in the fine work of selling. Usually the machine is sold in short order and many times for more than the price set by the customer. When the latter is the case the customer is only given the amount of money which she named as the lowest price at which she would sell. The balance, whatever it may be, is retained by Fink & Co., who credit the customer with the amount and give her records of her own selection to wipe the credit off the books. Now, in view of the fact that Fink & Co. have sold the old instrument on condition that a new one be purchased from them, the deal is immediately closed and the records which the customer receives in this way are like so much velvet and everybody is happy. Then, too, the amount received by the customer for the old machine can be applied as part of the first payment, Fink & Co. getting the larger down payment and increasing their profits by eliminating the necessity of carting an old machine from a customer's home to the store, reconditioning it, selling it from the store and finally delivering it, and last but not least, if the sale is made on the instalment plan, collecting the money. The moral is obvious and requires no elucidation.

New A-C Dayton Radio Model Fills Real Need

Set for Installation in Talking Machines Appeals to Retailers Because It Opens New Field for Sales on a Profitable Basis

An indication of the demand for a complete radio installation for phonograph cabinets already in the home is seen in the ready acceptance by the trade of the A-C Dayton XL-5 Phono set. Although this newest addition to the line of fine receivers manufactured by the A-C Electrical Mfg. Co., Dayton, O., has only been on the market for a short period considerably more than a score of the largest talking machine distributors have already arranged to carry this product. Numerous reorders have also been received by the A-C Dayton factory. In the city of Cleveland, during the first week of the introduction of this XL-5 Phono set, one hundred and thirty-two installations were made.

The main appeal seems to be in the fact that this radio installation completes an instrument already in the home, is a full five-tube receiver, which in straight set form had already been tested and accepted by the trade as one of the leading receivers. It is available both for upright and console model talking machines.

Talking machine dealers who have been puzzled with the radio problem have welcomed the

Phono Set as a means of encouraging radio sales where interest was heretofore dormant. The possibilities of doing away with trade-ins also appeal to the dealer.

It is said that during the Summer lull retailers can, with the aid of their mailing list, make a house-to-house canvass and demonstration and thereby keep up a normal volume of sales which would not otherwise be available.

W. H. Priess Outlines Twofold Radio Appeal

William H. Priess, the well-known radio engineer, and head of the Priess Radio Corp., 697 Broadway, New York City, recently stated that radio sets have two appeals which now must be taken into consideration when planning sales to consumers. The quality of the cabinet work, its ornamental features and the manner in which it harmonizes with other furnishings in the home will naturally appeal to the women folks. The man, however, is more interested as to what is inside of the cabinet rather than the outside visual charm. Primarily, of course, the radio receiver is to delight the ear and not the eye and the charm of the cabinet work cannot offset any discord that may appear in the reception. The popular radio set, therefore, must combine both of these essentials and must be ready to satisfy the standards of both sexes.

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.

The new Federal nationally endorsed by Music Merchants



“The fastest selling set we have ever handled”

(Statement made by New York, Chicago and San Francisco music merchants)

“As easy to demonstrate as a phonograph”

(152 phonograph stores made this statement)

“Absolutely ideal from a service angle”

(Music stores in rural communities seem to hold this point as of FIRST importance)

HERE are statements made most frequently in letters Federal has received from music merchants throughout the land.

“The fastest seller”—because the new Federal is an absolutely engineered radio set throughout. Every separate part is designed, made and guaranteed by Federal. Each part is matched—for perfect team-work and for perfect tonal quality. Its housing—whether console or table type—is immediately appealing to purchasers who expect a radio set to harmonize with the furnishings of a better-class home.

“Easily demonstrated”—because in the new Federal you have obvious advantages which are almost dramatic in their appeal: The enclosed and suspended amplifying unit. The impossibility of reflex vibration—so that the set may be jarred or roughly handled during a song or recital *without causing distortion* of the voice or music. The

drawer-like arrangement of the set itself which pulls out on suspension ball-bearing channels—for changing tubes or internal adjustment. The permanent mahogany top—so appreciated by women who realize the decorative limitations of the old style lift-top.

“Ideal for service”—because Federal has put the delicate amplifying parts into a dust-proof and fool-proof container. And, *should* there be any inherent defect in these parts, it is merely necessary to unhook the unit from its clamp holds, drop a new unit in place—and your service work is over. This reduces a day’s labor to a ten-minute service.

And Federal has not stopped with giving you an ideal receiver. It backs it up with vigorous advertising and an iron-clad performance guarantee. Federal is determined to lead. Join Federal if you want to lead in your community. Write for further information, prices, etc.



FEDERAL TELEPHONE MANUFACTURING CORP.
BUFFALO, N. Y.

Federal

Standard **RADIO** Products

Federal Radio Panels for phonograph combination



Order

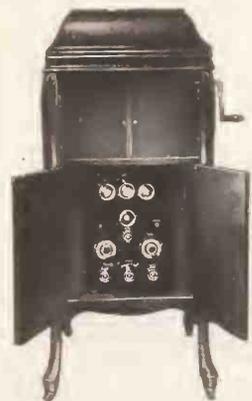
No. 417—Gold finish for Art Model Consoles . . . \$125

No. 200 — Nickel finish for Victor No. 215. Special, \$120

FEDERAL makes a complete line of radio panel sets—for use in radio-phonograph combination. The Federal No. 417 and No. 200 panels are designed for Art Model Consoles and Victor No. 215 Special, respectively.

With a proper stock of the new Federals and these Federal panels you are equipped for absolute leadership in the radio needs of your community.

Write us for beautiful, illustrated catalog.



Order

No. 135 for all Upright Phonographs and Victor No. 210 Console . . . \$98.20

E. H. Wilkinson Explains Jewett Ideals and Plans

General Manager of Jewett Radio & Phonograph Co. Gives Interesting Talk on Development of Radio and Ambitions of Jewett Co.

E. H. Wilkinson, general manager of the Jewett Radio & Phonograph Co., recently addressed the members of the Rotary Club, of Pontiac, Mich., on the subject of radio and the ideals of the Jewett organization, which has just completed the erection of a factory at Pontiac. In his introduction Mr. Wilkinson surveyed the growth of the radio industry and delved lightly into what this science has in store. He reviewed the influence which radio had not only on the general public, but on other industries. He assured his listeners that in the course of a very few years radio would reach such heights as an entertainment feature that the relating of them to-day seems fantastic. Yet these developments are not merely theories, but are actually developments which are near

perfection. In conclusion Mr. Wilkinson stated:

"Now, I have just one more thing to say and that is a word as to the ideals and ambitions of the company that has brought this new industry to Pontiac.

"You all realize that owing to the abnormal development of the industry it is inevitable that some practices would creep into it that are undesirable and destructive.

"The insistent demand for more products that existing factories can legitimately provide has in some instances resulted in the lowering of manufacturing standards.

"The craze for volume production has brought incompetent producers into the field, eager to share in the golden harvest while the sharing is good.

"Cut prices are just now having a somewhat demoralizing effect, the cuts being made possible either because of cheaply built products or because of the rapidly changing designs, making necessary the cleaning up of obsolete models.

"These things are inevitable. They are merely

the natural consequence of abnormal growth.

"The radio industry is rapidly finding itself. A few companies, soundly financed and sanely managed, are building solidly for the future.

"Unmindful of the clamor for volume, they are rigidly maintaining high standards of engineering and manufacture and manufacturing practice and are producing quality products that can be depended upon to afford satisfactory service to buyers.

"Foremost among these substantial producers of radio equipment, we believe that we can confidently place the Jewett Radio & Phonograph Co.

"From the very outset of its development its slogan, 'There Can be No Substitute for the Best,' has dominated its manufacturing and selling policies.

"No Jewett product can leave the factory that is not the best product Jewett knows how to build. Jewett leadership is being firmly and permanently established.

"The building of these new factories will very substantially increase production, but never under any circumstances, no matter what the production may be, will Jewett quality be sacrificed.

"We have come to Pontiac with the firm determination to build here an industry that will be not only a permanent honor to the city, but that will grow in volume and importance until it has become in very truth a vital part of this great industrial community."

Gospel Records in Indian Tongues Make Converts

In South India, where the work of missionaries is greatly complicated by the multitude and diversity of the languages spoken by the Hindu tribes, the Methodist missionaries, under the direction of Bishop Francis W. Warne, have called in the phonograph to their assistance, according to reports received by the Board of Foreign Missions, New York City.

A number of records have been made with Gospel songs and Gospel stories in the Uргу and the Telugu tongues. First, some band music is played to attract a crowd to the evening outdoor meeting and then the hymns and stories are played on the phonograph. With this device even a new missionary who is just beginning to study the language can effectively give his message to many crowds. Several district missionaries from India are also acquiring lantern slides to gather and keep their crowds for evening services.

The fact that the church membership in South India increased by several thousand last year indicates that there must be some merit in the new plan. The Methodist Episcopal churches and chapels enroll 76,000 professed Christians in this area.

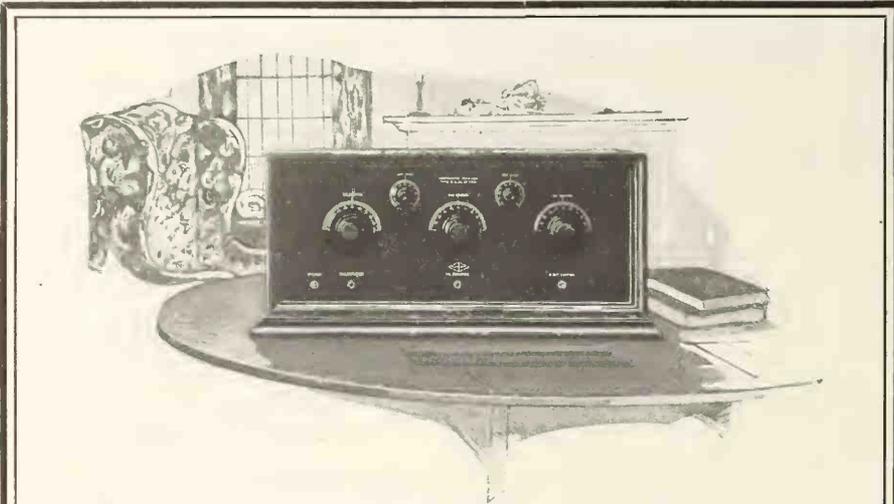
Stimulates Record Sales

MEMPHIS, TENN., April 7. — Talking machine dealers in this city and nearby towns benefited through the recent appearance here of John McCormack, celebrated Irish tenor, and Jascha Heifetz, violinist. Both of the concerts were given at the auditorium to capacity houses and an immediate increase in the demand for the records of both artists was noted.

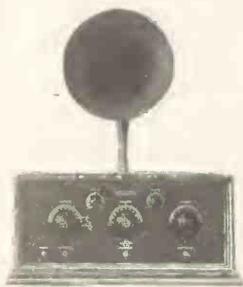
Brunswick Radiola for Champ

ROCKFORD, ILL., April 6.—Upon his return from New York, where he managed to acquire the lightweight championship of the world, Sammy Mandell decided to enjoy the fruits of his victory and one of the first steps toward this end was the purchase of a Brunswick Radiola, model No. 260, from the Haddorff Music House.

The Gilman Radio Corp., Brooklyn, N. Y., was recently incorporated at Albany with a capital stock of \$5000. The incorporators are S. Becher, P. Katz and S. Zinovy.



Murdock Neutrodyne without loudspeaker retails for \$92.50



Same set with built-in loudspeaker complete for \$100.00
With adjustable loudspeaker unit, \$110.00

DEALERS: You can offer this well-known set WITHOUT the built-in loudspeaker for only \$92.50—a saving of \$7.50 on the cost of the set with the loudspeaker built-in.

This offer is made so that people who already have a loudspeaker will not have to buy another. Any make of loudspeaker can be attached to this set.

This Murdock Five Tube Neutrodyne is a set of outstanding value. It is encased in a handsome mahogany-finished cabinet with room inside the cabinet for your "B" batteries. Batteries and tubes are the only accessories needed.

Every "Murdock" set is backed by our 20 years of successful experience in making radio apparatus.

WM. J. MURDOCK COMPANY
Dept. C 3, Washington Ave., Chelsea, Mass.

Branch Offices:

NEW YORK WASHINGTON CHICAGO
LOS ANGELES SAN FRANCISCO SEATTLE

MURDOCK RADIO PRODUCTS

Standard since 1904



Eagle Sets at Radio Shows Attract Wide Attention

Wholesalers Active in Broadcasting Merits of Line Through Exhibits

The Eagle Radio Co., 16 Boyden Place, Newark, N. J., manufacturer of the well-known Eagle neutrodyne receiver, has received some tributes to the merit of its instruments from Eagle jobbers during the past season, who invariably have shown the Eagle receivers at local radio shows. These exhibits have all been through the initiative of the jobber and at his expense and it has not been necessary for the Eagle organization to contribute to these events other than to give the best co-operation. In most cases an Eagle representative from the home office makes, wherever possible, visits to these radio shows in order to take part in the demonstrations.

Recently two Eagle distributors had exhibits at the radio show held in Charlotte, N. C. These were the Keech Eagle Co., of 141 East Fourth street, that city, and the American Hardware & Equipment Co., also of Charlotte. In the American Hardware & Equipment Co. exhibit a cut-out of an Eagle holding in its claws a pair of scales was used as a background. This aptly illustrated the Eagle balance neutrodyne receiver. Several models of Eagle sets were placed in conspicuous positions and the exhibit, which occupied considerable space, was one of the most attractive places of the show. In the Keech Eagle display at the same show demonstrations of the Eagle receiver were given daily. There was also an Eagle set enclosed in a glass case. This was in constant operation and the dials being outside of the glass panel allowed the working of the interior of the instrument to be viewed, which naturally attracted further attention.

Work on Atwater Kent Plant Is Progressing

Work on the newest addition to the plant of the Atwater Kent Mfg. Co., Philadelphia, Pa., is progressing rapidly and it is expected that all work will be completed and machinery installed in time for Fall production. This section is the remaining part to be completed in accordance with the architect's original plans for the Atwater Kent factory. This now is one of the most modern and efficient radio manufacturing plants in the country, and at the same time it will be one of the most beautiful. The beautifying of this factory is one of the hobbies of A. Atwater Kent, president of the company. Work has already commenced on the landscaping and attractive lawns will be laid out. It is stated that Mr. Kent has placed an order for over one thousand rose bushes for the grounds.

Adds Thermodyne Line

LOUISVILLE, Ky., April 7.—Kaufman-Straus & Co., of this city, recently made arrangements to merchandise the Thermodyne radio set made by the Thermodyne Radio Corp., New York City. This prominent retail establishment is now featuring the Thermodyne set in its advertising as well as in its windows, and the distinctive features of the set have been utilized to excellent advantage in arousing the interest of radio fans in this territory and the company is capitalizing this interest.

Radio Incorporation

The Liberty Radio Mfg. Co., Newark, N. J., has been granted a charter of incorporation at Trenton, with a capital stock of \$125,000 to make radio supplies. Incorporators are Benjamin Kivsky, John Slezak and Edward K. Zeitlin.

Irish Radio Fan Hears U. S. Columbia Artist

Irish Dance Tunes Broadcast by Patrick J. Gaffney, Columbia Artist, Heard in Ireland

Arthur Bergh, manager of the recording studios of the Columbia Phonograph Co., Inc., was advised recently by Patrick J. Gaffney that this popular Columbia artist had received a letter from Dublin, Ireland, as the result of a selection of Irish dance tunes broadcast by him over the radio a short time ago. Mr. Gaffney is one of the mainstays of the Columbia Irish instrumental list, and the letter that he received regarding the success of his broadcasting program read as follows: "I write to express my appreciation of the excellent selection of Irish dance tunes played by Patrick J. Gaffney, the Irish fiddler, which was broadcast from your studio to-night at about 1:15 (Western European time). Previous items I received

were a soprano solo, 'Caro Mio Ben,' and an orchestral item, the 'Prologue' from 'Pagliacci.' I was using a two-valve and crystal set, both valves working 'Dual' with reaction on the aerial, and, of course, an outdoor aerial about eighty feet long and forty feet high. The night was not a particularly favorable one for reception, but ordinarily I receive your transmissions splendidly and by switching in an extra resistance capacity couples stage of low frequency amplification, I get very good loud speaker strength. WBZ comes through here easily the best of any of the American stations. Thanking you for many pleasant hours spent listening to your excellent programs," Signed —Patrick J. O'Reilly."

To Open Store in Huron, S. D.

HURON, S. D., April 7.—The Costian Music Store has been incorporated with a capital of \$30,000 to operate a retail music store here.



Made \$2,047.50 per Month on Resas Tone-A-Dyne

\$78 LIST

That's the average monthly profit made on the Resas Tone-A-Dyne Receiver by the Wm. T. Baxter Corp., New York. Yet that record isn't unusual. Many dealers have done even better.

You'll understand why the Resas Tone-A-Dyne is a big seller if you compare it with receivers selling for up to twice the price. Its handsomely finished solid mahogany cabinet, 26½ x 8½ x 9½", with genuine Bakelite panel and dials, gives it the appearance of a high-priced set.

In performance, also, the Tone-A-Dyne Receiver is unequalled. Stations always come in at the same point on dial. In two weeks J. F. Davidson, Rutherford, N. J., heard 70 stations, including Montreal, Nebraska and Georgia. Voices and music come in as clear and loud as if the artists were in the same room. The Tone Modulator permits controlling the volume and tone without fear of losing the station.

This receiver is fully guaranteed for one year.

Let us send you a receiver on five days' free trial. If you don't say it is the most remarkable receiver on the market at anywhere near the price, return it and the trial won't cost you a cent. Simply mail the coupon.

RESAS, Inc.

112 Chambers Street, New York City

RESAS, Inc. 112 Chambers St., New York. Send one Resas Tone-A-Dyne set at \$78.00, less regular dealers' discount, with the understanding that it may be returned in five days and no charge made if we are not entirely satisfied with it.

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

Regal Record Co. Launches Drive on Little Tot Records

Special Literature for the Use of Dealers Being Distributed—Is Designed to Create Continuous Demand for Little Tot Records

Harry Neu, sales manager of the Regal Record Co., 12 West Twentieth street, New York City, manufacturer of Little Tot records and albums, recently stated that his company plans to create an all-year-round sale on these special records for entertaining children. With this in mind the Regal Co. has issued for dealer's use consumer literature, display cards, hangers and some cut-outs which can be used effectively either on the show cases or in the windows. Naturally the bulk of sales on this type of merchandise is made during the holiday period. The catalog, however, is of such size and variety that it undoubtedly will exert an appeal throughout the year. There are over ninety-six selections in the Little Tot catalog and

these cover every song, game and story that appeals to the child mind. There are selections among these ninety-six numbers that fit many occasions throughout the year and these features brought to the attention of prospective purchasers should and do create sales. Retailers who have given displays to the Little Tot records and albums in other than the holiday period have found that interest in many of the selections is easily aroused. The fact that any sales made in what can be termed the off-months are additional volume of business should appeal to every dealer.

Watkin Recreation Hall

DALLAS, TEX., April 4.—The Will A. Watkin Co. recently held the formal opening of a new recital salon on the first floor of the company's store at 1207 Elm street. A comparison recital featuring the Chickering with the Ampico together with the Brunswick Radiola was the feature of the opening.

Records by H. Richman Prove Widely Popular

Writer of Several Song Hits Signs Contract to Sing for Regal, Domino and Banner Records

Harry Richman, writer of "Will You Remember Me," and other popular songs, well-known radio artist, who has recently signed



Harry Richman

to sing for the Regal, Domino and Banner records, has a wide following all over the country. This is demonstrated by the sales volume attained by his new records, including "Will You Remember Me," a ballad, "No Hot Water," a novelty song, and other recordings. The initial orders on these records have been quite large and many dealers have commented upon the favor with which they have been received. This has made necessary a new schedule on the current recordings of Mr. Richman, as well as enlarged plans to care for the demands in the future.

Mr. Richman is now appearing in vaudeville with his own orchestra. He was recently booked at the Hippodrome Theatre, New York City, the largest vaudeville house in the country, and the reception his musical combination received during those appearances induced the vaudeville organization to book the orchestra and Mr. Richman over wide territory.

Plaza Co. Enlarges Space for Portable Production

The Plaza Music Co., 10 West Twentieth street, New York City, manufacturer of the Pal portable talking machine, recently enlarged the factory space given over to the production of these instruments. This was found necessary due to the fact that the Pal portable sales have been as large throughout the Winter months as those of some of the past Summer seasons.

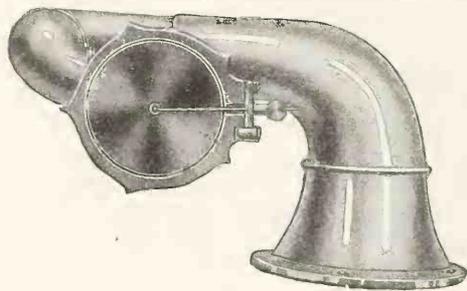
The enlarged factory space will allow increased production on these instruments and this, together with the larger working force and double shifts, will make possible increased deliveries on the Pals during the Summer months when sales volume will undoubtedly be at the peak.

Good Thermodyne Publicity

MEMPHIS, TENN., April 6. — B. Lowenstein & Bro., well-known department store in this city, is conducting an aggressive sales campaign featuring the Thermodyne radio set. This campaign includes the use of attractive window displays as well as good-sized space in the local newspapers, and the results of the campaign to date have been very satisfactory. Efforts are being made to do away with the so-called Summer slump, and the Thermodyne campaign is the first step in these plans.



The Latest Word in Radio Cabinet Equipment

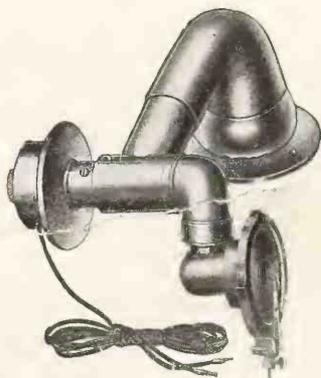
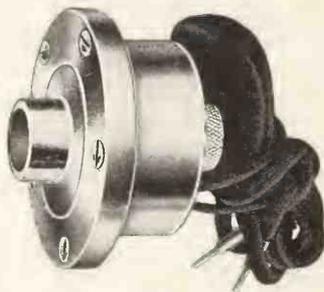


Our latest inter-changeable tone arm. Can be used for portables as well as for upright and console machines.

We are showing only two models of our various tone arms and reproducers. We will be glad to send complete circular upon request.

EXCEPTIONAL VOLUME COMBINED WITH NATURALNESS AND CLARITY OF TONE

You'll understand why the MUTUAL unit is such a big seller when you compare it with others that are selling for double the price.



This outfit has through its own merits been adopted by the best manufacturers in the trade.

COMPARE THEN DECIDE!

Real Propositions for Distributors and Jobbers

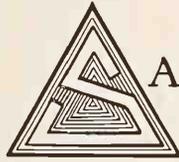
Write for samples today

Address our Executive Office at 149-151 Lafayette Street New York City

MUTUAL PHONO PARTS MFG. CORP.

DISTRIBUTORS

Canadian Acme Screw & Gear, Ltd.....	1209 King St., West, Toronto, Can.
Industries Unidas, S. A.....	Baldoras 110, Mexico City, Mexico
Targ & Dinner Music Co.....	229 W. Randolph St., Chicago, Ill.
Arthur Brand & Co.....	1618 Vine St., Cincinnati, Ohio
Shapleigh Hardware Co.....	4th St. and Washington Ave., St. Louis, Mo.



SATISFACTION is built into the APEX Super 5 Radio Receiver — not talked into it by advertising nor promised into it by salesmen.

Its tone-carrying quality is superb. Its selectivity unparalleled. Its volume beyond compare. And its distance-getting ability always dependable. Experts, engineers, dealers and users are united in saying that the APEX Super 5 is, by very far, one of the best and most efficient Radio Receivers in the United States.

The APEX Super 5 is a highly developed Radio Frequency Receiver, most advanced in design and construction. It is housed in a splendidly finished Walnut Cabinet, APEX Vernier Dial equipped, complete with Jones Multi-plug Battery Cable. All fittings highly gold-plated. It sells for ninety-five dollars, excepting accessories.

Your APEX Radio Dealer Franchise Plan is ready. It's new. And *free*. It will be sent promptly on your application, with our compliments. Will you write or wire?

Also makers of the nationally famous APEX Vernier Dials, which sell for, in Royal Brass, \$2.00; in Satin Silver Finish, \$2.50 and in De Luxe 24 Karat Gold Plate, \$3.50.

APEX ELECTRIC MFG. CO.

1410 W. 59th Street Dept. 417 Chicago, Illinois

Quality
Radio
Products



Combination Radio-Phonographs Feature the Demand in Milwaukee Retail Houses

Salesmen Seem to Be Concentrating Their Efforts on These Larger Units—Dealers Add the Columbia Line—Brunswick and Cheney Exhibited at Home Show—Trade Activities of Month

MILWAUKEE, Wis., April 7.—Business in the talking machine field was rather quiet during the month of March, according to local jobbers and wholesalers. This applied, in most cases, to both phonographs and radio, although there seemed to be more demand for radio-phonograph combinations than other lines. Popularity of combination models is attributed in part to the fact that salesmen are more interested in selling the larger units which represent more money for almost the same effort. A slight improvement in business was noted towards the end of the month, and the outlook for April was said to be more encouraging.

Brunswick Business Fair

"Business has been pretty fair, but it is very spotty," stated Carl Lovejoy, Brunswick representative in this territory. "However, I feel sure that our sales for the first three months of this year will show an increase over the same period last year. This has been due largely to the cut in prices on Brunswick instruments which stimulated the demand. Then, dealers have felt the necessity of cleaning up on radio combinations during the past month because of the approach of the hot weather period."

Mr. Lovejoy spent a few days towards the end of March calling on dealers in the State. He reported the talking machine and record business very good with Brunswick dealers in Sheboygan, Fond du Lac and Manitowoc, Wis.

The new record by Harry Snodgrass has been outstanding in the record demand since its release in March, and many dealers throughout the city are featuring the record by special posters or displays in their windows. Mr. Lovejoy states that Nick Lucas records continue to move very well.

New Columbia Accounts

Walter E. Pugh, Columbia representative in Milwaukee, Wisconsin, and upper Michigan, reports a very satisfactory business during the past month, when he opened a number of new accounts in both Wisconsin and upper Michigan territory.

Columbia phonographs and records will be handled by the George W. Voigt Music Co., which has just been opened at 1137 Teutonia

avenue. Mr. Voigt was formerly manager of the phonograph and record department at the Wm. A. Kaun Music Co. He is planning to feature a German mail order record business at his Teutonia avenue store.

Columbia records will now be handled exclusively at the Espenhain Dry Goods Co. store, and this department has been moved to the main floor in the section with the music roll and sheet music department. It was formerly on the fourth floor with pianos and phonographs.

Mr. Des Foldes, manager of the foreign record department of the Columbia Co., was a visitor in Milwaukee during March. He was accompanied by Mr. Kament, manager of the foreign record department of the Chicago branch. The two men were looking over the local field. Charles Baer, manager of the Chicago branch of the Columbia Co., was also a March visitor in the city.

Badger President Visits Camden

"The talking machine business has been only fair during the month of March," said Harry S. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. G. F. Ruez, president of the Badger Talking Machine Co., spent the last week of March at the Victor factory in Camden, N. J. Sam W. Goldsmith, vice-president of the company, has returned from a three months' vacation in Florida.

First copies of "Calliope Blues," composed by S. W. Goldsmith and Edwin Tillman, known for his songs "Lonesome and Blue" and "Tears of Happiness," were just out shortly before the end of March, and several Milwaukee orchestras have been featuring the number.

Featuring Fine Radio Lines

Radio business for March was fair, according to David M. Kasson, manager of the Interstate Sales Co., which is controlled by the Badger Talking Machine Co. Mr. Kasson announced that the Interstate Co. had just been appointed exclusive distributor in Wisconsin for products of the Freed-Eisemann Radio Corp. In order to concentrate its efforts on a few important lines, the company has eliminated all lines except De Forest, Freed-Eisemann and Operadio.

Joe Gibson, of the Freed-Eisemann Co., spent a short time in Milwaukee looking over the local territory, and he expressed himself very well satisfied with the prospects for radio.

John Dunham, representative of the De Forest Co., also commented optimistically on the outlook when he made a short visit here, making his headquarters at the Interstate Sales Co. offices.

Mr. Kasson was elected treasurer and director of the Wisconsin Radio Trade Association, at a recent meeting. This organization, which is composed of radio dealers in Milwaukee and throughout the State, is very active in bringing radio before the Wisconsin public, and is in charge of the annual radio show held at the Milwaukee auditorium.

Sonoras Lead at Yahr & Lange

Sonoradios, Sonora loud speakers and True Blue radio tubes have shown the most activity during the month of March at Yahr & Lange, wholesalers for Sonora in Wisconsin and Michigan, but business has not been very brisk, according to Fred E. Yahr.

A recent visitor at Yahr & Lange was Ray Reilly, for many years with the Columbia Co., who has recently been appointed district sales manager in Wisconsin, Michigan and Illinois for the Sonora Co., succeeding J. A. Read. Mr. Reilly was accompanied on his visit here by Frank V. Goodman, sales manager of the company.

Starr Traveler on Busy Trip

Alfred F. Kiefer, traveling representative for the Starr line in this territory, recently stopped at his headquarters in Milwaukee after a trip through northern Michigan. He stated that his tour of this part of his territory was very successful. He assisted with the formal opening of the A. H. Hardtke music store at Manitowoc, Wis., which was recently remodeled. The store handles Starr pianos and phonographs, and Gennett records, exclusively.

Brunswick and Cheney Exhibits

Brunswick and Cheney phonographs were displayed at the Home Show, held at the Milwaukee Auditorium during the week of March 28 to April 4, by Edmund Gram, Inc. This firm was the sole exhibitor of musical instruments at the show, which features everything for the home from building materials to furnishings.

Adds Radio Department

Flanner-Hafsoos Music House, Inc., is another prominent Milwaukee music store to add a radio department. The store formerly handled a few sets, but did not feature this department. At the present time, a portion of the talking machine department has been turned over to radio under the management of F. F. Flanner. The store features the Radiola super-heterodyne, but also carries the Grimes, Atwater Kent, Thermiodyne and Federal lines. Nearly all the downtown music stores now have radio departments.

New Columbia Foreign Record Catalogs Issued

The foreign language department of the Columbia Phonograph Co., Inc., has recently issued several artistic catalogs, featuring selections in the various languages which are included in the Columbia repertoire. Among the latest catalogs are handsomely illustrated publications featuring Hebrew-Jewish records and the Greek-Turkish records. The first named catalog has forty pages devoted to the most popular records in the Hebrew-Jewish languages with alphabetical lists that enable the dealer and his customers to use the catalog to splendid advantage. The Greek-Turkish catalog has twenty pages of record-listings with an alphabetical index. The foreign language record division of the Columbia Phonograph Co., Inc., is making rapid strides in the development of record sales throughout the country, and the Columbia branches are co-operating with the dealers in every possible way in connection with this important phase of the business.



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

Comfortable
—efficient

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

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

More Money

with every sale
you make



Supplement your radio set sales with Pacent Radio Accessories!

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

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

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

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

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

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Washington
San Francisco
Philadelphia
Jacksonville
Minneapolis

Pacent
RADIO ESSENTIALS

St. Louis
Boston
Birmingham
Buffalo
Detroit

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

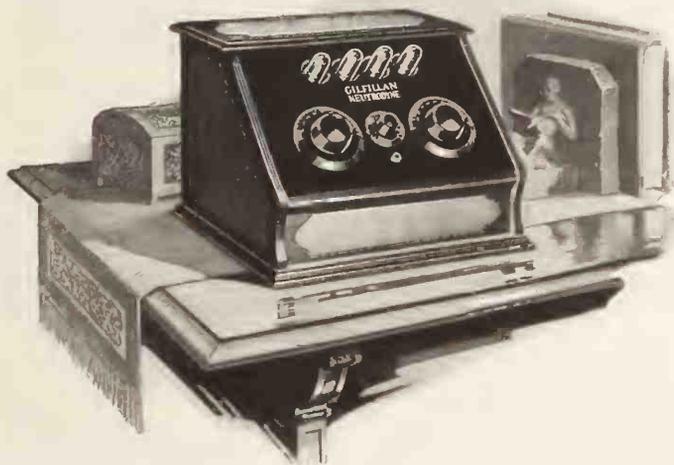
"DON'T IMPROVISE — PACENTIZE"



GILFILLAN NEUTRODYNE

The New 4-tube Dry Cell Set

at a popular price **\$65**



without accessories, but giving you a genuine Neutrodyne operating with Dry Cell Tubes and Dry Batteries — all enclosed in the handsome Walnut Cabinet.

HERE is a low-cost investment in permanent Radio Equipment. A worthy addition to the GILFILLAN NEUTRODYNE line. Built in our factories by Radio Experts, who say this is a most unusual value for the money. Operates on Locals without antenna and brings in 500 to 1000 miles on indoor antenna. Beautiful true tone—no howls or squeals or distortion, with remarkable ability to select exclusively what you want. Good for years of delightful enjoyment.

The Music Dealer can now satisfy his customers with the splendid Gilfillan Line at a wide range of prices.

PRICES REDUCED

on our Standard 5-tube Neutrodyne Sets. The GN-1, formerly \$175 is NOW \$150. The GN-2, formerly \$140 is NOW \$120. These Sets are regular stock and *not* discontinued patterns!

Write your jobber or our nearest office for Liberal Discounts.

GILFILLAN BROS. Inc.

KANSAS CITY
2525 W. PENN WAY

1815 W. 16th St., LOS ANGELES, CAL.

NEW YORK CITY
225 WEST 57th ST.



Why Lyon & Healy Stick to Basic Policy

Correct Methods of Merchandising Remain Unchanged, but the Manner of Their Application May Vary, According to W. P. Roche

Big retail houses, which have large talking machine departments and large turnover, find merchandising problems which differ only in degree from the problems which the smallest retailer has to meet. The principles of selling do not change, but the methods of their application do vary with the individual circumstances of every case.

If Walter P. Roche, head of the talking machine and radio departments of Lyon & Healy, is to be believed the merchandising problems which he has to meet on his large scale do, indeed, vary greatly with circumstances, but they are in reality the same old problems as they have always been.

Fundamentals of Retail Business

"It is a curious fact," said Mr. Roche, "that all the many changes that have come into the talking machine business since the advent of broadcasting have really made no essential difference in the manner of doing a retail business in talking machines and records. The methods that the house of Lyon & Healy long ago worked out are still found to be fitting and appropriate, probably because in the first place they were founded upon a sound judgment of the nature of the problem to be solved.

"We find still that there are to-day, as there have always been, two important considerations in the mind of the average person who comes in to look at a talking machine. We find that people are interested in the appearance and in the reproduction, almost to equal extent. That is to say, a machine giving fine reproduction would be hard to sell if it were badly designed in point of appearance. On the other hand, a fine piece of cabinet work will not carry off, on the average, poor reproduction of music.

Many Publics

"There is always a public in a city like ours for every first-class well-known make and for every style of machine popularized in each make. There is always a certain demand for machines of the finest types and styles at high prices, and although this demand is smaller in comparison, it is steady and constant. On the other hand, it is equally a fact that each of the makes we carry, Brunswick, Cheney, Edison and Victor, seems to have something like its own public. It is surprising, to take one example, how many Edison fans there are. People come to us constantly who have been persuaded by other owners of Edisons to listen to Edison reproduction. Owners of Edison machines, too, get to desire only Edison records.

"Again, there is a certain group whose members swear by the Cheney acoustic system and

rave over the Cheney tone quality. There is a Brunswick Ultona crowd and a Brunswick record following. Then, of course, there is the following for the Victrola and the Victor records. The fact that so many men and women habitually refer to any machine of any make as a 'Victrola' illustrates what I mean.

How It Is Done

"We do our best, of course, to please a prospective customer and to ascertain what each one really wants. In so working, our salesmen are trained to be very careful to use discretion and not to play any favorites. We find that there are certain records that seem to sound more beautiful on certain machines than on others, and when we are asked about one certain machine we simply see to it that music is used for demonstrating which will show off that machine to the best advantage. In machine selling, that is to say, we find that what sells each make, generally speaking, is what that make will do. Experience teaches that gradually a make of machine, if it really be meritorious and has been put before the public by adequate advertising during a period of years, acquires a sort of specific reputation of its own, and attracts men and women whose mental type corresponds with the kind of reproduction of the machine. Each make has its individuality and each its following.

"On the other hand, of course, sometimes it is mainly the unusual beauty of a case which attracts first, so that the reproduction side of the sale comes in more or less as a second thought. This very day a man came in to look at a machine. He had no particular choice and the salesman was taking him into the sales-room, which happened to be nearest to them, when his eye was caught by a beautiful console cabinet standing against the wall in the main room. He at once said: 'That is the sort of cabinet I should like;' and going over to the machine in question asked to have it demonstrated. The demonstration appeared to be satisfactory and the sale was at once made. The machine, as it happens, was a Brunswick, in one of the finer and more expensive console types.

"We have, of course, a call for combined radio-phonograph sets, and I am watching the trend of this development with much interest, but the sales principles in the case are not at all changed by the intrusion of this new set of conditions.

Record Sales People Are Trained

"Of course, as you know, we have always done a large record business at Lyon & Healy's,

and now that we handle three famous lines of records we find that the methods of selling remain the same that they have always been. We maintain a regular school for our record saleswomen, one feature of which is that each girl at regular intervals is put through a course of study, as one might call it, in the approved methods of selling records. Each girl gets information about the new record publications, is shown what is to be said and done about each outstanding number, and in general is kept up to date on all points needed to put her in command of the situation when she has before her a record buyer. Constant and positive newspaper publicity, featuring the monthly publications of records, has built up for this house a very large following of customers who come in with the greatest regularity to try the new numbers and pick out what they want. With them and with the casual droppers-in, who also number a vast crowd in themselves, we have fine material on which to work, and our record sales grow steadily. They have always been large and each year they become larger.

"We find that it is impossible to get a sales force too much informed on the subject-matter of the music they are selling. The popularity of the better class record is increasing steadily, and the recent new methods adopted for building up in the minds of the millions of listeners—in a memory of the names, personalities and styles of great recording artists, are helping to increase vastly the number of those who buy the best music in record form. We work constantly upon new ideas for the better education of our sales force and I may say that one of our most successful methods is found in putting a premium on the sale of the highest-class records. Conditions change, indeed, but the successful methods of retail selling never change."

Radiolas on R. I. Trains

The Radio Corp. of America announces that the Rock Island Railroad has installed the Radiola super-heterodyne receivers in the drawing, smoking and dining cars of the "Golden State Limited" after a test of three months with this receiver. Passengers en route to the Coast from Chicago can thus be kept in touch with all the stations broadcasting, and on the last trip the train was in constant touch with the Chicago stations all the way across the continent. No outside antenna is used, but the sets are all placed on turntables at the end of each car. The reception results have proved to be excellent.

"The Portable with a Guarantee Bond"

SPENCERIAN

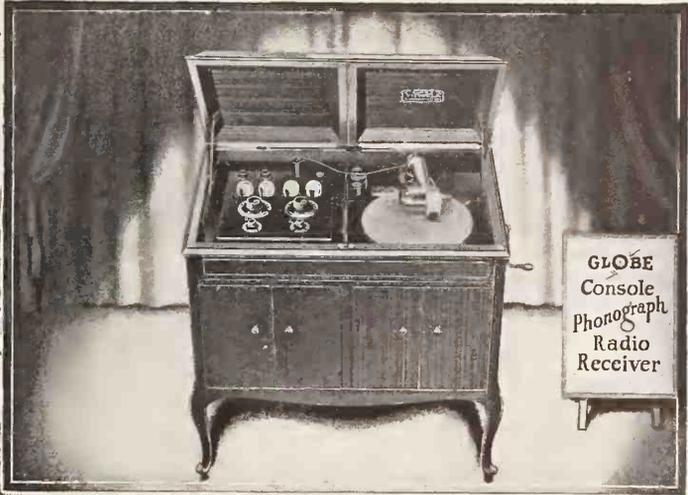
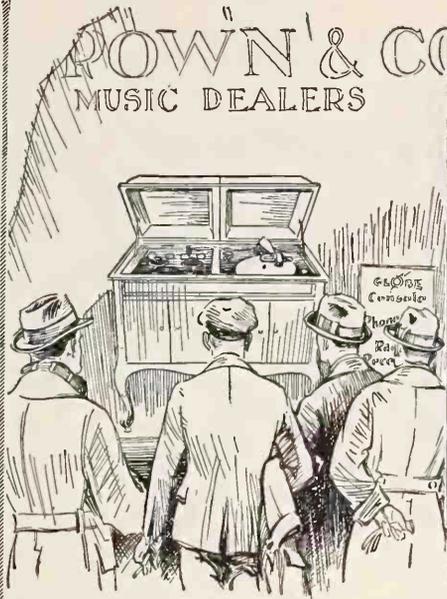
Portable PHONOGRAPHS

Correspondence Invited

WESTPHONO, Inc., 46 W. 4th St., ST. PAUL, MINN.



\$25.00
LIST



GLOBE
Console
Phonograph
Radio
Receiver

Sell What the Public Wants

THE Globe Console Phonograph Radio Receiver is the instrument that fully meets the new demand for more diversified musical entertainment—and that can be sold at a price within reach of all!

By selling this serviceable combination—your own line of phonographs, equipped with Globe Radio Panels—you “cash in” on all the national and local radio advertising now going on, as well as benefit by the past and present advertising of the leading phonograph manufacturers.

Globe Radio Receiver Panels are exceptionally low-priced, ranging from \$55 to \$90 list, for 4-tube and 5-tube sets, and units are of the best standard type and construction, combining all the essentials of radio reception—easy tuning, true-tone reproduction, long distance reception, and precise selectivity. Installation is very simple and can be made in your store. Globe Radio panels are adapted to any size or style phonograph.

Our dealer arrangement is one that carries a worth while profit. Let us give you the details.

GLOBE ELECTRIC CO., 18 Keefe Ave., MILWAUKEE, WIS.

GLOBE

DUODYNE RADIO



**GLOBE
4-Tube Radio
Receiver**

No. 1010—4-tube Radio Receiver (without accessories) for UV-201-A tubes.
List Price, \$55.00

No. 1020—4-tube Radio Receiver (without accessories) for UV-199 tubes.
List Price, \$60.00

**5-Tube
Radio Receiver**

No. 1110—5-tube Radio Receiver (without accessories) for UV-201-A tubes.
List Price, \$80.00

We also manufacture four- and five-tube radio receivers for upright phonographs. Details on request.

Globe Radio Receivers are manufactured in this well-established plant, which is devoted exclusively to the production of Globe electrical products.

Normal Trade Marks Opening of Spring Throughout the San Francisco Territory

Preliminary Plans of Music Week Made—Charles Mauzy Resigns From Emporium to Take Over Management of John Bruener Department in Oakland—Tie-Up With Artists Creates Sales

SAN FRANCISCO, CAL., April 4.—The month of March in this territory compared very favorably with the same period of 1924. The greatest activity is with radio receivers, with records running second. Regarding talking machines a hopeful sign is the interest lately displayed in the portable type of instrument and dealers expect that the month of April will see this interest grow much larger.

Music Week Plans Under Way

Initial arrangements for San Francisco's fifth annual Music Week were formulated recently. J. Emmett Hayden, chairman, and Chester W. Rosekrans, executive director, are tending to the preliminaries. Music Week has been set by the City Supervisors to start May 17.

Charles Mauzy in New Post

Charles Mauzy manager of the phonograph and radio department of the Emporium, has resigned in order to assume the management of the music department of the John Bruener furniture store in Oakland. The resignation took effect the end of March and on the last Saturday of the month the employes of the phonograph and radio departments gave a farewell banquet to Mr. Mauzy at the Hotel Whitcomb, at which time he was presented with a handsome memorandum case.

It is stated that during the four years that Mr. Mauzy has managed the phonograph and radio departments of the Emporium he has increased the business fourfold. Miss Jean Hague, formerly assistant to Mr. Mauzy, will remain at The Emporium. The Bruener store is to become an important music establishment, carrying talking machines, records, radio equipment and pianos. The Bruener stores in Sacramento and Stockton will also carry musical in-

struments, and Mr. Mauzy will eventually have general supervision of them.

Tie-up With Columbia Artists

Columbia dealers are cashing in on the local appearances of Ted Lewis and His Orchestra. The records of these popular artists are in great demand and dealers are linking up with their personal appearances in every way. Maria Jeritza, Victor artist, sang here recently and immediately following her concert the increased demand for her recordings was noticeable. Columbia dealers are looking forward to the radio programs of Art Gillham, Columbia artist, who is scheduled to give a number of broadcasts at California stations during April. Increased record sales will undoubtedly be the result.

Music Festival Arouses Interest

The second San Francisco Spring Music Festival is arousing great interest among music lovers. At the civic auditorium the San Francisco Symphony Orchestra, under the leadership of Alfred Hertz, will give concerts on April 19, 23, 25 and 27.

Reasons for Sherman-Clay Prosperity

In the March issue of Harmony, the house organ of Sherman, Clay & Co., the leading editorial gives its reasons for the volume of business which the house accomplishes. It reads: "The year 1924 was not so good for the majority of music houses throughout the United States—but while we didn't hang up any records, Sherman, Clay & Co. made a very satisfactory showing. With our organization going strong, and stocks in good shape and business conditions normal—we ought to make 1925 a brilliant year in the history of Sherman, Clay & Co.

"We'll admit that we are selling a lot of radios—we're selling many of the sets (and high-priced ones, too) to customers who were highly satisfied with their Steinway, their Duo-Art, their player, their piano, their Victrola, their violin or saxophone or who were particularly pleased with their Victor record or player roll service, or who always found what they wanted in our big sheet music stocks. Turn about is fair play—you radio rooters, see that you sell such complete satisfaction with your 'over the air' merchandise to new customers of the house that they will come back for anything else in the line of musical instruments that they may need or want."

New Association Officers

Officers of the recently organized Northern California Music Dealers' Association are: President, A. F. Norton; secretary-treasurer, Daniel Miller. Mr. Norton is manager of the wholesale small goods department of Sherman, Clay & Co., and Mr. Miller is president of the Conn San Francisco Co. and both are well known in this territory.

W. D. Samuels Now Manager

WAXAHACHIE, TEX., April 6.—W. D. Samuels, Jr., formerly of the Radford's stores in Tuscaloosa, Ala., has just been made manager of the L. H. Walter Music Shop, of this city. Mr. Samuels is well equipped for his new position, in having taken a twelve-month training course in the Thomas A. Edison, Inc., factory at Orange, N. J., as well as a special course in piano regulating elsewhere.

Radio Firm Chartered

The Jerome Radio Stores, New York, have been incorporated at Albany with a capital stock of \$25,000. The incorporators are A. Binswanger, M. Ackerman and B. Slochetsky, of New York City.

NATHANIEL BALDWIN RADIO PRODUCTS

- RADIO SPEAKERS
- PHONO SPEAKERS
- SPEAKER UNITS
- HEAD PHONES



Phone Speaker without base
List \$8

When you sell a Baldwin product you are selling the best there is in radio equipment.

Baldwin Speakers and units are now furnished to meet all receiving conditions.

Write for dealers' information sheets.



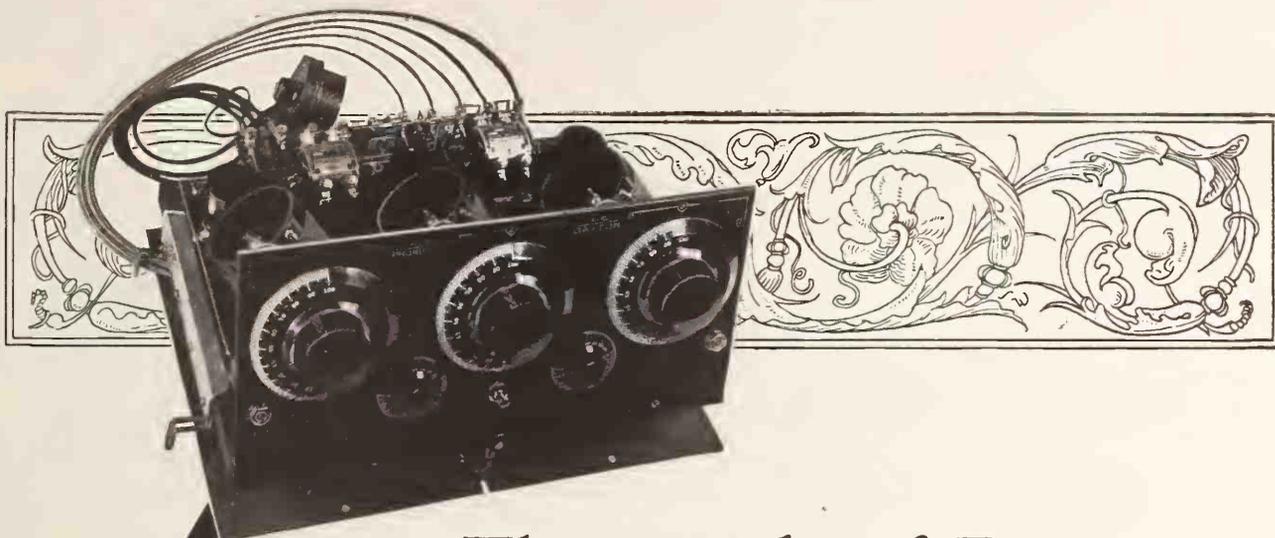
Standard Loud Speaker
List \$25

NATHANIEL BALDWIN, Inc.

EASTERN DISTRICT SALES OFFICE

227 Fulton Street

New York City, N. Y.



Thousands of Prospects in Your Vicinity

THE A-C DAYTON XL-5 Phono-Set is the only five tube radio receiver designed to conveniently and accessibly fit upright phonograph cabinets already in the homes of your customers, or on your sales floor. It is estimated by competent authority that there are 10,000,000 upright phonograph cabinets in the United States. Hundreds or thousands of them, right in your vicinity, are your own prospects for the A-C DAYTON Phono-Set.

Since the Phono-Set was introduced, several of the most substantial music jobbers and dealers have contracted for its distribution and sale. This list is rapidly growing, indicating universal acceptance among the music and phonograph trade. Here's the reason. The Phono-Set is a solution for the music and phonograph dealer's radio problem. It provides for every demand.

It is a complete, standard five tube receiver, already famous for its highly selective and remarkably clear reception. *It is not a radio panel.* The Phono-Set is so designed that it will fit upright mod-

els of phonograph cabinets, and most console models. It combines radio and the phonograph in one instrument. It appeals to the prospect who wants to buy a good receiving set and at the same time keep his investment light, and who does not want to sacrifice his present phonograph cabinet. The Phono-Set completely eliminates the profitless question of trade-ins for radio sales. It not only opens a new field of prospects for you, but makes it an easier matter to sell them a receiving set. These prospects are already on your records, you know where they are. Go to them with the A-C DAYTON Phono-Set and get the business.

THE A-C ELECTRICAL MFG. COMPANY

Dayton, Ohio

Makers of Electrical Devices for more than twenty years.

A-C DAYTON

XL-5

Bolster up your spring and summer radio sales with this new phonograph installation. Send today for full information on the A-C DAYTON XL-5 Phono-Set, prices, discounts and sales plan. Fill in the coupon and send it in now

Illustrations show simplicity of installation. Can be made in less than an hour. Note also the convenient height for operation by a comfortable seated person.

1. Remove record rack, and mount the sliding shelf which holds the set properly.

2. Install batteries beneath shelf and connect with binding post as indicated. Speaking unit is attached at will to phonograph horn in a few seconds.

3. Put panel in place in front of batteries, and instrument is ready for use, either as receiver or phonograph. Doors close when set is not in use.



Just fill out this coupon, detach and mail. The full story of the Phono-Set will come back to you by return mail.

Please send me full information, prices and discounts on the A-C DAYTON XL-5 Phono Set.

Name.....

Address.....

T.M.W

Excellent Record Demand in Richmond Makes Up for Lethargy in Other Lines

Talking Machine Business Ahead of Same Period of Last Year—Columbia Furniture Co. Features Kimberly Machines in Drive—Colonial Corp. Changes Name to James Cowan Co., Inc.

RICHMOND, VA., April 9.—While business in talking machines in this territory is reported to be not so good as the dealers would like, it is running ahead of the same period of last year in most instances. Record business is reported to be exceptionally good in practically all sections. "The Wreck of the Southern Old '97" continues a ready seller, there being no abatement in its popularity. The "Union Sweetheart," a new Gennett record, is reported to be taking well with the trade and gives promise of proving one of the best sellers this Spring. Sale of Victor records was recently stimulated in Richmond by the appearance of Waring's Pennsylvanians at the Colonial Theatre.

Features Kimberly in Drive

The Columbia Furniture Co. cleared a stock of some 125 or more Kimberly machines in three weeks' sales drive during March. In connection with the drive an original and clever record plan provided for record delivery at weekly intervals. The purpose of this plan was to keep up the interest of the customer in his instrument.

Mr. Schutze announces that his firm is planning to make improvements to the store at an estimated cost of \$25,000. Plans contemplate the addition of a mezzanine floor in addition to other improvements that will add greatly to its general appearance. Construction work is to begin April 15 and to be completed in three months. A new phonograph department will be fitted out on the street, near the front entrance. Instead of booths, it will be equipped with seven Audaks. Several Audaks are now being utilized by the firm and they have been found to be eminently satisfactory, according to Max Schutze, president of the company. The firm also handles the Victor, and this machine will be featured in the new department. It is planned to have the radio department on the mezzanine floor, where both the De Forest and Atwater Kent will be featured. Jack O. Herbert, a young man who is rated as an authority on radio, will be in charge of this department. Kenneth Lord, who has been in charge of the phonograph line for several years, will

be manager of the large and attractive new phonograph department.

Addition of the mezzanine floor will give the store approximately 2,000 feet of additional floor space.

Martin Music Co. to Move

The Martin Music Co., now located at 119 East Marshall street, has taken a lease on the adjoining store at 117 East Marshall street, and will soon move into it. This store will give it considerably more floor space for display purposes. The firm features the Okeh Perfect and Paramount records. Although it has been doing business for less than two years, it is already firmly established. It handles several lines of machines, the Starr being its leader. Business in both talking machines and records during March ran considerably ahead of that for the corresponding month of last year, according to E. W. Feltnr, a member of the firm.

Walter D. Moses & Co., Victor dealers, report phonograph business as being a little better than last year at this time, while record business is fully twice as good. Higher priced instruments are being sold, the average price being around \$200.

Name Changed to James Cowan Co., Inc.

The name of the Colonial Piano Corp., Columbia dealer, has been changed to the James Cowan Co., Inc. This company, headed by James Cowan, was recently chartered with a view of superseding the other concern of which Mr. Cowan was also the head. Mr. Cowan was recently in a Richmond hospital for a surgical operation, but is now back at his place of business, fully recovered.

Louis I. Dunn on the Road

Louis I. Dunn, local salesman for The Corley Co., has been promoted to a road job and is now traveling tidewater Virginia and eastern North Carolina. He went out on his first trip recently and planned to establish several new accounts on the trip.

Major L. Vivian, veteran salesman for The Corley Co., has returned from an extended trip through southwest Virginia and eastern Tennessee, reporting that while business could hardly be called phenomenal yet it was pro-

gressing satisfactorily, according to the accounts on whom he called. The major planned to be in New York about the middle of April to see Mrs. Vivian off for a trip to Scotland. She plans to spend most of her time in Edinburgh.

Miss May Straley Married

Miss May Straley, manager of the Victrola department of Sterchi Bros., Bristol, Va., was married recently to a well-known and prominent young business man of that city. She will continue in her present position. She enjoys a wide acquaintance among members of the music trade in that section and is receiving many congratulations.

H. W. Carner Seriously Ill

H. Wallace Carner, Starr distributor at Richmond, continues seriously ill. Mr. Carner has been confined to his home since some time in January, and his condition is a source of much uneasiness.

Per Capita Return of Davis Music Stores Is \$2.50

Live Brunswick Dealer Operating Stores in Farmington and Flat River, Mo., Has Built Remarkable Retail Business

When a phonograph dealer does a volume of business which amounts to \$2.50 for every person in the community from which he draws



One of the Davis Stores

trade he has accomplished something in the way of sales promotion which, to say the least, is unusual. The Davis Music Stores, of Farmington and Flat River, in which the Brunswick line is featured, have accomplished this remarkable sales feat. How? Why, by never permitting an opportunity of developing interest in the line he handles to slip by. Mr. Davis, who is actively at the head of the business which bears his name, is one of the prime movers in everything musical in his community. His store is not very large, as may be seen by a glance at the accompanying illustration of the Farmington establishment, and the towns in which his stores are located, too, are small, but that does not cause Mr. Davis any particular worry, for he not only goes after business in the immediate communities where his stores are located but he reaches out into the surrounding territory for business, and he gets it.

Many Dealers Now Handling Caswell Portable Line

John Cassagrande, vice-president of the Caswell Mfg. Co., Milwaukee, Wis., manufacturer of portable phonographs, visited the home office for a few days about the middle of March. Mr. Cassagrande has been traveling extensively throughout the East, visiting jobbers and dealers, and reports that all indications point to a fine season for portables. A. F. Bingenheimer, district manager in the Northwest, with headquarters at 602 W. Kiernan avenue, Spokane, Wash., also spent a week at the Milwaukee office at the same time. He told The World representative that the Caswell portable was growing rapidly in popularity, with the dealers in his territory and that he had opened a fine number of new retail accounts during the past few months.

Stand By!
for an important
message from
David Griues, Inc

1571 BROADWAY
New York

Indianapolis Retailers Pushing Talking Machines in Effort to Increase Sales

Steady Sales of Records Result From Dealers' Tie-Ups With Broadcasting Programs of Record Artists—Used Talking Machines Find a Ready Market—Local Firms Consolidate—The News

INDIANAPOLIS, IND., April 8.—Since the interest in radio is lagging somewhat with the advent of Spring, local dealers are turning their attention to the talking machine. Opinions are that the talking machine has not fared so badly during the past year. Dealers report that little difficulty has been experienced in disposing of used instruments. Records on the other hand have in almost every instance shown a steady sale, due, perhaps, to the desire of the radio fan to purchase the record he has heard via the radio. Local newspaper advertising with well arranged window displays have aided phonograph sales.

Radio Artists Boost Record Sales

Al Bernard and Russel Robinson, the "Dixie Stars," entertained with several of their latest

song hits at the weekly meeting of the Broadcast Listeners' Association recently in the Scv-rin Hotel roof garden.

W. J. Baker, manager of the Brunswick Shop, reports an increase in record sales. "Part of this increase," states Mr. Baker, "is due to the activities of the Dixie Stars, who filled an engagement at the Ohio Theatre."

Record Sales Feature of Business

Frank Carlin, of the Carlin Music Co., reports that record sales at this store have kept up as well as any other department of the store. "The Columbia and Edison records are very popular with our trade. With the slowing up of radio sales we expect further increase in our record sales," states Mr. Carlin.

C. P. Herdman, manager of the phonograph

department of the Baldwin Piano Co., which handles the Brunswick line, reports that the record business at this store is stronger. "Machine sales are nicely ahead of last March. We find," continues Mr. Herdman, "that by going out and making a house-to-house canvass, we are able to dig up a great deal of new business. The majority of our sales have been in new machines."

Miss Minnie Springer, manager of the talking machine department of the L. S. Ayres department store, reports that record sales for the past six months have been stronger than the same period of last year. Machines are moving fairly well. This store handles the Brunswick, Victor, Outing and Carryola portables, and reports a strong demand for this type of instrument.

Edisons Lead at the Circle Shop

H. E. Whitman, manager of the Circle Talking Machine Shop, dealer in the Victor and Edison lines, reports that the record sales have moved well. This store is ideally located on the Circle and always has enjoyed a strong record business. The Edison is going well in the phonograph line.

Used Instruments Move Readily

F. X. Donovan, manager of the talking machine department of the Pearson Piano Co., announces that this store is now the State distributor for the Erla line of radio. "We shall retail this line in our local store but wholesale to points outside. Weather conditions are such that we do not expect any business this Spring but are merely laying the foundation for next Fall and Winter."

"Our phonograph department," states Mr. Donovan, "particularly used instruments, has gone well. Through newspaper advertising we have disposed of all our used machines in a very short time."

Dealers Form Association

The Indianapolis Music Dealers' Association was formed at a meeting at the Athenaeum recently. W. J. Baker, manager of the Brunswick Shop, was elected president. Other officers elected were E. W. Stockdale, of the Pearson Piano Co., vice-president; Myron D. Taylor, of the Taylor Carpet Co., treasurer; Harley G. Hook, of the Starr Piano Co., secretary, and Edward G. Hereth, Miss Hazel E. Ryan and Joel B. Ryde, directors.

Local Firms Consolidate

It is with pleasure that Hal P. Shearer, president of the Indianapolis Music House, announces the consolidation of the Meskill Music Store on April 1 with the Indianapolis Music House.

W. H. Meskill is a well-known phonograph dealer in Indianapolis, handling the Edison line. Before entering the dealers' field he was previously connected with the old Edison Corp. of Indiana. Mr. Meskill will have full charge of the consolidated phonograph department of the Indianapolis Music House. The Muncie, Ind., store, which has been under the supervision of the Meskill store, will come in under the new banner. Present plans call for the merging of the respective sales organizations.

Local Business Visitors

Visitors include, A. H. Bates, vice-president of the Ohio Talking Machine Co.; Mr. Wilson and Mr. Hyde of the Chicago Talking Machine Co., and Frederick Pullen, general manager of the Edison Phonograph Corp. of Chicago.

Russell & Rigg Expand

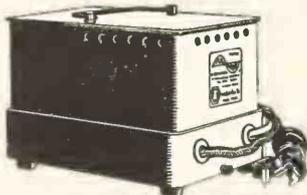
ALTOONA, PA., April 7.—Additional space has been acquired recently by the music store of Russell & Rigg, at 1006 Chestnut avenue, which has been extensively remodeled. In the future the basement will be utilized for the display and demonstration of phonographs and radio sets. Access to the basement has been made possible by a stairway from the first floor.

Frederick's Music Store, of Kingwood, W. Va., has taken new quarters in the Brown Building, and will add to its stock.

BUILT EXPRESSLY FOR RADIO USE

NOW—you can charge "A" and "B" Radio Batteries simultaneously!

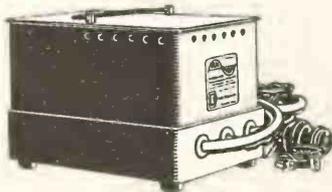
At All First-Class Dealers



Model "A"

For radio "A" batteries. A.C. line, 110-120 volts, 40 to 60 cycle. Battery—"A", 6 volt 6-8 amperes.

Price \$18



Model "A-B"

For Radio "A" and "B" batteries. A. C. line, 110-120 volts. 40 to 60 cycle, 3 to 4 amperes. Battery "B" to 100 volts, 1/10 ampere.

Price \$22

Plug in Ful-Wave Model "A-B" Charger on any A.C. electric light socket. Hook it up to both "A" and "B" storage batteries simultaneously. It does double duty.

Ful-Wave is factory sealed—backed by the manufacturer's full guarantee.

Requires no adjustments—no bulb, no water, acids or maintenance—a wonder to sell.

Ful-Wave does not overheat—does not blow lighting fuses. It supplies all the convenience of keeping batteries fresh, powerful, of making them last longer, as well as the convenience of its outstanding superiority.

If you prefer concentrated double-quick efficiency on "A" storage batteries alone, try Ful-Wave Model "A."

LIBERTY ELECTRIC CORP.
of New York
342 Madison Avenue



Makes use of full A.C. Current—not half of it.

RADIO BATTERY CHARGER

Eastern Distributors:

H. B. SHONTZ CO., Inc., 161 West 64th St., New York
SILAS E. PEARSALL CO., 10 East 39th St., New York

Cunningham RADIO TUBES

Since 1915—
Standard for all Sets
Types C-301A : C-299 : C-300 : C-11 : C-12

In the orange
and blue carton
Price \$3.00 Each



Your Radio Department Is Judged by the *Performance* of Every Radio Set You Sell

Radio Tubes are the
EARS of RADIO

Faulty detection or distorted amplification can mar the Performance of the finest set ever made.

You must decide—when you really consider it—that only tubes of long-established reputation, of utmost accuracy, of inbuilt strength, are worthy of your sales support and recommendation.

In selling
**Cunningham
RADIO TUBES**

as equipment in every set that leaves your store, you have done much to insure
Customer Satisfaction and

Customer Satisfaction Is The Foundation of Your Business

E.J. Cunningham Inc.

CHICAGO Home Office: 182 Second Street, SAN FRANCISCO, CAL. NEW YORK

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.



Improvement in General Industrial Conditions in Akron-Canton Creates Optimism

Although Business Is Slightly Below Normal the Gradual Improvement in Industries Is Taken as a Favorable Sign—New Lines Added—Weigand to Build—News of the Month

AKRON-CANTON, O., April 8.—March sales, as reported by dealers in the Akron-Canton territory, ran about on a par with those of 1924 and a survey of the leading stores in the two cities and surrounding smaller towns disclosed that buying the past six weeks has been very sluggish, particularly in the talking machine field.

Industrial conditions in the two cities are reported to be improved, but there seems to be an apathy in buying, this situation also prevailing in other lines than musical merchandise. Sheet music sales, small goods, records, player-piano rolls and orchestra accessories also have been in less demand in recent weeks.

Willie Heads Lions Club Committee

George C. Willie, well-known Canton music dealer, was head of a committee of the Canton

Lions Club, which fostered the appearance in Canton of the two world fiers, Smiling Jack Harding and Lowell Thomas.

Lewis Bros. in Temporary Store

The Lewis Bros. Co., East Liverpool Victor dealer, whose store was recently gutted by fire with a loss of \$75,000, has restocked its store with Victor merchandise and is now doing a retail business in temporary quarters in the Flatiron Building, Washington street.

Weigand to Build New Store

Weigand's Music Store at Barberton, one of the best-known in the Akron district, is to be replaced soon by a modern two-story business block, the first floor of which will be used by Weigand for his retail music business. In the new store he plans to merchandise musical in-

struments, talking machines and radio, etc., on a much larger scale than in the past.

Akron Gets Broadcasting Station

WADC is the call letter assigned by the government to Akron's new radio station which soon is to be opened atop the Hotel Portage, Akron. Allen T. Simmons is proprietor of the new station. Akron music dealers are co-operating with Mr. Simmons in putting it across.

Takes on Brunswick Line

Announcement is made that the store of the A. L. & R. Piano Co., Bellevue, O., has taken on the Brunswick line and will also maintain a complete Brunswick record department.

Dealers Tie Up With Style Exposition

Eleven retail music stores took part in the Annual Spring Style Exposition, held recently in Canton, when all downtown shops offered in display windows the newest in styles in wearing apparel, and all new models of talking machines and radio were presented by the dealers. Several of the stores offered radio concerts and one store engaged an orchestra and gave an informal concert.

Strassner-Custer Adds Howard

The Strassner-Custer Music Co. announces it has taken on for Canton district representation the Howard neutrodyne, a well-known receiving set. This make radio will be handled along with several others, including the Atwater Kent and the Thompson neutrodyne.

Biese Draws Big in Canton

Although it was his second appearance in less than six months Paul Biese and His Orchestra attracted a capacity crowd to Moonlight Ballroom, Meyers Lake Park, Canton, recently. Several of the Victor dealers there tied up with the artists' appearance.

Poling Books Victor Artists for Akron

Earle Poling, well-known Akron Victor dealer, announces he has booked the Eight Victor artists for a concert in the armory here April 18. Several of the Akron Victor dealers will tie up with the appearance of the artists in that city.

New York Album & Card Co. Adds to Floor Space

The New York Album & Card Co. has taken possession of another floor in the building it occupies at 23-25 Lispenard street, New York City, making three in all. The front part of the new floor has been attractively fitted out for the use of general offices, reception and show room. This has left the floor previously used for office purposes entirely free for the manufacture of record albums. The balance of the new floor will be given over to the assembling of the Nyacoflex sets and panels. Business in both Nyacco albums and Nyacoflex sets and panels is progressing nicely, and Max Willinger, president of the company, is making energetic plans for the Fall.

Gilman's Store Renovated

Extensive alterations were recently completed at Gilman's Music House, 1198 Fulton street, Brooklyn. This establishment, founded many years ago by William Berdy, was taken over by the present owners last December. The renovations covered both the exterior and interior of the store. The entrance to the store has been changed, the window display space rearranged and enlarged and the display space and record racks and booths changed. With these alterations completed an intensive drive for business will be started.

H. E. Marschalk Resigns

Walter L. Eckhardt, president of the Music Master Corp., Philadelphia, Pa., has announced that Henry E. Marschalk, who for the past year occupied the office of assistant to the president, is no longer connected with the Music Master Corp.

A Declaration

In the June issue
of this magazine will appear a
Startling Announcement
of the permanent sales policy
under which
**FRESHMAN
MASTERPIECE**

Receiving Sets will be *sold, serviced
and protected.*

Every live radio merchant should
register his name immediately for con-
sideration when territory is allotted.

Write

Chas. Freshman Co. Inc.
Radio Receivers and Parts
FRESHMAN BUILDING
240-248 WEST 40TH ST.—NEW YORK, N.Y.



The Starr Piano Company

STARR PIANOS for over half a century have represented highest ideals of craftsmanship. Each Starr Made Grand, Player-piano and Upright represents a value known the world over.

STARR PHONOGRAPHS from the smallest table style to the elaborate console model possess musical worth which is the result of a careful coordination of each part into a perfect symmetry.

GENNETT RECORDS represent the highest attainment in the art of sound recording. Their variety, perfect reproduction and real musicianship of the artists have made them musical gems of rarest charm. Released every week.

THE STARR PIANO COMPANY

Established 1872

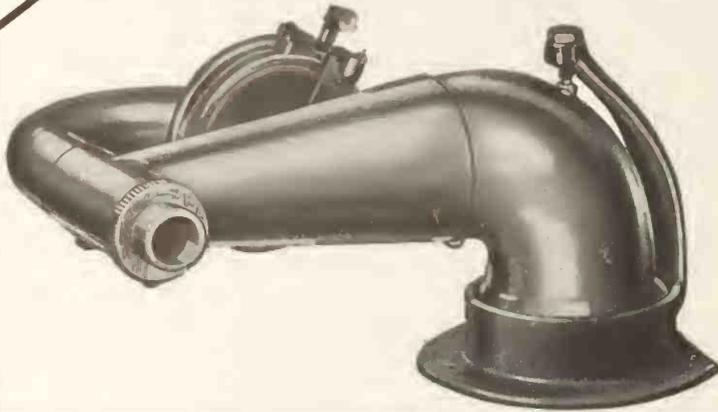
Factories: Richmond, Indiana

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, KANSAS CITY, BIRMINGHAM, NASHVILLE, DETROIT,
CINCINNATI, BOSTON, CLEVELAND, INDIANAPOLIS.



JERCO RADIO TONE ARM

A QUALITY PRODUCT



"JERCO" Tone Arms and Reproducers will make your phonograph a real musical instrument.

Constructed along scientific lines, it not only gives true tonal value, but also adds beauty to your phonograph.

Let us explain to you the features of our product.

Send us your sample order and judge the product on its merit

Joseph E. Rudell Co., Inc.

144 Chambers Street
NEW YORK CITY, N. Y.

J. F. Clokey Appointed to Important New Post

Assumes Position With Diamond State Fibre Co. at New York Branch

J. F. Clokey, for five years connected with the Columbia Phonograph Co., Inc., New York, and for several years sales office manager at the executive offices, has been appointed assistant



J. F. Clokey

manager of the New York branch of the Diamond State Fibre Co., with headquarters at 423 Broome street. Mr. Clokey is well qualified for his new work as his previous experience has given him a wide knowledge of merchandising problems.

Phonograph Repair Parts

Pal—American—Outing—Caryola

We carry a full line of repair parts for every motor made. Sixty-eight different types of main springs

Write for a catalog showing our complete line of parts and supplies

ATLAS PHONO-PARTS CO.

107 WEST 20th ST., NEW YORK

Phone, Chelsea 1715

Repair parts for Pal, Outing, Carryola, American and all Portables

The Diamond State Fibre Co., with factories in Pennsylvania, Delaware, Illinois, Massachusetts, Canada and England, and offices in all the principal cities, manufactures an extensive line of fibre products. It is now supplying a number of important items of material used in the phonograph and radio industries, with this phase of its business growing rapidly.

Music Master "B" Battery Introduced to the Trade

Latest Product of Music Master Corp. Is in Line With Its Policy of Expanding Activities to Cover the Entire Radio Field

One of the latest products to be placed in the hands of the retail talking machine dealers who handle radio is the Music Master "B" battery. This is in line with the policy of the Music Master Corp. to eventually cover the entire radio field in its manufacturing activities and plans to this end have been going forward ever since the concern acquired the large new plant at Betzwood, Pa.

The new battery is of the multi-dry cell type and is the result of considerable experimental and research work. The Music Master Corp., which has become nationally known through the manufacture of the Music Master loud speaker, head sets, phonograph units and other radio accessories, is distributing its products largely through the talking machine trade and the new battery will be distributed to consumers by dealers handling the Music Master line. An extensive campaign in behalf of the new product has already been started.

Vincennes Marketing Two New Cabinet Speakers

The Vincennes Phonograph Co., Vincennes, Ind., manufacturer of Rivoli phonographs, placed on the market several weeks ago two new cabinet speakers. The instruments resemble a mantel clock in design, and are seventeen inches long, ten and one-half inches deep and eight and one-half inches high. Both contain the famous Rivoli horn, used in all styles of the Vincennes phonographs, and are furnished in either mahogany or walnut. A new radio table was also introduced at the same time. The table embodies the loud speaker mentioned above and contains compartments for a radio set and batteries. It is also furnished in mahogany and walnut and is an instrument of style and dignity.

Detroit Dealers Feature the Jewett "Superspeaker"

"Superspeaker Highboy," Latest Jewett Product, Center of Attraction in Window Displays of Leading Detroit Dealers

DETROIT, MICH., April 6.—The Jewett 'Superspeaker Highboy,' the newest product of the Jewett Radio & Phonograph Co., was featured extensively in this city recently by a number of prominent dealers, among whom were Grinnell Bros., Detroit Electric Co., Gardner-White Music Co., Moon Bros. and the Grosse Pointe



Grinnell Bros.' Jewett Display

Electric Co. Each one of the dealers featured an artistic window display wherein the Jewett Superspeaker Highboy was the center of attraction. The effectiveness of these windows is illustrated in the accompanying photograph, showing the display sponsored by Grinnell Bros. in their handsome Woodward avenue establishment.

Coincident with this window display campaign, there appeared in the Detroit newspapers good-sized advertising signed by the Jewett Radio & Phonograph Co., and the dealers featuring the product in their windows. One advertisement was entitled "Transform Your Radio Into Fine Furniture," and emphasized the fact that the Jewett Superspeaker Highboy houses the receiving set, wet or dry batteries and connecting wires, in addition to the Jewett Superspeaker, which has gained wide popularity.

ROYALFONE LOUDSPEAKER UNITS

are logical parts of phonograph sales. Your customers will welcome the chance to hook up radio with the talking machine. Write for details on units and headsets.

ROYAL ELECTRICAL LABORATORIES
NEWARK, NEW JERSEY DEPT. T. W.

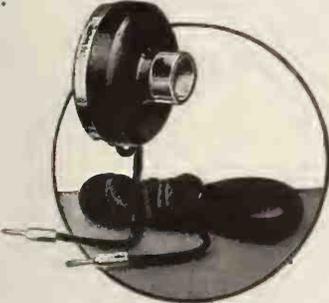
N&K—The “Something Better” Line

N & K Imported Loudspeaker

The specially designed sound chamber *filters* the sound. Made of burtex, a scientific, light-weight material, which, unlike wood



or metal, *eliminates false vibrations*, the cause of ordinary harsh speaker sounds. 14 inches high. Retail list \$27.50. Shipped in threes, each speaker in handsome display carton.



N&K Imported Phonograph Unit

Attaches instantly, without screws or other device, to Victrola or standard phonograph giving the inexpensive equivalent of a loudspeaker of beautiful tone. Retail list \$7.50. In cartons of twelve, each unit in gold-embossed leatherette box.



N & K Imported Phones

4,000 ohms. Large size diaphragms and ear caps, bringing new comfort to the wearer. Sanitary, genuine leather covering on head bands. Generous length of cord. Retail list \$8.50. In display cartons containing ten individually packed phone sets.

Imported PHONES LOUDSPEAKER PHONOGRAPH UNIT

N&K Imported Phones—the “something better” in comfort, finish and beautiful *clearness of tone*.

N & K Imported Loudspeaker—the “something better” in appearance, size shape and, again, *clearness of tone*.

N & K Imported Phonograph Unit—the “something better” in ease of attachment, sturdiness of construction, and, once more, *clearness of tone*.

Can any radio dealer afford not to have “something better” for that swiftly growing army of radio enthusiasts who are dissatisfied with huskiness or harshness or blasting loudness in phones and speaker units? For those who want “something better” than reproducers designed in the days when radio meant little more than recording the shrill sputter of a spark?

The N & K line *moves* and pays excellent profit. If your job is not yet carrying it, get in touch with us.



TH. GOLDSCHMIDT CORPORATION
Dept. T 4 15 William Street New York

"Arden" Console is the Latest Brunswick Model

Recent Addition to Brunswick Line of Phonographs Brought Out to Meet Steadily Growing Demand for This Type of Instrument

An addition to its line of phonographs was recently announced by the Brunswick-Balke-Collender Co. in the form of a new console model which is known as the "Arden." The instrument is furnished in either Adam brown mahogany or walnut, and the cabinet is decorative and of unusual beauty.

The "Arden" stands 34½ inches high, 35 inches wide and 21¼ inches deep and lists at



"Arden" Brunswick Console

\$125. There is space for one twelve-inch and three ten-inch record albums. The new console is equipped with a type "E" two-spring motor and all the hardware and trimmings are nickel-plated.

Noting the steady and consistent demand for instruments of this size and price, Brunswick executives introduced the new model, believing that the "Arden" will automatically find a place for itself in the phonograph field and it is expected that the new console will play the part of a leader in the Brunswick dealer's sales program. In size it is convenient and is extremely well suited for the small apartment and home of to-day.

The All-American Radio Alliance, New York, has been incorporated at Albany with a capital stock of \$20,000. Incorporators are E. J. Lajoie, J. McCabe and B. W. Carey.

E. P. H. Allen Home From Honeymoon in Bermuda

General Sales Manager of David Grimes, Inc., Makes Some Interesting Observations on Radio Merchandising on the Island

E. P. H. Allen, general sales manager of David Grimes, Inc., recently returned from Bermuda, where he spent a two weeks' honeymoon. Both Mr. and Mrs. Allen, the former Miss Olive Robertson, were enthusiastic over the delightful climate and other interesting features of the Island of Bermuda.

In speaking of radio conditions on the Island, Mr. Allen said: Most of the leading American manufacturers are represented and merchandising has been maintained at a very high level. The call is for popular-priced instruments, although the higher-priced sets move slowly.

"Broadcasting in daytime is nil; evening reception is exceptionally good and most of the stations from the East and West Coast of the United States are audible on the loud speaker. WJZ, KDKA and Springfield are the most popular stations, WEAJ being seldom heard.

"The radio buyer is convinced that the storage battery instrument is a distance-getter and does not favor dry battery equipment. The firm of Thomas J. Wadson & Sons are Victor distributors and represent David Grimes, Inc., together with several other lines of radio, and enjoy the patronage of the entire Island. In addition to the popularity of this old-established concern the president, Walter D. Wadson, is fortunate in having with him Major William Cookson, who is a graduate of the Landon University, England, where he received the degree of electrical and radio engineer. He has been connected with the British Air Service and is considered an authority on the Island on the subject of radio. Owing to the careful survey and intelligent management, as carried on by the Wadson firm, they claim to have very little service on any of the radio sets sold by them, as they insist upon installing every instrument sold and in giving instructions on how to operate. This is very fine evidence of what should be done in the States by many of our radio dealers."

A most attractive and up-to-date radio department has just been installed by the Mathushek Piano Mfg. Co., Meriden, Conn., in its store at 31-33 West Main street.

New Orleans Dealers Use Windows in Drives

Window Displays, Concerts, Etc., Play Part in Drives on Phonographs and Brunswick Radiolas—Efforts Create Business

NEW ORLEANS, La., April 7.—Dealers handling the Brunswick line of phonographs and Radiolas in this city are going after business in an



Maison Blanche Window

effective manner through the medium of window displays, concerts and other forms of publicity. Among the concerns which have been exhibiting the Brunswick in unusually attractive window displays lately is the Maison Blanche Co. One of the large windows of this concern was recently given over entirely to an im-



Display of D. H. Holmes Co.

pressive display of Brunswick consoles and Brunswick Radiolas.

The D. H. Holmes Co., which has been boosting sales through extensive activity in various phases of sales promotion, also has been resorting to window displays in broadcasting the message of the Brunswick. R. H. Cone, Jr., manager of the phonograph department of this live concern, reports a gratifying volume of business as the result of these window displays and extensive newspaper publicity.

The Harry B. Loeb Co., also of this city, which has been successfully promoting the sales of the Brunswick line, is attracting the attention of the public largely through the medium of a series of concerts on the Brunswick Radiola in the beautiful recital hall of the company. Attendance at these concerts has been large and considerable interest in these instruments has been developed as a result of the concerts. This effective form of promotion is having a beneficial effect on sales.

Paul Specht Opens First Engagement in Movie House

Paul Specht and his Columbia recording orchestra opened a two weeks' engagement March 29 at the Colony Theatre, New York, one of the newest and most beautiful picture houses on Broadway. This was the first engagement of this popular organization at any of the New York film houses, although it has played at all of the important vaudeville theatres in the city and is well-known to music lovers through its engagement at the Alamac Hotel. During his two weeks' stay at the Colony, Paul Specht and His Orchestra received an enthusiastic welcome from New York's theatre and dance devotees, and under Mr. Specht's direction a very successful program was offered. Special scenery was provided for the act, which ran about twelve minutes, and it is stated that the B. S. Moss theatre system paid a record price to secure the Specht orchestra for the Colony Theatre.



Eagle Chargers

The One Real Bulb Type Charger

Successfully sold by more than 150 of the leading distributors and 3,500 of the best dealers in Radio.

Eagle Chargers stay sold—and have sales features which make them easy to sell to the intelligent buyer.

Bulb type—with or without B battery winding—so safe they are built without a fuse—so efficient that engineers everywhere have seen fit to recommend them without qualification.

There is a big sales opportunity open to the live dealer through the sale of Eagle Chargers—drop a line and let us explain.

Foreign & Domestic Electrical Commodities
Incorporated

Eastern Office
629-635 W. 23rd Street
New York, N. Y.

Western Office
11502 Madison Ave.
Cleveland, Ohio

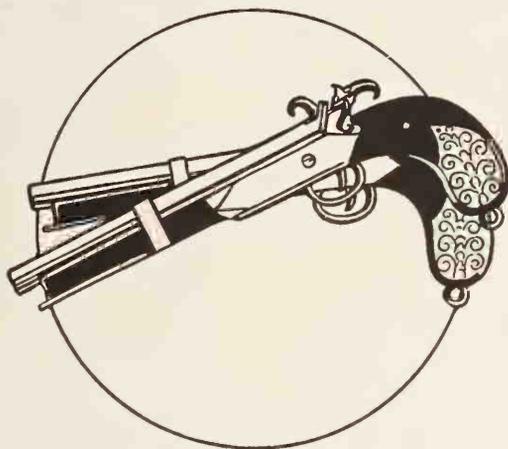


ZENITH

TRADE MARK REG.

RADIO

→LONG DISTANCE←
TRADE MARK REG.



A Challenge to Combat

Where else can you find a radio receiving set which matches Zenith in the immediate appeal it makes to the prospective customer—in beauty of design and excellence of workmanship? *Zenith challenges direct comparisons!*

What other set can equal Zenith in respect to quality of tone, ease of operation, selectivity, consistent long-distance reception? *Zenith challenges direct comparisons!*

What other high-power set demands so little servicing on the part of the dealer? *Zenith challenges direct comparisons!*

What other receiving set has so definitely placed itself in the highest quality class, appealing directly to people who demand the best? *Zenith challenges direct comparisons!*

What other dealer-proposition can match Zenith's exclusive territorial franchise, in the opportunity it affords the radio merchant for building a permanent and highly profitable business? *Zenith challenges direct comparisons!*

See them all if you like—weigh every proposition. But remember—profits in radio gravitate to the man who is first to *perceive* and first to *act*. For your protection, write or wire today for particulars of the Zenith franchise.

ZENITH RADIO - Costs More - But Does More

ZENITH RADIO CORPORATION, 332 South Michigan Ave., Chicago
ZENITH—the exclusive choice of MacMillan for his North Polar Expedition

The complete Zenith line ranges in price from \$100 to \$475.

With either Zenith 3R or Zenith 4R, satisfactory reception over distances of 2,000 to 3,000 miles is readily accomplished, *using any ordinary loud speaker*. Models 3R and 4R licensed under Armstrong U. S. Pat. No. 1,113,149. They are NON-RADIATING.

Zenith 4R - - \$100
Zenith 3R - - \$175

The new Super-Zenith is a six-tube set with a new, unique, and really different patented circuit, controlled exclusively by the Zenith Radio Corporation. It is NOT regenerative.

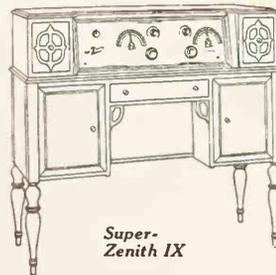
SUPER-ZENITH VII—Six tubes—2 stages tuned frequency amplification—detector and 3 stages audio frequency amplification. Installed in a beautifully finished cabinet of solid mahogany—4 1/4 inches long, 16 1/2 inches wide, 10 1/2 inches high. Compartments at either end for dry batteries. Price (exclusive of tubes and batteries) **\$240**

SUPER-ZENITH VIII—Same as VII except—console type. Price (exclusive of tubes and batteries) **\$260**

SUPER-ZENITH IX—Console model with additional compartments containing built-in Zenith loud speaker and generous storage battery space. Price (exclusive of tubes and batteries) **\$355**

SUPER-ZENITH X—Contains built-in, patented, Super-Zenith Duo-Loud Speakers (harmonically synchronized twin speakers and horns), designed to reproduce both high and low pitch tones otherwise impossible with single-unit speakers. Price (exclusive of tubes and batteries) **\$475**

All Prices F. O. B. Factory



Super-Zenith IX

ZENITH RADIO CORPORATION
Dept. 4-W
332 S. Michigan Ave., Chicago, Ill.

Gentlemen: Please send me full particulars of your dealer proposition.

Name

Address

Marked Improvement in Machine and Record Demand in the Pittsburgh Field

Radio Broadcasting by Recording Artists Booms Demand for Records—Sharon Stages First Radio Show—Wholesalers Report Satisfactory Gains—Sonora Headquarters Moved

PITTSBURGH, PA., April 9.—Talking machine dealers report that the past month showed a marked improvement in sales of machines and records. This improvement is ascribed to the fact that the radio broadcasting by the Brunswick and Victor Co. attracted more than ordinary attention in Pittsburgh and vicinity. On the nights when the Brunswick artists and the Victor artists were "on the air" thousands of persons in the Pittsburgh district listened in.

This was followed by the sale of a large number of records of the various artists who were heard. Many talking machine dealers are convinced now that the radio is a stimulus to the music business. At first there was a feeling that the radio would, in a measure, supplant the talking machine business.

Doing Satisfactory Business

John Henk, of the Columbia Music Co., Edison, Brunswick and Columbia dealer, reports a very nice volume of business during the past month. He said: "Our business is moving along at a very satisfactory rate, sales of the Edison and Brunswick phonographs have been good. Our record business is showing a nice increase over the same month last year. We anticipate a very brisk Spring season in foreign records. Our clients who are patrons of the foreign record-department are a source of keen satisfaction to us inasmuch as they buy liberally and pay spot cash."

Sharon's First Radio Show a Success

Sharon's first Radio Show, held in the De Forest Music House, continued for a week. All clients and prospects of the company received a cordial invitation to attend, and experts from the various companies displaying receivers were present to inform the onlookers about the various points of each receiver. Many standard makes of radio receivers were exhibited, including Freed-Eisemann, Brunswick Radiola combination, Radiola, Sonoradio, De Forest, Pooley-Atwater Kent combination, Ware neutrodyne, Mohawk, as well as a full line of radio equipped Victrolas, and console model panels by the above companies to fit the full line of Victor, Brunswick and Sonora console instruments. Special programs were arranged, with special ideas such as radio dances; special pro-

grams from the nearby broadcasting stations, and popularity contests.

Edison Business Gains Steadily

A. A. Buehn, treasurer of the Buehn-Phonograph Co., Edison distributor, in reviewing the business situation said: "Our business in the Edison line is moving along as well as could be expected. Sales are improving just as the business is improving and while there does not appear to be a large volume of phonographs such sales as are made are dependable and very satisfactory to us. It appears to me that we are now in the midst of a weeding-out process in which the survival will be the progressive and enterprising talking machine dealer who, keenly alive to the wonderful possibilities of the talking machine trade, will study his local problems and adjust them so that his business will prosper."

Satisfactory Columbia Spring Business

At the Columbia Phonograph Co., S. H. Nichols, manager, reported the outlook for Spring business as very satisfactory, especially in the Columbia record line. Considerable success is being made in the Pittsburgh district with the sale of the "Columbia Fine Art Series of Musical Masterworks." The progressive Columbia dealers in circularizing their patrons and in the course of personal contact are advising the giving of the Columbia Fine Art Series as gifts for Easter to relatives and friends. It is becoming quite general here to bestow gifts on Easter similar to that of Christmastime. In other lines of trade the merchants in their advertising matter are stressing the idea of the Eastertime Gift practice.

Features Brunswick Radiola

The C. C. Mellor Co., Victor and Brunswick dealer, recently had a fine display in its show windows of Brunswick Radiolas. Sales are reported as satisfactory. In order to give a practical demonstration of the utility of the Brunswick Radiola the firm advertised very extensively in the Pittsburgh newspapers and at the bottom of the advertisement was printed a coupon to be sent in to the firm, which, when filled out, indicated that the signer was interested in hearing the Brunswick Radiola. On receipt of the coupon the firm placed the Brunswick Ra-

diola in the home for a demonstration. In practically every instance where this was done the instrument was sold.

Sonora Headquarters in New Home

The Pittsburgh offices of the Pennsylvania Phonograph Distributing Co. are now located at 405 Wabash Building, having formerly been located in the Empire Building. The offices are under the management of John Du Breuil, general manager of the company, who will spend a week each month in the new offices supervising the business and will be assisted by J. A. Endres. General Manager Du Breuil makes the Philadelphia headquarters his main office; warehouse facilities have been established in the Pittsburgh territory for immediate shipments of the Sonora, Sonoradio and other Sonora products. The Pennsylvania Co. is now ready to show the new Console speaker unit in the table effect. It is the newest addition to the Sonora machines and radio outfits and is constructed with the built-in speaker with batteries concealed in the rear of the table. It comes in two models, the Standard Unit at \$50 and the DeLuxe at \$60. There also was introduced to the local trade the new Marlborough Sonora model in walnut, English, brown and mahogany of the console type and constructed along the Queen Anne period furniture style.

Radio Representatives Visit Trade

G. R. Gould, district manager of the Sleeper Radio Corp. in Pittsburgh territory, was a recent visitor to the headquarters of the Music Master Corp., Sleeper distributor in this territory. Mr. Gould conferred with R. E. Hunting, manager of the Pittsburgh Music Master offices, in mapping out plans for the merchandising of the Sleeper Monotrol in Ohio, West Virginia and Pennsylvania. He also visited quite a number of the dealers in this section, and was very glad to find Sleeper products steadily increasing in popularity.

N. Furnajeff, formerly sales representative for the Music Master Corp. in northeastern Pennsylvania, and now associated with the Radiotive Corp., Brooklyn, N. Y., manufacturer of the Silver Voice loud speaker, was another caller on the Pittsburgh trade recently.

Fred P. Oliver, one of the most popular members of the wholesale talking machine trade in the East and district manager of the Music Master Corp. in New York City, was a Pittsburgh visitor a fortnight ago, calling at the offices of the Music Master Corp. in this city. Mr. Oliver has just returned from a trip to the Eastern States and stopped off at Pittsburgh on his way back to New York from Chicago.

Mark Fischel in Europe

Mark Fischel, the well-known talking machine dealer of Homestead, Pa., is spending several months in European travel.

Brief but Interesting

The Herge Radio Shop, Elwood City, Pa., had a display of the Atwater Kent, Radio Corp. of America and Zenith radio sets on exhibition at the Elwood City Automobile Show.

The Esenbe Co., which is distributor for the Colin B. Kennedy and Atwater Kent radio lines and Pooley radio cabinets, Music Master loud speakers and the Jewel and Oro-Tone portable phonographs, reports a very satisfactory volume of business in the radio distributing end. Sales of the Kennedy and Atwater Kent sets are increasing right along, according to A. C. Schwartz, manager.

The W. F. Frederick Piano Co., Victor dealer, has a very fine display of Victrolas and Victor records in one of its large show windows. Sales have been stimulated because of the Victor broadcasting, it is stated.

At the offices of the Royal Sales Co., distributor of the Adler-Royal line of radio and phonographs, it was stated that sales of the Adler-Royal combination phonograph and neutrodyne radio are very flattering.

The Eight Popular Victor Artists appeared at the Strand Theatre. The affair was arranged by Brown's Music House, 17 North Eighth street, in Reading recently, and sales of records made by them were greatly stimulated.

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

ESENBE CO.

SWARTZ & BUEHN

909 Penn Avenue

Telephone: Atlantic 0539

Pittsburgh, Pa.

Catering especially to music dealers

Thermiodyne
[Ther·mī·odyne] **TF6**

Solves Your SERVICE PROBLEM



WE accept full responsibility for YOUR success in handling THERMIODYNE!

Factory trained service men, at principal distributing points, instruct and inform YOUR sales organization and help them SELL Thermiodyne. They service and maintain Thermiodyne sets in the homes of your Thermiodyne customers. They KEEP Thermiodyne SOLD.

*Consider also, another Profit Point to You
Thermiodyne Aladdin Advertising*

This intensive Aladdin Campaign in National magazines and newspapers carries the Aladdin story of Thermiodyne into nearly every home in your territory where there is a logical prospect. *And we are going to keep at it.*

Dealers—Write us or your nearest distributor, listed below, for particulars concerning valuable Dealer Franchise.

Silas E. Pearsall Co., 10 East 39th St., New York.
Cheney Sales Corp., New York, Boston and Philadelphia.
Rudolph Wurlitzer Co., Cincinnati, Ohio.
Consolidated Talking Machine Co., Chicago, Detroit and Minneapolis.

*Few desirable territories still open for distributors.
Write or wire for particulars.*

Thermiodyne Radio Corporation

EXECUTIVE and SALES OFFICES: NEW YORK
Gotham National Bank Building, 1819 Broadway
WORKS and PLANTS: PLATTSBURG, NEW YORK
Canadian Sales Office
Dominion Thermiodyne Radio Corp., Ltd.
427 Phillips Place, Montreal, Quebec

Price **\$150**
Without Accessories
(Any standard make accessories may be used)



Thermiodyne— Aladdin of Radio

Simplicity itself to operate. No logging. No "fishing." Turn Master Control to wavelength indicated in newspaper program and that station comes in INSTANTLY—in loud speaker volume—ALWAYS at that SAME setting.

Sold on unconditional guarantee.

Thermiodyne
[TherM·Y·odyne] **TF6**

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the forty-ninth 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.]

About Some Masterworks

The Germans have some good names for things they like and amongst them no name more apt, when rightly applied, than the name "Masterwork," which they apply to any sort of an achievement, in the arts, especially, which stands out by itself and bears the marks of authentic mastery. I like its rugged honesty even more than the smoothness of our word "masterpiece." Now a "masterwork" in music is some such work as Beethoven's C Minor symphony, or Gilbert & Sullivan's *Mikado*, to take two achievements just about as far apart as they could be in respect of aim and style, but as close together as possible as to perfection, each in its own genus. Another such a masterwork is, say, the C major symphony of Mozart and another one is Johann Strauss' "Wiener Blut" waltzes. Again there is Wagner's opera, the "Mastersingers of Nuremberg," and there is Handel's oratorio "The Messiah." These are masterworks.

So, too, are at least three of the musical achievements of that extraordinary man, Johannes Brahms. I should say that the German Requiem, the first symphony and that little piece for piano solo which stands forth in the op. 116 group are masterworks of the first order, each almost unsurpassable in its way, each astounding in its perfection. One is a massive and overwhelmingly impressive choral work, one a true masterpiece of symphonic form which looms vaster and more astonishing to-day than when it burst upon a somewhat unready world in 1876, and one a gem of purest ray serene, an inspiration from heaven, three or four pages of perfect music written by a genius who knew the piano probably better than he knew even the orchestra. It is of one of these that I want to say a few words at this time.

The Columbia Phonograph Co., Inc., has been putting out some wonderful recordings lately and it has selected to aptly describe them the name "Masterworks." The masterwork which I am about to describe is one of these "Columbia Masterworks," meaning by this that it has been recorded on a set of Columbia double-face discs and is on the market in one of the special "Columbia Masterwork" albums. It is the First Symphony (in C minor) by Johannes Brahms, first performed in Vienna in the year 1876 and for many years strangely regarded as dry and unattractive.

The Aspect of Great Minds

Every great mind in the arts or the sciences, in politics or in literature, in religion or in commerce, appears to its contemporary minds under an aspect strange if not forbidding. It is not indeed that the common mind does not wish to understand and to appreciate. It is rather that great and original thinkers are perforce compelled to drag the mob after them, at their heels as it were, and that the process is not always comfortable to those who are thus dragged. A great man fights always against the leveling tendencies of mob thinking; and only after long effort, sometimes only after his death, comes to be recognized, revered, and finally canonized. The world of music does not take quite so long as does the Catholic Church in the business of raising its great ones to sainthood; but it sometimes takes long enough, goodness knows.

Johannes Brahms, that strange, quiet meditative figure, that man who would not fight the noisy and brilliant Wagner, who would not fight anybody, who only asked to be left alone, lived in Vienna for more than thirty years in the same quiet house in the same quiet street, a bachelor in lodgings, attended only by the reverent and admiring family of his landlady. Here he read, thought, considered; and when the moment of inspiration was duly arrived, sat down to create and set forth to the world a new masterwork. He was over forty when his first symphony was produced and already his name was known all over the world of music, in every European country and in the United States too; but he had kept the manuscript by him for years, cutting, filing and trimming, adding here, subtracting there, and gradually working it out to perfection. Hardly ever has a first venture in the symphonic line been awaited with so much impatience; and hardly any has provoked so much argument and discussion.

The anti-Wagnerians wanted a center around which to gather their forces, and they chose Brahms for that uncomfortable geometrical position. The Brahmsians called the new symphony the "first since Beethoven's last," which was hardly complimentary to Schumann, Schubert and Mendelssohn; they said it was the Tenth Symphony (obviously thinking of Beethoven's Ninth) and the anti-Brahmsians promptly retorted that the big theme of the Finale was "pinchêd" from the Finale of Beethoven's Ninth. And so on. Brahms did not care; but the noise and the dust kicked up prevented many thousands from judging a masterwork in the dry light of reason and disciplined emotion.

One must pause to say a word of congratulation to a business concern which has the nerve and the vision to put on the market records of this high and splendid rank. Who, ten years ago, could have dreamed, or at best could have more than just dreamed, that so soon things like this would be done; with more wonders coming every day?

Not Manner but Matter

Brahms was a man who cared more for what he had to say than for the exterior graces of the manner in which he said it. Sometimes his ruggedness shows to his disadvantage before those who insist upon plenty of varnish and oil. Yet no man could be more gracious when he chose, just as none could be more rugged and even granitic. The first Symphony is rugged, is granitic and is uncompromising. Brahms never told his hearers what was in his mind as he patiently thought out the vast tonal scheme of his four movements, but one may judge the thought by the content of the product. The first movement opens with an impressive introduction "(trumpets and drums)," which is evidently intended to prepare the hearer's mind for the mood of the Allegro itself, with its restless stormy theme and its tossing waves of unquiet thought. Here is a mind supremely interested in life but vastly confused and waiting for enlightenment. Here is no peace, no calm, but energy, brilliant force and enormous capacity, all waiting for a sign.

And a sign is given. There emerges in the second movement a solemn and almost overpowering mood, a mood of great but intensely restrained power. It is music vastly solemn, not music of the cathedral, the incense and the procession, but of the inner workings of a profound mind, turning over the problem of existence in its own secret workshop of ideas, oppressed with the vastness of that problem, but determined to work it out calmly, deliberately and with a due sense of solemnity.

And then succeeds a charming mood, where a country tune plays gracefully and simply in almost rustic joy and content. Arcadian music this, no Scherzo but a true Allegretto, less playful than Beethoven's in his "Kleine (8th) Symphonie" but instinct with a charm that hardly seems to correspond well with the bearded face of its author. Brahms looked more austere than he was, and all who knew him knew that no kinder, jollier man ever lived than he could be, on occasion. Strange, too, that he who so loved women never married.

The Joyous C Major

A pause again, and then the portentous opening of another great introductory passage. It is the famous Finale. A sense of restrained energy, boiling to be released, gives way to a lovely secret melody breathed on the horn. Another passage of transition, restless and seeking for its resolution seemingly in vain: and then:

The great melody, simple with a simplicity only equaled by the famous tune of the Finale in Beethoven's Ninth, which indeed it greatly though not slavishly resembles. Magnificently brought out on the lower strings in unison, it takes command of the situation at once, dominating the whole scene in its joyous strong key of C major and carries the magnificent Finale to a triumphant conclusion signaled by a brief but heavenly and tremendously powerful Choral sung by the whole orchestra which lifts the mood to the highest peaks of inspiration and never lets it drop till the last magnificent chords of the Coda which follow all too soon after it.

And in 1876 some of them said that this was dull music! When Frederick Stock first began to play this C Minor Symphony of Brahms regularly the Chicago critics used to complain. They don't complain now. Nor does the great Chicago public which twice a week for twenty-eight weeks in the year jams the twenty-six hundred seats of Orchestra Hall.

And now we have it to ourselves, on records, to take home and play when the mood comes, when and as we want it!

Jewett Folder Features Superspeaker Highboy

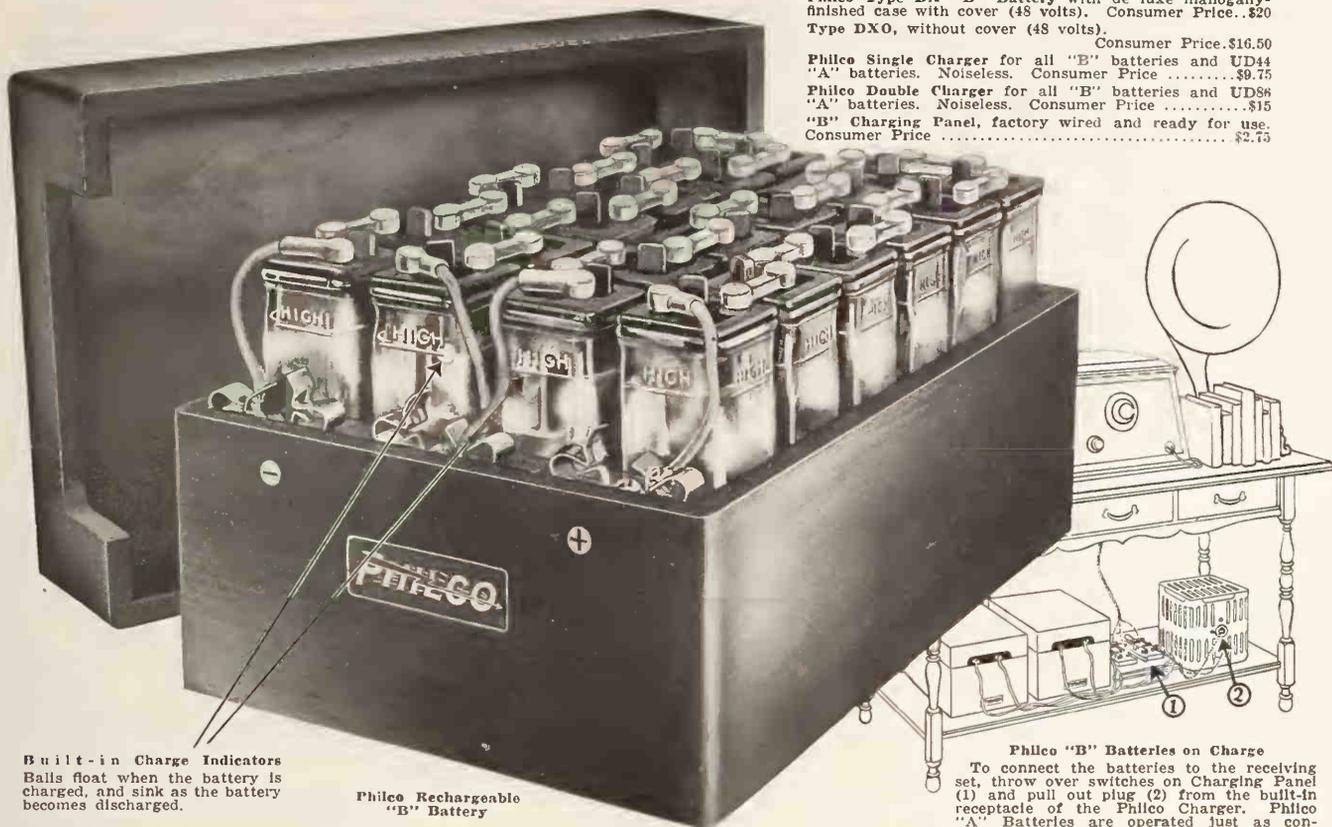
PONTIAC, MICH., April 7.—The Jewett Radio & Phonograph Co., of this city, has just issued a very handsome folder in two colors, featuring the Superspeaker Highboy, which is attaining phenomenal success throughout the country. Although only introduced recently, this new Jewett product is being featured to excellent advantage by dealers everywhere, and the demand has far exceeded all expectations.

The new folder presents on its front cover a very attractive design showing the Superspeaker Highboy in the home, emphasizing the fact that this instrument harmonizes with almost any type of furniture. The inside pages of the folder describe in detail the "Highboy," showing front and rear views and giving specifications. The Jewett Superspeaker Highboy accommodates any type of receiver, and the receiving set compartment is built in an original design which permits it to fit snugly about almost any radio receiver up to and including sets of thirty inches length. The compartment has three doors, each of which disappears when open. Built into the Highboy is a Jewett Superspeaker, and the battery compartments for A and B batteries are of ample size to accommodate these important accessories. The Superspeaker Highboy is finished in African mahogany or genuine American walnut, and constitutes a very handsome piece of furniture.

Philco Type DX "B" Battery with de luxe mahogany-finished case with cover (48 volts). Consumer Price..\$20
Type DXO, without cover (48 volts).
Consumer Price..\$16.50

Philco Single Charger for all "B" batteries and UD44 "A" batteries. Noiseless. Consumer Price\$9.75

Philco Double Charger for all "B" batteries and UD88 "A" batteries. Noiseless. Consumer Price\$15
"B" Charging Panel, factory wired and ready for use.
Consumer Price\$2.75



Built-in Charge Indicators
Balls float when the battery is charged, and sink as the battery becomes discharged.

Philco Rechargeable "B" Battery

Philco "B" Batteries on Charge
To connect the batteries to the receiving set, throw over switches on Charging Panel (1) and pull out plug (2) from the built-in receptacle of the Philco Charger. Philco "A" Batteries are operated just as conveniently.



Philco Pressed-Glass Case "A" Batteries

Spray-proof. Stay dry and clean always. Built-in Charge Indicators.

Type UD86 for storage battery tubes. Consumer Price.....\$16

Type UD44, a "dry-cell replacement" which insures better results from dry cell tubes. Occupies less space than three dry cells and may be installed permanently in the radio cabinet. Consumer Price\$8



Philco Mahoganyized-Case "A" Batteries

Two types—RAR and RW—for 6-volt tubes. Both in beautiful Adam-brown mahogany-finish cases harmonizing with your radio cabinet. Consumer Price\$14.50 up

Philco Charge Tester—permanently mounted in filler cap—avoids fussing with hydrometer. \$1.00 extra.

Recharge in your living room without changing a wire!

Philco has made storage batteries not only easy to operate, but also economical. One Philco Storage Battery will outlast many, many dry cell batteries.

To Recharge a Philco "B" Battery, just throw the Charging Panel switches and insert the plug in the built-in receptacle of the Philco NOISELESS Charger. You don't move the batteries or disconnect a wire. Cost—five to ten cents. Philco "A" Batteries are just as easy to operate.

Philco "B" Batteries are clean, dry and beautiful. The tightly-sealed glass cells are assembled in Adam-brown mahogany finish cases harmonizing with radio cabinets and furniture. Built-in Charge Indicators tell at a glance how much charge is in the battery at any time.

Equally important—Philco Batteries are DRYNOMIC—shipped to you CHARGED but absolutely DRY. No charging equipment is needed. Any dealer, without the slightest knowledge of storage battery operation, can handle them just as easily as Radio Tubes or Victrola Records.

You can buy Philco Radio Batteries from your Jobber or Wholesaler at standard discounts. Order now—or fill out the coupon below and mail to us.

Philadelphia Storage Battery Company, Philadelphia

PHILCO DRYNOMIC RADIO BATTERIES

JOBBERs and DEALERs—Philco has brought radio batteries out of the cellar and put them in the living room. Our new Radio Manual tells how. Fill out coupon below and we will mail you a copy.

Name

StreetCity

State Jobber Dealer

Toledo Retailers Fighting for Business in an Effort to Overcome Spotty Demand

Broadcasting Programs, Here as in Other Sections of the Country, Prove Aid to Record Sales—Lion Store Going Out After Machine Business—J. W. Greene Co. Launches Drive—The News

TOLEDO, O., April 7.—Talking machine demand here is spotted. That is to say, now and then dealers experience a week which shows some speed, while the week before or the one following may be dull. For the past six months radio has been blamed for the lack of machine sales. But now with the thinning out of radio interest due to warmer weather it will be up to phonograph merchants to show cause for any further delay in interesting the 50 per cent of our population who are still good prospects for talking machines.

Need for Selling Effort

Harold McGraw, advertising manager of the McGraw-Hill Co., New York publishers, in a recent talk to the Toledo Advertising Club declared that the saturation point for talking machines was far from being reached. That there are still as many homes without phonographs as have them—in most instances the desire for ownership is strong. The reason some dealer does not sell them is because he is not trying hard enough. McGraw-Hill Co. recently conducted a nation-wide machine investigation.

Another address before the same club which interested music merchants was the illustrated talk of Frank E. Butler, radio expert of the LaSalle & Koch Co., who was first assistant to De Forest in his early radio experiments.

Broadcasting Aids Record Sales

In the LaSalle Victrola department, Mrs. Ruth Laidley reported that the Flonzaley String Quartet records, which were featured in an elaborate and artistic window display, sold briskly, as did the discs of Werrenrath and the Shannon Quartet, all of which were stimulated through broadcasting. Likewise the saxophone numbers of Rudy Wiedoeft. The Pal portable is new merchandise added. The department is one of the F. C. Henderson Co., Boston, chain.

Lion Store Busy

The Lion Store Music Rooms are stressing Brunswick and Victor machines. The talking machine force is calling on a greater number of prospects every day with automobiles. The division is making elaborate preparations for the Eight Victor Artists concert at the Rivoli Theatre on the 17th. The early scat sale indicates a big house. Then, the store engaged the

Scott High School auditorium for the last Victor broadcasting concert. The Thompson neodyne set was used for receiving. The Thermodyne radio has been taken on lately. Further, the section has added three radio demonstration booths for the use of salesmen. The rapid growth of radio has made necessary constant enlargement of facilities here. Shortly a radio folder and other matter will be mailed to a list of several hundred prospects. The Federal, Atwater Kent and Zenith radio receivers are pleasing many customers. Also the Brunswick Radiola has found a place in many fine homes.

W. C. Griffith, of the Chicago Talking Machine Co., and Wm. Lewis, of the Victor Co., called on local dealers this week.

J. W. Greene Co. Launches Drive

The J. W. Greene Co. is featuring Brunswicks, Cheneys and Victrolas in a manner in keeping with the present interest of the buyer, Manager E. A. Kopf stated. Here buying power and tendencies are constantly studied, for they govern advertising expenditures. On April 3 Paul Biese and His Record Orchestra will play in the store. A large number of invitations were sent to the house clientele for the event. Then, preparations are under way for an intensive machine sales campaign. As a forerunner more than 1,500 supplements, folders and other advertising pieces were mailed this week to prospects.

The Ware radio in the Victrola combinations are in demand. The largest number of radio sales are, however, of the Thompson, Atwater Kent, Radiola and Zenith types.

Catering to the Foreign-born

The Columbia Phonograph Co., through its Toledo representative, F. W. Gumaer, is placing a large number of foreign records with the Polish, German, Italian and Mexican trade. The Korona Jewelry Co. and J. Piotrowski, Polish dealers, report an awakening in machine demand since most of their people are again employed. Also Coleman Juhas, of the Rossford Music Co., stated that machine sales are on the climb with the glassworkers on the east side of the river because practically all of them now have jobs. The first Christian Science record

to be recorded—words by Mrs. Eddy, sung by Lucy Van De Mark of the Mother Church, is receiving the endorsement and the patronage of the members of the Science churches here.

Retailers throughout the territory are well pleased with the new dealer discount of 25 per cent on records, with an exchange privilege of 10 per cent of old records in stock every three months.

Featuring Large Variety of Radio

The Whitney, Blaine, Wildermuth Co. is carrying on an aggressive radio sales program. The Somersct line was taken on recently. Also Fada, Zenith, Atwater Kent, Federal and Hartman are dealt in. The new Federal portable model is especially popular. Peter Pan portable is a new item of merchandise.

M. Potee is a new member of the sales staff. Henry C. Wildermuth recently returned from a vacation trip to Hot Springs and the South. David Blaine, president, suffered the loss of his wife the past week.

Adds Portable Lines

The Talking Machine Shop, Columbia dealer, has added the Regal and Spencerian portables to its line of machines. Prior to St. Patrick's day a large number of Irish records was sold. Fred Frame, manager, stated trade is showing new signs of awakening.

Grinnell Opens Radio Department

Grinnell Bros. recently opened radio demonstration rooms in connection with the Victrola Salon on the third floor. E. Warner is now a member of the radio staff. Machine demand here is on the upgrade. The Freed-Eisemann and the Super-Zenith are winning new friends regularly here.

Featuring Vocalion Records

The Goosman Piano Co. is featuring Vocalion Red records in an unusual window display. The effort was responsible for several new accounts, Louis Rae, manager of the phonograph department, stated.

Plans Portable Sales Campaign

The United Music Store will shortly inaugurate a very comprehensive drive on portable machines. The store was recently rearranged and redecorated; in the operation additional space for machines, records and radio was obtained.

Dealers to Exhibit

Upwards of thirty exhibitors will take part in the Better Homes and Radio Exposition which will open at the Terminal building the last of April. Among these are practically all local music merchants who deal in radio. A special feature of the show will be a broadcasting station brought here from Chicago by the Zenith Co.

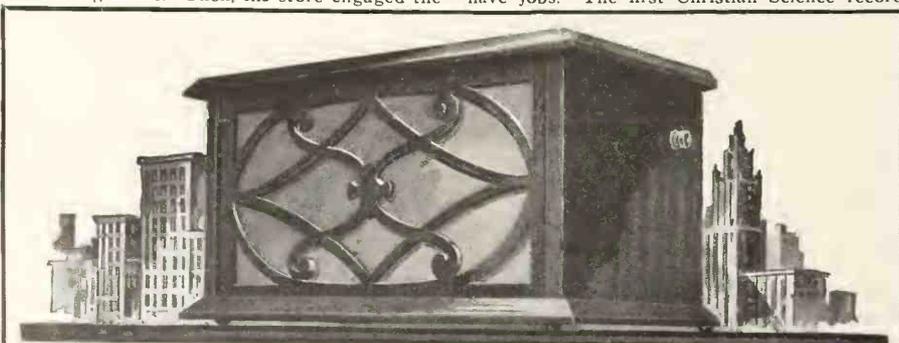
Fred P. Oliver Visits Mid-West Headquarters

Fred P. Oliver, New York district manager of the Music Master Corp., Philadelphia, Pa., recently returned from a trip to the Chicago offices of the company. While there Mr. Oliver spent some time with Fred Williams, the Chicago manager of the Music Master Corp., and also visited many other friends in that city. En route Mr. Oliver stopped off at Toledo, Cleveland, Detroit, St. Louis, Indianapolis and Pittsburgh. Mr. Oliver and his staff are now well settled in the new offices of the company in the Gotham National Bank Building.

Marconi Bros. Chartered

Marconi Bros., New York, were recently incorporated at Albany to manufacture musical instruments, with a capital stock of \$20,000. The incorporators are V. and C. and M. Cazola.

Fire starting on the second floor of the C. A. House Music Store building, Cambridge, O., caused a loss of stock to the music establishment running into many thousands of dollars.



Bel-Canto—The Biggest Thing in Radio!

A Loud Speaker Is A Musical Instrument—?

No matter what instrument you purchase, violin or piano, the first essential is tone quality—then volume—next design. It will pay you to hear a BEL-CANTO.

THE ONLY PATENT CABINET SPEAKER

The BEL-CANTO has exceptional volume and a mellow, brilliant tone. Our secret—a Flexible Reed Tone Chamber, an exclusive BEL-CANTO Feature. **IT IS A REAL MUSICAL INSTRUMENT—a truly "Beautiful Singer."** Workmanship of the best—solid wood throughout—beautifully finished.

TYPE B-405
14" BELL FIBER HORN, ADJUSTABLE UNIT—\$15.00

DEALERS: BEL-CANTO Products mean Big Profits and satisfied customers. Get in touch with your jobber at once.

TYPE B-406—Price Only—\$17.50

JOBBERS: Out-of-town territory still available for BEL-CANTO Radio Products. It will pay you to write us now.

TYPE B-404
10" BELL FIBER HORN, ADJUSTABLE UNIT—\$10.00

WEST OF ROCKIES B-406 \$18.00 B-405 \$15.50 B-404 \$10.50

BEL-CANTO RADIO AND TELEPHONE EQUIPMENT CO., Incorporated
872 BROADWAY ESTABLISHED 1922 NEW YORK CITY

The Trade in PHILADELPHIA and LOCALITY

With Passing of Lent Dealers and Distributors Prepare for Promotion Drives

Radio Sales Continue Fairly Good—Broadcasting by Record Artists Has Beneficial Effect on Record Sales—Starr Exhibit—People's T. M. Co. Moves—Trade Activities of the Month

PHILADELPHIA, PA., April 9.—As might be expected at this season of the year the Philadelphia trade lingered along in the doldrums of the Lenten period. In all the stores where radio has been added a fairly healthy demand is being enjoyed for all the types of the extensively advertised sets. Radio, too, has been a helpful factor in the disposition of records, through the broadcasting of popular song and instrumental hits, are being added to the record cabinets as they are heard by the vast throng of radio enthusiasts. Combination radio and talking machines, too, are going well.

Now that the season of Lent is past the distributors of the Victor are combining their efforts to push the sales of these talking machines and have planned out an extensive advertising campaign to get these instruments before the public. Distributors in the Philadelphia territory, the newly combined organization, the Philadelphia Victor Distributors, Inc., H. A. Weymann & Sons, the Victor Talking Machine Co. and the various Victor retailers in the city will, during the month of April, conduct a co-operative advertising campaign of broad scope in which the Victor talking machines will be featured.

A Fine Sales Organization

The new wholesale concern, the Philadelphia Victory Distributors, Inc., now occupying the old home of the Louis Buehn Co., at 835 Arch street, has a well trained sales organization. Frank R. Ransley, has been assigned to the northeast section of Pennsylvania; Thomas Hower, to western Pennsylvania; George Tatem, to southern New Jersey and part of Pennsylvania State, and Karl Sandman, to Philadelphia and Camden. The record distribution is being looked after by Claude Kohl, A. E. Hughes, Harold Cregar and Raymond Boldt, all linked with the industry for many years as representatives of the united firms.

Plans Completed for Starr Exhibit

Exhibition of the Starr phonographs, Starr loud speaker and Gennett records will be held at the Hotel Ben Franklin, Ninth and Chestnut streets, during the week of April 27. The exhibition will be held in Room 1640 and will be under the direction of the Witlin Musical Instrument Co., with Ben Witlin, head of the firm, giving his personal attention to the display. The exhibit was planned for the purpose of placing before the trade the various products manufactured by the Starr Piano Co., of Richmond, Ind. An invitation will be sent to the dealers to attend the display. There will be held in conjunction with the exhibit a series of demonstration concerts. Two new Gennett records that have just been issued have been making local hits. They are the songs "Because They All Love You," by Chubb Steinberg Orchestra, and "Show Me the Way," the latter by Willie Cregar, recently playing at the Fox Theatre.

New Sonora Products Popular

The new built-in speaker Sonora console which came out in Philadelphia during the month and which was introduced by the Pennsylvania Phonograph Distribution Co., was well received by the trade both here and in the Ohio territory, where Vice-President and General Manager John L. Du Breuil traveled during the March days. The new built-in speaker arrangement is in table form, with the radio set

flat on the top. It is an artistic piece of furniture made in brown mahogany with the same grille paneled effect as that used in the construction of the Sonora phonograph. Another innovation which the Pennsylvania Phonograph Distribution Co. is featuring is the five-tube radio receiving set made by the Sonora Co. The set will be ready for distribution to the trade by the middle of May. Advance orders on the new radio have been very gratifying. They have been introduced during the tour of the trade this month of General Manager Du Breuil, Assistant Manager J. A. Enders, of the Pittsburgh office, who is now covering West Virginia on a special trip, and L. E. Hilduser, assistant manager, working out from the Philadelphia headquarters, touring the anthracite region, where the new instruments made a tremendous hit. Vice-President Du Breuil attended the meeting of the board of directors of the Sonora Co., held in New York the early days of April.

People's T. M. Co. in New Home

A new home has been acquired by the People's Talking Machine Co., formerly located at 502 South Fifth street. For the purpose of taking care of the increasing business in its Victor, Brunswick and radio departments the firm was obliged to seek a larger establishment

and secured a long term lease on the entire building at 513 South street, where it now is entirely settled in modern surroundings. Since removal to the new quarters in the four-story structure the People's Co. has added a line of musical instruments.

Celebrate Sixtieth Anniversary

On April 6 C. J. Heppe & Son, 1117 Chestnut street, celebrated the sixtieth year of its founding. A special sales drive and musical entertainments marked the ceremonies commemorating the passing of the anniversary. The Heppe store for many years was one of the Philadelphia distributors of the Victor, having within recent weeks consolidated its wholesale business with the united corporation of distributors. It still continues to conduct a retail department. The firm was founded back in 1864 by Christopher J. Heppe, father of the present head of the company, Florence J. Heppe, who became associated with his parent back in 1881.

Louis Buehn Co. Pushing Radio

The Louis Buehn Co. is now thoroughly established in its new quarters at 1025 Arch street, this city. The business of this company, which is now in the wholesale radio field, is progressing in a very satisfactory manner under the able direction of Charles W. Miller, vice-president and general manager, and Sales Manager Sheppard.

With the Thompson neotrodyne and Atwater Kent sets as a basis the company has built up a line of similarly well-known accessories, such as batteries, chargers, tubes and loud speakers. Mr. Miller has made a careful study of condi-

(Continued on page 108)

GUARANTEE PORTABLE

A Better Machine at a Lower Price

RETAILS FOR \$25.00



Specifications—

1. Case — covered in grain leather-oid.
2. Corners — solid leather.
3. Motor — Standard Heineman Flyer; plays 2 10" records.
4. Tone Arm — Standard make, taper arm with specially designed sound box.



Specifications—

5. Tone Chamber specially constructed for volume of tone.
6. Machine — will play 12" records.
7. Needle Cup — non-spill.
8. Size — 14 1/2" x 11 1/2" x 7 3/4" deep. Weighs 15 lbs.

Costs you \$10.50

GUARANTEE TALKING MACHINE SUPPLY CO.
109 N. Tenth Street PHILADELPHIA

Write for our latest Main Spring Chart

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 107)

tions and has thoroughly analyzed the field. In a recent statement emanating from his office he calls attention to the twenty-six million homes throughout the country, and that it is estimated there are only about four million radio sets now sold, showing the large potential business in radio.

Two new salesmen have been added to the force. They are E. A. Shuman and W. H. Packer, the latter an old talking machine man formerly with B. B. Todd and the Music Master Corp. C. E. Sheppard, sales manager, spent the closing days of March at the Thompson headquarters in New York planning the distribution of this radio equipment in the local territory. Daniel Egan, of E. S. Applegate & Co., one of the large music houses in Trenton, N. J., was a visitor to the Buehn headquarters in early April.

Penn Co. Succeeding in Radio

The Penn Phonograph Co., of this city, which is devoting all its energies to wholesaling radio



- Fada Neutrodyne Receiving Sets
- Fada Phonograph Panels
- Fada Phono Unit
- A-C Dayton Phono Sets
- Atwater Kent in Pooley Cabinets
- Marwol 5-Tube Receiver
- Freed-Eisemann, 4 and 5 Tube Phono Panels
- Superspeaker Horn
- Superspeaker Phono Unit
- Music Master Loud Speaker
- Manhattan Loud Speaker
- Philco Batteries
- Willard Batteries
- Ray-O-Vac Dry Batteries
- R C A Tubes
- Timmons "B" Eliminator
- Balkite "B" Eliminator
- Balkite Charger
- R 148 Signal Loop

[Distributed by Philadelphia's leading Musical Radio Wholesaler]

PENN PHONOGRAPH CO.

913 Arch St. Philadelphia, Pa.



3 1/4" in Diameter. Patented, 1922.

Our New 1925 Design of VELVALOID RECORD CLEANER

"Dainty as the flowers of May."

EITHER SOLD OR GIVEN AWAY—Will introduce the dealer to every member of the family.

The Standard Record Cleaner of the world.

The new design is printed in gold on black or white Pyralin (French Ivory) with the dealer's advertisement in neat type.

JOBBERs—We will furnish gratis samples for your travelers. HOW MANY?

PHILADELPHIA BADGE CO.

Manufacturers and Exporters

942 Market Street

Philadelphia, U. S. A.

products, is progressing nicely in this field. Newspaper publicity plus the intensive co-operative effort of each member of the company's staff have developed considerable business among talking machine dealers, and under the direction of T. W. Barnhill and H. W. Miller, with their many years of experience in servicing, it is expected that the business of the company will grow steadily.

Substituting the old lines the Penn Co. is now featuring Pooley-Atwater Kent, Fada neutrodyne, A-C Dayton and Marmol radio lines. Jack Egan, formerly with the Gewehr Piano Co., Wilmington, is now on the sales organization.

New Brunswick Accounts

E. B. Shiddell, district manager of the Brunswick Co., who just has completed a swing around the northern part of the State, reports that the sales of the Brunswick Radiola are very favorable in that location. Two new accounts have been added to the Brunswick list during the month. They are the Philips Music Shop, of Bethlehem, Pa., and Emery's Music Store, Columbia, Pa. The Philips Shop, which also handles the Columbia line, has moved to its new home on Third street in South Bethlehem, where the talking machine business has been augmented by the addition of new lines of musical merchandise.

J. A. Fischer Surveys Canadian Field

J. A. Fischer, head of the J. A. Fischer Co., of this city, manufacturer of Valley Forge main springs and a complete line of talking machine repair material, returned recently from a trip to Canada. The object of Mr. Fischer's trip was to survey the territory for the appointment of a jobber for the Fischer line in the Dominion. Mr. Fischer expects to make an

announcement of an important appointment within the next thirty days. On the way back Mr. Fischer stopped off at Putnam, Conn., where Truetone needles are made, of which line his company is distributor.

Irvin R. Epstan, general manager of the company, reports that business has started in a decidedly auspicious manner. The various merchandise offered has been well received and business is reported exceptionally satisfactory. Plans for distributing channels are being perfected through the establishment of jobbers in strategic points throughout the country, which is divided into districts and in which exclusive distributing rights are being given.

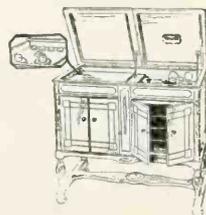
Gives Antidotes to Poor Business

Samuel Fingrutd, secretary of Everybody's Talking Machine Co., recently issued an optimistic letter to the talking machine trade. In his spare moments, which are very rare, he compiled the current excuses for poor business month by month. Mr. Fingrutd's letter gives the antidotes to these excuses and gives many other helpful suggestions for the promotion of good business.

Interesting Facts in Philco House Organ

Among the large industrial concerns in this country producing house organs for the information of its dealers is the Philadelphia Storage Battery Co., Philadelphia, Pa., manufacturer of Philco batteries. This monthly magazine, issued in the interest of its products, is attractively prepared, well written and illustrated. Its timely news and service articles have placed it in a position where it is eagerly looked forward to by Philco dealers each month. The March, 1925, issue was termed the Dynamic issue and describes the new Philco Dynamic starting batteries, which can be

Radio - Adaptable Victrolas



FEDERAL FIVE TUBE and FREED-EISEMANN (neutrodyne) FIVE TUBE RADIO PANELS FOR VICTROLAS

The Victrola specials offer the one big opportunity of combining supremacy in talking machines with radio.

We recommend that the dealer feature these models and we are prepared to supply dealers in our territory with both victrolas and suitable panels.

H. A. WEYMANN & SON, Inc.

1108 Chestnut Street

PHILADELPHIA

VICTOR WHOLESALERS

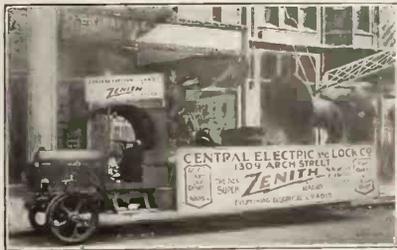
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 108)

handled on a shelf-goods basis and put into service without initial charge merely by adding the electrolyte.

Within a comparatively short period of time the Philco storage battery has become very familiar to talking machine dealers throughout the entire country. This company produces both "A" and "B" radio batteries—in the "A" batteries the glass-contained type and in the "B" batteries familiar glass cells with mahogany case have proved very popular with the talking machine trade. This company has built up a reputation by the maintenance of its quality, and the volume of reorders received in the talking machine trade has proved that the quality of Philco batteries has been well recognized in this industry.

Zenith Given Unique Publicity

An advertising stunt which attracted much attention from Philadelphia residents was engineered by the Central Electric & Lock Co., radio dealer of this city. This company recently sent out an attractively decorated truck containing a large replica of the Music Master horn, connected with a Zenith radio set, which



Effective Zenith Publicity

was sending forth a radio program. The radio reception created a tremendous amount of interest as it passed up and down the various thoroughfares. On several occasions it is reported that it was necessary for the police department to disperse the crowd.

Philadelphia, the home of the Music Master Corp., has always proved a big market for Music Master products and it is expected that the publicity created by this latest stunt will still further add to the popularity of Music Master products here.

Open Radio Department

Luedeke & Wagner, for half a decade engaged in the talking machine business at 5108 Baltimore avenue, is now branching out into the radio and musical merchandise fields. Heretofore the firm confined its sales to the Edison phonographs and records, but recently added the Perfect records and the Pathé radio sets. The new musical merchandise department will carry a line of ukuleles and banjos, and later a line of brass goods. This department will be a feature of the establishment.

Everybody's Aids Dealers

The dealer service department of Everybody's Talking Machine Co., Philadelphia, Pa., has been particularly active in the preparation of what has proved to be genuine dealer sales helps. These dealer helps cover a wide variety. In the talking machine repair parts end of the business a number of particularly striking posters for the window or wall have been prepared. One of them features "Talking Machine Repairing While You Wait." Another stresses "Superior Workmanship," and lists at one side springs, gears, motors, tone arms, sound boxes and mica for all machines. Dealers report good results from these posters as a reminder of their repair work and considerable business has been created through the display.

Everybody's Talking Machine Co. is also a distributor of Okeh and Odeon records. In this department it has distributed an attractive series of posters, in colors, on the following types of records: Dance, old folks, foreign and race. In addition to these posters Everybody's Talking Machine Co. is also running in a number of newspapers in the territory which it covers a series of artistic ads on Odeon records.

An idea of this type publicity may be found in a recent ad which featured Mendelssohn. Under the caption of "Music That Lives Forever," a medallion of Mendelssohn was superimposed upon an artistic side border and after a foreword upon the great composer there were listed various compositions of Mendelssohn available on Odeon records.

News Brieflets

Baron's Music Shop, Thirty-first and Berks streets, is now fitted with a radio department featuring the Fada. The firm will this Fall put into effect its plans for the extension of the business.

Wedding bells chimed during the month for Leo Mark, head of the National Talking Machine Co., 103 North Ninth street, dealer in talking machine supplies and accessories. On March 15 the nuptial knot was tied in the home of the bride, Miss Mildred Brodsky. After a two weeks' honeymoon in New York the young couple returned to their home at Wynnefield, in the suburbs.

Eby Binding Posts Patented

Hugh H. Eby, president of the H. H. Eby Mfg. Co., Philadelphia, Pa., has been granted a patent, said to fully cover the binding posts which have been manufactured and sold by this company for the past five years. In commenting upon the granting of this patent Mr. Eby stated:

"Our attorneys have advised us that if we intend to protect our customers and ourselves against infringing manufacturers the legal technicalities of the case require an announcement of the issuance of a patent and the fact that we have prepared to defend our rights. Of course, we shall hope that it will be unnecessary for us to take any legal steps, but we want to place ourselves in a position to be able to, if we must. We have gone a step further and thoroughly marked the base of every post which leaves our factory with our name and patent number in order to make identification easy. We have felt very much gratified by the many instances which we have seen of the fair-mindedness of the radio trade as a whole. Most of the jobbers and manufacturers using our various posts have recognized the fact that we were the originators of this particular type and have assured us that they would continue to buy from us."

E B Y
BINDING POSTS

Twenty-five  They Don't
Different Lose
Engraved Tops Their Heads

NOW 15c

H. H. EBY MFG. CO. Philadelphia

Morgan Music Co. Damaged in the Recent Tornado

Murphysboro, Ill., Brunswick Dealer, One of the Victims of Disaster

The accompanying illustration shows the Brunswick shop of the Morgan Music Co., Murphysboro, Ill., soon after the tornado which



Morgan Co. in Tornado Belt

devastated large areas in the Middle West, razed towns and killed many people had hit this region. Nat M. Binns, who covers the southern Illinois territory for the Brunswick Co., operating out of the St. Louis branch, was in Murphysboro on the day the tornado struck that city and is responsible for this photograph.

E. H. Hegelman, of Derry, Pa., has recently opened a new music store in the Ratz and Gerber Building on Main street. He handles pianos, players, small goods and phonographs as well as maintaining a repair department for the latter instruments.

THE LOUIS BUEHN CO.
1025 ARCH STREET
PHILADELPHIA

WHOLESALE
RADIO

<p>Thompson Neutrodyne Atwater Kent Pooley with Atwater Kent Burgess Batteries Ray-O-Vac Batteries Philco-Diamond Grid Batteries Music Master Speakers Accessories Balkite Chargers</p>	<p>Quality Merchandise Service Unexcelled</p> <p>Proven Merchandising Policies Satisfaction Guaranteed</p>
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26 MILLION HOMES IN THE U. S. A.
10 Million Own Phonographs

ONLY 4 MILLION OWN RADIO SETS
(INCLUDING HOME-BUILT SETS)

START GETTING YOUR SHARE

Farrand-Godley Speakers High in Popular Favor

Popularity of Cone Type Speaker Causes Increased Factory Production — Advertising Campaign Widened to Include New Cities

The Farrand Mfg. Co., Newark, N. J., is now delivering to the trade in quantities the Farrand-Godley speaker. This speaker, known as the cone type, has, in a few short months, won wide favor and the manufacturing departments of the Farrand organization have found it necessary to arrange for the production of these instruments on a much heavier scale than was anticipated.

George H. Kiley, general sales manager of the company, recently returned from a trip to some of the larger centers in the East and Middle West, facilitating the movement of Farrand-Godley speakers. Two members of his sales organization are away on six-week trips, arranging for enlarged distribution. The Farrand policy calls for a minimum of jobbers throughout the United States. These franchises will be arranged for in key cities and only in a few instances, and these the very largest trade centers, will there be more than one Farrand jobber.

Following the advertising campaign inaugurated some weeks back by the Farrand Co. in New York and Newark territory, there have been added to these publicity drives the cities of Toledo, Detroit, Atlanta and Boston. Just as soon as the jobbers in various territory have acquired sufficient recognized trade outlets the scope of the advertising campaign will be further increased to care for this territorial expansion. These jobbers are selected with care and are given exclusive and semi-exclusive rights to particular territory selected for their geographical importance. Cities are selected rather than jobbing organizations. All details for the movement of goods from the manufacturer to the jobber and from the jobber to retailer are covered thoroughly in the Farrand Co.'s plans. The facilities for handling the product, the advance shipments and the supplementary supplies are in thorough working order before the Farrand announcement appears in local dailies in particular territories. In this manner the interest aroused and the sales created can be satisfied at once and in no case will there be a surplus of goods. This, too, makes possible the continuation of the Farrand policy, which calls for the merchandising of the Farrand-Godley

speaker on the same basis that was found so successful and profitable in the merchandising of musical instruments and the building of nationally known music manufacturing organizations.

Famous Vatican Choir Makes Two Odeon Records

Recorded in General Phonograph Corp.'s Laboratories in Berlin—Special Album Enhances Sales Value of These Records

A. Thallmayer, manager of the Odeon and foreign language record divisions of the General Phonograph Corp., New York, announced recently that the company's recording laboratories in Berlin had succeeded in making two twelve-inch double-faced records by the famous Sistine Vatican Choir, available now in the Odeon library. In order to enhance the sales value of these records the General Phonograph



The Sistine Vatican Choir

Corp. is presenting them in a very handsome album made up in red cloth with heavy gold imprint, on the inside cover of which is imprinted the history of the Vatican Choir. The numbers recorded by this famous choir on these two records are the following. Exultate Deo," "Laudate Dominum," "Innocentes" and "Ave Maria."

The Sistine Vatican Choir, which is celebrated the world over, consists of sixty-two male voices, among which are twenty-eight boys' voices. They comprise the most capable singers from the following famous choirs: San

Giovanni in Laterano; San Pietro in Vaticano; Santa Maria Maggiore and the Sistine Chapel. The choir is under the direction of Mgr. Casimiri, recognized internationally as one of the most capable choir conductors in the world. The Sistine Vatican Choir, which sings regularly in the Sistine Chapel at the Vatican, recently made a very successful tour in this country, and it is expected that these unusually interesting Odeon records will meet with a popular sale everywhere.

Every Possible Protection Promised Fada Dealers

R. M. Klein, Sales Manager, Writes Jobbers and Dealers and Assures Them of Company's Policy of Protecting Its Retail Dealers

F. A. D. Andrea, Inc., New York, manufacturer of Fada neotrodyne radio receiving sets, recently issued a statement to its jobbers and dealers through R. M. Klein, sales manager of the company, relative to the steps which it has taken in protecting both its wholesale and retail branches in the maintenance of prices.

The statement, sent in the form of a letter to both jobbers and dealers, read, in part:

"You have our unqualified assurance that there will be no reduction in price on Fada merchandise, and, as we have previously written you, there is a guarantee on prices until July 23, 1925. It is our firm intention to continue to limit our sales exclusively to our authorized jobbers and to refrain absolutely from any price concessions to large retail outlets. We believe a jobber who has invested money in our stock and has merchandised our products along authorized lines is entitled to proper protection. It is also our belief that a dealer who has purchased our merchandise from our jobbers is entitled to a clear path in its sales to the consumer and should not be hampered by undue competition which must result from price reduction to large retail outlets. To the best of our ability we will guard against any such retail outlets offering our merchandise on a basis which will create unfair competition to our regular dealers. Our policies are calculated to serve the jobber, the dealer, and the ultimate consumer, and we again give you our definite assurance that no action is contemplated which will jeopardize this phase of our general merchandising policy."

King Alfonso Makes Record

Announcement was recently made by the Victor Co. of the release of record No. 19619, bearing the message of King Alfonso XIII of Spain to his subjects. On one side of this record is the king's "Greetings to the Spanish American Republics," and on the other an "Address to the Spanish Nation." These messages, delivered by this popular monarch, should have a wide appeal. The royalties secured from these records will be donated to the soldiers of Spain in accordance with the command of the king.

Celebrates Anniversary

The International Phonograph Co., 103 Essex street, New York, recently celebrated its twenty-second anniversary in the one location. This music house is one of the leading dealers in lower New York and has a clientele that extends all over Manhattan and the Bronx besides many who were former residents of New York but having moved away still come to the International shop to fill their musical needs. Fair dealing and aggressive merchandising policies have brought success to this firm.

Make Your Own Records on the Edison Diamond Disc

with The Oro-Tone
Combined Recording,
Reproducing
and Radio Attachment



No. 100 ORO-TONE 3 in 1 Attachment

Will Record on The Edison
Will Play All Records on The Edison
Will Convert The Edison Into a Radio Loud Speaker

LIST PRICE
\$8.50
NICKEL FINISH

The ORO-TONE Co.
1000 George St. Chicago, U. S. A.

LIST PRICE
\$10.50
GOLD OR OX.

Send for Sample on Approval

Restricted Wholesale Distribution Means Exclusive Protected Dealers



STEADILY and surely across the country, the Sleeper Radio Corporation is gaining the powerful following of the phonograph and music trade by putting into effect in radio selling the same policies that the phonograph industry years ago endorsed and demanded as necessary to success.

Restricted wholesale distribution, making possible exclusive protected dealers, is the fundamental of the Sleeper Sales Policy. 629 phonograph or music dealers served by seven of the largest and oldest distributing houses in the phonograph field, are now selling the Monotrol under the protection of the Sleeper Community Dealer Franchise.

They are selling the Monotrol, not because it is "revolutionary," or "marvelous," or "extraordinary," but because it is a good receiver, different enough from the great run of three dial sets to be interesting, more powerful on fewer tubes, simple in tuning and a set of rare tone quality.

Many dealers have found the Monotrol a year ahead of competition in its appeal to the artistic sense of the woman of the home, in its single dial logging of all stations—"the Switchboard of a Nation"—in its six stages of amplification, three of radio tuned and three of audio.

Priced at \$130, the Monotrol is a clean cut value that calls for no price cutting or other apology from the dealer. It is a springtime money-maker, a refreshing success that looks forward—not backward—to what people want and will pay for in radio.

If you want something sane, sound and profitable that will sell at list price when many sets cannot be given away at any price, write today for the agency franchise on the Sleeper Monotrol.



Licensed under Grimes Inverse Duplex Patents No. 1,517,057-8 and Hogan Patent No. 1,014,002.

Write for free copy of "Putting the Radio Business on a Sound Basis," now in its third printing.

SLEEPER

MONOTROL

REG. U.S. PAT. OFF.

SLEEPER RADIO CORP., 434 Washington Ave., Long Island City, N. Y.

Indications Point to Brisk Movement of Portables This Summer in St. Louis Field

More Optimistic Spirit in Trade as Spring Brings Trade Betterment—Melville L. Wilkinson Passes Away—Artist Tie-Up—Winners in Sales Contest—Other Important Activities

St. Louis, Mo., April 7.—The talking machine business, in common with all branches of music merchandising, was draggy in March, but April opened with some improvement, especially in small machines and records. Among the large machines combinations of talking machine and radio are in best demand. The indications are for a lively movement of portables this Spring, as opportunities for outdoor use increase. The radio business continues to increase.

Melville L. Wilkinson Passes Away

Melville L. Wilkinson, president of the Scruggs, Vandervoort & Barney Co., died recently from heart trouble following an operation. Frank M. Mayfield, who has been one of the vice-presidents of the firm, has been elected to succeed him. The talking machine department, under the direction of Manager Hosier, will continue as before.

E. W. Lee With Artophone Corp.

E. W. Guttenberger, for the past two or three years manager of the Kansas City branch of the Artophone Corp., has returned to St. Louis to rejoin the local Artophone organization. His successor at Kansas City is E. W. Lee, formerly manager of the phonograph department of the Jones Store there.

Okeh records will be made by the Arcadia Peacock Orchestra, Charles Creath's "Jazz Maniacs" and others, at the Artophone Corp.'s place of business for four days, beginning April 6.

H. S. Schiele, vice-president of the Artophone Corp., has returned from a week's trip to Memphis and Nashville, Tenn.

Visits Cyclone Belt

L. S. Buchanan and E. E. Fay, president and vice-president of the Buchanan-Fay Music Co., have returned from an automobile trip through the cyclone belt of Illinois to ascertain the fate of the Starr talking machines in the hands of the dealers in towns that were partially destroyed by the big storm last month.

H. L. Mount in New Post

Harry L. Mount, who has been in charge of the talking machine department of the Union House Furnishing Co. since it acquired the business of the Field-Lippman Piano Co., has taken

a position with the Wurlitzer Co. Lessing Alch is his successor at the Union department.

Successful Artist Tie-Up

The popular Dixie Stars, Al Bernard and Russel Robinson, now exclusive Brunswick artists, appeared at the Seale Music Shop, Hot Springs, Ark., during their recent engagement there. Their appearance was so successful that Mr. Seale not only sold all their records that he had



Dixie Stars at Seale Store

on hand, but secured orders for a considerable quantity to be delivered later.

Widener, Inc., in New Home

The talking machine shop of Widener, Inc., was moved April 1 from 1008 Olive street to 516 Locust street, in the same building with the Hunleth Music Co. Harry A. Diehl, who has been with the Chicago Talking Machine Co. and other concerns, is the new manager, succeeding H. J. Arbuske, who has gone to Florida. E. D. Follin, general manager, was here from Boston at the time of the removal.

W. G. Fuhri a Visitor

W. G. Fuhri, general manager of the Columbia Phonograph Co., New York, was a visitor. A. F. Odell, an Edison dealer of Quincy, Ill., was a recent visitor to the Silverstone Music Co.

Exhibit Lines Up Prospects

The Melody Music Shop, exclusive Brunswick dealer, Memphis, Tenn., arranged an extremely attractive and inviting display of Brunswick Radiolas at the Merchants' Exposition which was held at the Memphis Auditorium in that city recently. Saul Bluestein, manager of the Melody Music Shop, advises that a large

number of very live prospects were lined up. Doubles Sales Volume

The Baldwin Piano Co., St. Louis, exclusive Brunswick dealer, reports that the phonograph business for January and February of this year was exactly double the business for the same period of 1924. Incidentally their phonograph business for 1924 was 100 per cent over the 1923 volume.

Columbia Distributors Busy

Manager C. R. Salmon, of the Columbia Distributors, reports that the portable business has opened up big and he expects to have a big portable season. Columbia Distributors are to job, in addition to the other portables that they now carry, the Regal and Pal portables.

Art Gillham, the Whispering Pianist, an exclusive Columbia artist, appeared at Nugent's in their phonograph and radio department recently and sang some of his well-known numbers. There was a large crowd and Nugent's sold a great quantity of Gillham's records, which he autographed for the customers.

Columbia Distributors have opened quite a few new accounts in the past thirty days and report business excellent.

Desmond Des Foides, a special representative of the foreign record department of the Columbia Co., New York City, visited Manager Salmon on his way to the Pacific Coast.

Effective Window Tie-Up With Opera

It was opera week in St. Louis, with the San Carlo Opera Company singing repertoire at the Odeon, and C. O. Thompson, manager of the talking machine department of the Kieselhorst Piano Co., thought it called for something spe-



Kieselhorst Tie-Up With Opera

cial, so, with the help of Miss Helen Moore, of his department, he fixed up the window shown here, which was such a knockout that it blocked traffic on Olive street.

New Music Stores Opened

Two new talking machine stores were opened here recently. The first, a branch of the Kaemmerer Music Shops, Inc., is located at 6315 Delmar boulevard and will carry a full line of Brunswick instruments. The other is the Tivoli Music Shop and is a branch of the FG Shop, of 327 De Baliviere avenue.

Winners in Sales Contest

In the contest arranged by the Koerber-Brenner Co., Victor distributor, in co-operation with the Victor Co., for St. Louis salesmen, extending over a month, Miss Helen Moore, of the Kieselhorst Piano Co. talking machine department, won three of the prizes, for unit sales, for album sales and a special one offered by F. K. Dolbeer, general sales manager of the Victor Co. C. J. Hunt, of Hellrung & Grimm, won first prize for machine sales, Mr. Blong, of the Wurlitzer Co., second, and Harry L. Mount, of the Union House Furnishing Co., third. Miss Guinsberg, of Glazier's, won the volume prize.

Brief but Interesting

E. A. Kieselhorst, who represents the talking machine dealers on the directorate of the Better Business Bureau, has been taking subscriptions for the ensuing year and reports that they have been considerably more liberal than in previous years.

Nick Lucas, Brunswick artist, and billed as the "Crooning Troubadour," is scheduled to appear at the New Grand Central Theatre in St. Louis two weeks, beginning April 11.

The Artophone Corporation

Increase Your Record Sales

The **Okeh Odeon** Agency

offers the dealer many advantages

1. Most complete list of race records.
2. Best list of old-time selections, including new releases by Fiddlin' John Carson, Henry Whitter and Roba Stanley, etc.
3. Wonderful catalog of Rare Record Importations.
4. Complete catalog of all foreign languages.
5. First with the late dance and song hits

Write for the catalog of the type of records you are interested in.

The Artophone Corporation

1103 Olive Street, St. Louis, Mo.

203 Kansas City Life Building, Kansas City, Mo.

Wholesale distributors FREED-EISEMANN RADIO RECEIVERS, Honest Quaker line of main springs and repair parts, complete line of portable, console and upright phonographs, full line of all phonograph accessories.

Martin Lindeman, of the United States Music Co., Chicago, was a recent visitor here.

W. P. Geissler, manager of the Famous & Barr Co. talking machine department, has returned from Evansville, Ind., where he was called by the death of his brother-in-law, W. E. Barnes. He also spent a few days in Chicago on business recently.

Carryola Portables Are Popular on West Coast

Walter S. Gray & Co., Pacific Coast Carryola Distributor, Busy Supplying Growing Demand Throughout Territory

Walter S. Gray & Co., San Francisco, Cal., distributors on the Pacific Coast for the products of the Carryola Co. of America, Milwaukee, Wis., report very satisfactory sales activity in that territory for the Carryola portable phonograph. The accompanying photograph shows one of the first orders from the Coast distributors, a solid carload of Carryola portable phonographs, being loaded at the Milwaukee plant. Walter S. Gray owns and operates branches in Seattle, Washington, and in Los Angeles.



A Carryola Portable Shipment

D. T. Allen, vice-president of the Carryola firm, told The World representative that it had been necessary to increase production for March and again for the month of April, because of increasing business. Mr. Allen has established jobbers throughout the country, with no overlapping of territory, and the executives of the firm are looking forward to a busy season.

Analysis of the Radio Antenna Lightning Hazard

Godfrey Gort, Vice-President and Sales Engineer of the L. S. Brach Mfg. Co., Clarifies Some Doubtful Points

A recent statement of the Bureau of Standards, Washington, D. C., that there is no need to fear damage from lightning striking antennas, and that users of radio should not be alarmed over the situation, was misconstrued by many newspapers. The Bureau's announcement was based upon reports from all parts of the country which indicated that many persons had gained the idea that a radio antenna presented a very serious risk and that fire damage from lightning-struck antennas was rapidly increasing. However, it was the intention of the Bureau to convey the fact that antennas properly protected by "approved" lightning arresters are not likely to suffer damage during lightning storms.

The National Electric Code, embodying the rules and requirements of fire insurance companies with respect to electric wiring, requires that all outside antennas be protected by an approved lightning arrester. In the formulation of these rules two members of the staff of the Bureau of Standards served as advisers.

We have now had five years' experience with hundreds of thousands of radio antennas in this country and the insurance people have in hand sufficient data to give them a correct knowledge

of the antenna as a fire hazard. Records show that many fires have occurred, especially during the Summer months, as a result of lightning striking antennas which were not protected by arresters. Many other fires have occurred where the antenna was equipped with improperly designed arresters; that is, arresters which are cheaply made, and not designed to discharge the induced currents at potentials low enough to prevent damage to the radio set or to the building.

One fire in an Eastern city which caused considerable loss was the result of lightning striking an antenna. The antenna was equipped with a lightning arrester, but upon laboratory test it was found that the arrester did not discharge at potentials lower than 1,200 volts. This, of course, was little better than no protection. The National Electric Code requires arresters which will discharge at 400 volts.

The purchaser of radio equipment, and of lightning arresters for use in connection with the antenna, can hardly be expected to have at

hand the facilities to test the arrester purchased, but this does not prevent him from procuring an arrester which does meet the Code requirements and which will adequately protect his radio set and his house against fire damage from lightning.

A lightning arrester guards an expensive radio set and the residence in which it is located, while the occupants are at home and while they are away from home, night and day. The cost of the most dependable arrester is insignificant when one considers the cost of the property it protects.

The radio fan is safe when he buys an arrester manufactured by a company which makes arresters for the telephone and telegraph companies.

The L. S. Brach Manufacturing Co., Newark, N. J., had sold more than one million lightning arresters to telephone and telegraph companies and to railroads before the radio game started. Since 1921 this company has sold more than a million arresters to users of radio antennas.



Radiola III, including headphones and two dry-cell Radiotrons WD-11. Complete except batteries and antenna. \$35

Concentration

Dealers who have been meeting with success and enjoying a large volume of business in the sales of high-grade standard radio equipment have found as a rule that this success has been the result of concentrating on one or two well-known and nationally advertised products.

In the months that are to come, particularly during the Summer season, we would strongly urge that dealers continue to devote themselves to featuring those lines which have already established a reputation with the consumer.

E. B. Latham & Co., since entering the radio industry, have had their name closely associated with the products manufactured by the Radio Corporation of America, and are proud of the success with which their dealers have met as a result of their efforts in connection with this line.

E. B. Latham & Co., by virtue of superior service and a thorough understanding of essential co-operation, deserve your consideration in selection of a reliable source of supply in connection with RCA products.



E. B. LATHAM & CO.

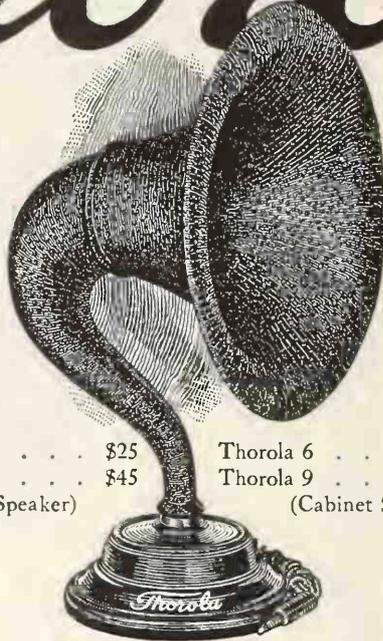
Wholesale Distributors

New York City

550 Pearl Street

Thorola

THE
SPEAKING
LIKENESS



Thorola 4	\$25	Thorola 6	\$15
Thorophone	\$45	Thorola 9	\$40
(Powerplus Speaker)		(Cabinet Speaker)	

In No Other Speaker

No other speaker has a reproducing unit which lends itself so readily to scientific precision in manufacture. The greater size of the Thorola unit permits closer adherence to acoustic laws, just as a concert grand is truer in tone than a toy piano.

No other speaker duplicates the Thorola Controlled Mica Diaphragm, which first brought radio the most highly perfected method of musical reproduction.

No other speaker has the Separix, which enables Thorola to separate each note distinctly from every other note, preserving intact all the shadings and overtones which make the difference between music and noise; which create natural voice.

And Thorola has the horn of

Thorite, a compound developed only in Thorola laboratories to overcome the natural resonance and consequent interference experienced with horn materials made by Nature. Thorite is most scientific—and most beautiful.

Then there is the exclusive Thorola Synchronizer. It virtually "tunes" each Thorola with each particular receiver, putting this loud speaker in perfect balance in the circuit. No other way assures perfect harmony.

It takes every one of these great advancements; it takes all the facilities and knowledge of America's pioneers in the loud speaker art to give Thorola its superiority.

The difference is decisive. Thorola today is the accepted sign that radio is being heard at its best.

The Thorola 10-day Refund Warranty is a guarantee to every user that Thorola will fulfill every claim.

No external battery. Plug in same as head phones.

REICHMANN COMPANY, 1725-39 W. 74th Street, CHICAGO

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST

TELEPHONE WABASH 5242

LEONARD P. CANTY

Record Sales Hold Up in Middle West Despite Usual Seasonal Trade Lethargy

Retailers Taking Advantage of Continued Demand for Records by Getting Behind This Department of the Business—Preparing for Big Portable Summer Sales—Trade News and Activities

CHICAGO, ILL., April 9.—With the advent of warmer weather and the closing of the indoor season, there is naturally expected at this time of the year a slowing up in all lines of business activity. The decreases in volume of sales has already touched some classes of manufacturer and dealer in perhaps more drastic form than was reasonably to be expected, but the talking machine manufacturer, jobber and dealer has not experienced as yet any appreciable dwindling in his sales figures.

Records appear to be the bulwark of defense in the retail shop, as has been the case during the past several months, and dealers who are keen merchandisers are taking advantage of this opening to push not only records, but to draw the attention of their customers to talking machines. Manufacturers are supplying invaluable aids to the dealer in an attempt to bring new and old customers to his shop, and are leaving no stone unturned in their efforts to bring about an increase in dealer profits. Advertising helps, educational propaganda for the individual salesman, sample records, etc., have all been extended to the dealer and those who are utilizing these helps in connection with their customer and prospect lists are the ones who are reaping the financial reward.

Manufacturers of portable talking machines in this territory are completing the sales programs upon which they have been working during the past few months, and with jobbing outlets secured, are already reporting returns which augur well for the Summer season about to open. Extensive advertising and careful choice of jobbing and retail outlets seem to form a basic part of their policy and the volume of business which will result should repay them for their effort and caution.

The demand for talking machines remains about the same as that for last month. Several manufacturers have introduced new upright models which are expected to meet with a good reception in the trade, and the console models continue to be numbered among the best sellers. The popularity of the console phonograph which allows for the installation of a radio receiving set is becoming more evident each day and the number of manufacturers who are turning to the production of these models is steadily increasing. The radio manufacturer has found that, in the great majority of cases, the talking machine dealer is one who is not prone to cut prices, and is a merchandiser who understands how to sell a handsome piece of furniture. As a consequence, Middle West radio set

manufacturers are turning more and more to the production of phonograph panels suitable for insertion in talking machines of practically every standard make, and thus are placing a larger portion of their production in the hands of the talking machine dealer in the belief that he is the safest and most logical outlet.

Zenith Sales Conference Well Attended

Distributors from forty-five States were represented at the sales conference held by the Zenith Radio Corporation at the Congress Hotel on Saturday, March 14. The meeting was called upon very short notice, each distributor being notified by wire one week before, and considering the distance traveled by the majority of those who attended, such a representation was gratifying to Zenith executives.

Plans for the Summer and Fall campaign were discussed in detail and considerable stress was placed upon the music dealer's attitude toward radio. Thomas M. Pletcher, vice-president of the Zenith Radio Corp., who made the principal address of the evening, pointed out that the music dealer was rapidly gaining a more true appreciation of radio and would, in all probability, handle the largest volume of radio sales during the next few years.

E. F. McDonald, Jr., president, welcomed the visiting distributors on behalf of the organization and outlined the policies of Zenith for the coming year. He stated that the recent increase in price of all Zenith sets was tending

(Continued on page 116)



This pleasing Phonograph of the Console type is a modified "Queen Anne" Model, with simple, graceful lines.

Style S



New Style Y

KIMBALL PHONOGRAPHS

Superior Value Satisfied Customers

BUILD your phonograph business—don't just make a few sales—look for responsible customers and sell the *Reliable* Kimball and you have satisfied customers and a prestige that is business-building for the future.

Correct Construction—Durability

Perfect TONE Reproduction

Ask about different Styles, Prices, Terms and open Territory.

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 H

KIMBALL PHONOGRAPHS PLAY ALL RECORDS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

to stabilize the market for radio and that in the future the buying public would not expect or experience a general reduction in radio set prices during the Spring and Summer months.

Dinner was served at the Illinois Athletic Club after the meeting and was followed by a theater party. Mr. McDonald stated that the Zenith executives were so pleased with the distributors' response to the conference that they plan to make it an annual event.

Fearn Opens Many New Connections

E. A. Fearn, president of the Consolidated Talking Machine Co., is at present on an extended business trip through the South and Southwest. He left Chicago on March 23, and has visited St. Louis, Dallas, New Orleans, Atlanta and other important trade centers. He is concentrating upon the distribution of the Swanson, Jr., portable phonograph, manufactured by his firm, and has opened up several new jobbing connections, among them being the Columbia Phonograph Co., St. Louis, with branches in Cincinnati and New Orleans, and the Musical Supply Co., also of St. Louis. He is expected to return to the Consolidated headquarters about the middle of April.

New Lakeside Radio Cabinet Introduced

A new radio cabinet embodying several unique features has been placed on the market by the Lakeside Supply Co., 73 West Van Huren street. On each of the four legs of the cabinet are self-leveling spring bumpers which prevent the cabinet from tipping when placed upon an uneven surface. A spring coiled within the soft rubber cushion adjusts itself automatically and the radio set owner is not subjected to the annoyance of moving his set about in order to find a firm, level foundation upon which to rest it.

The new cabinet is beautifully designed, with turned posts on the front corners, routed ends left and right, and is made of one inch kiln dried walnut, finished in lacquer and wax. Rubber bumpers and pads on the cover and legs are furnished to prevent scratching.

A "Protecto-groove," consisting of two adjustable pieces of metal, prevents the radio panel from jarring or slipping from place. They are so constructed as to permit the use of panels either one-eighth, three-sixteenths, or one-fourth inch thick. The cases are nine and one-quarter inches deep and will accommodate panels seven inches high.

Monthly Vitonola Specialty Makes Hit

Each month a specialty is offered the trade by the Vitonola Talking Machine Co., 666 Lake Shore Drive, this city. The policy was first inaugurated in March and Robert Illing, sales manager, states that the instrument featured, the Vitonola No. 49, has been in great demand. The offer lasts for the period of one month only, and on the first of each month a different product is offered. Advertisements appear in the trade publications being used by the firm

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.

in its advertising campaign, in addition to direct by mail descriptive matter which is forwarded to the dealer. During the present month Vitonola 510 is selected for the feature model and is offered to the trade at an attractive price. This machine is finished in genuine mahogany and walnut veneer, with five-ply panels, drop sliding doors and grills in front of the tone chamber. It is 35 inches high, 40 inches wide, 22 inches deep, has space large enough for six record albums, and all of the exposed parts are highly nickel-plated. The instrument is of appealing beauty and sturdiness and with the well-known Vitonola mechanical and tonal qualities is expected to be much in demand in the trade as a leader in stimulating sales.

Wolf Mfg. Industries' Biggest Year

The largest volume of sales in the history of the organization was the enjoyable experience of the Wolf Mfg. Industries of Quincy, Ill., during the year 1924, according to F. A. Wolf, treasurer. Moreover, the sales figures for the first three months of this year are larger than those of a year ago and orders now on file are reported as totaling 100 per cent more than a year ago at this time. Basing their production plans on the present favorable situation, Wolf executives expect to keep their plant operating at top speed during the Summer months. Wolf "Mastercraft" products include phonographs and

radio combinations, table model talking machines, portable phonographs and straight radio cabinets.

A. G. Gulbransen Ends Vacation

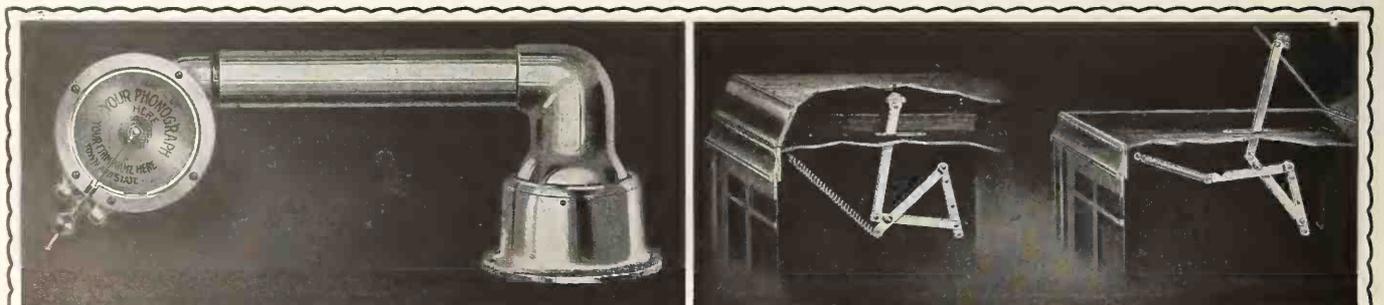
A. G. Gulbransen, president of the Gulbransen Co., of this city, returned to his desk recently after a vacation at Palm Beach, Fla. Mr. Gulbransen enjoyed a good rest while away, and returns enthused with the outlook for an even greater volume of Registering piano business during 1925 than his company closed in 1924, its record-breaking year.

Complete Extensive Oro-Tone Improvements

Extensive improvements upon the plant of the Oro-Tone Co., 1000 George street, this city, were completed about the first of April. The factory is practically doubled in size, four thousand square feet having been added by the addition of a basement workshop, which is modern in every respect, with cement floors and the latest lighting arrangements.

Four new die-casting machines have been added to the Oro-Tone equipment and were installed in the basement, where all the molding is being done. The first floor will be entirely devoted to the assembling of tone arms and reproducers, portable phonographs and radio parts.

According to Leigh Hunt, treasurer and gen-
(Continued on page 118)



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

Don't Let Summer Catch You Unprepared



Get Ready Now for Big Profits

It's going to be a summer of volume sales for the Carryola Master—and of correspondingly big profits for Carryola dealers.

The Carryola Master is known wherever portables are sold. It has made good—nationally—by its performance. Its beautiful appearance, its perfect tone—its exclusive features and, above all, its super-quality at its moderate price have made it friends wherever it has gone.

See and hear the Carryola Master. Compare it with others. Then you will understand why it has set a new standard in portables, why Carryola dealers are leading in sales and profits.

Hook up with this money-making portable right away. Write us today for complete information. Be ready for the big Summer demand when it comes.

The CARRYOLA COMPANY of AMERICA

647 Clinton Street

Milwaukee, Wis.

Built Right

The only portable with the well-known Add-A-Tone Reproducer. Greatly increases volume; produces wonderfully clear tone. Reversible for Edison records. Diaphragm is indestructible.

Equipped with the famous Silent Motor, absolutely dependable. Noiseless in winding and operation. Guaranteed to play in excess of two records.

Substantial case, with beautiful Dupont Fabrikoid covering. Nickel plated, rust-proof fittings.

Plays all records—any size, any make. Cover holds 15-30 selections.

15 x 12 x 8 inches. Weighs only 17 pounds.

Guaranteed

The Carryola Master is guaranteed. Every one carries a written guarantee that unless it satisfies completely and unconditionally, it may be returned at the end of 10 days, at the expense of the Carryola Company.

The Carryola Company will even pay the return shipping expense, the transaction not costing the dealer a single penny.

Sold Right

The Carryola is sold only through recognized music channels. Carryola dealers are backed by a firmly-established, progressive organization, with financial resources and facilities that insure permanency.

The Carryola Company backs its dealers to the limit. It supplies them with display material and co-operates with sound and complete merchandising plans.

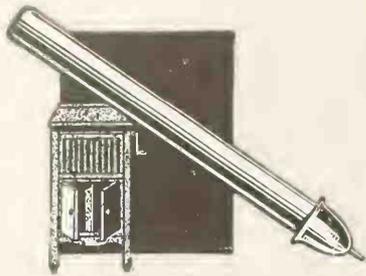
There are big profits this summer if you start now—get ahead of the demand. We have jobbers in every section who can supply you without delay. Write us today for full information and nearest jobber's name and address.

The

CARRYOLA MASTER

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

A Tonofone Demonstration Means a Sale



37 S. Wabash Ave.

Tonofone dealers find that in most cases a mere demonstration of a Tonofone needle results in a sale. Moreover, a large number of dealers have increased their record sales by using Tonofones exclusively for demonstrating, as the small flexible point picks up vibrations a stiff point does not get, thereby giving clear, accurate reproduction of each note recorded.

Each needle plays from 30 to 50 records, and the necessity of frequent changing is avoided.

THE TONOFONE CO.

Manufacturers

Chicago, Ill.



Packed in neat display cartons.
12 needles in box 25c
4 needles in box 10c
Dealers profit 100%
Write us or your jobber for proposition

eral manager, the firm has about doubled the number of its employes and the addition to the plant was made necessary by the growth of the company's business during the past year. Among the Oro-Tone products which are most in demand in the trade at the present time is the Edison attachment No. 110, which Mr. Hunt states has met with fine returns in all sections of the country.

"Advance Sales Comments" Scores

Heart-to-heart talks with Brunswick retail sales people have become an established practice with the Brunswick-Balke-Collender Co. through the direct by mail matter which is being sent to the men and women throughout the country who sell Brunswick records. Early in March the first edition of "Advance Sales Comments" made its appearance, fully illustrated with pictures and interesting stories of Brunswick artists. This pamphlet was placed in the hands of the salesman with the idea of assisting him in making his store the most popular place to buy records. The enclosed information, combined with the salesman's own selling ideas, is planned to arouse additional interest in records and to make a lasting and favorable impression with the customer.

Brunswick executives point out the fact that the shopper, whether he be looking for groceries, automobile tires or dress goods, is most

favorably impressed and invariably will purchase from the salesman who evidences the most interest in the merchandise he is selling. With this idea in mind, "Advance Sales Comments" will be mailed regularly each month and it is expected that, if put into actual practice, the information contained in the bulletin will tend to place the Brunswick shop in the customer's mind as his "favorite music store."

A special edition of "Advance Sales Comments" was issued late in March, featuring Harry M. Snodgrass, "King of the Ivories," and his now popular recording, "Three o'Clock in the Morning," "June Brought the Roses," by Allan McQuhae, and "Midnight Waltz," by Carl Fenton's Orchestra.

Mohawk Official Home From Trip

Every indication that the Summer radio season will be successful is the impression of Paul Fay, national sales promoter for the Mohawk Electric Corp., who returned to the home offices of the Mohawk organization recently from an extended trip through Mississippi Valley States. In large cities like Minneapolis, Kansas City, St. Louis and Omaha, Mr. Fay reports interest in radio keener than ever before. Although there has been some complaint on the part of retailers that business dropped off sooner than in previous years, the outlook for this Summer is very good. This belief is based on the fact

that interest in Summertime reception has increased tremendously since 1924. Mr. Fay found Mohawk dealers enjoying a neat volume of sales, the single control feature of the Mohawk having met with instant approval throughout the territories he visited.

"What impressed me more than anything else on this trip," Mr. Fay declared, "was the high-pitched interest of the people in radio displays. Wherever I went I found the largest throngs where radio receivers and accessories were exhibited. I am convinced that everyone is in the mood to buy, and that by next Fall the radio industry will be in full swing again."

While traveling, Mr. Fay, who is a pianist of some renown, entertained from a number of large broadcasting stations, including the new and beautifully-appointed station WCCO at Minneapolis. While he is primarily an accompanist, Mr. Fay's accomplishments as a soloist on the piano have already made him popular in the East as well as the Middle West. He was formerly accompanist for Brooke Johns, the celebrated Victor artist, and was with him on his recent European tour.

Tonofone Co. Leases New Quarters

The offices of the Tonofone Co. will be removed on May first to the fifth floor of the Champlain Building, 37 South Wabash avenue, according to an announcement made by Miss E. E. Powell, secretary of the firm. The Tonofone offices have been maintained for the past seven years at 110 South Wabash avenue, a location soon to be occupied by the new Palmer House hotel. The new headquarters, which are now being prepared, are conveniently located and very attractive.

This company has become one of the best-known manufacturing organizations in the entire trade and through the years it has succeeded in consistently adding to its prestige and in developing the demand for its products, which are considered as among the leaders in quality in the needle field.

Gulbransen Direct-by-Mail Campaign

A direct-by-mail campaign is being sponsored at the present time by the Gulbransen Co., of this city, and it is one of the most complete that the music trade has ever known, according to Gulbransen executives. All details of preparation in the campaign are being taken care of by the Gulbransen Co. for the dealer and retailers throughout the country are availing themselves of the opportunity to tie up with national advertising being sponsored by the Gulbransen organization. About the middle of March the first two letters of the series were mailed to the dealer. One piece of literature deals with the "charm of the classics" and "enjoyment of the popular." The folder is illustrated in colors.

Another illustration calls attention to a few of the homes that possess the Gulbransen and
(Continued on page 120)

AJAX

Doesn't Scratch Wears Longer

The Quality Race Record

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.

Distributors

The Wholesale Musical Supply Co.,
208 N. 17th St., St. Louis, Mo.

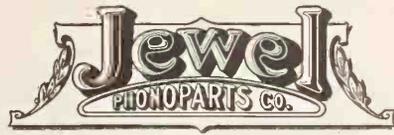
Sterchi Bros.,
418 Gay St., Knoxville, Tenn.

The George W. Stolte Co.,
301 N. Market St., Dallas, Tex.

Wagner Bros.,
611 S. Rampart St., New Orleans, La.

Ajax Record Sales Co.,
1658 Broadway, New York City.

Ajax Record Company, 108 W. Lake St., Chicago, Ill.



The Jewel Tone Baby Grand Phonograph

Reproduces Edison, Victor, Brunswick and all other records in the most natural way exactly as recorded by the artist.

Special Features

Size 17½ in. deep, 13½ in. wide, 8½ in. high. Case of handsome waterproof leatherette. Equipped with spring top Needle Cup, which holds needles securely. Has Album which holds six Edison Records or twelve lateral cut Records; specially built to fit conveniently inside the cover.

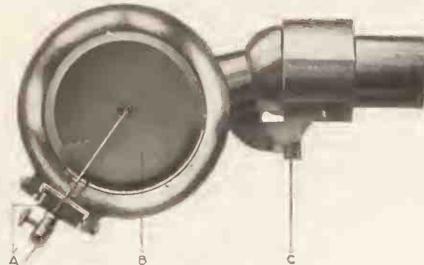
Jewel Tone Attachment for the Victor



Showing Jewel Victor Attachment in position for playing Edison and Pathé Records

Quickly and easily attached to the gooseneck in place of the regular Victor soundbox.

Jewel Tone Needle Equip- ment for the New Edison



Showing Jewel Needle Equipment in position for playing Victor and all lateral cut Records on the New Edison Phonograph

A perfectly balanced reproducer which can be inserted in a few moments in place of the regular Edison reproducer.

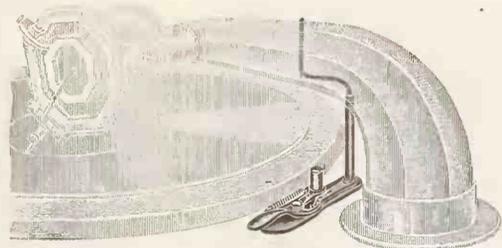
The Jewel Tone Mute



A Jewel invention built in the reproducer, that controls the volume of sound at its source and functions in such a way that the length of the vibrations are minutely regulated and the tone reduced without interference with clear articulation. Operated by means of a thumb screw instantly adjustable and practically fool proof.

Operated by means of a thumb screw instantly adjustable and practically fool proof.

The Jewel Tone Auto- matic Stop



Strong and substantial in construction. Easily installed. No parts to attach that damage or deface the tone arm. The simplest, most efficient, most positive stop ever devised.

THE JEWEL PHONOPARTS CO.

150-160 Whiting St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)



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 Universal Supply Co., Toronto, Ont.

shows how this particular piece of literature is being localized to give the names of people who have Gulbransens in each town where the campaign is to be used. The second mailing features the full registering piano line; the third mailing piece features "Real music with your personal touch," and the fifth mailing shows how a library of the world's music is available to the Gulbransen home. This direct-by-mail campaign is typical of Gulbransen large scale publicity, and the policy of that company in giving actual selling help to the dealer by bringing Gulbransen products to the attention of the prospect.

An Effective Radio Display

An interest-arousing and inviting environment on the inside of the dealer's shop which will tend to make the customer comfortable and give him the "at home" feeling is typified in



Attractive Zenith Display

the accompanying photograph showing the display floor of the Music Trades Radio Corp., 328 North Michigan avenue, Chicago. This firm, one of the most prominent and progressive Zenith distributors in the country, appreciates the fact that the idea, so often sponsored in window displays, must be carried to the interior of the phonograph and radio shop.

The dealer is rapidly coming to the realiza-

tion that the material returns actually created by the elegant and quiet dignity of an attractive window display will cash in to even a greater percentage on those who enter the shop if he will convert his interior arrangement into the same fascinating atmosphere. Furniture of dignity, clever arrangement and the general tone of the display floor of the Music Trades Radio Corp. is undoubtedly one of the reasons why this Zenith distributor has met with a steady increase in the volume of business.

L. C. Samuels' Extensive Trip

Leon C. Samuels, vice-president and manager of sales of the Vincennes Phonograph Co., who maintains his Chicago office in the American Furniture Mart, has been traveling quite extensively during the past few weeks in the interests of his firm. Mr. Samuels spent the month of March in the East visiting New York, Philadelphia, Baltimore, Washington and other trade centers. In his communications with the Chicago office he reported a fine business in Rivoli phonographs and large number of initial orders for the latest Vincennes product, the Rivoli Radio Amplifier, introduced a few weeks ago.

A. A. Friestedt Visits Hot Springs

Arthur A. Friestedt, president of the U. S. Music Co., 2934 West Lake street, Chicago, in company with Mrs. Friestedt, spent several weeks in March at Hot Springs, Ark., popular Winter resort. They returned to Chicago about the first of April.

Henry Hewitt Honored

A dinner and smoker given by the Piano Club of Chicago on March 30 at the Drake Hotel in honor of Vice-President Henry Hewitt, of the M. Schulz Co., marked the beginning of a membership drive and was the forerunner of coming convention activities.

Mr. Hewitt thanked the members for the honor bestowed upon him and announced that the object of the present campaign was to secure such a membership list as would make the club the largest and most active in its history. He also announced the names of a large number of new members who had joined the club with the beginning of the drive, including W. W. Smith, president of the National Association of Music Merchants and other prominent men of the trade, both residents and non-residents of Chicago.

G. R. Brownell, of Lyon & Healy, Inc., chairman of the entertainment committee, acted as toastmaster and introduced the artists and talent provided by the following committee: Ray Reilly, Jack Kapp, Benny Duval, E. V. Gallo-way, Axel Christensen, and Gordon Laughead.

The artists included Duci de Kerekjarto, prominent violinist and Columbia artist; Miss Helen Row, pianist; Glenn Drake, tenor; and local talent; Ralph Parks and his Trocadero orchestra furnished music during the fore part of the evening. Telegrams were received from a number of members who were unable to be present, including A. Hospe, music dealer of Omaha, Neb., and Geo. P. Bent, of Los Angeles.

New Cheney Phonograph-Radio Model

A new phonograph and radio combination was announced to the trade several weeks ago by the Cheney Talking Machine Co. This most recent addition to the Cheney line is



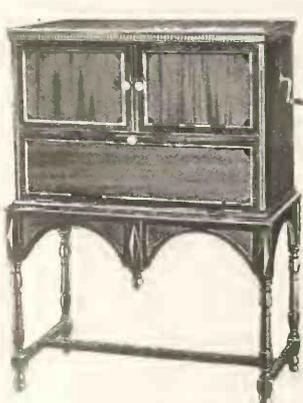
New Cheney Phonograph-Radio

known as style No. 108, is housed in an attractive mahogany cabinet and according to C. L. Noble, of the Cheney firm, the new combination unit is one of the best that it is possible to place on the market. The Howard neotrodyne set bears the Cheney name and was constructed according to specifications outlined by Cheney officials. The cabinet is a fine example of the woodworking art, well worthy of bearing the Cheney name. The radio set will be connected directly with the horn of the phonograph, in which are combined all of the Cheney acoustic developments which make possible accuracy and reality in tone reproduction.

Adler-Royal Products Very Popular

Harry D. Schoenwald, Chicago district manager of the Adler Mfg. Co., New York, is making fine progress with the Adler-Royal phonographs and neotrodyne radio products in this territory.

(Continued on page 122)



Excel Phonographs

and

Radio-Phonograph Combinations

The illustration shows one of many late models of our line, which has been re-designed, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit. Characterized by

Beauty of Design, Finish and Tonal Quality

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. *Catalog and price list mailed on request.*

EXCEL PHONOGRAPH MANUFACTURING COMPANY
402-414 West Erie Street - - - - - Chicago, Illinois



Broadcaster Highboy Closed.—50 inches high, 20 $\frac{3}{4}$ inches deep and 34 $\frac{1}{2}$ inches wide. Inside specifications for radio panel, 30 inches by 10 inches. Gold-plated trimmings. Built-in loud speaker unit.



Broadcaster Highboy.—An open view. Note arm rest for tuning in and which may be used as writing desk.

BROADCASTER

Life's Voices

1—Attractiveness

Beautiful, symmetrical, elaborate designs.

2—Tone

A scientifically constructed amplifying chamber renders an incomparable, clear tone of volume.

3—Quality

Skillful workmanship. Finest selected woods and panels of heavy construction. Superb finish. Best Heineman equipment.

4—Price

Value for value we will not be undersold. Our extremely low prices open a new avenue of success—for live wire dealers.

5—Phonograph Radio

When ordered complete as illustrated combinations are furnished with the FAMOUS FADA 5 tube Neutrodyne Phono Panel set, properly installed in the console cabinet, insuring the same wonderful radio performance as is always found in FADA 5 tube sets.



Radio Cabinet A.—Outside measurements: 36 $\frac{1}{4}$ inches wide, 16 $\frac{1}{2}$ inches deep and 42 inches high. Equipped with loud speaker horn.



Radio Cabinet AA.—49 inches high, 35 inches long and 16 $\frac{1}{4}$ inches deep. Inside specifications for radio panel, 32 inches by 10 $\frac{1}{2}$ inches. Equipped with loud speaker amplifying horn. Loud speaker unit installed upon request only.

Write for our new 1925 catalog and price lists.

The Broadcaster Corporation

2414-2420 W. Cullerton Street
Chicago, Illinois

Established 1913 Incorporated 1923



R F 2.—Radio phonograph combination. 37 inches wide, 23 $\frac{1}{2}$ inches deep and 35 $\frac{1}{2}$ inches high. This model equipped with FAMOUS FADA 5-tube radio panel.



G 3 Special.—Radio phonograph combination. 40 inches wide, 23 inches deep and 35 $\frac{1}{2}$ inches high. This model equipped with FAMOUS FADA 5-tube radio panel.



E 1.—Radio phonograph combination. 34 inches wide, 20 $\frac{1}{2}$ inches deep and 34 inches high. This model equipped with FAMOUS FADA 5-tube radio panel.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

Many new accounts have been established throughout Illinois and in Chicago, one of the most noteworthy being Mandel Brothers, local department store.

Irving Leon has charge of the State of Illinois, Fred Johnston, formerly with the Chicago Columbia branch, cares for the trade in Chicago, and Mr. Schoenwald devotes most of his attention to local business.

Mr. Schoenwald told The World representative that the new Adler console speaker table No. 200, furnished in both mahogany and walnut, has been much in demand since its introduction a few weeks ago.

Sold 83 Gulbransen Registering Pianos

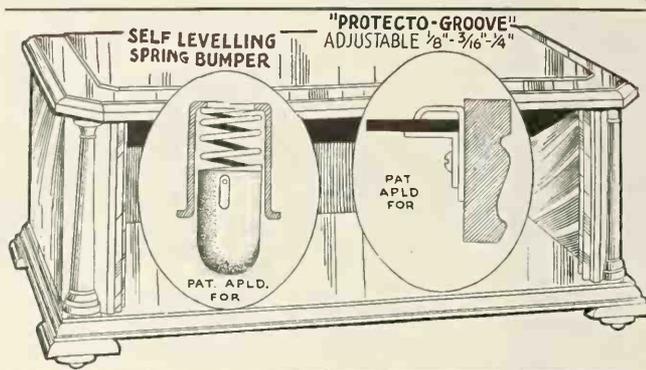
Women are showing progress and accomplishment in practically every field of endeavor which a few years ago was closed to them. Salesmanship is evidently no exception, for the Gulbransen Co., of Chicago, points with pride to a woman dealer who last year gave a fine illustration of successful effort, namely, Mrs. Zona Berg, of Zona Berg & Son, Gulbransen dealers in Superior, Nebr. This particular woman sold eighty-three Gulbransen registering pianos in 1924 under most trying circumstances, with adverse crop conditions and local business at a low ebb. Despite these handicaps and apparently valid reasons for poor business, Mrs. Berg put forth every ounce of energy and succeeded in reaching a remarkably high sales figure.

Otto Heineman Honored in Chicago

Otto Heineman, president of the General Phonograph Corporation, New York City, arrived in Chicago on March 23 for a four-day visit with S. A. Ribolla, manager of the Chicago office. During his stay in this city Mr. Heineman attended the March 26 meeting of the Phonograph Manufacturers' Club, at which time he was elected member of the Board of Directors of that organization. He visited the plant of the Wolf Mfg. Industries in Quincy, Ill., and then departed for St. Louis, where he spent three days with the Artophone Corporation, Okeh jobber.

Vitanola Co. Increases Sales Staff

Several additions to the sales staff were made recently by the executives of the Vitanola Talking Machine Co., 666 Lake Shore Drive. Frank Sitz, with headquarters in Gadsden, Alabama, will cover that State. W. M. Stem, of Greenville, Tenn., will visit the trade in North Carolina, Virginia and West Virginia, and R. G.



LAKE SIDE CABINETS

are GOOD Cabinets

If your jobber or dealer cannot supply you write direct to

Lakeside Supply Co.

73 W. Van Buren St.

Phone Harrison 3840 Chicago, Ill.

Cole, of Boise, Idaho, will travel in Utah and Idaho.

J. W. Kohn, who for some time has been representing Vitanola interests in various sections of the country, is at present on a business trip through the Southwest, calling upon Vitanola accounts and opening new business outlets. Mr. Kohn visited Kansas City, Mo., where he appointed a resident salesman and later spent some time with the Vitanola distributor in Dallas, Texas. He will return to the home office about the first of May.

Thermiodyne Corp.'s Efficient Service Force

The Chicago office of the Thermiodyne Radio Corp., New York City, which was established about the first of the year at 332 South Michigan avenue, this city, is rapidly proving a source of aid and co-operation to Thermiodyne jobbers and dealers, according to F. R. Sheppard, branch manager. A service department of ten men is maintained in this territory, and it is their task to check the sets as they are received at the jobbing house and to see that they operate creditably.

Mr. Sheppard, who, with Leo Potter, president, organized the Thermiodyne Corp. three years ago, visited Chicago with the first Thermiodyne receiving set seen in the Middle West. He told The World representative that his firm has experienced a wonderful growth during the three years of its existence. A policy of careful expansion is being followed, the ultimate aim being the manufacture by the firm of each and every part of the set. Later it is expected that accessories will be included in this plan.

"Consistent advertising brings results," said Mr. Sheppard, "and I hold that the season of

the year should make no difference in the planning of an advertising program. A five months' lapse during the Summer months is too long a vacation. However, service must stand back of the advertising of any firm, as one dissatisfied customer can nullify twenty-five-hundred-dollars' worth of advertising. That is why Thermiodyne has organized such an efficient service department and has formulated the firm policy of giving every possible bit of co-operation to the jobber and dealer."

Arthur D. Geissler in Chicago

Arthur D. Geissler, president of the New York and Chicago Talking Machine Companies, Victor wholesalers, arrived in Chicago on March 23. He plans to spend some time in this city, looking after Middle Western activities of his organization, and will return to his New York office about the first of May.

The Operadio Convertible

A new departure in radio was revealed in the recent announcement of the "Convertible," by



Operadio Convertible Model

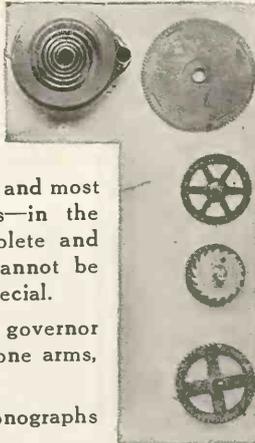
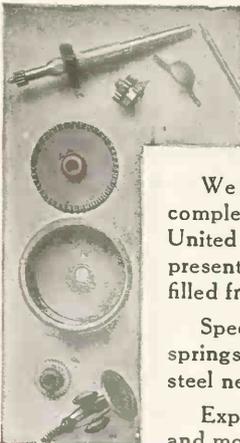
the Operadio Corp. of Chicago. This well-known manufacturer of portable radios has combined a distinctive console furniture model with the six-tube, self-contained portable Operadio. The new "Convertible" is offered in two styles, the one a Windsor cabinet, and the other a pedestal model, to be known as the Empire. Both are finished in diamond-match stump walnut of heavy weight, and though probably the smallest six-tube furniture models on the market to-day, they are of unusual solidity.

The convertible feature is of unusual interest as in console form the set has every appearance of a permanent installation. The front door of the set drops down to form a shelf for the log sheet and the elbows while tuning. The panel is set in a walnut front easily accessible for tuning. Back of the set in the rear of the cabinet is a loop aerial of new design, which incorporates the well-known Operadio principle of plug-in-jack connection and when in the set it is in connection so that the unidirectional tuning

(Continued on page 124)

Repair Parts

For All and Every Motor That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.
Manufacturers of



SUCCESSORS TO:
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neil-James Co.
Aretino Co.

227-229 W. WASHINGTON ST., CHICAGO, ILL.

Branches: 2957 Gratiot Ave., Detroit, Mich.

1121 Nicollet Ave., Minneapolis, Minn.

TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

Where Value Is — Trade Follows



Again —

The New CASWELL!

THE New Caswell Line of Portable Phonographs is by common consent the greatest value in the business today. One distributor after another concedes the consummate workmanship, supreme quality and sheer beauty of lines and materials embodied in this complete line now being shown.

The photograph above can do only scant justice in giving you the proper conception of Caswell Quality and Distinction.

Beginning with the case, made of selected three-ply non-warping laminated veneers with rounded edges and corners, the experience of fifty years' fine case-making is apparent.

Outside covers by Dupont in Fabrikoid in rich blues, greys, browns, morocco reds and greens and black. Inside coverings to harmonize.

In mechanical construction all Caswell elements are features. Consider the famous Heineman Motor; the Caswell throwback type Universal Tone Arm is designed exclusively for portable use; the new Caswell "Micro-tone" reproducer of knife-edge type is designed by one of America's best-known acoustic engineers. The Caswell tone chamber due to its exclusive design and peculiar construction and suspension gives an astonishing wealth and verity of tone with vibration eliminated. Specially constructed album, a part of the cover, holds 18 records or 36 selections. Unique with Caswell.

Jobbers—Distribution confined to substantial organizations who are viewing the Caswell line by appointment only, as fast as it can be arranged.

Dealers—Until the proper selling arrangement has been completed for your territory, we will handle dealers' orders direct. Do not fail to mention your jobber's name.

List Price Gypsy Model \$25.00

\$27.00 in Far West and South

Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

MILWAUKEE, WIS.
U.S.A.



ST. PAUL AVE.
AT 10TH STREET

Western Sales Office: Oakland Tribune Tower, Oakland, Cal.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

is instantly obtainable. When directional loop effects are necessary the loop is readily lifted from its place in the back of the cabinet and inserted through the lid into the jack on the top of the set, thus being rotative through 360 degrees. In order to fit the loop into the set partial folding is necessary and this is performed by pivoting the loop on its axis, the wires slipping through their anchors at the ends of the cross bars.

In furniture form the "Operadio Convertible" is compact and complete in itself. That there is an increasing demand for portable sets is proved by the fact that the Operadio Corporation, building nothing else but this style, has in two and a half years steadily increased its production and distribution. Although Operadio engineers have now seen fit to introduce the furniture model, they have not relinquished the feature of portability, and consequently the standard 1925 Operadio is located within the console. When portability is desired the cover of the console is raised and the set is lifted out. The standard Operadio wave-bridge or loop, which is also the cover of the portable, is then fitted in place and the set is ready to be carried away by its handle. Present owners of Operadio sets need only purchase the console in order to have an "Operadio Convertible." The console loop, being a part of the cabinet equipment, gives them a complete "Convertible" ready for immediate operation when the set is fitted in place, a convenience and a good talking point.

New Gulbransen Calendar Admired

The Gulbransen Co., since the first announcement of its 1926 dealer calendars several weeks

ago, has received many requests from dealers. The one which is already indicating greatest popularity is the "Gulbransen special," beautifully printed in colors, and in fact a very artistic calendar. The calendars offered Gulbransen

Its magnetic field is also entirely confined, so that there is no spray to cause interference and intercoupling between various parts of the set. The new coil is of the toroid type, but it is stated that it differs greatly from all other coils of this type in that it shows extremely low losses. It was designed by Frank Reichmann, designer of the Thorola and Thorophone loud speakers, and it marks the first step of the Reichmann Co. into the general field of radio manufacture.



Three 1926 Gulbransen Calendar Designs

dealers for 1926 are available in two different styles of three designs, making in all a choice of six calendars.

New Thorola Low Loss Doughnut Coil

An important development in radio reception was recently announced by the Reichmann Co., manufacturer of the Thorola loud speakers in this city, in connection with the introduction of the new Thorola low loss doughnut coil. This coil has been subjected to the most rigid tests by Reichmann engineers and will not pick up or absorb any signal other than that brought in through the regular antenna system.

Two types of the new coil will be put on the market, one to be used as a coupler and the other as a radio frequency transformer. Reichmann executives state that the new products will improve practically every kind of circuit and constitute a distinct advancement in radio, adding materially to the enjoyment of radio fans in their sets.

Balkite Battery Charger Popular

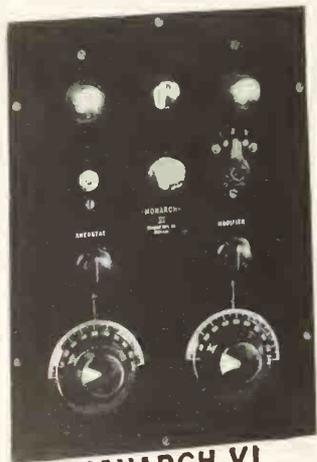
Since the dawn of radio, experimenters have wasted many hours in trying to perfect some device that could be used to take the place of a storage battery for use in lighting the filaments of radio tubes.

(Continued on page 126)

USE RADIO PANELS WITH AN ESTABLISHED REPUTATION

MONARCH

will popularize your Phonograph Combinations and increase your sales.

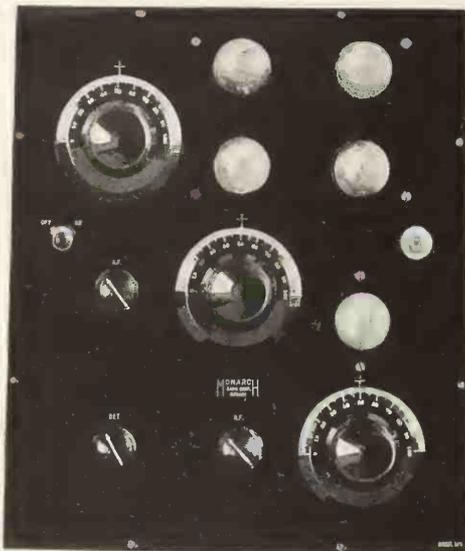


MONARCH VI

Monarch Radio-Phono Panels are suited to all size and style cabinets. Designed to meet every operating requirement of the discriminating buyers who consider Quality, Refinement and Performance.

Let us quote you on your Radio Requirements

RADIO-PHONOGRAPH



MONARCH 5-P-A



MONARCH 4-T-9

PANELS

4-5-6-Tube Models

for all sizes and styles of Console and Upright Cabinets.



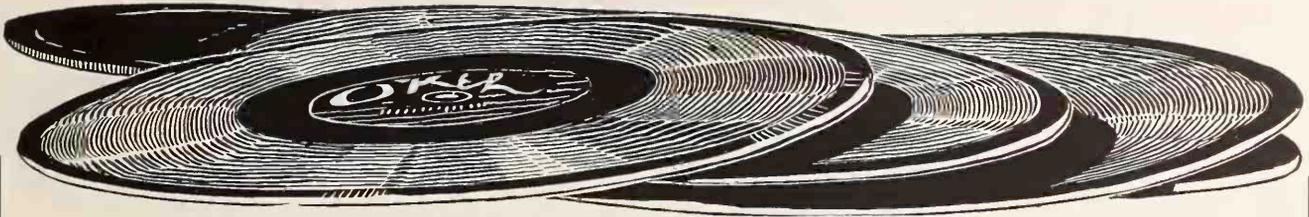
MONARCH S-4

More Monarch Panels are now in actual use and giving satisfaction than other styles offered. Certainly there is a good reason for such Distinction.

The degree of perfection in Mechanical Excellence, Workmanship and Finish lifts the "Monarch" far above competitive designs and inferior products.

MONARCH RADIO CORPORATION, 451 East Ohio Street CHICAGO

Building and Marketing the Celebrated "MONARCH" Portables, Apparatus and Receivers.



Sara Martin

ARTISTS
of
REPUTATION
on



Vincent Lopez

Okeh
Records



Butterbeans

and



Susie



Jenkins Family

No record stock is complete if it doesn't
feature Famous Okeh Artists—

The Finest
Dance Orchestras
"Old Time" Tunes
and Hottest Blues

**CONSOLIDATED SERVICE
MAY BE DEPENDDED ON**
It is the best



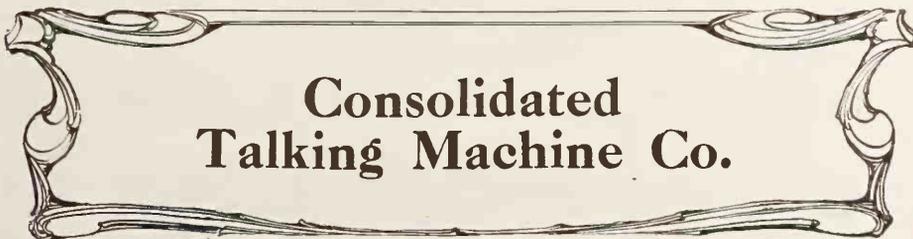
Fiddlin' John Carson

227-229 W. Washington St., CHICAGO, ILL.

Branches:

2957 Gratiot Avenue
Detroit, Mich.

1121 Nicollet Avenue
Minneapolis, Minn.



Consolidated
Talking Machine Co.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 124)

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.

Executives of the Fansteel Products Co., Inc., North Chicago, Ill., point out that it has been known for some time that it is possible to "heat" an old storage battery across the line with a Balkite electrolytic charger while the receiver is in operation. Slight trace of a hum remained, but it is not objectionable for speaker operation.

The storage battery can be eliminated entirely in many instances and the Balkite charger used alone if a six-ohm rheostat is shunted across the charger terminals. Connect the positive terminal of the charger to the binding post of the rheostat that is connected to one end of the resistance wire, and then continue the wiring to the positive A battery binding post of the receiver. Connect the negative terminal of the charger to the other end of the resistance wire. Unless a rheostat with three binding posts can be secured it will be necessary to solder this connection directly to the wire. The binding post of the rheostat that is connected to the contact arm of the rheostat is now wired to the negative A on the receiver. The charger need only be in operation while the receiver is in use, and no storage battery will be necessary.

Brunswick Record Reference Guide
"The Famous '47'" is the title of a handy ref-

erence guide for Brunswick dealers, just issued by the record sales division of the Brunswick-Balke-Collender Co. An attractive four-page folder, suitable for envelope enclosure, lists forty-seven Brunswick records which should be included in the libraries of all music lovers. The record sales division of the Brunswick Co. suggests to dealers that the "Famous '47'" list be used whenever customers ask for suggestions regarding various types of records, and every selection listed was carefully chosen for its sales value.

Tay Sales Co. Now Sonora Distributor
The Tay Sales Co., 6 North Franklin street, Chicago, has been appointed Sonora distributor for that city, the greater part of Illi-



C. S. Tay

nois and bordering counties of Iowa. C. S. Tay, who directs the sales activities

Burns
THE PERFECT REPRODUCER
Tone loud and pleasing
Handsome material and design
Black—22.50, Shell—25.00
American Electric Company
State and 64th Sts. CHICAGO



of the organization which bears his name, has earned an enviable reputation in Chicago as one of the most progressive radio distributors of quality products in that territory. Mr. Tay is one of the pioneer distributors in the Middle West and has the distinction of being one of the first radio advertisers in Chicago.

In addition to Mr. Tay's experience in the radio field he has an interesting background of phonograph experience which will be of invaluable assistance to the Sonora dealers in his territory. For many years he was with the Pathé Phonograph Co. as manager of its Chicago office, and before that he served ten years with the Columbia Phonograph Co.'s Philadelphia branch. The Sonora Phonograph Co. is fortunate in having secured the services of an organization that is so well experienced in these two fields. The Tay Sales Co., organized three years ago, is a distributor of a complete line of standard radio products, and Geo. W. Marquis, secretary of the company, is well known in the phonograph industry through his previous association with the Pathé and Emerson organizations where he earned an excellent record of achievement.

Radio Aids Storm Sufferers

The radio more than justified itself as an agent of help for the past couple of weeks by its yeoman service in the work of recruiting workers and supplies for the storm sufferers in southern Illinois, Indiana and Missouri. Through the radio alone it is estimated that over \$200,000 has been received by local news-

(Continued on page 128)

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

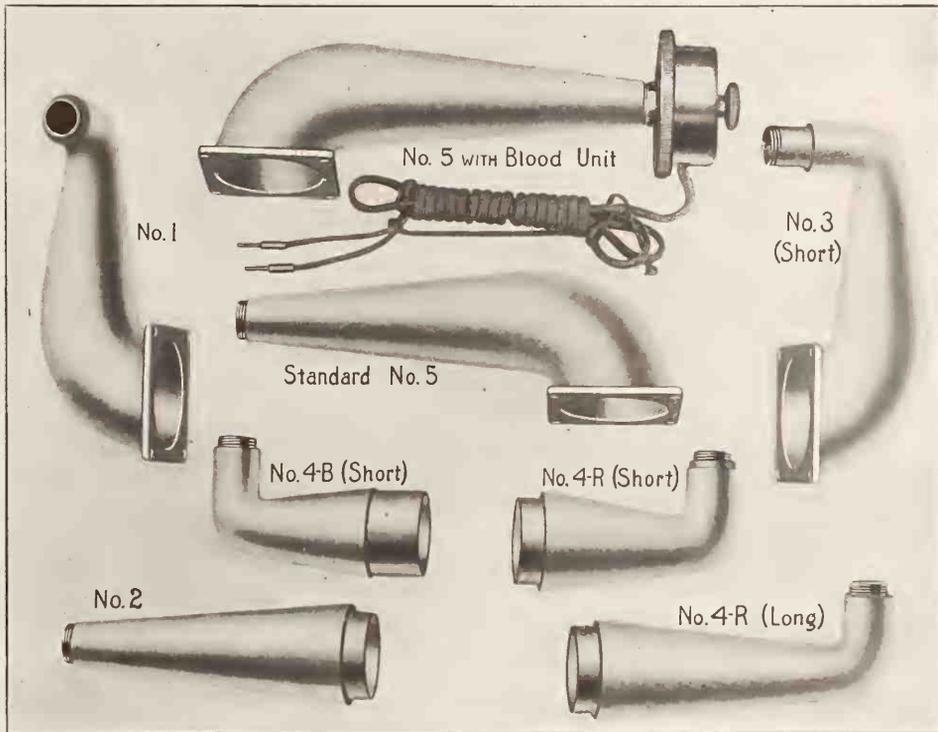
FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET, CHICAGO

BLOOD TONE ARM CO.

ORIGINATORS OF

Radio "TAPERTUBES"

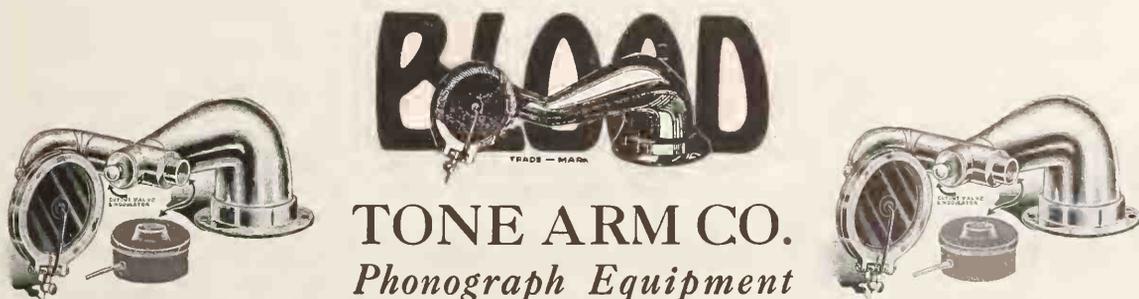


Maximum Amplification in Minimum Space

Today our customers have completed THEIR 1925-6 Samples ready for the trade. We worked together solving their "tonechamber" and "amplifying" problems.

Let us help you—the price is only BLOOD Equipment which in itself *insures* a live market for your output, because the DEALER knows his success in sales is assured with BLOOD TONE ARM CO. products.

A written inquiry to us places you on record for information regarding the very latest speaker developments.



TONE ARM CO.
Phonograph Equipment
 Radio Tapertubes and Loud Speaker Unit
 222 W. Madison St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 126)

papers in an appeal made covering two days. For the time being broadcasting programs were practically abandoned, or greatly reduced, and the entire efforts were devoted to appeals for the sufferers and their response was certainly generous. Altogether it was estimated that more than a million dollars has been collected in Chicago for the storm sufferers.

Vitanola Advertising Praised by "Class"

The trade advertising used by the Vitanola Talking Machine Co., of this city, was the subject of a very interesting article that appeared in a recent issue of "Class," an advertising magazine read by advertising agencies and advertising and sales executives throughout the country. In this article attention was called to the fact that the Vitanola Talking Machine Co., in its advertising to the trade, utilized a combination of three appeals: First, that the

company was an old organization, a pioneer in the trade, knowing all angles of producing merchandise of a salable nature; second, a quality appeal, and third, an exceptionally able presentation of the sales value of Vitanola merchandise.

The article told in detail just how these three appeals had been used to dominate Vitanola trade copy, and M. C. Schiff, president of the Vitanola Talking Machine Co. and widely known throughout the talking machine trade, was quoted as follows in referring to the results of the campaign:

"We have been surprised in a number of cases at the unusual incidents which have proved that dealers have read and have been impressed by our advertising. For instance, one dealer in Pennsylvania wrote to us and said that he had been reading our copy each month because it

sounded so sincere. Further, he was interested in just what we were going to say next. However, he added, when the page appeared in which we said we were proud of our dealers, he made up his mind to find out whether we really meant all we said, so he sent us an order. Another dealer in an Eastern town also writes us, 'Have been reading your advertisements. They sound truthful. If your line is as good and as reasonably priced as you say, I think we would like to sell it,' and he also asked us to ship him one or two sample instruments.

"One advertisement, which we ran just before the holiday rush, brought us some exceptionally good results. In the Fall of the year, just before the Christmas buying commences, it is often very hard for dealers to secure all the merchandise they need on short notice. Realizing this, we decided during our dull season last Summer to make up a large number of our best-selling models and hold them in readiness for filling rush orders just before Christmas. In November we ran in the trade papers copy with this caption, 'We are ready to fill your hurry-up orders with merchandise that was not hurried.' Our idea, of course, as explained in the copy that followed the caption, was to help out both old and new dealers at a time when quick shipments on quality, salable merchandise would mean a great deal to them.

"At the same time we ran the publication advertisements we sent out a direct mail campaign exactly duplicating them. More than one dealer wrote in to say that he needed one instrument of a certain type very badly, and while he felt rather sheepish ordering a single machine on a rush basis, and asking all of this special attention, nevertheless he had read our advertising, and if we really could help him out, he would appreciate it. We secured a volume of business from new sources, the total of which was fairly large, and besides were able to send samples of our merchandise for inspection by dealers who had previously not been acquainted with our goods and service.

"In every way the campaign has not only added to our prestige, as well as we are able to judge, but the matter-of-fact way we have spoken of our aims and of business conditions has made us talked about favorably, and that, after all, is the ultimate aim of all advertising, especially when it is directed to dealers."

Enters Wholesale Radio Field

Arthur E. Nealy, for a number of years Western representative for The Music Trade Review, who resigned recently, has entered the wholesale talking machine and radio field. Mr. Nealy is now general sales manager of the Edray Sales Corp., with which concern he has secured a substantial interest, and his company will wholesale several lines of radio receivers and accessories, together with portable talking machines and cabinets. The headquarters of the Edray Corp. are in the Republic Building, Chicago.

White House Model Gulbransen Used

A White House Model Gulbransen registering piano was used by the Christ Evangelical Lutheran Church of Oak Park, Ill., in the dedication of its fine new school building on Sunday afternoon, March 15. The new school is located at Harvard and East avenues, Oak Park, and at the opening services more than 1,000 persons were present, crowding the gymnasium and balcony. The Gulbransen was used as a registering piano, for hand playing in sacred numbers and for furnishing accompaniment for the choir.

Introduce Globe Radio Battery Charger

The Globe Electric Co., Milwaukee, Wis., recently placed upon the market the new Globe radio battery Duo Charger, shown in illustration on the next page. Globe executives in announcing this new product to the trade stated that they believed it to be unique in the field because of its many features. It connects permanently to the radio set, and it is unnecessary

(Continued on page 130)

Balkite Battery Charger.
For charging 6 v. 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

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 128)



XXV
\$40.00
48 1/2" high
22 1/2" wide
22 1/2" deep
Heineman No. 77
Motor, Throw back arm, 5/8" thick
—6-ply Genuine Mahogany and Walnut veneers. Hand-carved legs.

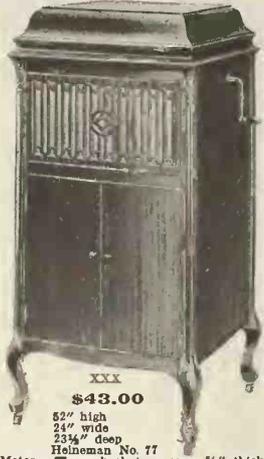
Close Out

of a limited quantity of high quality phonographs.

Price way below cost of manufacture

Write or wire

BROADCASTER CORP.
2414 W. Cullerton St., Chicago, Ill.



XXX
\$43.00
52" high
24" wide
23 1/2" deep
Heineman No. 77
Motor, Throw back tone arm, 5/8" thick
—6-ply Genuine Mahogany and Walnut veneers. Hand-carved legs.

E 2
Specifications:
36" wide, 22" deep and 35 1/2" high

to make any disconnection or to change any wires in charging either the "A" or "B" storage batteries. It uses the standard type of rectifier bulb, and is noiseless and fool-proof in operation. Globe officials expect that the Duo



Globe Battery Charger

Charger will be a big help to the dealer since it will tend to eliminate service calls caused by discharged batteries. It will be a convenience to the user because batteries can be recharged frequently, over night, with no great trouble and with slight expense. Globe Duo Dyne receiving sets in four- and five-tube styles, console radio outfits, radio tables, loud talkers, phonograph panels, batteries complete the line.

Krasco Mfg. Co.'s Business Active

The Krasco Manufacturing Co., 469 East Ohio street, is enjoying at present the largest

volume of foreign business experienced in the history of the firm, according to executives of that organization. Krasco motors are being shipped to points scattered all over the globe, especially the automatic repeating phonograph units, for which there is a large foreign demand. Japan, Java, New Zealand and Australia are among the countries to which shipments were recently made.

The Monarch Radio Corp., the radio division of the Krasco Mfg. Co., in addition to a gratifying domestic demand, is finding a consistent call from other lands for its receiving sets. The Monarch portable six-tube receiver, and the Monarch Junior, a portable four-tube set, are being sold widely in Japan and the Antipodes. Both models are self-contained, with a folding loop aerial, dry batteries, and are enclosed in an attractive Spanish leather case.

Eight different panels suitable for installation in console and upright phonographs are included in the Monarch line. These are being furnished in large quantities to talking machine manufacturers who are building their various models according to specifications which permit the insertion of a radio panel. Among the most popular panels is the 4-T-9, a four-tube upright receiver which uses dry "A" and "B" batteries and operates on an indoor or outdoor aerial and ground. The panel is so constructed as to allow

space in the phonograph for batteries, and it may be connected with the tone arm, allowing the horn to be used as a loud speaker.

Lakeside Co. Is Expanding

The Lakeside Supply Co., 73 W. Van Buren street, is at present planning to enlarge its offices by adding about fifty per cent more floor space. The volume of business enjoyed by the firm during the past year has been such as to make necessary the purchase of considerable new machinery and the display room has been found too small to adequately house the Lakeside products. The old offices will be devoted to manufacturing and assembling, and the new addition will be maintained as a combination office and display floor.

Gulbransen Grand Used in Broadcasting

The Broadmoor, one of the most beautiful apartment hotels in Rogers Park, Chicago, is now broadcasting programs every Tuesday,



The Broadmoor Hotel

Thursday and Sunday evenings. In all of the musical concerts the Gulbransen grand piano is used, and the hotel management announces that many fine comments on the Gulbransen instrument have been received from points as far distant as Canada and the Eastern coast. The Broadmoor Hotel station has been placed in Class A with the call number WBBM. Leslie Allen is the announcer and A. A. Cox has charge of the radio broadcasting arrangements.

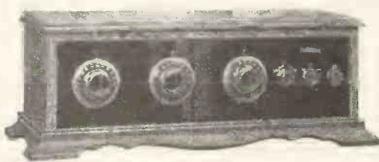
Returns From Extended Trade Trip

S. L. Zax, secretary of the Broadcaster Corporation, 2414 W. Cullerton avenue, this city, has just returned to his desk after an eight weeks' visit to the trade throughout the entire State of California, and stops at many points en route. Mr. Zax is very enthusiastic regarding business conditions generally and reports that the trade as a whole is cheerful and optimistic concerning Summer and Fall activities.

Introduce New Battery Clip

A new battery clip, to be known as the Valley Clip, was recently perfected and placed upon the market by the Valley Electric Co. of St. Louis, Mo. The clip was designed so that battery acid corrosion has no damaging effects, all parts being electroplated with an acid-resisting metal which acts both as a protector and an excellent conductor of electricity.

The Receiver of the Year



De Luxe Model

\$165

without accessories

Andrews
Deresnadyne
DÉ-RÉS-NA-DINE PATENTS PENDING
Radio Receiving Set

Manufactured by
ANDREWS RADIO COMPANY
327 South La Salle Street - Chicago

The year has brought forth one outstanding radio receiver—the Deresnadyne.

The Deresnadyne is remarkable first of all for its purity of tone and fidelity of reproduction. And tone is what counts after an owner has had a set a while.

The Deresnadyne is remarkable for its selectivity. In this respect it has no superior. Local or outside stations—it brings them in without interference.

It is remarkable for its distance. In one evening one owner got Calgary, Havana, Springfield, Mass., and Los Angeles.

Above all the Deresnadyne is remarkable because it does not sacrifice tone to power or vice versa. It combines them. It is not a Neutrodyne. It is not a Heterodyne. It is new in principle as well as results.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 130)

The Valley clip is made of sheet metal of extreme toughness, designed with ribs and channel shape to give added strength. An oil-tempered spring between the parts gives an easy but positive action that forces the sharp teeth of the jaws through any scale or corrosion on the battery terminal, making a perfect electrical contact.

The New Blood Brass Tapertube

The Blood Tone Arm Co., 222 West Madison street, recently introduced to the manufacturers of phonograph and radio combination instruments, cabinet and radio set manufacturers the new Blood Brass Tapertube, designed to give maximum amplification in minimum space. The Tapertube, which is constructed of polished brass, is used in connection with the Blood speaker unit for the installation of "built-in" loud speakers in radio set cabinets or for cabinet loud speakers. The cabinet in which it may be housed may be so constructed as to occupy a very small space, such as seven inches by seven inches.

Since the new product was placed in the hands of the manufacturers two months ago it has met with instantaneous success, according to Blood executives, and very effective amplifying results have been obtained with the simply constructed tone chambers. It is the intention of the Blood organization to serve as acoustical experts in solving the problems of the manufacturer, the latter submitting the depth of space planned for the cabinet speaker. The Tapertube may be placed in several different positions in the cabinet, with no resulting impairment of the tonal quality.

Music Memory Contestants Announced

The Brunswick-Balke-Collender Co. released a few days ago the list of successful contestants in the February Music Memory Contest. The names and addresses of the winners and the amount of the prize which each received were broadcast on the evening of March 24 by the following stations: KDKA, Pittsburgh, Pa.; WGY, Schenectady, N. Y.; WRC, Washington, D. C.; WBZ, Springfield, Mass.; WJZ, New York, N. Y.; KYW, Chicago, Ill.

Nation-wide interest was exhibited in the contest and letters received at the Brunswick headquarters from individuals in every walk of life commended and congratulated Brunswick officials upon their initiative in sponsoring the weekly programs. One citizen of Chicago called at the Brunswick headquarters and voiced his appreciation personally to R. M. Gillham, manager of the dealer service department, and added that a census taken in his particular office on one Wednesday morning revealed the fact that nine of the ten persons employed there had heard the program on the night previous.

The great majority of the contestants identified the selections and the artists by direct comparison with Brunswick records upon the talking machine in their homes. Others visited the store of the Brunswick dealers and there obtained information upon the various selections by playing a number of records and singling out the one which they believed they had heard on the air.

Successful Contestants in February Music Memory Contest
First Award, \$1000.—J. E. Moore, 71 Broadway, New York.

Second Award, \$500.—Addison R. Alstaat, 245 Seventh avenue, New York City.

Third Award, \$300.—J. H. Stanfield, 126 Shady avenue, Winston Salem, North Carolina.

Fourth Award, \$200.—Leonard Spier Saxe, 309 West Ninety-ninth street, New York City.

Ten Awards, \$100 each.—Mrs. J. H. Dixon, 672 St. Nicholas avenue, New York City; R. M. Whitlaw, 49 Main street, Orange, N. J.; Mrs. Jacob Brenner, 524 Jersey avenue, Elizabeth, N. J.; J. A. Brundige, 71 Broadway, New York City; Alta Taylor, 416 Valley Road, Upper Montclair, N. J.; Ella Good, 1345 Union street, Brooklyn, N. Y.; Mrs. Marie E. Lyon, 30 Baxter Place, Homewood, Pittsburgh, Pa.; Emma Whiston, 97 Clark street, Brooklyn, N. Y.; Miss May Green, Winston Salem, N. C.

Forty Awards, \$50 each.—R. J. Parsons, 1202 Campbell avenue, Schenectady, N. Y.; Anna Richmond, 46 Broad street, Elizabeth, N. J.; Ehlers English, 530 Forty-fourth, Des Moines, Iowa; Margaret Ioline Goodson, 51 Sherman avenue, Glens Falls, N. Y.; Franklin Horner, 1309 Montier street, Wilkesburg, Pa.; B. C. Magennis, 170

Hamilton avenue, Paterson, N. J.; Ruth H. Reynolds, 171 Twenty-fourth street, Jackson Heights, N. Y.; Alfred T. Rubel, 345 Fourth avenue, New York City; Mrs. Edward B. Lee, Pittsburgh, Pa.; Charlotte Melva Lesser, 155 East Fifty-fifth street, New York City; Mrs. Helen Shearman Gue, 80 Thirtieth street, Jackson Heights, N. Y.; Miss Hannah Katz, 90 North Eleventh street, Newark, N. J.; Alfred B. Geer, 2011 Collow avenue, Baltimore, Md.; Mrs. B. D. Bright, 525 West 146th street, New York City; Adele H. Brauneck, 1905 Vyse avenue, New York City; Miss Marguerite S. Ison, 1306 Shepherd street, N. W., Washington, D. C.; Miss Margaret Packwood, 3605 Chestnut avenue, Baltimore, Md.; Wallace Butterworth, Providence Road, Wallingford, Pa.; Mrs. Kathleen Mason Andereck, 399 St. Johns Place, Brooklyn, N. Y.; Mrs. S. Rubel, 512 West 156th street, New York City; Alice Morrell Mills, Kinderhook, N. Y.; Margaret L. Houston (Mrs. Paul L.) Broad street, Kinderhook, N. Y.; Mrs. C. H. Sebring, 204 N. Broad street, Winston-Salem, N. C.; Mrs. Ernest Moore, Montclair, N. J.; Mrs. Grace L. Foster, Reynolds, N. C.; Mrs. David Clay Lilly, Reynolds, N. C.; Miss Evelyn Harris, 3 Maple street, Randolph, Me.; Rev. Kenneth Close, Plymouth Church, Newark, O.; Edward H. Norman, 4215 Reisterstown Road, Baltimore, Md.; Wendell P. Renner, 7248 Ridgeland avenue, Chicago, Ill.; Bertha Schrader, 424 North Front street, Wheeling, W. Va.; Mrs. C. S. Browning, 3059 Griest avenue, Cincinnati, O.; Mrs. Paul T. Fisher, 438 Rowan street, Fayetteville, N. C.; Roy Anderson, 100 Castle Shannon Road, Pittsburgh, Pa.; Elsa Gundling-Iluga, 37 Poplar avenue, Wheeling, W. Va.; Mrs. Grace H. O'Donnell, 2 Fort Hill Terrace, Northampton, Mass.; John D. Boyd, Jr., 126 Columbia Heights, Brooklyn, N. Y.; Albert J. Cummings, Jr., 250 Highwood avenue, Ridgewood, N. J.; Edward Koos, 62 Springfield avenue, Newark, N. J.; Theodore Cavanaugh, 40 Commerce street, Rahway, N. J.; A. I. Ingram, Dewey, Pa.

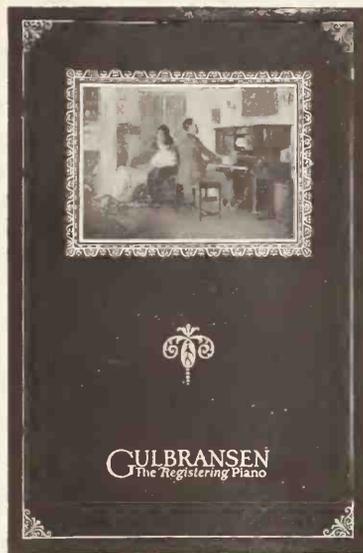
New Gulbransen Catalog

The Gulbransen Co., manufacturer of the Gulbransen Registering piano, has just issued a very handsome catalog that is meeting with the hearty approval of the company's dealers throughout the country. The accompanying illustration will give some idea of the attractiveness of the cover, although the black and white reproduction hardly does justice to the multi-colored cover that adorns the new Gulbransen catalog.

The opening pages give a brief resumé of the Gulbransen Co., the distinctive qualities of its products, and the various outstanding features in the Gulbransen merchandising plan. Each instrument presented occupies a full page, showing a very handsome reproduction of the Registering piano, together with a brief description of its outstanding qualities. Facing each page are brief discussions of various phases of Gulbransen advertising factory methods, etc., giving prospective purchasers an adequate idea of the institution behind the product. The models listed comprise the White House, listing at \$700; the Country Seat, listing at \$615; the Su-

burban, listing at \$530 and the Community, listing at \$450. All Gulbransen products are nationally priced and the White House electric reproducing piano is listed at \$940; the Country Seat reproducer at \$855 and the Suburban at \$770.

There is also presented in this very handsome catalog a portrait of A. G. Gulbransen, pres-



Cover Page of Gulbransen Catalog

ident of the Gulbransen Co., who has had fifty years' experience in the building of musical instruments. A bird's-eye view of the mammoth Gulbransen plant gives a concrete idea of the vast floor space available for manufacturing purposes, as the Gulbransen Co. occupies two six-story and two three-story factories with 400,000 square feet and a ground area of four and one-half acres.

Amherst Glee Club Records for Brunswick

The Amherst Glee Club, of Amherst College, was recently added to the list of musical organizations which made records for the Brunswick-Balke-Collender Co. The pick of college musical clubs throughout the country were given tests in the Brunswick laboratories and the Amherst youths were singled out as the club re-

(Continued on page 132)



No. 650

A popular cabinet as shown above—38 in. wide, 22 in. deep, 35 1/2 in. high. Four doors. Veneer stock, 5-ply striped mahogany. Handsomely finished. With or without radio unit.

**Beauty!
Quality!**
and Prices that Make Sales Easy

Striking attractiveness and thorough quality are features that have won unusual popularity for Clemetsen Radio-Phonographs. The dealer can stock these beautiful consoles with the assurance of quick sales.

Clemetsen Radio-Phonographs are equipped with high-grade phonograph instruments, and have a radio compartment that any set will fit—taking panels up to 15 3/4" x 16 3/4" x 6" deep. Can also be furnished with radio unit if desired. All are gracefully designed and richly finished, embodying excellent workmanship and select materials.

Modern manufacturing facilities enable us to offer these quality numbers at reasonable prices, so that they can be retailed at attractive figures with good profit.

Let Us Send You Our Catalog and Trade Prices on the Complete Line of Clemetsen Radio-Phonographs

Anton Clemetsen Co.

4223 W. Lake St., Chicago, Ill.

Clemetsen
RADIO - PHONOGRAPH

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 131)

cording most satisfactorily. An especially fine test was made of "Lord Geoffrey," Amherst, considered one of the finest college songs ever written and known and loved by every college man. John Coolidge, son of the President of the United States, is a member of the club and is one of the soloists.

Brunswick Music Memory Contest Ends

The Brunswick-Balke-Collender Co. made public on April 13 the names of the selections broadcast during the month of March in the Music Memory Contest sponsored by that firm, together with the names of the corresponding artists and orchestras. In the near future the names and addresses of the winning contestants and the prizes they will receive will be broadcast from the stations which place the programs on the air.

Brunswick officials announced a few days ago that the Music Memory Contest would be discontinued after the program broadcast on the evening of March 31, and that plans are now being laid for resumption in the early Fall. Public response has been so overwhelming and the interest shown has been so widespread that the executives of the firm decided to continue the Brunswick Hour of Music throughout the Summer, Brunswick artists and orchestras appearing regularly before the microphone each Tuesday evening.

MARCH 3, 1925

- Brunswick Concert Orchestra...Merry Wives of Windsor
- Theo. Karle...A Dream
- Irene Williams...From the Land of the Skyblue Water
- Gondolier Trio...Love's Old Sweet Song
- Irene Williams & Theo. Karle...Alice, Where Art Thou?
- Theo. Karle...Kashmiri Song
- Brunswick Concert Orchestra...Peer Gynt Suite
- Irene Williams...Sweetest Story Ever Told
- Theo. Karle...The World Is Waiting for the Sunrise
- Irene Williams...Aloha Oe (Farewell to Thee)

MARCH 10, 1925

- Brunswick Concert Orchestra...Whispering Flowers
- Michael Bohnen...Serenade (Schubert)
- Michael Bohnen...Two Grenadiers (Die Beiden Grenadiere)
- Max Rosen...Souvenir (Drdla)
- Elisabeth Rethberg...Elegie (Song of Mourning) (Masseten)
- Michael Bohnen...Prologue (Pagliacci)
- Max Rosen...Serenade (Drigo)
- Elisabeth Rethberg...On Wings of Song
- Elisabeth Rethberg...Angel's Serenade
- Brunswick Concert Orchestra...American Patrol

MARCH 17, 1925

- Brunswick Concert Orchestra...Naughty Marietta Intermezzo
- Theo. Karle...My Wild Irish Rose
- Elizabeth Lennox...Oh Promise Me
- John Barclay...Where The River Shannon Flows
- Brunswick Concert Orchestra...Believe Me, If All Those Endearing Young Charms

- Theo. Karle...Then You'll Remember Me (Bohemian Girl)
- John Barclay...Gypsy Love Song (Fortune Teller)
- Elizabeth Lennox...Oft In the Stilly Night
- Theo. Karle...I'll Take You Home Again, Kathleen
- Brunswick Concert Orchestra...Jolly Coppersmith

MARCH 24, 1925

- Brunswick Concert Orchestra...William Tell Overture
- Karin Branzell...Solveig's Song
- Allen McQuhae...Because
- Karin Branzell...Largo (Handel)
- Brunswick Concert Orchestra...Marche Militaire
- Allen McQuhae...At Dawning
- Karen Branzell...Habanera (Lover is Like a Wood Bird) (Carmen)

- Allen McQuhae...Until
- Fredric Fradkin...Nola
- Fredric Fradkin...Kiss Me Again

MARCH 31, 1925

- Brunswick Concert Orchestra...Salut D'Amour (Love's Greeting)

- Mario Chamlee...The Old Refrain
- Virginia Rea...Hymn to the Sun (Coq d'Or)
- Criterion Male Quartette...Kentucky Babe
- Mario Chamlee...Annie Laurie
- Virginia Rea...To a Wild Rose
- Criterion Male Quartette...Dixie
- Virginia Rea...Swiss Echo Song (Schweizer Echoleid)
- Brunswick Concert Orchestra...Stars and Stripes Forever
- Mario Chamlee...Lolita

Death of J. P. Fearn Regretted

On Tuesday morning, March 24, the many friends of John P. Fearn, known to his associates as "Paley" Fearn, were shocked to hear of his death which occurred at 5122 Berwick avenue, Detroit, and which was very sudden and unexpected, due to heart trouble. As manager of the Detroit branch of the Consolidated Talking Machine Co. for several years Mr. Fearn had made scores of friends among Detroit dealers, who found him a ready assistant in any of the difficulties which beset them. In friendship and business his whole heart went into whatever he attempted, working untiringly at all times and his excess of enthusiasm in whatever he was engaged was such that it undoubtedly helped to contribute to his demise at the early age of forty-three years.

His firm was distributor for the General Phonograph Corporation, manufacturer of

Okeh records, and he had in a few years built up a sale on them that was marveled at by older sales managers. In the early days he established a connection between the Arcadia orchestra and Okeh records that became stronger as the years went by and was cemented by a personal as well as a business friendship.

The late J. P. Fearn was the brother of E. A. Fearn, president of the Consolidated Talking Machine Co. of Chicago, and a brother-in-law of C. W. Copp, proprietor of the C. W. Copp Music Shop at South Bend, Ind. He was born in Reno county, Kansas, March 15, 1882. Following the funeral services at Detroit, the interment was in Door Village Cemetery, South Bend, Indiana. He is survived by his widow and one sister, in addition to his brother in Chicago.

Piano Club Activities

The Piano Club of Chicago, in carrying out its program for the advancement and promotion of music, voted recently to support the Apollo Club during the coming year. This aid will be financial and will be supplied from the club's promotion of music fund. The Apollo Club will be heard at the convention of the Music Industries to be held here in June.

The club through its Music Committee also awarded a cash prize of \$37.50 to music students in the contest recently held by the Illinois Federation of Music Clubs: William Boller, piano; Catherine Wade, violin; Kathryn Witter, soprano; Russell Bolternstern, baritone.

Judge John H. Lyle spoke most interestingly at the March 9 luncheon.

Brunswick Artists Entertained

Langdon Brothers, Brunswick artists, played several guitar selections at the Monday, March 30, meeting of the Piano Club, including "Dreamer of Dreams," one of their latest recordings. A number of the artists of "The Student Prince" also gave some delightful entertainment at this meeting.

Phonograph Manufacturers' Club Completes Organization at Second Meeting

Henry A. Otis Elected First President—Fourteen Manufacturers Represented—Committee Appointed to Formulate By-Laws—Interesting Discussions Followed Close of Business Session

CHICAGO, ILL., April 3.—Enthusiasm and progress marked the second meeting of the Phonograph Manufacturers' Club at the Furniture Club,

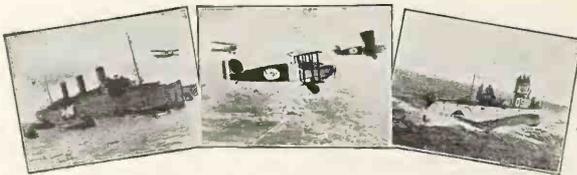
American Furniture Mart, 666 Lake Shore Drive, on the evening of March 26. Twenty-two men, representing fourteen manufacturers, attended the conclave, which was opened by a dinner, followed by the business session. Henry A. Otis, factory superintendent of the Perkins Phonograph Co., Chicago, who has served as temporary chairman of the organization since the initial meeting on February 19, and who, in large part, is responsible for the movement itself, had charge of the meeting. A permanent organization was formed and the following officers elected:

Henry A. Otis, president; M. C. Schiff, vice-president and treasurer, and S. A. Ribolla, secretary. The individuals holding the four offices named will act as members ex-officio of a board of directors which will include nine men in all. E. A. Wolf, Otto Heineman and J. S. Watters were elected to serve on the directorate, and the other two members will be elected at the next meeting. The president was empowered to appoint a committee to formulate a set of by-laws to govern the organization, and these will be submitted and voted upon next month.

It was the consensus of opinion among the members that the tone arm, motor, and portable phonograph manufacturers of the country be considered as eligible for membership in the club, and those firms which have not already been approached will be invited to communicate with the officers named above.

At the next meeting a slogan will be adopted which will tie up well with the name and purpose of the organization and which will be used on all club stationery and publicity. Definite steps will be taken in the direction of pushing

The Adventures of
BURGESS
RADIO BATTERIES



They're in the Wireless Room of the Leviathan *The World Flies Carried Burgess* *Standard Equipment of United States Submarines*



Remarkable are the adventures of Burgess Radio Batteries. And where there's danger—upon, above, or below the earth, sky and sea, will be found Burgess Batteries—laboratory products.

"ASK ANY RADIO ENGINEER"

BURGESS BATTERY COMPANY
Engineers **DRY BATTERIES** Manufacturers
Flashlight - Radio - Ignition - Telephone
General Sales Office: Harrls Trust Bldg., Chicago.
Laboratories and Works: Madison, Wis.
IN CANADA: Niagara Falls and Winnipeg

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 132)

the "phonograph idea," and concerted action is expected to result in broadcasting the name of the organization, its aims and purpose.

At the close of the business session the meeting was thrown open for discussion. Several members spoke upon various phases of the talking machine industry, business conditions of the present time, and the various ways in which the Phonograph Manufacturers' Club could serve for the betterment of the industry.

The following firms are charter members of the Phonograph Manufacturers' Club: Wolf Mfg. Industries, Quincy, Ill.; Wizard Phonograph Co., Inc., Chicago, Ill.; Perkins Phonograph Co., Chicago, Ill.; Columbia Cabinet Co., Chicago, Ill.; Vincennes Phonograph Co., Vincennes, Ind.; Anton Clementsen Co., Chicago, Ill.; National Phonograph Mfg. Co., New York City; Plymouth Phonograph & Radio Co., Plymouth, Wis.; Eureka Talking Machine Co., Chicago, Ill.; Vitanola Talking Machine Co., Chicago, Ill.; General Phonograph Corp., New York, N. Y.; Caswell Mfg. Co., Milwaukee, Wis.; H. G. Saal Co., Chicago, Ill.; Thomas Mfg. Co., Dayton, O.

Mr. Otis, as president of the club, will continue to maintain his headquarters at 500 Diversey Parkway. The next meeting is in April.

Mohawk Electric Corp. to Open Branch in New York

Chicago Radio Manufacturers to Establish Direct Branch Office in Gotham Under the Management of H. G. Cisin

The Mohawk Electric Corp., Chicago, manufacturer of the Mohawk radio receiver, will shortly open a branch office in New York at 1400 Broadway, with H. G. Cisin as manager. Mr. Cisin has been with the Mohawk organization as advertising manager since the company started and his appointment as New York manager is in the nature of a well-deserved promotion. In addition to the new office in New York, the Mohawk Corp. maintains district sales branches in Boston, St. Louis, Los Angeles, San Francisco, Portland, Denver, Minneapolis, Detroit and Cedar Rapids.

Manus Music Co. Chartered

The Manus Music Co., New York, has been chartered at Albany with a capital stock of \$20,000. Incorporators are S. and A. Manus.

Asks Views of Business on Census Distribution

Secretary of Commerce Hoover Requests Views of Representatives of Industries on the Advisability of Such a Census

WASHINGTON, D. C., April 7.—Representatives of the various industries will shortly be asked by Secretary of Commerce Hoover to state their views regarding the advisability of taking a census of distribution, recommended at a meeting held in January under the auspices of the United States Chamber of Commerce for the purpose of discussing distribution problems and costs.

The proposed census would include a survey of stocks of various commodities held by retailers and jobbers. The result of such an investigation would be to show the flow of goods from manufacturer to consumer, and would supplement the census of production which is now being taken in many commodities by the Census Bureau. Secretary Hoover will appoint a committee to investigate the feasibility of carrying on an investigation of the type proposed.

When thinking of Phonographs or Radio Cabinets—REMEMBER

We manufacture a complete line of Portables, Table Models, Uprights and Consoles.

We operate two large plants and build nothing else.

NO ORDER TOO LARGE.

Employ over four hundred people, still working full time on orders.

If you have any Phonograph or Radio Cabinet Problems to solve—write, wire or phone us.

THE WOLF MANUFACTURING INDUSTRIES

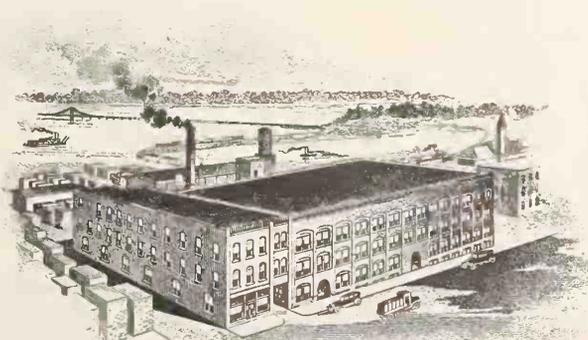
(Established 1890)

Builders of "MASTERCRAFT" Phonographs and Radio Cabinets

QUINCY, ILLINOIS



PLANT N°1



PLANT N°2

Aeolian Co. Closes Deal for Twelve-story Building

New Structure to Be Erected at Fifty-fourth Street and Fifth Avenue, New York City, to House Company's Business

The Aeolian Co. announced on March 31 that negotiations had been completed for the removal of the company's headquarters from Aeolian Hall on Forty-second street to a new 12-story building to be erected at the North-east corner of Fifty-fourth street and Fifth avenue and on which the Aeolian Co. has taken a sixty-three-year lease, the amount involved being close to \$12,000,000.

The new building, which is expected to be ready for occupancy in the Fall of 1926, will



Proposed New Aeolian Building

be twelve stories high, designed in the Francis I style, and with the necessary setbacks for the upper stories as provided for by the zoning laws. The Aeolian Co. will occupy most of the 125,000 square feet of floor space in the building, the lower floors of which will be given over to displays of pianos, phonographs, radio, and other musical instruments. The entrance will be on the corner and protected by an iron and glass marquee, and on both sides of the entrance will be great show windows proportionate in size to those in the present Aeolian Hall. The structure will include an intimate recital hall comparable in size to the space found in a luxurious home.

The present Aeolian Hall was sold in August of last year to the Schulte Retail Cigars Corp., for a figure said to be in the neighborhood of \$6,000,000, and after it had been leased to the F. W. Woolworth Co. for sixty-three years, was sold by the Schulte interests some weeks later at a profit of nearly \$1,000,000.

The new move of the Aeolian Co. brings it back again to Fifth avenue after a twelve-year absence. The business was first established at 841 Broadway, and later moved to Twenty-third street West of Fifth avenue. Twenty-three years ago the company occupied a new building erected for it on Fifth avenue just above Thirty-fourth street, and twelve years ago moved to the present location.

Dayton Fan & Motor Co. Prize Winners Announced

Only Five Out of Half Million Contestants Give Correct Answers to Cross-word Puzzle

The recent cross-word puzzle contest inaugurated by the Dayton Fan & Motor Co., in advertising its Day-Fan radio receiving sets, produced over half a million contestants out of which only five sent in correct answers. The winners were Roy W. Smith, 28 Gates avenue, Montclair, N. J.; Howard R. Barton, 54 Franklin street, Englewood, N. J.; Olive Rile, 534 Argyle road, Brooklyn, N. Y.; John F. Cameron, 814 Devon street, Arlington, N. J.; and Edward B. Parker, 31 Hasbrouck place, Rutherford, N. J. To these five contestants will be sent the five prize Day-Fan radio sets.

The judges were Geo. L. Patterson, president of Stanley & Patterson, electrical supply house; Kenneth Groesbeck, president of Groesbeck, Hearn & Hindle, Inc., advertising agency; Wm. F. Hart, director of broadcasting station WHN, and Clark R. Griffin, director of the advertising department of the New York Sun, and their work was made considerably easier by the difficulty of the puzzle itself, and the fact that all correct solutions were eligible for prizes.

New Jersey seems to be the home of cross-word puzzle experts, since four of the five winners hail from this State, and Greater New York is represented only by Miss Olive Rile, of Brooklyn.

To all contestants has gone a letter of thanks for their interest in the competition and a correct copy of the solution of the puzzle, so that they can let their friends struggle with some of the difficulties that confronted them.

Gulbransen Dealers Cash in on Effective Publicity

Francis Piano Co. Makes Ford an Advertising Medium—Brown Music Co. Has Very Effective Gulbransen Message on Truck

E. A. Francis, of the Francis Piano Co., Gulbransen dealer of Galesburg, Ill., believes in advertising consistently. The accompanying illus-



Gulbransen Baby on Francis Co. Ford traction shows the famous Gulbransen baby cut-out pasted to the back window of a Ford sedan owned by Mr. Francis. The Brown Music Co., of Reading, Pa., also a Gulbransen dealer, evidently holds the same belief regarding advertising. The company truck, which resembles



Featuring Brunswick on Truck a miniature house, carries a Gulbransen advertisement on the back and was seen in all parts of Reading for a period of two weeks during the Auto Show and the Builders' Exhibition staged there recently.

R. W. Porter, Thompson Executive, Concludes Trip

Robert W. Porter, vice-president and general sales manager of the R. E. Thompson Mfg. Co., has returned to his desk after a three weeks' visit covering all important points in the United States and Canadian Middle West. Mr. Porter feels very much encouraged over the progress that the Thompson distributors are making in the face of the present radio situation. The Thompson policy calls for the rigid adherence to those merchandising policies which have worked out successfully with the higher grade piano and phonograph dealers handling high-grade radio apparatus as a musical instrument. He feels that radio merchandising will develop certain characteristics applying generally to it with reference to the methods of sales, installations, servicing, etc., that perhaps other high-grade musical instruments have not developed.

Henry S. Hall, of South Farms, Conn., has announced plans for opening a new music store in the Bank Block here. Alterations are at present being made on the property to afford suitable display space for a full stock of musical instruments and radio.

A BRILLIANT PAST

A prospective customer asked a friend what he knew about us. They have "A Brilliant Past," exclaimed the friend. Our present success proudly stands on this record. May we add your name to our list of satisfied customers?

Always insist on

DE LUXE NEEDLES

(BEST BY EVERY TEST)

Perfect Reproduction of Tone

No Scratching Surface Noise

PLAYS 100-200 RECORDS

May We Send You Sample?

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Price 3 for 30 Cents

Liberal Trade Discounts

Three New Song Hits!!!

"WHEN I THINK OF YOU"

A New One by Harry Owens and Vincent Rose
Writers of "Linger Awhile"

"LET ME LINGER LONGER IN YOUR ARMS"

A fascinating Fox Trot by Cliff Friend and Abel Baer
Writers of "JUNE NIGHT"

"PAL OF MY CRADLE DAYS"

Marshall Montgomery and Al Piantadosi's Great "Mother" Ballad!

"You Can't Go Wrong With Any 'FEIST' Song"

Brunswick Co. Reports Substantial Gain in 1924

Income Increased to \$19.97 Per Share Last Year —Radio an Important Factor

The net income of the Brunswick-Balke-Collender Co. for 1924 was \$2,801,000, equivalent, after preferred dividends, to \$19.97 a share on the \$12,375,000 common stock outstanding the greater part of the year. This compares with \$2,513,000, or \$17.63 a share in 1923.

"Realizing that the radio would necessarily mean a close association in industry with the phonograph," a letter to stockholders says, "we last year entered into a very favorable agreement with the Radio Corp. of America to market their radio receiving sets in combination with the Brunswick phonograph, under the trade name of 'Brunswick Radiola'."

"The resources and patents, together with the laboratories of the Radio Corp. of America and its affiliated institutions that make up the engineering policies of the Radio Corp., greatly simplify for us the future outlook for improvements and developments in this field. This friendly relationship between the Radio Corp. and our company should necessarily react to the advantage of our stockholders."

Gordon C. Sleeper on Vacation in Europe

Gordon C. Sleeper, president of the Sleeper Radio Corp., Long Island City, accompanied by Mrs. Sleeper, sailed recently on board the S. S. "De Grasse," of the French Line, for a six-weeks' business and pleasure trip abroad. Mr. Sleeper will devote considerable of his time to the investigation of conditions in France, England and Germany relative to the manufacture, patents and recent inventions in the radio field. He has an appointment to attend a conference in Paris with a group of radio engineers, with whom he has been in communication for the last several years.

New Edison Organ Record

Among the more important releases of Edison records is a new organ record which has already attained widespread popularity. The artist is Fred Kinsley, of the New York Hippodrome. On one side of the record is the sacred number, "Abide With Me," and on the other the equally well-known sacred selection, "Lead, Kindly Light."

Walter Scanlan, the popular Irish tenor, is also included in the releases for the current month. His record features on one side, "Rose Marie," from the musical comedy of the same name, and on the other, "All Alone," both of which bid fair to be very popular.

Folder Features Popular Hits on Odeon Records

Special and Timely Odeon Record Publicity Issued by the General Phonograph Corp.

The Odeon division of the General Phonograph Corp. issued recently an attractive two-colored folder, featuring the most popular hit of the day, "O Katherina," which was recorded for the Okch library by Marek Weber and His Orchestra. This record is meeting with a phenomenal sale and Odeon dealers are featuring it to advantage. This folder also lists other popular records by the Marek Weber Orchestra as well as selections by the Edith Lorand Orchestra, the Dajos Bela Orchestra and the Odeon Symphony Orchestra.

An attractive three-colored hanger, which has found popular favor among Odeon dealers

during the Easter season, features three Odeon records in the Italian language from the "Passion Play." These records are making a particular appeal to music lovers during the Easter season and the hanger has served to attract the attention of passers-by to the dealers' windows.

The regular monthly hanger that will be issued in the future by the Odeon record department of the General Phonograph Corp. will present in multi-colors the flags of the nations whose records are listed on the hanger. This innovation was started with the April list and the dealers are keenly enthusiastic regarding the sales value of the hanger. The flags show up to splendid advantage and among the languages featured on the hanger are the following: Italian, German, Polish Hungarian, Ukrainian, Russian, Mexican, Bohemian and Scandinavian. These records are now handled by many dealers with profit.

Big Profits in

UDELL RADIO CABINETS



No. 733

With built-in loud speaker unit and horn.

THIS is just another example of the rare beauty of all Udell cabinets. No. 733 has space for receiving set at top and batteries below. Handles receiving sets up to 31 in. wide, 10 in. high and 12 in. deep. Removable back. Finished in brown mahogany with two-tone effect.

All Udell cabinets are priced to make you attractive dealer profits. Complete illustrated folder gladly mailed upon request. Write for your copy today!

THE UDELL WORKS, Inc.

28th St. at Barnes Ave.
Indianapolis, Ind.

Atwater Kent Announces New Compact Model Radio

Model 20 Compact Has Extra Sales Appeal in That All Unsightly Wires Are Eliminated and Is Capable of Being Easily Moved About

PHILADELPHIA, PA., April 8.—A new Atwater Kent five-tube set has been announced by the Atwater Kent Mfg. Co., of this city. After a careful analyzation of the market the Atwater Kent Co. has found a certain class of prospective radio buyers desiring radio equipment that is not only powerful, lasting and simple in construction, but likewise unobtrusive when installed in the home.

As a result of this finding and in order to give Atwater Kent dealers greater sales possibilities than ever before, the new "Model 20 Compact" has been presented. It is announced that the "Model 20 Compact" has the identical selectivity, volume and range of the regular Model 20. Another distinguishing feature of this set in comparison with the other cabinet sets of the Atwater Kent line is that the battery cable is attached in such a way as to eliminate all unsightly wires.

From the standpoint of the dealer it is pointed out that it means lower freight rates, economical packing, occupies less space on the shelf, in display space or stockroom.

Globe Art Metal Mfg. Co. Extends Its Activities

The Globe Art Metal Mfg. Co., 67 Winthrop street, Newark, N. J., which has produced tone arms and sound boxes for some of the largest talking machine manufacturers in the country, and which operates an extensive electro plating and polishing business, has greatly extended its manufacturing activities so as to care for increased demands for plating. This firm was established in 1905 and has large facilities for the turning out of metal parts of every description. In addition to tone arm parts it is making parts for radio loud speakers and locks and hardware for luggage. It is equipped to turn out all goods made from base or precious metals.

Recently the Globe Co. introduced a specially designed tone arm to be attached to the tone chamber of any talking machine. This tone arm fits any loud speaker unit and thereby makes available the amplifying chamber of the

talking machine for loud speaker purposes.

This company makes a specialty of electro plating and polishing difficult metal productions. Recently it has taken over an order for polishing metal mesh, to be turned out in colors.

The principals of the Globe Art Metal Mfg. Co. are active in the direct supervision of all its production activities. Joseph Landsman, long known in the talking machine trade as an expert plater, has direct supervision of plating and polishing. S. W. Weiss is in charge of all manufacturing.

Thos A. Edison Returning

Thomas A. Edison, head of Thomas A. Edison, Inc., is expected back at Orange the latter part of this month. For about two months the famous inventor has been enjoying a well-deserved vacation at his Winter home in Fort Myers, Fla.

Eddy Clark Becomes a Columbia Record Artist

The Columbia Phonograph Co., Inc., New York, announced recently the addition to its recording staff of Eddy Clark, well known in



Eddy Clark

vaudeville circles as an exceptionally proficient ukulele player. Eddy has appeared on the legitimate stage as well as the big-time vaudeville circuit, and he has been accorded an enthusiastic reception wherever he appeared. In addition to his ukulele playing, this popular artist imitates the playing of a clarinet to yodeling, and it is expected that his Columbia records will meet with considerable favor.

Teletone Announces Panel for Columbia Console 1-R

E. J. Madden, who recently purchased the interests of Richard Spira in the Teletone Co. of America, 449 West Forty-second street, New York City, announces a newly designed radio panel for special use with the new Columbia Harmony console 1-R. This is also available for Columbia 239-R.

The Teletone Co. of America has been reorganized and it is arranging for enlarged activities. Mr. Madden states that announcement of its sales campaign and policies will be made in the near future.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL 



SONORA CONSOLE SPEAKER
Equipped with De Luxe Radio Reproducer
\$80

for prompt shipment —

Sonora De Luxe Speaker - - \$30
Sonora Portable Phonograph - \$35

Order these nationally advertised business producers today — Phone FITZROY 1446

GREATER CITY PHONOGRAPH CO., Inc., 234 W. 39th St., New York
SONORA DISTRIBUTORS NEW YORK CITY

ALWAYS PIONEERING

Weston Radio Plug—a 75c plug that was the original automatic device for changing instantly from head-set to loud speaker. Fits Standard Jacks. No tools needed. Standard equipment on nationally advertised loud speakers.



RADIO is a new field—in proof of real performance. Weston is an old name—in electrical measuring experience. Pioneering since the real beginning of the electrical measurement art, Weston has developed several radio instruments, tested them, proved them, and found them practical, popular and of great usefulness. Accuracy in Radio work or pleasure is insured by their use.

Write for Circular "J"

Weston Table Voltmeters —ranges 0-7 point 5 to 0-150 volts. Price, \$13.50. Compact, yet of remarkable Weston accuracy. Hand-some Bakelite case, Rugged and Durable, of the greatest value in testing A and B batteries using insignificant current to operate.



WESTON ELECTRICAL INSTRUMENT CORPORATION

190 Weston Ave., Newark, N. J.

STANDARD THE WORLD OVER

WESTON

Pioneers since 1888




Talking Machine and Radio Men Elect New Officers

H. T. Leeming, of the Emerson Radio & Phonograph Co., Delivered Interesting Address—Report on Radio Conference

At the meeting of the Radio & Talking Machine Men, Inc., held at the Cafe Boulevard on Wednesday, April 8, the chief business at hand was the election of officers for the coming year. Irwin Kurtz was, for the fifth time, elected to the presidency of the association; A. Galuchie was selected once more to act as treasurer, and E. G. Brown was re-elected secretary. Sol Lazarus, who has done some excellent work for the association, particularly in the handling of its entertainments, was elected vice-president. The divisional vice-presidents for the new year are as follows: Aeolian, H. Duff; Brunswick, Chester Abelowitz; Columbia, J. Tylkoff; Okel, J. Rose; Sonora, A. Bersin; Victor, N. Goldfinger, and Radio, L. J. Rooney.

Mr. Kurtz's natural modesty and retiring disposition probably prevented him from being present in person to again receive the honor at the hands of his associates and as a result J. H. Mayers, the vice-president, presided. After introducing John H. Hunt, of White Plains, one of the first presidents of the association, Curtis N. Andrews, R. F. Bolton and some other guests, Mr. Mayers presented the chief speaker of the evening in the person of H. T. Leeming, of the Emerson Radio & Phonograph Corp., who took occasion to review the existing radio situation and expressed the opinion that the trade would be stabilized and would become a permanent factor. He stated that the present chaotic condition was due largely to the misjudging of the market by certain manufacturers who were consequently forced to unload surplus stocks, but stated that this condition would give way to stabilization in the near future.

Mr. Leeming expressed the opinion that dealers in radio should devote themselves more particularly to the sale of higher-priced sets, which, in consequence of larger profit accruing, provided a more adequate margin for service charges. He stated that in very low-priced outfits this margin was not sufficient to give the dealer any leeway for profit. In the course of his talk Mr. Leeming also gave some attention to the talking machine and record business and its present status. His company distributes Federal radio apparatus and accessories as well as Emerson records.

The March Meeting

At the March meeting of the association, held on March 25, a report was made on results of a conference of radio manufacturers' representatives called some days before by the president of the association. It was stated that there were several hours of frank discussion of trade conditions in the course of which Mr. Kurtz set forth his opinions as to what should and should not be done by manufacturers in the interests of their dealers.

A questionnaire was sent to each of the radio manufacturers represented at the conference asking for opinions on the advisability of announcing new models at only one certain period of the year, limiting trade shows to one each year in each city, and the forming of an association of radio manufacturers to remedy trade conditions, possibly with a man at its head with the powers of Landis in baseball, or perhaps Kurtz in the local association. The results of the questionnaires will be discussed at another conference called by the association president at the Hotel Pennsylvania on April 21.

Manufacturers' representatives at the recent conference included: H. T. Melhuish, assistant sales manager of the Radio Corp. of America; Harry A. Beach, Eastern sales manager of the phonograph division of the Brunswick-Balke-Collender Co.; Arthur Freed, secretary, and Alex. Eisemann, treasurer of the Freed-Eisemann Radio Corp.; Robert Harris, Eastern dis-

trict manager of the Adler Mfg. Co.; Gordon C. Sleeper, president, and H. M. Van Cleef, district manager of the Sleeper Radio Corp.; O. W. Hendrickson, of the sales staff of David W. Grimes, Inc.; S. O. Martin, president of the Sonora Phonograph Corp.; Louis Gruen, vice-president of the Federal Radio Corp.; James Watters and J. C. Dittmers, of the Pathé Phonograph & Radio Corp.; Herman A. Linde, of F. A. D. Andrea, Inc.; Charles Lawson and O. E. Marvel, of the Dayton Fan & Motor Co.; W. H. Ingersoll, vice-president of the DeForest Radio Corp.; W. T. Eastwood, adv. mgr., H. A. Brennan and Benjamin Gross, representatives of the Stromberg-Carlson Tel. Mfg. Co.; E. E. Fink, general manager of the Ware Radio Corp.; J. Griffith, of the Thompson Radio Mfg. Corp.; C. C. Lauritsen, chief engineer of the Colin B. Kennedy Corp.; Joseph W. Jones and Col. S. H. Mapes, of the Joseph W. Jones Radio Mfg. Co., and W. Gaynot, of the Zenith Radio Corp.

At the March meeting the speakers included I. P. Rodnan, vice-president of the Garod

Corp., who dwelt briefly on the policies of his company. He stated that the design of the receiver manufactured was to suit the public taste and was so made that the appeal of the instrument would be readily apparent. The tone quality of the Garod receiver is its chief feature.

Commenting on the distributing policies of the company, he stated that insofar as possible the Garod products are wholesaled by those distributors who have established a high reputation, and who do not carry any competing lines. He seconded the statement made earlier at the meeting by H. A. Brennan and Benjamin Gross, factory representatives for Stromberg-Carlson Tel. Mfg. Co., that dealers should really understand radio before attempting to sell it, and they should lessen the number of lines carried to three or four and give real representation to the manufacturers.

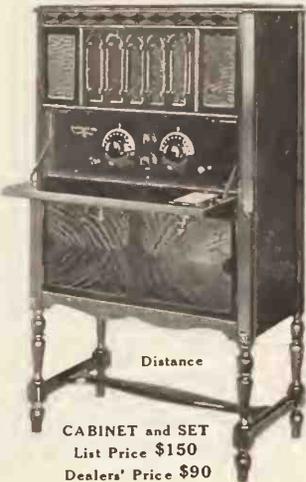
A new music concern, called the Musical Shop, has been opened at 635 Penn street, Reading, Pa., by Carl and Leon Wittich.

Sell Radio Products of Reliability

Liberal Profit



No Risks



Distance

CABINET and SET
List Price \$150
Dealers' Price \$90



Volume

CABINET ONLY
List Price \$90
Dealers' Price \$54

A 5 Tube Outfit in a Knickerbocker Console Cabinet

THE OUTFIT of the FUTURE NOW

Setting a New Price Standard

FEATURES:

Quality, Built-in Loud Speaker, complete with Jolly Unit of exceptional tone quality. Center space contains five-tube Knickerbocker Set. Ample space at bottom for battery and charger.

Positively the Finest Quality Wood and Finish Ever Before Built in a radio cabinet. Two-tone Diamond Squares Mahogany or two-tone Butt Walnut.

Please Note: Demand will far exceed the supply!

LIMITED JOBBING TERRITORY OPEN Order Sample NOW

KNICKERBOCKER TALKING MACHINE CO.

831 BROADWAY, NEW YORK

RADIO DIVISION

B. R. FORSTER, Special Representative

Baltimore Trade Is Enjoying Sales Gains

All Factors of the Trade Are Optimistic Over the Outlook for Summer—Hub Furniture Co. Opens Department—News of Month

BALTIMORE, Md., April 10.—The past month showed considerable improvement over the previous month in the talking machine business and business generally is reported good, especially in records. Jobbers here are rather optimistic over the outlook for business this Summer and retail dealers feel that the talking machine is again coming into its own. The increase in business last month to a large extent can be attributed to the campaign put on by the Victor Co. which spurred the other dealers to new efforts and the town was canvassed in a more thorough and systematic manner than for years.

Holds Formal Opening

The Hub Furniture Co., of Washington, had a formal opening of its talking machine department last month and special window displays of both talking machines and records featured the occasion. The firm has seven listening rooms all on the first floor near the front door and they are all handsomely equipped with the latest appliances.

Many New Columbia Accounts

One of the most optimistic men in the business here is W. H. Swartz, vice-president of the Columbia Wholesalers, Inc., distributors of the Columbia. "Business for the first three months of the year has been very good," said Mr. Swartz, "and closely approximates the remarkable volume of business done the early part of last year. Dealers in this territory are enthusiastic over the additional discounts being allowed on certain Columbia models, and this to a large extent accounts for the wonderful business being done by Columbia dealers. Many dealers have increased their outside sales force during the past few months. The 25 per cent discount on records is also having its effect on sales and dealers everywhere in this territory are pushing the sale of records with excellent results.

"In line with the policy of the corporation in granting franchises to the best and most high-grade stores, the following firms have been made Columbia dealers: Hub Furniture Co., Washington, D. C.; National Furniture Co.,



COLUMBIA

"The Best in Music"

The name "Columbia" stands for the best in music. The list of Columbia New Process Records includes the recently issued series of Musical Masterworks (album sets of complete symphonies, recorded in Europe by famous orchestras, conducted by men of world-wide reputation); the popular "hits" of the day; foreign records in all important languages; race records by race stars; "fiddle" records by the artists who are in demand. The best to be had in music.

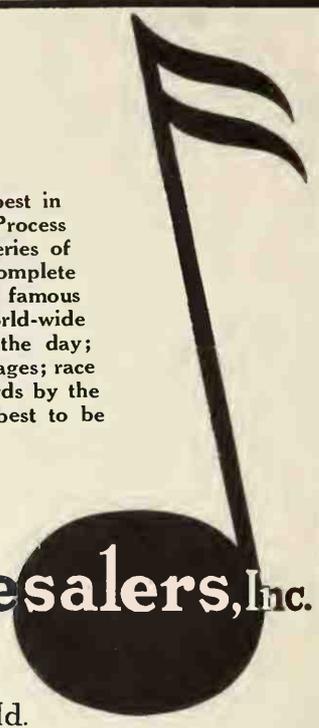
Let Us Serve You!

Columbia Wholesalers, Inc.

L. L. Andrews ~ Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.



Washington, D. C.; Holloway Bros., Charlotte, Va.; Levy Furniture Co., Roanoke, Va.; Harlow, Wilcox & Co., Petersburg, Va.; Grand Piano Co., Roanoke, Va.; Winfree, Strother Co., Lynchburg, Va.; Weldon Furniture Co.; Weldon, N. C.; Phillips Furniture Co., Ahoshee, N. C.; Clinchfield Corp., Clinchfield, N. C.; Community Music Parlor, Harrisburg, Va.; and a number of other smaller houses. All of them have put in a complete line of Columbias and records."

Bright Outlook for Brunswick

Chas. F. Shaw, manager of the local branch of the Brunswick Co., is another man who holds optimistic views on the outlook for both the phonograph and the combination phonograph-radio. "Business continues to show a very gratifying increase," he said, "and I can see no reason why it should not continue to do so right along now. Dealers generally are showing more co-operation with the jobber with the result that there is a more united effort to

reach the buying public than has been the case before.

"The Baltimore branch feels proud of the fact that through Bernard J. Foy, of Foy Inc., one of our Washington dealers, it has placed a Brunswick-Radiola No. 260 in the White House. The machine was the gift of a number of friends of Everett Sanders, secretary to the President, in his home town of Terre Haute, Ind., and was presented to him by Will H. Hays, former Postmaster General.

H. H. Beach, Eastern sales manager of the Brunswick Co., spent several days in the Baltimore territory the first part of the month, visiting a number of places here and in Washington.

Dealers' Drives Create Sales

Boggs, Rice & Co., of Bristol, Va., recently conducted an advertising campaign using about fifteen small papers throughout the section and report excellent results, having orders for records from as far as California and Alaska.

The Laurens Music Shop, of this city, has built up a record mail order business by personal letter system and has a mailing list of some 4,000 phonograph owners, all of whom are circularized with splendid results.

Lester B. Harvey, of Appomattox, Va., in writing to the Columbia Wholesalers, reports great success on the \$200, \$250 and \$300 machines in a "trade-in" canvass of his territory.

Sales of the old-time tune records which have been all the rage in Virginia and North Carolina continue unabated, Benefield, Motley & Co., Columbia dealers in Danville, having sold nearly 5,000 of these records already.

F. H. Espey Recovered

F. H. Espey, Virginia representative of the Brunswick Co., who has been confined to the hospital for the past month with an attack of pneumonia, is again back on the job and receiving the congratulations of many friends in the business on his recovery.

Cohen & Hughes Buy Building

Cohen & Hughes, Inc., have taken title to their large and commodious building at Cathedral and Eager streets and after extensive improvements will move from their present location on West Saratoga street. The building represents an investment of over \$100,000 and about \$10,000 will be spent in remodeling the place for the growing needs of this concern.

The following radio firms have filed articles of incorporation with the State Tax Commission: The Russell Radio Corp., 1429 Maryland avenue; capital stock, \$100,000; incorporators:

FAST SERVICE TO THE SOUTH



From Pennsylvania to Florida



COLUMBIA WHOLESALERS, Inc., is known as the Radio Distributor with a real cooperative dealer service and merchandising plan.

The ONLY DISTRIBUTOR in the South with an exclusive dealership proposition.

Distributors of

FADA
CROSLLEY
MAGNAVOX
(Exclusive Distributors)

PHILCO (Radio and Automotive)
BURGES
BRACH
TOWERS SCIENTIFIC (Exclusive)

THOROLA
KING CHARGERS
APCO
CUNNINGHAM

COLUMBIA WHOLESALERS, INC.

WHOLESALE ONLY

205 W. Camden St.

Baltimore, Md.

John A. Lemleux, Arthur Russell and Harry E. Sterans, Jr.

Jones Radio Mfg. Corp., 419 North Eutaw street; capital stock \$200,000; incorporators: Winters Jones, H. H. Jones, Jr., Philip Gerlach.

Victor Drive Big Success

The Victor Talking Machine Co.'s selling campaign in Baltimore last month was a big success and far exceeded all expectations of both jobbers and dealers.

"Have You a Victrola?" became almost a household word and it was extensively used all over the city both in newspaper and window display advertising.

"It simply proves that radio has not hurt the sale of talking machines and business is there if the dealers will go after it," declared W. C. Roberts, manager of E. F. Droop & Sons, Victor jobbers.

The campaign was brought to close with a dinner given by the Victor Co. to the dealers of Baltimore at the Southern Hotel on April 2 and at the close of the dinner the distribution of prizes and dancing followed. Miss Edna Jenkins, of the Mueller Music Store, carried off first honors and was crowned "Queen of the Victor salesmen and saleswomen of Baltimore."

Other prizes were divided among four girls and three men, as follows: J. Popp, of the Mueller Music Store, \$120; M. Lewis, of Berlin & Lewis, \$70; L. J. Driscoll, of the Peabody Piano Co., \$45; Miss Margaret C. Roszell and Miss Bessie Weisman, of Hochschild, Kohn & Co.; Miss Priscilla Jacobi, of the Kranz-Smith, Sanders Stayman Co. and Miss Helen Robertson, of the Talking Machine Shop, each \$20.

Speakers were F. K. Dolbeer, sales manager of the Victor Co., John G. Paine, of the legal department of the company, and William Townsend Davis, of Baltimore, field manager.

Among those at the guest table were C. K. Garrison, of Philadelphia, and William A. Eisenbrandt, Alexander S. Eisenbrandt, William Biel, William C. Roberts and I. Son Cohen, Baltimore jobbers.

Standardyne Radio Sets Installed in Hotel Suites

Console Type Standardyne Receivers Chosen by Biltmore Management to be Installed in Every Suite—Guests Express Approval

The Standardyne radio receiver, manufactured by the Standard Radio Corp., Worcester, Mass., has been selected for installation in the guest rooms of the famous Hotel Biltmore, New York. Following a careful survey of the available radio sets on the market, during which time careful tests were made concerning smoothness, selectivity, ease of operation and distance reception, the Biltmore management decided that the Standardyne met their exacting requirements, with the result that negotiations were immediately started for the purpose of installing in every suite in the hotel a five-tube radio tuned frequency Standardyne receiver.

The console type was chosen by the Biltmore for its various suites, comprising a graceful and distinctive piece of cabinet furniture in which all of the necessary accessories pertaining to the set are carefully concealed and compactly placed. The use of an outside aerial has been entirely dispensed with, the entire wiring consisting of a hidden ground running from the back of the cabinet to the radiator and the aerial is supplanted by a 30-foot length of wire concealed under the carpet.

In view of the lack of outside aerial, loops or other devices in connection with the Standardyne receiver in the Biltmore Hotel, it is considered especially remarkable that many distant stations have been received by several of the guests.

The Standardyne is the product of the Standard Radio Corp., of Worcester, Mass., an organization sponsored by Ben W. Fink, Eugene Morse, Walter Rice and other prominent business men of the city of Worcester. In a fac-

tory, which now embraces four floors and employs five hundred people, this company is turning out more than two thousand Standardyne receivers each week. One of the most distinctive features of Standardyne is its reacted circuit, a patented feature of the receiver, which is said to absolutely prevent distortion and oscillation. Aside from this commendable quality, this receiver is presented to the public in a cabinet of particularly beautiful design, with

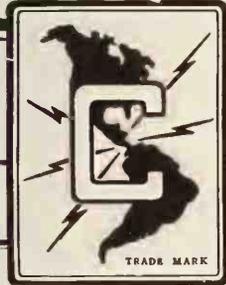


Buster Keaton and His Standardyne

unusually large tuning dials making for ease of operation.

The installation of this receiver in all of the suites of the Biltmore Hotel marks a distinctive innovation in the use to which radio has been put since its remarkable development during the past few years and plans are now being formulated by the Standard Radio Corp. looking toward the installation of Standardyne in at least one leading hotel in every principal city in the United States.

The management of the New York Biltmore has expressed itself as particularly delighted with the performance of this set and has received many complimentary comments from the guests, who have taken advantage of Standardyne to while away what otherwise proved dull periods during the day and night.



THE SYMBOL OF SERVICE

CONTINENTAL

"New York's Leading Radio House"

Better Service—More Sales

Increased sales depend to a large extent upon whether or not jobbers can supply orders on time.

Many sales are lost simply because dealers are unable to obtain prompt shipment on popular standard lines. Customers buy when the spirit moves them—it pays to be prepared—be sure of your jobber service.

Our dealer service—a result of trucks, improved methods of shipment, and the entire organization, will prove a great help in any dealer's business.

Our service is at your call. Let us help you sell standard products.

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.

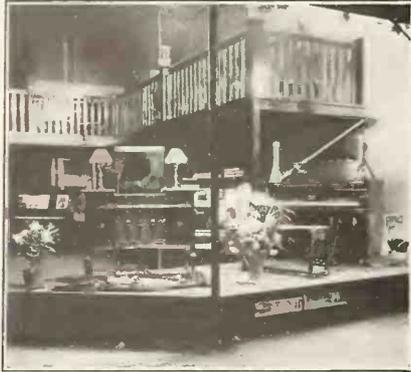
Fifteen Warren Street

New York, U. S. A.

A. H. Hardke, Starr and Gennett Dealer, Reopens

Formal Opening of Renovated Establishment Meets With Gratifying Sales Results—Carries Starr Line of Instruments Exclusively

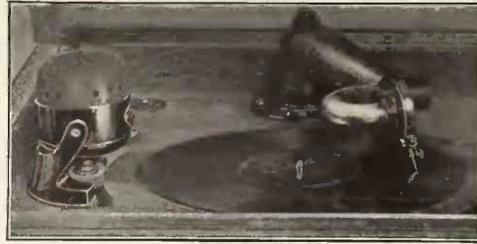
MANITOWOC, Wis., April 7.—The music store of A. H. Hardke, 931 South street, was recently completely remodeled and enlarged. This enterprising dealer carries the Starr line of phonographs and pianos and Gennett records exclusively and has met with such success with this line in the three years which he has been carrying it that he is firmly convinced he has the ideal line. The formal opening of the renovated store was held the latter part of last



Remodeled A. H. Hardke Store month and the sales resulting therefrom were most gratifying. Representative Kiefer, of the Starr Piano Co., was on hand to assist in lining up sales at the opening, the attendance at which was very satisfactory.

Robert E. Lecault With the Phenix Radio Corp.

The Phenix Radio Corp., 5 Beekman street, New York City, manufacturer of the Ultradyne, announces that Robert E. Lecault, the famous radio engineer, has been appointed chief engineer. His entire time will be devoted to



SHELTON ELECTRIC CO.,

THOMPSON AND MANLEY STREETS
LONG ISLAND CITY, N. Y.

THE SHELTON Electric Motor

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

design, development and perfection of certain radio devices, which are said will contribute materially to the further development of radio. Mr. Lecault, who has been a frequent contributor to radio publications, was formerly research engineer with the French Signal Corps Laboratories. He has worked on radio telephotography, also on transmitting pictures by wire while assisting Mr. Belin, the French inventor. Mr. Lecault plans to take an early trip to Europe for the purpose of noting the most recent developments abroad.

J. Abrahams a Grand-dad

PHILADELPHIA, Pa., April 9.—J. Abrahams, president of the Philadelphia Badge Co., this city, is receiving the congratulations of his many friends in the trade upon the recent birth of a young grandson. Mr. and Mrs. Abrahams journeyed to Brooklyn to attend the christening and brought back to Philadelphia many glowing accounts of the sterling qualities of the new arrival.

J. A. Sherman's Larger Post

John A. Sherman, who, for some time past, has been manager of the phonograph order and service department of Thomas A. Edison, Inc., has also been made, during the past few weeks, manager of the record order and service department, thereby taking over the duties formerly fulfilled by William O'Shaughnessy, who recently resigned.

New Brandes Table Talker to Be Placed on Market

Latest Model of Popular Brandes Table Talker Embodies a Number of New Features—Is Adjustable and Gives Better Reproduction

C. Brandes, Inc., New York, manufacturer of the Brandes matched tone headsets and Brandes table talker loud speaker, recently an-

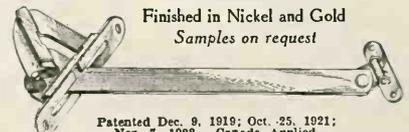


New Brandes Table Talker nounced the new adjustable Brandes Table Talker which the company is ready to place upon the market. The new product departs in a number of particulars from the old type of Brandes table talker and embodies a number of new and improved features. In addition to the fact that the speaker is adjustable, the fibre horn is goose neck in shape and gives much better reproduction than the ordinary straight neck horn. The adjustment lever is located at the back of the base in an inconspicuous place and yet in a very convenient position. All adjustments can be made without changing the position of the speaker. The horn over all is 18 inches high with a 10-inch bell. It is finished in a neutral shade of dark brown and has a felt padded base. No extra batteries are required for operation and it is furnished with a 5-foot polarity indicating cord.

"Silent Salesman" Appears

The Federal Telephone Manufacturing Corp., Buffalo, N. Y., has just issued a "Silent Salesman," comprising an effective large-sized display sheet, showing the latest types of Federal sets, as well as some of the Federal parts, which are popular throughout the industry. The sets shown include the Federal types 141, 142, 143 and 144, and among the parts illustrated are loud speakers, battery cabinets, head phones, transformers, condensers, etc.

AUTOMATIC LID SUPPORT



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 Watsegg Avenue
Bloomfield, N. J.

VICTOR WHOLESALE DISTRIBUTORS



The man who is careless about making promises is usually as careless about fulfilling them.

BLACKMAN AND DEPENDABILITY

Blackman

TALKING MACHINE CO
28-30 W. 23RD ST. N. Y. C.

ONE SUGGESTS THE OTHER

Industrial Activity in Salt Lake City Continues to Be Reflected in Business

Trade Leaders Are Looking for a Continuation of Good Business and Plans Are Under Way to Make the Most of the Opportunity—All Lines Moving in Satisfactory Manner

SALT LAKE CITY, UTAH, April 6.—The industrial situation continues excellent. The building trades are especially active this year; the banks are in good shape; the metal mining and smelting industries are flourishing; the livestock business is prosperous; in fact, every essential industry is doing well. Unemployment is down to a minimum. Leaders in the phonograph business and the music business generally are looking for the balance of the year to be good to them.

R. F. Perry, of the local branch of the Brunswick Co., who has just returned from a three weeks' visit to Idaho, reports business as satisfactory there. Mr. Perry says the Brunswick Radiola, selling from \$200 up, is the leading line right now. He was delighted with the way it was taking with the public, he said. While away Mr. Perry appointed two new Brunswick agents, J. W. Hoopes, of Brigham City, and the Rexall Drug Co., of Soda Springs.

Before these lines reach the printer this city will be crowded with many thousands of visitors from all sections of the Mountain States, and from as far distant as Canada and Mexico, on account of the great Mormon Conference.

One important Salt Lake music house has started a door-to-door campaign. The manager of this firm observed that it is not only the actual business done by the solicitor, but the general advertising inevitable with such a campaign that makes door-to-door work profitable.

The Provo Holding Co. has been organized at Provo with Phil Heilbut as president. The company has been formed for the purpose of purchasing certain stock belonging to O. G. Bates, of the Bates Stores Co. Mr. Heilbut has been in charge of the company's phonograph department.

Salt Lake City's Music Week is scheduled for May 3-10.

Phonograph records are to be available soon reproducing the voice of Quiance, well-known Utah Indian singer and orchestra leader. Quiance has a fine baritone voice. He is leader of the Ute Bear Dance.

The Jones Phonograph Store at Washington avenue, Ogden, has a permanent radio department now.

The general officers of the Daynes-Beebe Music Co. are now on the mezzanine floor, having

been moved from the second floor. This has necessitated the moving of the radio department to space formerly occupied by the private offices of President Daynes and Miss White, his secretary.

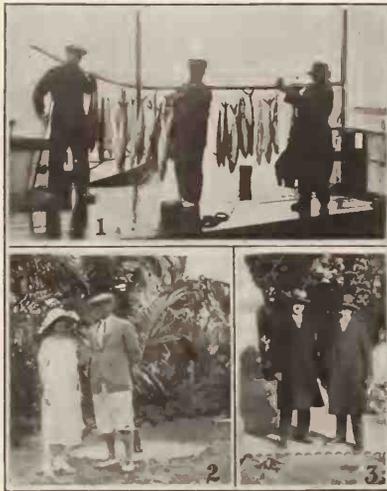
The Fisher Music Co. on East Broadway has installed a radio department.

The Beesley Music Co., damaged on Christmas morning last by a fire that swept half the block in which it is located, has been completely remodeled.

A. M. Magoon, Duluth, Minn., has been appointed manager of the phonograph department

J. Newcomb Blackman Back From Visit to Southland

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, returned to his desk recently after spending several weeks in the South. Mr.



Evidence of a Good Time

Blackman was accompanied by Mrs. Blackman on this trip, and after visiting Jacksonville, Fla., they spent some time at Port Sewell and Miami. At Jacksonville they were the guests of French Nestor, head of the French Nestor Co., Victor

of the Consolidated Music Co., succeeding Chas. King, who is now with the credit department of the company. Mrs. Viola Williams who had charge of the record department under Mr. King, is now in California.

A Federal judge, sitting in the local United States District Court, last week ruled that city authorities have no right to levy a tax on outside salesmen soliciting from door-to-door. The case arose when the representative of a Cincinnati, O., firm refused to pay a daily fee of \$5 or \$30 a month. He was put in jail until released by order of the Federal Court. The judge declared only Congress had a right to regulate interstate commerce. He said the demanding of a bond for the faithful performance of a contract when required by communities of outside salesmen without regard to the amount of business done was even worse than the license tax.

wholesaler and well known in the talking machine trade.

During the course of the trip on the boat Mr. Blackman met B. J. Faeth, head of the Victor department of Winterroth & Co., New York, and for many years active in retail circles. Mr. Blackman persuaded Mr. Faeth to pose for a photograph, which is shown herewith, and incidentally the background for this picture is a cemetery, although Mr. Blackman points out that he and Mr. Faeth were forced to use this scenery by necessity and not by choice. Mr. Blackman also qualified as a fisherman de luxe and the accompanying illustration will give some idea of his powers as a disciple of Sir Izaak Walton.

Standard Metal Mfg. Co. Designs Cabinet Horns

The Standard Metal Mfg. Co., whose factory and executive offices are at Chestnut, Jefferson and Malvern streets, Newark, N. J., has been producing metal horns of all descriptions for use in sound amplification for the past quarter of a century. This company is now specializing in original designs, styles and shapes of metal horns for cabinet loud speakers, turning out these products for some of the leading talking machine and radio manufacturing organizations.

The horns of the Standard Metal Mfg. Co. are all made sound proof through a special coating on the metal and this assures volume and clear tone. The company's products have achieved prestige as the result of quality.

Radio Horns Of Every Description

Cabinet Horns a Specialty

Illustrated are a few of the styles and shapes for cabinets which we have designed.

25 YEARS' EXPERIENCE designing and manufacturing sound amplifiers placed on your work.

All horns sound proof coated for full volume and clear tone

Tell us your requirements. We will give special designs and figures—Particulars free.

STANDARD METAL MFG. CO.
Chestnut - Jefferson - Malvern Sts.
NEWARK, N. J.



P. L. Deutsch Outlines Summer Sales Possibilities for Brunswick Radiolas

Vice-President and General Manager of the Brunswick-Balke-Collender Co. Tells of Conditions and Improvements Which Eliminate the Sales Difficulties of Former Years

We are all vitally interested in facts which pertain to Brunswick Radiola business during the late Spring, Summer and early Fall months. For this reason, the writer has exercised more than ordinary care in carefully investigating the conditions which will surround radio reception during the Summer. How well will your Brunswick Radiolas sell during the warmer months? What degree of success will dealers have in demonstrating these instruments in May, June, July and August? These are problems which have confronted us and prompted our investigation.

After consideration of the existing facts we



P. L. Deutsch

have arrived at the opinion that sales of Brunswick Radiolas during this period will be very gratifying.

The only possible difficulty that would be encountered in selling Brunswick Radiolas during the warmer months hinges upon their ability to perform. This in turn is directly dependent upon broadcasting conditions. It is a known fact that radio reception is more difficult during warm weather than when the atmosphere is cool, and unless something out of the ordinary is done during the Summer, satisfactory demonstrations will not always be possible.

There are, however, three fundamental improvements in the broadcasting situation which will overcome the difficulties presented to proper demonstrations. The first of these is the use of increased power by broadcasting stations. We quote an article which appeared in the Chicago Herald-Examiner on March 15:

"The United States Government, as the whole radio world knows, has taken steps to insure good reception during the coming Summer. The Department of Commerce has permitted the establishment of vastly greater power in many stations, and this means that many stations will have sufficient power to overcome atmospheric resistances and disturbances which are usually associated with warm weather radio reception.

"Not only that, but receiving sets are to-day better than they have ever been. Uniformly good reception, local and distant stations, under all weather conditions, is far in advance of performance two years ago, or, for that matter, a year ago.

"Therefore, taking all conditions into consideration, the radio manufacturer and dealer, and the radio set owner, should be gleeful over the Summer prospect. Those stations using power of five kilowatts should come through Summer atmosphere in excellent form; and there will be many of them."

Well-known Music Houses Job Silver Voice Speakers

Many Talking Machine Distributors Included in List of Radiotive Corp.'s Wholesalers

The Radiotive Corp., Brooklyn, N. Y., manufacturer of Silver Voice loud speakers, has been meeting with exceptional success in the merchandising of its products throughout the talking machine trade. Among the prominent wholesale music jobbers at present distributing the Silver Voice speaker are the Cheney Sales Corp.; Musical Instrument Sales Co.; Silas E. Pearsall Co., of New York City; Cohen & Hughes, Inc., of Philadelphia, Washington and Baltimore; M. Steinert & Sons, of Boston; Collings & Co., of Newark; Cleveland Talking Machine Co., Cleveland, O.; Ludwig Hommel & Co., of Pittsburgh, Pa.

The Silver Voice loud speaker differs radically from the average unit and has been constructed on entirely new principles, according to Charles W. Neumeister, general sales manager of the Radiotive Corp., who says:

"Lambert Schmidt, president of the company and inventor of Silver Voice, is known among the leaders of the industrial and electrical pro-

The second improvement is the increased number of stations. The evolution of radio broadcasting during the past two years has been marked by the installation and registration of a great many new stations. To-day, in the ordinary location, one finds two, three, four or five broadcasting stations operating in his immediate vicinity. This factor insures radio reception to present owners of Brunswick Radiolas, as well as to prospective purchasers.

The third thing to consider is the fact that chain station relaying has become a regular feature of broadcasting. This means that distance is eliminated in a great many instances. You have a definite illustration of the relay plan in the broadcasting of the Brunswick Hour of Music. The artists appeared before the microphone in the Recording Laboratories through direct connection with WJZ, New York. The program, however, is "relayed" over a chain of stations, including WRC, Washington; WGY, Schenectady; KDKA, Pittsburgh, and KYW, Chicago. In other words, the relay plan in effect makes the distant station local, as far as the radio listener is concerned.

With these facts before us, the oncoming months can well be agreeably contemplated. In addition to satisfactory Summer reception with the Brunswick Radiola, the instrument offers continued attractiveness from the angle of its effectiveness as a phonograph. There will be numbers of people who will entertain on their porches this Summer by the means of the Brunswick Radiola. Most Brunswick Radiolas can easily be moved to the porch or the lawn, or from one room to another, a great convenience and a good talking point.

profession and recognized as an inventor of prominence. In developing the Silver Voice he has departed entirely from the telephone pipe unit which has been so generally used.

"Starting with the diaphragm we find a departure from the metallic type and instead have one of silk, treated with a special composition and scientifically corrugated, with a view to an even distribution of vibration of all frequencies. Among the many features of this unit is the absence of any necessity for adjustment and the fact that there is no polarity to worry about when attaching it to a receiving set. Mr. Schmidt not only confined himself to the perfection of the interior of the unit but even went to the extent of engaging an artist sculptor to design a horn and base that would harmonize with the most exclusive surroundings. The inside of the horn is finished in mahogany, and the outside gray. The base is finished in silver and black. There is only one model of the horn, although a separate unit is made to fit any standard make of talking machine."

The Kameraphone Corp., New York, was recently incorporated at Albany to make radio apparatus, with a capital stock of 200 shares of common stock of no par value. The incorporators are J. Entel, L. Rothschild, P. Fried-

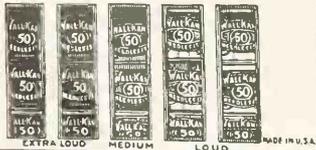
PROTECT YOUR RECORDS BY USING
THE ORIGINAL TEN TIME NEEDLE
(EACH NEEDLE GUARANTEED TO PLAY TEN RECORDS ON ANY PHONOGRAPH)



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



The New Display Case Holding 100 Packages Assorted

150% PROFIT on WALL-KANE NEEDLES

The only needle recognized as the original 10-record needle, established for over ten years, put up in handsome displays that sell themselves.

WALL-KANE NEEDLE MANUFACTURING CO., Inc.
3922 14th Avenue
Brooklyn, N. Y.

Special prices on
JAZZ, CONCERT and PETMECKY NEEDLES

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

New England Retail Trade Is Looking for Steadily Increasing Sales Growth

Improvement in the Sale of Records Is Especially Noticeable—Plans for Second Annual Music Week Nearing Completion—Distributing Plan of Steinert-Eastern* Interests—The News

BOSTON, MASS., April 9.—There is some improvement noticed in the sale of records these past few weeks, but the demand for machines and radio has shown little strength. The record demand is about equally divided, so say dealers and jobbers, between the work of the great vocal and instrumental artists, whose reproducing is of the higher standard, and the dance numbers and ballads by the popular artists. The trade looks for an increasing demand as the Spring comes along.

Music Plans Near Completion

Everything is working out nicely for the proper observance of Boston's second music week, from May 3 to 9, to be staged under the direction of the Boston Civic Music Festival. Percy Lee Atherton has been made general chairman and on the committee are Governor Fuller, Mayor Curley, the Governor's Council and the City Council, John P. Marshall, of Boston University, Professor Walter R. Spalding, of Harvard University, Mrs. William Arms Fisher, members of the Vincent Club and the Junior League and prominent business men of the city. On this year's program are a band parade and conclave at the Arena by bands from all over New England; a concert at Symphony Hall, to be participated in by 2,000 children, a public banquet at the Boston Chamber of Commerce, a production of "Aida" at the Boston Opera House, a choir conclave in which churches of Greater Boston will have part. Contributions to defray incidental expenses are coming in generously, and the City of Boston has made a good appropriation to purchase instruments for the founding of new school orchestras, or to enlarge those already existing.

Steinert-Eastman Distribution Plan

The latest chapter in the M. Steinert & Sons-Eastern Talking Machine Co. arrangement relative to the wholesaling of the Victor product is that the Eastern Co., with its efficient machinery, will hereafter handle the wholesale end of the business and the Steinert house, while

still being the holding company, will retire altogether from this end of the business. This new arrangement is made largely in the interest of economy and efficiency and Henry Shoemaker, who has been manager of the Eastern Co.'s business almost since it was located at 85 Essex street, continues in this post. The Steinert wholesale Victor account has been transferred to the Eastern Co. and all stock of machines and records now at 35 Arch street were shipped to the Essex street headquarters within the past week. The Arch street store will continue as wholesale radio headquarters. Meanwhile the officers are the same as already announced a few weeks ago. Both the Steinert and the Eastern companies have sent out notices to the trade announcing this new arrangement which went into effect the end of March. The Steinert company will continue to retail Victor merchandise from its Boylston street store as heretofore and also is handling radio outfits.

Now associated with the Eastern Co. in its new atmosphere is Herman Fleischman, formerly of the field staff of the Steinert Co., who will cover Rhode Island, northern Massachusetts and southern New Hampshire. Edward P. Johnson, who has been with the Eastern Co., has had his territory somewhat rearranged, and will look after western Massachusetts, Hartford and neighboring places, and Springfield. Another who has gone from the Steinert forces to the Eastern is Charles Von Euv.

One of the unfortunate features attendant upon the retirement of M. Steinert & Sons from the wholesale Victor field is the resignation of Kenneth E. E. Reed, who for fifteen years has been identified with this house and in that time has become widely known. Mr. Reed has been sales manager for the house for the last eight years. The trade with which he was so long pleasantly associated will be glad to know that he has several business offers under consideration which may eventually place him in a posi-

tion where he can still continue to serve his old associates in some line.

Improvement in Columbia Business

It is pleasant to record the fact that the Columbia Co. is getting back a goodly number of its old accounts and Manager Parks, of the New England department, is regularly in receipt of letters and personal calls which are in the nature of overtures for a resumption of relations. The Columbia Co. has just had some Portuguese recordings made and these records are proving good sellers, especially in the mill cities such as Fall River, New Bedford, Lowell, etc. Mr. Parks has just returned from a trip to points in Maine such as Portland and Lewiston, and he is greatly pleased with the turn business has taken.

B. R. Hassler a Visitor

B. R. Hassler, sales manager of the Kennedy Radio Corp., was a Boston caller a few days ago, making his headquarters at A. C. Erisman's Tremont street establishment. While here he told his friends some vivid stories of the tornado, which it seems came within a few miles of Salem, Ind., where the Strand machines are made and which are carried by Mr. Erisman. Mr. Hassler, on his return, planned to make stops at Cleveland, Chicago and other places before reaching St. Louis.

George W. Lyle a Visitor

George W. Lyle, president of the Manufacturers Phonograph Co., which makes the Strand, was a Boston visitor for a few days the latter part of March. He spent most of his time with Mr. Erisman.

Boston Radio Exposition in November

The growth and stabilization of the radio industry is well indicated by the progress of plans for the fifth annual Boston Radio Exposition, to be held in the Mechanics Building, during the week of November 30. Already a great deal of space has been booked by exhibitors. The exposition is under the direction of Sheldon Fairbanks.

Henri DuQuesne With Steinert

One of the newcomers to Boston to become attached to the wholesale radio department of M. Steinert & Sons is Henri DuQuesne, of Montreal, Canada. In the latter city he was the managing director of Radio, Ltd., for two years. His duties here will comprise the terri-

(Continued on page 144)

Prepare for Vacation Time

In a few weeks the annual vacation season will begin with its demand for portable Victrolas and supplies of records of lighter music for cottage, bungalow and camp.

Are your stocks in proper shape to meet this summer demand?



OLIVER DITSON CO.
BOSTON, MASS.

CHAS. H. DITSON & CO.
NEW YORK

Trade News From Boston

(Continued from page 143)

tory of Greater Boston, Newport, Fall River and New Bedford. He is familiar with the radio proposition and is sure to make friends fast. Another who will henceforth devote his attention to the wholesale radio department with the Steinert house is Emmet Ryan, who has for some time devoted his attention to the Victor line here.

A. W. Chamberlain Makes Change in Boston

A. W. Chamberlain, well known throughout the New England talking machine trade, has just been placed in charge of the Boston offices of Gross-Brennan, Inc., New York, Eastern sales representatives for the Stromberg-Carlson neotrodyne radio products. Mr. Chamberlain, who has opened offices at 950 Little Building, Boston, is popular in all sections of the New England territory, having been identified for fourteen years with the Eastern Talking Machine Co., Victor wholesaler, and more recently traveling representative for the M. Steinert & Sons Co., Victor and radio wholesalers. He is in thorough accord with the Stromberg-Carlson sales'



A. W. Chamberlain

policy and will work in close co-operation with Gross-Brennan, Inc., in developing business in New England territory.

Enjoy Sleigh Ride

With the weather as mild as it is in and around Boston one might question the story of a delightful sleigh ride which a group of talk-

ing machine people enjoyed a short time ago, but as this took place in western Massachusetts where there was plenty of snow on the ground it is quite within the confines of the truth. The sleigh party was arranged by the personnel of the M. Steinert & Sons' Springfield store.

Cheney Sales Continue Good

The early part of March was very good for the Cheney Sales Corp., so reports Boston Manager G. Dunbar Shewell, Jr., who, it is pleasant to record, was lately elected a vice-president of the company at the annual meeting in Philadelphia. Two local visitors to Mr. Shewell's office lately have been M. O. Giles, general sales manager of the Thermodyne Corp., and Charles E. W. Neumeister, sales manager of the Radiotone Corp. Manager Shewell has lately added the Glee compact phonograph, with a double spring motor, which is expected to be a good seller. He has also added a new man to his staff, M. L. Marks, Jr., who will travel in the terri-

tory comprising Worcester, Providence, Lowell, Lawrence and Haverhill. He will handle the Thermodyne and Silver Voice lines.

Some of the concerns which Manager Shewell has lately signed up to carry the Cheney line are Marcellus Roper, of Worcester; C. F. Hanson & Co., of Worcester; C. T. Sherer, also of Worcester; Holmes Music Store, Roslindale; Lord Music Co., of Farmington, Me.; E. L. Ladd, of Marlboro, and C. C. Moyer, of Cambridge.

Brunswick Radiola Demonstration

During the two latter weeks of March the Brunswick held five demonstrations for dealers, which have tended to familiarize a still larger circle with the merits of the Brunswick Radiola. It is planned to go into the demonstrating bigger than ever next month. Two new radio technicians, who have been added to the local Brunswick force, whose business will be centered altogether in radio, are Robert C. Culligan, formerly of the General Electric, and Dan Halman. The Boston headquarters of the Brunswick are constantly signing up with new dealers to carry its line. The sale of Brunswick records has been coming along very well.

Good Demand for Sonora Radio

Manager Joe Burke, of the Musical Supply & Equipment Co., reports having had a good demand for the Sonora loud speaker that the house carries, and the Sonora console type of machines with its radio adaptation is constantly making new friends. He lately made a trip through Connecticut and western Massachusetts and found business very perceptibly picking up.

Radio Exports for 1924

That there is a remarkably fertile field for radio equipment in foreign countries is evidenced by figures given out by the Electrical Equipment Division of the U. S. Bureau of Foreign and Domestic Commerce, showing the exports for the year 1924. Canada was by far the best customer, importing equipment totaling \$2,413,687. England was second with imports of \$140,479.

The Haliday Radio Service, New York, has been incorporated at Albany 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 B. Haliday, E. Vogel and L. C. Haggerty.

"PERFECTION"

Reproducers and Attachments

11 Years of Quality

Prices Right

N. E. Distributors of

"GRIMES"

Inverse Duplex Radio Sets

Valley Chargers—Philco Batteries

L. S. Brach Antenna Outfits

Fleron Accessories & Equipment

New England Talking Machine Co.

93 Federal Street, Boston, Mass.

**S
U
C
C
E
S
S**

Ever sell an *Okeh* Record? No! Then you've never known the Record Dealer's best friend.

Okeh Records are the magnet that draws buyers truly to your store.

Prove to yourself all you've heard about the easy selling of Okeh Records.

You will never know the assurance of business success until you learn about our Okeh Dealers' Service.

Your letter written today will receive the prompt attention of—

**General Phonograph Corporation
of New England**

126 Summer Street

Boston, Mass.

The Finest Radio Tube in the World!

The
Tube of Tomorrow
is here Today



**Power-Plus Type
TRUE BLUE TUBES**

These new tubes double the sound output of standard 6-tube super-heterodynes. Because—they have four times the plate and grid area and twice the filament length of any tubes fitting small 3-volt tube sockets. Operating only on 4 to 6 volts storage battery, they give double electron emission and permit higher plate voltages than any other tubes their size. With adaptors they fit any standard sockets.



**Standard Type
TRUE BLUE TUBES**

The only standard socket tubes, guaranteed to be interchangeable without altering set performance. The only tubes built with that intention. They deliver this result because made by the most modern machinery in the most modern tube plant in the world. And—because designed by tube engineers who are authorities. All True Blue Tubes have special blue glass.

Now \$3.50 Only

Formerly \$6

REVOLUTIONARY methods of distribution and anticipation of greatly increased production now permit you to enjoy the unapproached uniformity, noiselessness, crystal tone, long life and luxurious beauty of True Blue Tubes — at little more than the cost of ordinary tubes.

Exclusive True Blue Qualities Guaranteed in Writing

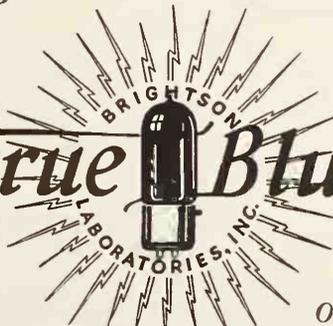
1. Interchangeable uniformity.
2. Noiseless operation without shock absorbers.
3. Two to three times longer filament life.
4. No corrosion losses—silver contacts.
5. No conductive losses—non-conductive color bakelite bases.
6. All superiorities guaranteed in writing.
7. All tubes handsomely cased.

Order Direct From Your True Blue Dealer Or Write Us

Leading radio dealers everywhere are selling True Blue Tubes. If you are not near a radio center we will be glad to supply you direct. Mail us your check or money order giving your dealer's name. Tubes will be forwarded with 10 day return privilege.

BRIGHTSON LABORATORIES, INC.
16 West 34th Street, New York, N. Y.

BRIGHTSON *True Blue* TUBES



DEALERS:—

The above advertisement has been run in leading newspapers in territories where we have factory agents. There are other advertisements appearing in April which tell of the new price and change in distribution. Get in touch with our nearest representative for dealer's discounts, and attractive proposition. His name is in the list opposite.

Write
Our Nearest Representative

- PHILADELPHIA OFFICE:**
Jefferson Bldg., 1015 Chestnut St., Philadelphia, Pa.
- BOSTON REPRESENTATIVE:**
Wm. C. Oakes, 832 Park Sq. Bldg., Boston, Mass.
- MILWAUKEE REPRESENTATIVE:**
Yahr & Lange, 207 E. Water St., Milwaukee, Wis.
- DETROIT REPRESENTATIVE:**
H. C. Schultz, 2831 Gratiot Ave., Detroit, Mich.
- JERSEY CITY REPRESENTATIVE:**
Triad Sales Co., Trust Co. of N. J. Bldg., Jersey City, N. J.

Byron R. Forster Joins Knickerbocker T. M. Co.

Popular Trade Member Becomes Sales Director of Company's Radio Division

Byron R. Forster, one of the most popular members of the talking machine industry and well known to distributors and dealers from coast to coast, has joined the Knickerbocker Talking Machine Co., Inc., as sales director of the company's radio division. Mr. Forster left New York April 5 for a six weeks' trip to the Pacific Coast, upon which he will visit distributors in all of the important trade centers for the purpose of introducing Knickerbocker radio



cabinets and the combination five-tube Knickerbocker Baby Grand cabinet-radio set. This product is now being merchandised by a number of well-known jobbers in the East, and Mr. Forster has received applications for jobber franchises from prominent concerns throughout the country who are keenly interested in it.

In joining the Knickerbocker Talking Machine Co., Inc., Mr. Forster is again associated with the executive organization wherein he attained an outstanding success many years ago. He first entered the talking machine business with the Knickerbocker Talking Machine Co. some ten years ago, winning the respect and esteem of the trade because of his exceptional executive ability and general merchandising knowledge. He subsequently was one of the founders of the Brilliantone Steel Needle Co., and in the interests of this company visited jobbers in every important city of the country, attaining an outstanding success and working in close co-operation with the trade.

The Knickerbocker Talking Machine Co., Inc., is making plans to give the trade maximum service in marketing its cabinet and cabinet-radio set. The cabinets are made in mahogany or walnut, with a built-in loud speaker

PROVED A MONEY MAKER

THE
PHONOMUTE

25
Cents

25
Cents

PAT. PEND.

MAKES OLD RECORDS SOUND LIKE NEW



MUSIC LOUD OR SOFT INSTANTLY



MAKES NIGHT PLAYING IN APARTMENTS POSSIBLE



ENJOY PHONOGRAPH WITHOUT DISTURBING OTHERS

Distributed by
Manufactured by LEE-SAGER CO., St. Clair, Michigan

**SELLS WITHOUT EFFORT
QUICK PROFITS
FOR DEALERS**

Manufactured by
LEE MANUFACTURING SALES CO.
(INC.)
ST. CLAIR, MICHIGAN

unit, and accommodates five-tube sets. The combination five-tube Knickerbocker baby grand cabinet-radio set comprises a splendid five-tube set, a loud speaker unit and a tone chamber of spruce for amplification, that is also included in the cabinets. The company is also the sole distributor for the Jolley loud speaker.

Thompson Distributor Sees Unabated Consumer Demand

George C. Beckwith, president of the Geo. C. Beckwith Co., Minneapolis, Minn., Northwestern distributor of the Thompson neodyne receivers and loud speakers, visited the executive offices of the R. E. Thompson Mfg. Co. last week. Mr. Beckwith reports an increasingly active interest in radio among the leading music stores of the Northwest and of their intention to continue aggressively in their efforts during the coming Summer. He feels that so long as broadcasting programs continue there will be a consumer demand for radio

W. H. Priess to Contest Latour Radio Patent Claims

President of Priess Radio Co. Claims Priority in Important Radio Inventions

Following close on the heels of the announcement that the patent rights of Professor Marius C. A. Latour, of France, had been sold to an American radio manufacturer, William H. Priess, an engineer and inventor, widely known in the radio world, stated at his home in Montclair, N. J., that the Latour claims to priority would be bitterly contested, even if they had to go through as long a battle as the DeForest-Armstrong litigation over the regenerative patent.

Mr. Priess claims priority to everything which Prof. Latour has disclosed in the published accounts of his patents, save only a grounded shield connection. His inventions were made in 1917 when he was serving as an expert radio aide in the United States Navy.

"The fact that Latour's patents were issued ahead of mine will not affect the result," Mr. Priess said. "A foreign inventor, under the patent law in this country, is entitled to his earliest date as that on which he filed his patent application in this country. We therefore know the earliest date that Prof. Latour may claim from his issued patents. My dates are substantially earlier.

"The material covered by him is approximately the same material covered by myself, with certain differences. According to published accounts, he claims the closed iron core audio frequency transformer. This type of transformer was old in the art before Latour filed in this country. He also, according to published interviews, claims 'damping' in his systems, but his patent applications do not show this. They show, as a theory, low loss circuits. 'Damping' is an idea original with myself. The potentiometer has been claimed for him in the newspaper. The patents do not disclose this. It is, however, claimed by myself.

"It is worthy of note that in the Argentine Republic my cases were issued, covering the entire radio frequency amplification field, which is as much as Prof. Latour claims—and a great deal more; 152 claims in all."

Mr. Priess has been a leading figure in radio for many years. He was formerly vice-president in charge of engineering of the DeForest Radio Co. He is now president of the Priess Radio Co., one of the most prominent radio manufacturing concerns in this country whose products are widely distributed.

Ken-Lin Corp. Chartered

The Ken-Lin Radio Corp., Trenton, N. J., was recently incorporated at Trenton to manufacture radio supplies, having a capital stock of \$100,000. The incorporators are Abe Abrahams and Philip Chamberlin.

VAN VEEN & COMPANY, Inc.

Offer the famous double construction sound proof Colvan hearing rooms at a radically reduced price. These are of the type constructed for the mechanically perfect model shops of the Columbia Graphophone Company throughout the United States under the supervision of the acoustic engineers of that Company.

This is your opportunity to obtain the best in the world at an astonishingly low price. Write for details and catalogue.

VAN VEEN & COMPANY, Inc.

413-417 East 109th Street, New York City

Phone Lehigh 5324 - 4540

Announcing Piano Playing Mechanisms

*The Only Authoritative and
Standard*

Technical and Practical

TREATISE

on the

PLAYER-PIANO

and

REPRODUCING PIANO

*Their Construction, Design
and Repair*

by

WILLIAM BRAID WHITE

Technical Editor of the Music Trade Review, Associate of the American Society of Mechanical Engineers, and Author of "Theory and Practice of Pianoforte Building," "Modern Piano Tuning," etc.

**WILL BE OFF THE PRESS
THIS MONTH**

Price \$3.00

Published by
EDWARD LYMAN BILL, Inc.
383 Madison Ave., New York

Edward Lyman Bill, Inc.,
383 Madison Avenue, New York.

Enclosed find \$3.00—check—money order—cash—for which you will please send me "Piano Playing Mechanisms". Postage prepaid.

Name

Address City

Comprehensive New Catalog Released by The Everybody's Talking Machine Co.

Impressive Volume Indicates the Tremendous Growth of Business of This Progressive Manufacturing Organization—Seventy-six Pages Devoted to Firm's Comprehensive Line

The Everybody's Talking Machine Co., Philadelphia, manufacturer of Honest Quaker main springs and a complete line of talking machine repair materials, has just issued a new catalog that is one of the most impressive and artistic publications of its kind that has ever been produced. The heads of the company have been devoting their personal time and attention to the production of this catalog, and from cover to cover it is representative of the phenomenal success and accomplishments of this organization.

The catalog consists of seventy-six pages and cover, printed on India colored stock with a new process using India sepia ink, which gives the half-tones an exceptionally artistic appearance, bringing out every detail. No expense was spared in printing the catalog, and it was turned out by the Franklin Printing Co. in Philadelphia, one of the largest printing concerns in the East. It is bound in a beautiful shade of brown leatherette, the cover being printed in gold ink within a flat panel.

In order to be sure that the catalogs arrive at their destination in perfect condition, the Everybody's Talking Machine Co., Inc., has arranged to pack them in special cartons made exclusively for this purpose. The book itself is probably the most complete catalog of its kind, for it lists some 2,500 items in a way that permits of maximum convenience for reference and research purposes. In offering the catalog to the trade the executives of the company stated frankly that while they have tried to make the catalog absolutely complete, they admit that it is impossible to accomplish this purpose 100 per cent, for there are probably many minor and insignificant repair parts that have escaped their attention. The company feels sure that it is rendering the trade a distinct service in compiling a catalog that is very near maximum completeness and which is artistic to an unusual degree.

Each article, from the minutest part to the motors themselves, is comprehensively described and the lines listed are as complete as it is possible to make them. Considerable space is devoted to featuring the Honest Quaker main springs, and a mica diaphragm chart is also given. The whole book is one that will not only be eagerly received but also one that will be kept for a long time by the talking machine dealer.

The Everybody's Talking Machine Co., Inc., is to be congratulated upon the time, expense and consideration that it has bestowed upon this new publication, which is representative of the strides that the company has attained in eleven years of activities. One of the pioneers in the

servicing of talking machine repair material, the organization has steadily increased in prestige and standing in the industry it serves, and it is recognized to-day as one of the foremost factors in its particular field of endeavor. Samuel Fingrutd and Philip Grabuski, the executive heads of the Everybody's Talking Machine Co., are responsible for the production of the new 1925 catalog, having devoted a considerable part of their spare time to supervising and directing the handling of every detail connected with the publication of this important book.

R. R. Karch Now Edison Field Representative

R. R. Karch, who for the last five or six years has been field representative of Thomas A. Edison, Inc., was appointed last month, in addition to his present duties, to the important post of field manager of the Edison Phonograph Distributing Co. This is the holding company which controls the Edison jobbing companies, with headquarters in Kansas City, Orange, N. J., Chicago, Denver and San Francisco. Mr. Karch will spend a large part of his time traveling through the various sections of the country.

Effective Brilliantone Steel Needle Publicity

The Brilliantone Steel Needle Co., New York City, sole selling agents for the W. H. Bagshaw Co., of Lowell, Mass., has issued an attractive communication on the subject of imprint needle envelopes. This letter sets forth the advantages to be gained by the dealer in linking up the name and address of his store with a nationally known needle. It is also announced that these imprints are now being placed on envelopes with orders of only 1,000 assorted tones. Attached to the letter is a circular visualizing the imprinted envelopes and containing an order blank.

Explains Record Manufacture

TACOMA, WASH., April 4.—Harry A. James, of the Brunswick-Balke-Collender Co., recently spoke and entertained at a meeting of the Tacoma Young Men's Business Club. Mr. James' appearance was arranged for by the Hopper-Kelly Co. He explained the process of making phonograph records. Mr. James is a popular radio entertainer.

KAMERAPHONE



This Kameraphone is manufactured in the United States and fully protected by patents.

Infringements will be prosecuted to the fullest extent of the law.

The most compact and practical talking machine in the world. As effective as a large cabinet, yet can be carried in a hand bag.

Fully Guaranteed Send for Sample
Limited Distributor Territory Open

Write or Wire to

SPECIALTY TRADING CO.
547 Broadway - - - New York

Dimensions, 4¾x5¾ ins.
Weight, 4½ lbs.



Liberal Jobber and Dealer Discount.
List Price..... \$15.00

Improvement in the Demand for Talking Machines Is Felt in the Detroit Field

Betterment in Labor Situation Seen as a Forerunner of Business Gains—Radio Demand Brings Up Sales Volume—Tie-Ups by Dealers Also Have Favorable Effect on Business

DETROIT, MICH., April 7.—Talking machine business has shown some improvement locally and throughout the State but it is still below normal, comparing figures for the first three months of this year with the same period of 1924. Prominent dealers do not know just why conditions should be so unsettled as industrially Detroit is much better off than most cities. For the past four weeks the labor situation has improved and more people are employed but it may be that people are investing their savings in real estate, or radio, which naturally would affect talking machine sales. When we say that business is off it does not necessarily follow that the retailer's business is off because in many stores the additional business

being done this year on radio will bring total sales to the point where they even exceed last year for the first three months.

The tremendous advertising campaign by the Victor Co. and the local dealer co-operation was brought to a close last week. It stirred up a lot of prospects and some of the downtown dealers put on a special force of canvassers during the campaign, which proved successful.

Effective Tie-ups With Radio Programs

Grinnell Bros. and the J. L. Hudson Co., both talking machine dealers, invited the public to listen-in and enjoy the Victor radio concert given the last week in March. The concert was heard in the recital halls of both

stores and needless to say they were crowded, the public being quick to respond to the invitation.

Jean Goldkette's Victor Recording Orchestra, which plays in the Graystone Ballroom as well as the Book-Cadillac Hotel, was an attraction at recital hall of Grinnell Bros. store recently and the following week was heard at the J. L. Hudson Music Store. Both affairs, were, of course, free to the public. And it was good publicity for the records of these artists as they have been selling quite actively.

Miss M. M. Davis, representing the educational department of the Victor Co., addressed the members of the Vortex Club at one of their March noonday luncheons on "The Decadence of Jazz."

Artonian Co. to Add Brunswick

The Artonian Piano Co., Grand River avenue, near Bagley, has taken an adjoining store, and will install a complete line of Brunswick phonographs as well as the combination radio-phonographs, records, etc. This new Brunswick store will take the place of the Doran Phonograph Co., which was a Brunswick dealer, and which recently quit business.

Brunswick Sales Gain

Manager Quinn, of the Brunswick Shop, says that total sales for the first three months are showing a slight gain over last year. "There is an improvement in business" he said. "True, it has not been all that we expected in March, as we looked for business to take a big jump, but we believe it is going to come soon. We have the fullest confidence in the stability of the talking machine business but believe that the combination phonograph is the musical instrument of the future. The trade-ins are no doubt quite a problem and there is also the matter of giving service on the combination phonographs, which is very essential, but they are not so serious for the downtown store which gets the volume of such business. We find collections about normal; people are paying their bills quite satisfactorily."

Sam Lind Optimistic

Sam Lind, of the S. E. Lind Co., dealing as Michigan distributor in the Adler-Royal line, has had good business the first three months of this year and is about the most optimistic jobber in this territory. He contends that "Business is what you make it. I know dealers doing better than ever and others not doing as well but in sizing up who the dealers are I can readily understand why this is so and why it has always been that way."

Thompson Representative Holds District Meetings

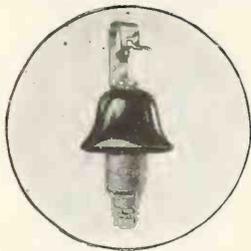
Harold C. Griffith, executive representative of the R. E. Thompson Mfg. Co., held a successful dealers' meeting in conjunction with the C. B. Haynes Co., Inc., of Richmond, Va., exclusive State distributor for Thompson neodyne receivers and loud speakers. The C. B. Haynes Co. has for many years successfully distributed Edison phonographs and has done outstanding work in promoting interest in music, particularly among the schools.

Mr. Griffith also visited the Buehn Phonograph Co., Pittsburgh; the Columbia Phonograph Co., Ltd., Toronto; Thomas J. Northway Co., Rochester, and the Conduit Electric Supply Corp., Syracuse, holding district meetings with the distributors in each locality.

Fada for Royal Palace

The extremely good results secured by a Fada receiving set operating close to Station 2LO, London, has resulted in negotiations with the royal palace of Amsterdam for the installation of a Fada radio receiver. With Station 2LO broadcasting at three kilowatts the Fada receiver was able to get almost every station in the British Isles and on the Continent. The wave length of the stations received varies from 265 to 530.

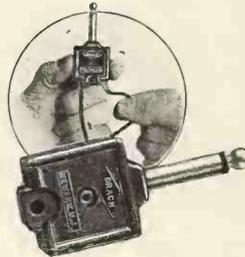
Reputation-making RADIO PRODUCTS



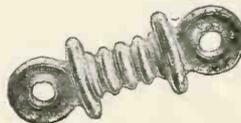
That dealer best serves himself who best serves his patrons. Selling reputable radio specialties that make good by efficient performance makes reputation for the dealer who sells them. Equally meritorious with Brach Vacuum Lightning Arresters are the specialties here illustrated—



Brach Shock-Proof Phone Plugs—Licensed under No. 1,498,196



Brach Grid Leaks



Brach-Stats



Brach Low-Loss Crystal Insulators



Brach Complete Aerial Outfits



Solderall, for all connections

Make A Window Display of Brach Products



This Is the Lightning Arrester Season

L. S. BRACH MFG. CO., NEWARK, N. J.

IN THE MUSICAL MERCHANDISE FIELD

Representative Stock and Intelligent Merchandising Necessary, Says Dealer

The Musical Merchandise Department Can Be Made a Real Profit-Producer if Right Sales Promotion Methods Are Practiced, According to B. A. Rose, Who Has Built Successful Business

With the ever-growing popularity of musical merchandise and band instruments with the public, the opportunity afforded talking machine dealers to develop this department of their business is a golden one. It is needless to mention the place which orchestra and band instruments hold in public favor, because the vast strides which dance orchestras have made in the past few years are a matter of common knowledge. Throughout the entire country and in many European countries American dance orchestras are daily performing for the entertainment of millions. Naturally this has its influence on the youth of the country and the dealer who is loath or hesitant about encouraging the interest in music with the young folk of his community is overlooking a source of constant sales and revenue.

Wide Field for Sales

In addition to this natural growth of public demand for musical merchandise and band instruments, countless civic associations and public school boards have interested themselves in the formation of musical organizations, with the resultant building of an additional avenue of sales for the dealer. These factors, in conjunction with the vast interest which has been engendered by radio programs on stringed and fretted instruments and harmonicas and what not, all help the dealer in making his musical merchandise department a live source of revenue.

B. A. Rose Gives Selling Hints

It might be interesting in this connection to quote the words of B. A. Rose, Conn dealer of Minneapolis, Minn., who in a statement to *The World* gives the reasons for his success in the musical instrument field. Mr. Rose is one of the leading retailers of musical instruments in the country and his methods of mer-

chandising should carry weight. In part Mr. Rose says:

"There is no short cut to success in any line and particularly in the instrument game. The main reason we are coming into our own, after many years of struggle, is from the fact that I have been in one line of business thirty-four years, and in the same locality all that time.

"In early years I made the band and orchestra business a study so that when I went in the small goods game I not only knew the theoretical but the practical side. I was one of the first violin teachers in Minneapolis and had charge of the University band for twenty-four years. Have been closely connected with music ever since. I have been very fortunate in selecting the best agencies in all lines and have had wonderful help in all departments.

"If we receive an inquiry, and after one letter we do not get the party in the store, we go after him personally, and the prospect goes in the waste basket. We either sell him or lose him. It's the personal contact in our line that brings the business.

Carry Large Stock

"We carry an immense stock and never cut down to the minimum just before inventory. We always try to have what the customers want. One of the greatest assets in our line is one little point. We try to follow the Golden Rule and whenever a proposition is put up to us do not think first whether it will pay us in dollars and cents. In other words, it has always been our practice to furnish the property men in all the theatres with anything they want at all times. If anything happens to any of the musicians' instruments, they know they can run into our place and we will gladly help them out, and many, many times we have taken new instruments right from stock and loaned

them until they can get theirs fixed, no matter whether they are using our make or not. I think as much of the good will of our professional people as I do of newspaper publicity."

The pertinent points of Mr. Rose's statement are few but they are important. He stresses location, practical knowledge of the products which he is selling, the merit of the lines carried, the value of personal contact with prospects, and, last but not far from least, the good will of the people with whom he deals.

Bacon Banjo Co. to Own Buildings It Occupies

Decision to Purchase Recently Made at Meeting of Board of Directors—President Bacon Broadcasts From Boston Station

GROTON, CONN., April 7.—The Bacon Banjo Co., Inc., of this city, at a recent meeting of the board of directors, decided to purchase the land and buildings which it now occupies. These buildings are admirably situated for both manufacturing and shipping purposes and the decision to own the property was made with the idea in mind of making additional improvements to take care of the growth of the business.

Fred J. Bacon, president of the company, was in Boston on March 28, and in a comparatively short period of time contributed much to the promotion of interest in the Bacon banjo in that city. In the afternoon Mr. Bacon, who is acknowledged one of the country's best banjoints, played at the headquarters of the Oliver Ditson Co., on Tremont street. In the evening he broadcast from the Boston Traveler Station, WGZ, one of the most powerful stations in the East.

David L. Day, vice-president and general manager of the company, reports unabated demands for the Bacon line, and he is energetically at work on further sales promotion plans.

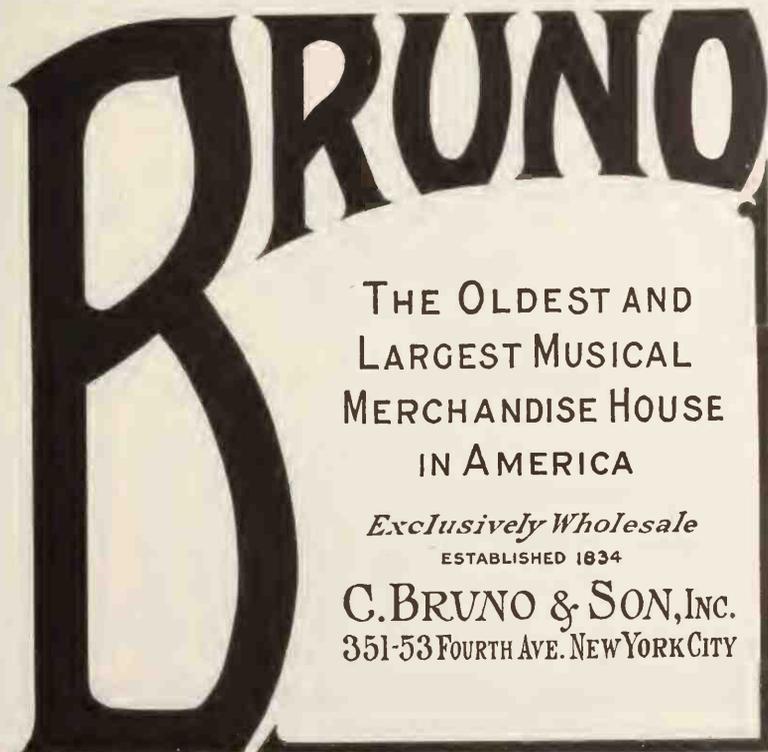
Keach & Greene Open a Baltimore Retail Store

New Establishment Located in Heart of City's Retail and Wholesale Music District

BALTIMORE, MD., April 7.—Keach & Greene, manufacturers of the Velvaton saxophone, who have long conducted retail musical instrument warerooms on Market street, Philadelphia, Pa., have recently opened a store in Baltimore. This new store is situated on North Howard street in the heart of the wholesale and retail music section of Baltimore. In addition to carrying a complete line of musical merchandise, this company will also wholesale from the Baltimore warerooms a complete line of Conn brass instruments.

Progressive M. I. Corp. Announces Edwards' Ukuleles

The Cliff Edwards' ukuleles are now ready for the trade, announcement being recently made by the Progressive Musical Instrument Corp., New York. This model ukulele is the same as the instrument used by Cliff (Ukulele Ike) Edwards in his recording of Perfect records and in the show, "Lady Be Good." Ben Landay, vice-president of the Progressive Corp., commented on the popularity of the hand-painted ukuleles, stating that this novelty has become so popular that the painted models are selling in a proportion of three to one over the regular models.



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 149)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST



There is no quiet season in the sales of Hohner Harmonicas. Plan now for summer profits.

Ask Your Jobber

M. HOHNER

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Musical Instrument and Accessories Mfrs. Elect

Officers for Eastern Manufacturers of Musical Instrument and Accessories Association Chosen—Walter Grover at Head

At the recent meeting of the newly formed organization of manufacturers of musical instruments and accessories for the Eastern zone the following officers were elected: Walter Grover, of A. D. Grover & Son, Inc., president; Walter Schmidt, of Oscar Schmidt, Inc., vice-president; J. J. D. Taylor, of the Waverly Musical Products Co., Inc., secretary, and J. Pitman Grant, of William L. Lange, treasurer.

Members of the board of directors include David L. Day, Bacon Banjo Co., Inc.; Maurice Lifton, Lifton Mfg. Co.; F. H. Martin, C. F. Martin & Co.; Edward Felsberg, Felsberg Co., and Frank Gibson, Gibson Musical String Co.

A committee was appointed to draw up a constitution and by-laws which will be submitted and voted on at the next monthly meeting. This consists of G. F. Chapin, Standard Musical String & Mfg. Co., chairman; J. P. Grant, Maurice Lifton, H. C. Lomb, Waverly Musical Products Co., and Epi Stathapoulo, House of Stathapoulo, Inc.

A number of interesting topics came up for discussion at the meeting, the chief ones being the question of the eligibility rules for membership; the question of a name for the Association and the question of what the annual dues should be. Nothing was finally decided, it being voted to allow the constitutional committee to decide all these matters.

President Grover gave a full report of the recent Cleveland meeting of the National Association, with many interesting sidelights. A full account of the Cleveland gathering appears on another page of this section of The World.

The members attending included in addition to the officers and committee members previously mentioned: Herbert Martin, C. F. Martin & Co., Nazareth, Pa.; Geo. Zabriskie, the Frank Thiess Co.; Frank Thiess, Stumpf & Thiess; Maurice Brooks, Lifton Mfg. Co.; A. D. Grover, A. D. Grover & Son, Inc.; Albert Houdlett, Albert Houdlett & Sons, and L. A. Elkington.

Harmonica Co. Chartered

Koch Harmonica, New York, was recently incorporated at Albany to manufacture musical instruments with a capital stock of \$5,000. The incorporators are P. L. Baerwald, C. W. Sellers and R. Koch.

Musical Instrument and Accessories Mfrs. Meet

National Association of Musical Instrument and Accessories Manufacturers Hold Two-day Conference—New Members Admitted

CLEVELAND, O., April 6.—At the conference of the members of the National Association of Musical Instrument and Accessories Manufacturers, held at the Hotel Statler last month, a membership drive was launched to increase membership by at least fifteen members before the June convention.

The subject of collections and credit was thoroughly discussed and the following committee was appointed to study the problem and render a report at the Chicago meeting: Walter Grover, of A. D. Grover & Sons, Inc.; J. C. Lomb, Waverly Musical Products Co.; Morris Lifton, Lifton Mfg. Co., and G. F. Chapin, Standard Musical Strings Co.

Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, was the principal speaker at the first day's session, and he explained in detail the benefit of association work and the results which an individual manufacturer can secure through membership.

The matter of standardization was the chief topic of interest at the second day's session, together with the making of arrangements for the Association's representation at the convention of the music industries in Chicago in June. Committees were appointed to study certain problems and give their reports at the Chicago gathering.

In order to become affiliated with the Music Industries Chamber of Commerce, a system of dues was adopted. Those firms which have an annual gross sale of less than \$250,000 shall pay annual dues of \$50, and those firms with more than \$250,000 gross will pay \$100.

The meeting also discussed plans for the advancement of music in the home, a program which will mean greatly increased sales for both the dealers and manufacturers. All the plans discussed are expected to be perfected before the June meeting.

The following new members were admitted: Bacon Banjo Co., Inc., Groton, Conn.; Jackson-Guldan Co., Columbus, O.; B. R. Hunt Mfg. Co., Carmel, Ind.; Barry Drum Co., Philadelphia, and Armour & Co., Chicago.

The firms represented at the meeting, in addition to those named above, included: The Harmony Co., Slingerland Mfg. Co., Lyon & Healy, Ludwig & Ludwig, Inc.; Walter M. Gretsch Co., and Regal Musical Instrument Co., Chicago; A. D. Grover & Son, Inc.; Lifton Mfg. Co., Waverly Musical Products Co., New York; Standard Musical String Co., Brooklyn; Gibson Musical String Co., Belleville, N. J., and National Musical String Co., New Brunswick, N. J.

"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.

Principles of Successful Small Goods Retailing Are Set Forth by R. M. White

Secretary of H. N. White Co., Musical Instrument Manufacturer, in a Pamphlet to Retail Trade, Outlines Methods of Building Profits and Summarizes Basic Principles of Selling

An extensive drive to increase dealer representation for King band instruments is being made by the H. N. White Co., of Cleveland, O. In this connection R. M. White, secretary of the company, has set forth at length, in a statement to music dealers, the reasons why a musical merchandise department in a music store is a source of profit not only through the immediate sales, but also because of the ultimate sales made possible by the friends made by means of the instrument department. He also describes in full the advantages of the "King" exclusive agency policy and the co-operation which exists between the manufacturer and dealer.

"One of the chief principles of successful merchandising," states Mr. White, "is the bringing in of traffic to the store. Every sale, every advertisement and every effort of any sort is directed toward this end, and this end is best served by the installation of a band instrument department. Customers call for small articles, such for example as a saxophone reed, and the contact thus made eventually leads to the sale of expensive instruments."

The second principle put forth by Mr. White as essential to good merchandising is that of selling name instead of just the article desired by the customer. Name value is the chief asset, and when an article of merchandise is impressed on the minds of the people through publicity mediums the work of the dealer is lessened to a considerable degree—providing he has the exclusive agency for the article and no competitor can undersell him.

Mr. White summarizes these principles as follows: "A small-goods or band instrument department as a means to immediate profit and to secure traffic in the store; the band instruments carried should be of the highest quality, and so well known that you can sell the name, thus freeing yourself from competition, and the dealer should protect his profit by having the exclusive agency for the instrument sold." He further states, "The combination of these principles is ideal and 'King' band instruments fit squarely into every one of the requirements,

meeting all the conditions that they impose."

This statement to the dealers in outlining the policies which have placed the H. N. White Co. in the enviable position which it occupies continues in part:

"Over a quarter century of giving honest values, plus persistent national advertising, has resulted in nationwide acceptance of the name 'King' as synonymous with the ultimate in quality. Sales resistance is minimized by this acceptance. Professional musicians do not need to be sold on the quality of a 'King.' They know that it represents the final word in acoustics, tone, finish and balance.

"We are not content to rest on our oars. Every year sees bigger and stronger advertising preaching the gospel of 'King' instruments to the boy, the amateur, the professional and the band-leader. All of this advertising, plus the already established national reputation, plus our constant refinement of quality, makes it comparatively easy to put your store out of the competitive class. You can sell 'name' and be sure to cash in on the buying-desire thus created if you hold the 'King' agency.

"The first point can be summarized in this way: Early in our experience we found that the H. N. White Co. was not a complete entity. True, we could manufacture quality instruments. And we could advertise them. Likewise some sales could be made by mail. But without the retail store we were incomplete.

"From this realization came the belief that the dealer was just as surely a part of our organization as was any one of our several departments. The dealer is just as much 'us' as is our advertising or sales division.

"Building our entire policy on this basic thought has resulted in a particularly close relationship between the 'King' agent and this company. I have already talked briefly about advertising. This involves the use of national magazines; music publications, direct mail, etc. Forceful color pages, plus black and white copy, bring thousands of inquiries each year. And many thousands of direct mail-folders, broadsides and circulars keep eternally at work building orders out of these inquiries. With over 250,000 names carded in our files we are in constant communication with buyers of musical instruments all over the country. Many of them are in the territory you serve.

"You know the importance of the catalog. Both as a primary selling force when sent to inquirers and as a store-aid. Seldom does a dealer carry a complete line of the instruments we make. The catalog must be used to sell the missing numbers. Over a year of an expert's time was spent in producing our current catalog. Four full-color oil paintings, plus hundreds of black and white illustrations, visualize not alone the full line of 'King' instruments, but give in detail the selling points of each instrument. We have sectional catalogs (illustrating all the range of instruments in a single class);

The Most Prominent Banjoists are Playing Weymann Instruments



J. J. ERMATINGER
of the Art Kahn Orchestra
Chicago

Write to us

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

folders, booklets, inserts and many other forms of selling literature. For your window there is a variety of display material.

"And finally, we put the sum of our intelligence, plus the intelligence of all our representatives, at your disposal. We are constantly gathering facts, selling ideas and photographs from every available source. All this, boiled down into usable form, is yours for the asking.

"The 'King' Agency is placed with only one dealer in any city or town. It is always exclusive in this sense—in that when one dealer agrees to take the agency and his sales show him to be in earnest, no other dealer will be sold or quoted.

"Another meaning of 'exclusive' has to do with sales made direct from the factory by mail. Every inquiry or order received from the vicinity of a 'King' dealer who carries a stock of instruments on hand will be referred to him for attention. This is provided for as follows: Each dealer who carries a stock of instruments is a Class A Dealer and receives a contract with the agency. In this contract is contained a map outlining the territory in which absolute protection is given on all sales and all inquiries. A copy of this map is made on our 'Master Maps.' Every day the mail is checked against these maps and orders or inquiries coming from any class 'A' dealer's territory are referred to him for closing."

The agencies for King band instruments are divided into Class "A" and Class "B," depending on the amount of stock carried and volume of sales. The amount of discounts given is based on the class of agency which a dealer represents.

In commenting on the financing plan recently completed by the H. N. White Co., Mr. White says:

"One of the biggest obstacles in the way of a successful small goods department is the amount of capital usually required to finance payment sales. This obstacle is removed completely by the new plan for 'Financing Payment Sales of King Band Instruments,' which we now can offer to every King dealer. You can sell 'Kings' without tying up a cent of capital and—what is more attractive—dispose of your leases without sacrificing a cent of profit. The difference between our published cash and payment prices covers the cost of financing so you receive full profit."

King dealers are also protected by a trade-in plan should their stock of used instruments become too heavy for them to carry to advantage.

Sparta, Wis., Store Opened

F. W. Lloyd, director of the Sparta band, recently opened a music store on West Oak street, Sparta, Wis. He is planning a vigorous sales promotion drive in the interest of the line he is featuring.

SPECIAL Combination Offer

Make
100%
Profit



This \$25
Cabinet FREE

This Beautiful Cabinet is 22½ inches high, 25¾ inches wide, and 12 inches deep; in mahogany piano finish. Has 12 glass tubes.

Armour's Music Strings

You will make 100% by taking advantage of this Special Combination Offer of the most complete and varied assortment of straight length high-grade gut and wound strings ever assembled in a case. It is a fine money-making ornament that will bring the better class of musical trade to your store.

Assortment costs you \$51.75
Assortment retails at 103.50

Your Profit 100% — You Get This Cabinet FREE

Send Today for Complete Details

ARMOUR AND COMPANY Write Section W. 3 Music String Dept. CHICAGO

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 151)

National Interest in the Harmonica Continues

Concert by Junior Orchestra in Philadelphia Shows What Can Be Done With This Instrument—Other Activities of Importance

Harmonica interest continues to sweep the country by storm. This interest is not restricted to any one locality, but is found everywhere. Philadelphia was the recent scene of a big event held in the Metropolitan Opera House of that city. It was in the form of a concert given by the Civic Junior Symphony Orchestra, Civic Junior Band and Boys' Council Harmonica Band. Al. N. Hoxie, Jr., musical director of the Boys' Council, before an audience of about forty-three hundred persons, directed the band of one hundred players. William J. Haussler, vice-president and general manager of M. Hohner, Inc., New York, harmonica manufacturer,

attended the event. Mr. Haussler, who is responsible for this tremendous interest in the harmonica, was well pleased with the renditions of the various numbers. In commenting upon this affair he stated. "To hear them play the old folk songs in an exceedingly pleasing and skillful manner was heartening enough, but to hear them give such a serious piece of musical composition as Dvorak's New World Symphony in a four-part arrangement was nothing short of amazing. The sight of one hundred boys playing this large movement seriously and beautifully justifies our faith in the harmonica."

Johnstown, Pa., now has a harmonica orchestra of its own, directed by Leo J. Buettner. This boys' band played its initial concert on Washington's Birthday and as a result of its playing has received many subsequent engagements.

In Altoona, Pa., a recent innovation was held in the form of a harmonica concert which was open to all the students in the Roosevelt, Jr.,

High School. F. A. Winter & Son, local music dealers, presented the first prize. The contest called for the playing of old familiar tunes as well as some of the tunes of the present day. The prize winners were each presented with a Hohner harmonica.

In Washington, D. C., the Hohner harmonica was heard from radio broadcasting station WRC, where H. S. Reiss, popular headliner, rendered a number of harmonica selections.

Another method by which the Hohner harmonica is being effectively presented is through the syndication by M. Hohner, Inc., of an interesting article on the Rights of Boyhood. This article appeared in forty of the newspapers in leading cities throughout the country. Accordingly, musical dealers in these forty cities benefited through increased harmonica sales as a result of this effort on the part of M. Hohner, Inc. This editorial was written as an utterance of the editor of the local paper and as a consequence had considerable value. The import of the editorial was the growing importance of the harmonica in the development of youth and to urge the fathers and mothers of the community to interest boys and girls in the harmonica.

What is described as the first organized boys' harmonica band west of the Rockies has recently been formed in Portland, Ore. This organization, known as Bushman's School Boys' Harmonica Band, has been rehearsing since last November and consists of twenty-two boys. The band has the cordial support of T. J. Gary, principal of the Bushman School, and has sprung into instantaneous popularity. From present indications it would seem that the slogan "Make 1925 a Hohner Year" will be plentifully realized by Hohner dealers.

Saxophone Shop Takes Omaha Buescher Agency

Well-known Band Instrument Line to Be Handled by That Firm—Already Reports Good Sales—E. L. Brown, Manager

OMAHA, NEB., April 6.—Arrangements have been completed between the Buescher Band Instrument Co., band instrument manufacturer, Elkhart, Ind., whereby the Saxophone Shop, of this city, will have the local agency for Buescher saxophones and band instruments.

The local store will soon have a complete display of Buescher instruments and is already selling Bueschers even before the instruments have arrived, so well is the line known to local musicians. The small goods department of the Saxophone Shop is in the hands of E. L. Brown, who is an ardent Buescher fan.

Organizes Music Section in Milwaukee Boys' Club

Kesselman-O'Driscoll Co. Interests Itself in Developing Musical Talent of Boys in City

MILWAUKEE, WIS., April 6.—L. M. Kesselman, of the Kesselman-O'Driscoll Co., talking machine and musical instrument dealer, is sponsoring the organization of a music section for the Milwaukee Boys' Club, to provide instruction and recreation for those boys of the city whose financial condition does not enable them to find similar interests elsewhere. Plans have been developed for giving lessons in playing the violin, piano, drums and wind instruments and the club will furnish an instrument to those boys who cannot afford the purchase price.

Oliver S. Wallace, of the Kesselman-O'Driscoll Co., has been placed in charge of organizing the classes and securing the co-operation of local teachers. It is planned to organize an orchestra when the talent becomes evident with proper training.



A Banjo for Every Customer

VEGA Banjos are made in many styles and with a wide price range. Accordingly the Vega dealer is in a position to sell to the amateur teacher or professional a guaranteed quality instrument. There is always one of the many styles to suit the prospective customer in taste and purse.

Vega Banjos are sold direct to the dealer. They have an unrivalled reputation for quality, tone and appearance, as such they attain the greatest volume of sales.

Established Retail Prices

The VEGA Co.

155 W Columbus Ave.

Boston, Mass.

H. N. White Co. Announces Financing Plan for Dealers

Manufacturer of King Band Instruments Issues Booklet Explaining Plan to Enable Dealer to Sell Instruments on Time Payments

The H. N. White Co., manufacturer of King band instruments, of Cleveland, O., recently distributed to its dealers a booklet giving the full details of a plan which it, in conjunction with the Bankers-Commercial Security Co., Inc., New York, has arranged for financing instalment sales of King band instruments.

Through the use of this plan a band instrument department can be installed by any music dealer without tying up his capital. The booklet explains fully how the cost of financing can be avoided and illustrations are given of instalment sales and the subsequent turning over of the paper to the finance company, thus providing the dealer with the cash to meet his obligations.

It is felt that the use of this plan will materially increase the sales of instruments by King dealers, for in the past many dealers were loath to tie up their cash in long-term paper. With the privilege now available of selling this paper to the finance company, the band instrument department is self-financed and by the addition of a carrying charge on time sales the dealer can secure the same profit on this class of trade as he does on a cash sale.

Contests in Moss' Theatres Increase Harmonica Sales

Moss Circuit of Vaudeville Houses and New York Graphic Newspaper Combine in Staging Contest—Music Dealers Benefit

An event that promises to greatly increase sales of harmonicas in the metropolitan territory is now being conducted by the New York Graphic. It is a harmonica contest and in this case it is limited in its scope to adults. Through the wide circulation of this illustrated newspaper the interest has been widespread. The Graphic is offering prizes aggregating \$1,500 to the contestants. Tryouts, which are now nearly completed, are being held at five of the theatres operated by the Moss circuit. The paper published a coupon with which the entrants were to register announcing at which theatre they would appear for the trial. Hohner dealers in New York City are tying up nicely with the interest aroused and are accordingly reaping the benefit. Many have installed window displays of Hohner harmonicas and sales have grown in direct proportion. In addition to the distribution of musical instruments, worth over \$1,500, to the leading contestants every one entering the contest is assured of receiving a musical instrument, although at the present writing the contest editor has not revealed just what this instrument is to be.

Violins to Be Added to Line of Vega Company

Catalog of New Line of Instruments Soon to Be Ready for Trade Distribution

BOSTON, MASS., April 7—Announcement has been made by the Vega Co., manufacturer of musical instruments, of a new line of Vega violins. The instruments will be in keeping with the company's long-standing reputation for merchandise of high quality. It is expected that a catalog illustrating and describing the Vega violins will be ready shortly. A large number of dealers who are old customers of the Vega Co. have already requested the catalog describing the entire line, indicating a very satisfactory interest in these products.

Merchandise Mfrs. Make Plans for the Convention

Decide Not to Have Any Exhibits of Musical Merchandise—Plans Made for Elaborate Banquet for Jobbers and Buyers

At a meeting of the Association of Musical Merchandise Manufacturers of the Chicago Zone, held recently, plans for the forthcoming national convention of the music industries were discussed. H. H. Slingerland, president of the Slingerland Banjo Co., presided at the meeting. It was decided not to have any displays of musical merchandise at the convention, either collectively or as individuals. Plans were made for an elaborate banquet to be held at the Drake Hotel at which the buyers and jobbers will be the guests of the manufacturers.

F. E. Larson, general manager of Ludwig & Ludwig, gave a report of the gathering of the National Association of Musical Instrument and Accessories Manufacturers, which was held in Cleveland recently.

Interesting topics under discussion at the meeting included the standardization of parts, the matter of foreign competition and the question of costs.

Vega Banjos Featured in Vaudeville Appearance

Mitchell Brothers Use Late Model Vegaphone—Company Reports Brisk Export Business

BOSTON, MASS., April 6.—The Vega banjo was recently featured in this city at the B. F. Keith Theatre where Mitchell Brothers, stellar banjoists of vaudeville fame, performed. These artists used the very latest model Vegaphone banjo and were a decided bright spot on the bill. While in Boston they visited the Vega factory.

The export department of the Vega Co. has experienced good business. Orders were recently received from Paris, Holland, New Zealand, Honolulu, Japan and England, thus proving the popularity of the Vega banjo abroad.

The Vega Co. has also just issued to the trade a new catalog covering saxophones, clarinets and all reed instruments and accessories. This catalog is attractive in appearance, being printed in two colors with cover design destined to attract notice and encourage reading.

Do You Get Your Share of the Profit in Band Instruments?



OR are you buying various lines only on demand and on a low margin? If you want a small goods department that pays well investigate our proposition to dealers. We offer full dealer protection and satisfactory margin on the finest line of Brass Instruments in America, nationally advertised and featured by extensive direct-mail campaigns. Ample territory given to dealers who are willing to sell. Write for our proposition.

THE H. N. WHITE CO.

5215-62 Superior Ave., Cleveland, O.

The line is very well described and illustrated.

The "Blue Blowers," popular recording artists who have attained the status of having 300,000 record sales are users of the Vega banjos and guitars. This popular organization was recently heard on the radio before starting on the European tour on which it is now engaged.

Musicians Supply Co. to Occupy New Quarters

Old Boston House to Move to Larger Ware-rooms in 83 Newbury Street, That City

BOSTON, MASS., April 7.—New quarters have been selected for the Musicians Supply Co., the old musical merchandise wholesale house which has been established for many years at 218 Tremont street, it was announced recently by officials of the company. The new store will be at 83 Newbury street, where it will be in the heart of the music district. The move was made imperative by the fact that the present building is coming down and the company will move into its new quarters on June 1. Before that time the building will be altered to suit the needs of the business.

Continental Music Co. Takes on Leedy Drums

CHICAGO, ILL., April 7.—The Continental Music Co., musical merchandise wholesaler, recently took on the Leedy line of drums and drummers' accessories, manufactured by the Leedy Drum Co., Indianapolis, Ind. George H. Way, sales manager of the Leedy Co., arranged the deal. The Continental Co. is well known throughout the Middle West territory, and plans are under way to feature the new line in a very aggressive manner.



Here's YOUR Catalog!

WITH this new catalog, illustrating and quoting retail prices on nearly 3,000 different Musical Instruments and accessories, and with our new Confidential Trade Price List No. 9, quoting net wholesale prices on our entire line, you are equipped to buy Musical Merchandise intelligently, successfully, **PROFITABLY!**

Every music merchant needs these two books. Shall we send yours?

Ask for Catalog No. 25-W

The Fred. Gretsch Mfg. Co.
Musical Instrument Makers Since 1883
60 Broadway Brooklyn, N. Y.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 153)

Gretsch Mfg. Co. Issues New Attractive Catalog

Full Line of Musical Merchandise Manufactured, Imported and Distributed by Gretsch Co. Listed in Illustrated Catalog

The Fred Gretsch Mfg. Co., Brooklyn, N. Y., manufacturer, wholesaler and importer of musical merchandise, has just issued its newest catalog known as catalog No. 25, or better described from the frontispiece as "everything for band, for orchestra and for the home." In the 107 pages of the catalog practically every musical merchandise instrument is listed, described and priced. As a further help to the dealer a classified index is included at the back of the book whereby ready reference may be made to the catalog for the article desired. It is printed on calendered stock and profusely illustrated.

The catalog opens with drums of every description, including trap drum outfits and continues with a wide selection of brass, woodwind and stringed instruments. In every instance a wide line of accessories for the instruments listed is given. Under the heading of woodwind there is featured the Robert line from Paris, of which the Fred Gretsch Mfg. Co. is sole representative in this country. Other equally high quality lines are featured in each field, and it may be also mentioned that the lines listed show a wide variety of brass from extremely popular to highest quality instruments for the artist. Space is also given to accordions, auto-harps, harmonicas and the Gretsch "miniature music shop" which is a case for the counter holding a complete stock of musical strings and musical accessories.

In the talking machine field the Brilliantone, Cleartone and Violaphone needles are mentioned. The entire catalog is attractively bound in an artistic colored cover appropriately illustrated. In the wideness of its variety and care-

fulness of its production it is a catalog that is destined to prove of decided value to the dealer in the ordering of his musical merchandise requirements. E. E. Strong, advertising and sales manager of the Fred Gretsch Co., is responsible for the compilation of this work and the completed catalog is a decided tribute to his thoroughness, resourcefulness and ability.

Leedy Co. Builds Huge Glockenspiel for Circus

Leedy Mfg. Co. Delivers Big Instrument to the Ringling Bros.-Barnum & Bailey Circus for Use During the Coming Season

INDIANAPOLIS, IND., April 4.—What is said to be the largest glockenspiel ever built was recently completed by the Leedy Mfg. Co. and delivered to the Ringling Bros.-Barnum & Bailey Circus to be used in the shows the coming Summer.

The glockenspiel stands six feet high and will be mounted on a decorated wagon to be drawn by horses as a special feature of the Barnum & Bailey parades. This wagon is to be so arranged as to accommodate the man who will play the instrument.

The frame is made of 2¼ inch steel tubing, gold plated. The largest bar is twelve inches long and all the bars are 2¼ inches by three-quarters inch thick, made of tool steel the same as used in the Leedy orchestra bells. It has a two octave compass and the entire instrument weighs over two hundred and fifty pounds. The two horse tails that are tied to each end of the lyre are painted bright red. The gold frame and base and the nickeled bars make a brilliant contrast. The tone of the bars can be plainly heard a distance of two city blocks and this makes a splendid flash for any circus parade.

According to George H. Way, sales manager of the Leedy Mfg. Co., the glockenspiel is a standard instrument in the military bands of Europe, but they are seldom made over two feet in height and are carried and played by one man who carries the instrument inserted in a leather waist strap similar to that used in carrying a flag.

Mr. Way reports that the Leedy firm has been doing a large volume of business through its dealers all over the country and that prospects are still brighter for the next few months. He has been busily engaged in the preparation of a new catalog which is about ready for distribution to the trade through the large number of Leedy dealers.

Carl W. Nelson, of Vega Co., Returns From Long Holiday

BOSTON, MASS., April 6.—Carl W. Nelson, president of the Vega Co., manufacturer of the well-known Vega instruments, recently returned from an extended vacation in the South. Mr. Nelson was accompanied by Mrs. Nelson, and he stated on his return that he had enjoyed a good rest. During his absence his son, William W. Nelson, was in complete and successful charge of the business.

Sherman, Clay & Co. Gets A. A. Taylor Co.

TACOMA, WASH., April 3.—Arrangements were recently completed whereby the local branch of Sherman, Clay & Co. takes over the small goods and sheet music business of the A. A. Taylor Co. This concern has an enviable reputation and has been established since 1897. It has had quarters at the Sherman-Clay store for many years. C. G. Sargent, who is widely experienced in the musical merchandise field, will manage the small goods department.

Treasury Department Acts Against Foreign Makers

Bars Importations of European Manufacturers Who Refuse to Permit Government Agents to Inspect Their Books

WASHINGTON, D. C., April 3.—Importation of the products of a number of foreign manufacturers is forbidden under orders issued by the Treasury Department as a result of such manufacturers' refusal to permit representatives of the department to inspect their books and papers in an effort to ascertain the true market value or classification to be given their commodities. This action is taken under section 510 of the Tariff Law, which authorizes the Secretary of the Treasury to place an embargo upon the importation of commodities of manufacturers who refuse to permit such inspections.

The Treasury Department has been reluctant to put into effect the provisions of the law applying to manufacturers who refuse information, but opposition on the part of foreign producers became so marked that it was felt stern measures were necessary to meet the situation. The number of manufacturers whose goods are barred from the United States has increased steadily during the past few months. The loss of this market as a result of such action, it is believed, will bring recalcitrant foreign manufacturers to the adoption of methods of cooperation with our Government representatives.

Interesting Question on Instalment Sales to Minors

Supreme Court Called Upon to Decide on Right of Minor to Revoke Contract on Attaining Majority and Bring Suit for Payment

WASHINGTON, D. C., April 4.—The right of a minor who misrepresents his age when making a purchase on the instalment plan to revoke his contract on attaining his majority and sue to recover the money paid is to be passed upon by the United States Supreme Court, to which the question has been referred by the District Court of Appeals. The question is of importance to every merchant selling goods on conditional bills of sale.

The Supreme Court is asked to rule upon the two questions of whether the purchaser, by reason of misrepresentation as to his correct age, is estopped from maintaining an action to recover the amount paid under a conditional sales contract, and if the purchaser is not so estopped, may the seller claim a set-off for the amount paid for repairs to a damaged article or so much thereof as will equal the purchaser's claim.

The case arises from the purchase of an automobile on the instalment plan by a twenty-year-old youth, who represented himself as of age, who made payments totaling some \$400 and then defaulted in future payments, the company retaking the car. Upon reaching his majority the purchaser disaffirmed his contract and demanded return of the money paid. The company refused and in court set up a counter claim of over \$500 for repairs to the car, and the court ruled in favor of the seller. The purchaser appealed the case.

Multi-Model Drum \$32.50

Utility Drum \$27.50

**A Few
Sure Fire Hits
For The Dealer**

Boy Wonder Drum \$6.00

**SEND FOR CAT. M
ITS-AN-OPPORTUNITY**

Leedy
MFG. CO.
INDIANAPOLIS
INDIANA

Junior Outfit \$20.00

Jazz-O-Box Drum \$15.00

**BACON
BANJOS**

Played by Leading Musicians
and Orchestras

Sold by
Representative Music Merchants

BACON BANJO CO., Inc.
GROTON, CONN.

Combination Radio-Phonograph Sales Lead the Field in Portland Territory

Many Artists in Local Concerts Have Stimulating Effect on Record Sales—Dealers Tie Up With Spring Opening—H. N. Quackenbush in New Post—Successful Edison Tone Test

PORTLAND, ORE., April 4.—Business was inclined to drag considerably during March and machine sales did not develop as much as was expected at the beginning of the year. The majority of sales were combination radio-phonograph machines. Records have held their own, due somewhat to the great number of concerts given during the past month by celebrated recording artists. A plethora of Victor artists invaded Portland during March and all dealers were benefited somewhat through their appearance.

Many Artists in Local Concerts

Among the artists appearing here were Alfred Cortot, pianist and Victor artist; Ernst Dohnanyi, pianist and Ampico artist; Royal Dammun, baritone and Victor artist; Mabel Garrison, coloratura soprano and Victor artist; Feodor Chaliapin, baritone and Victor artist; Mme. Jeritza, Viennese dramatic soprano and Victor artist; Fritz Kreisler, violinist and Victor artist, and Roland Hayes, negro tenor.

Stage Spring Opening

The Portland Chamber of Commerce, with the co-operation of the retail merchants, staged a Spring opening on a large scale with over three hundred retail stores joining in the event. The night of March 13 the curtains were simultaneously drawn aside and the streets were thronged with window shoppers.

Radio Dealers Meet

The Oregon radio dealers held their monthly meeting at the Portland Elks Club March 27 with a good representative attendance. G. F. Johnson, of the G. F. Johnson Piano Co., presided. The dealers agreed to continue to merchandise radio the year round in an aggressive manner. G. J. Skiff, radio advertising manager of the Morning Oregonian, was elected secretary of the association.

H. N. Quackenbush in New Post

Harry N. Quackenbush has been made manager of the Bush & Lane Piano store. Mr. Quackenbush has been with the Bush & Lane

Piano Co. for twelve years and for the past two was district manager of the southern Washington district. The Bush & Lane Co. recently moved to new quarters at 348 Morrison street and Mr. Quackenbush reports the new location is proving most satisfactory in every way. The record department is on the main floor and Audak tables have been installed. A sheet music department has also been installed and occupies space on the main floor. The radio and phonograph departments are on the mezzanine. The piano department is on the second floor.

A Vigorous Sales Drive

Sherman, Clay & Co., retail, made an intensive Victrola drive and launched "Victrola Week" March 30 to April 4, to help offset the quiet and dull season that seems to be upon the buying public. Half-page advertisements in all the leading dailies were featured in the Sunday editions, followed by quarter-page advertisements in the dailies during the week. Circular letters were sent to all prospects in advance and an increased force of men was placed in the field. Attractive window displays were used in connection with the drive.

C. Neilson in New Post

The radio department of Sherman, Clay & Co. has been placed in charge of Clifford Neilson, formerly manager of the phonograph department of the Wiley B. Allen Co. Mr. Neilson has made arrangements for a series of semi-monthly radio concerts over the Morning Oregonian station, KGW, presenting talent of the Sherman, Clay & Co. store, assisted by prominent local artists.

In Spacious New Home

The G. F. Johnson Piano Co. is established in its new location at 410 Morrison street and is ideally situated to handle a splendid volume of business. The store has a spacious window space, well lighted and conducive to attractive window displays, which at the present writing is devoted to an artistic display of Cheney and

Victor phonographs, along with radios of the Radiola Corp., Atwater Kent, Ware neutrodyne and Opradio. The phonograph and record and musical merchandise departments are on the mezzanine floor.

Wm. Hodecker, manager of the phonograph, radio and musical merchandise departments of Meier & Frank Co., returned March 25 from a five weeks' trip to New York and other Eastern cities in the interest of his department. A big stunt to draw the crowds to the sixth floor, where the music department is situated, was a children's circus, given Saturday, March 28, to the children of Portland. Three performances were staged and the auditorium adjoining the phonograph department was "jammed to the guards" with happy children and their mothers.

Successful Edison Tone Test

The Hyatt Music Co., of 386 Morrison street, which last month so successfully presented Betsy Lane Shepherd, soprano and Edison artist, assisted by Jacques Glockner, cellist, in an Edison Tone Test recital at the municipal auditorium, which was attended by over 3,200 persons, reports excellent returns from the recital, with many new customers added to their already long list. Mr. Hyatt has offered a handsome silver trophy for the salesperson in his store who makes the fewest errors for three months, beginning April 1.

Wiley B. Allen Activities

B. R. Brassfield, manager of the Wiley B. Allen Co., also reports business quiet, but says in spite of this sales show a decided increase over last year, and that he is looking for improvement in the near future. Ocla White, of Bend, Ore., and J. A. Price, of Centralia, Wash., Wiley B. Allen representatives, were Portland visitors attending the annual Pacific Northwest Rotary Convention held here March 23, 24 and 25, inclusive. George Botsford, office manager of Sherman, Clay & Co., also attended the Rotary convention.

F. L. Hutchinson has been placed in charge of the phonograph department of the Wiley B. Allen store to fill the vacancy of Clifford Neilson, who resigned to take charge of the radio department of Sherman, Clay & Co.

J. T. Carr, also formerly with the Wiley B. Allen Co. phonograph department, has joined the radio department of Sherman, Clay & Co.

Charles Soule, district manager of the Starr Piano Co., is covering his southern Oregon district and sending in encouraging reports.

Remick Opens Radio Department

The Remick Song & Gift Shop has installed a radio department, equipping it with sets of the Radiola Corp. of America, Crosley Radio Corp. and Gilfillan Bros., Inc.

L. D. Heater Busy

L. D. Heater, jobber for the Strand console, Thomas and Swanson portables, Okel and Odeon records, Walter Camp's Health sets, Thompson neutrodyne and Honest Quaker products, reports excellent business. A large advertising campaign has been launched by Mr. Heater on the Thompson radio with the result that many dealers have been signed up. Mr. Heater has appointed Jerry Cooney to represent him in the Seattle territory.

H. F. Johnson, of the R. E. Thompson Mfg. Co., of New York, visited Mr. Heater during his recent Coast trip.

Louis A. LaVaie, sales manager of the Wolf Mfg. Industries, of Quincy, Ill., was also a recent visitor.

VICTOR WHOLESALE DISTRIBUTORS



It's the merchandise
that STAYS SOLD
that shows you a
profit.

BLACKMAN AND DEPENDABILITY

Blackman

TALKING MACHINE CO
28-30 W. 23RD ST. N.Y.C.

ONE SUGGESTS THE OTHER

STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted . . . OHIO

SilverVoice

The LOUD SPEAKER de Luxe
with the Natural Tone



A Diaphragm

—of corrugated silk specially treated.

A Magnet

—permanent, and nineteen times more powerful than other loud speaker units.

A Balanced Armature

—in the mathematical center of the magnetic field.

—The combination of these three important and novel features (all patent protected) eliminates acoustical, mechanical and electrical distortion—making SILVERVOICE superior to all other loud speakers.

Manufactured by
RADIOTIVE CORPORATION
21st Avenue and 53rd Street
Brooklyn, New York

WHOLESALE DISTRIBUTORS

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| <p>New York City
H. P. Baran and Company
247 Park Avenue
Cheney Sales Corp.
1107 Broadway
Musical Instrument Sales Co.
873 8th Avenue
Silas E. Pearsall Co.
10 E. 39th Street
Royal-Eastern Supply Co.
114 W. 27th Street</p> | <p>Boston
Cheney Sales Corp.
376 Boylston Street
M. Steiner & Sons
30 Arch Street</p> <p>Chicago
Automobile Supply Co.
1601 Michigan Blvd.
John V. Farwell Co.</p> <p>Buffalo
The Radio Studio</p> <p>Cleveland
The Cleveland Talking Machine Co.</p> <p>Detroit
Detroit Electric Company</p> <p>Kansas City
Schmelzer Co.</p> <p>Knoxville
Economy Drug Co.</p> | <p>Milwaukee
American Radio Equipment Co.</p> <p>Newark
Collings & Co.</p> <p>Pittsburgh
Cohen & Hughes
Ludwig Hommel & Co.</p> <p>Washington
Cohen & Hughes</p> <p>Baltimore
Cohen & Hughes</p> <p>Worcester
Duncan & Goodell Co.</p> <p>San Francisco
Alexander & Lavenson
Electrical Supply Co.</p> <p>Kentucky
Miller-Keuper Radio Co.
808 Nonmouth St.,
Newport</p> |
|--|---|--|

HAPPENINGS IN THE DOMINION OF CANADA

Important Trade Developments Take Place in the Toronto Territory During Month

R. H. Murray Elected President of the Canadian Phonograph Manufacturers' Association at Annual Meeting—National Music Week Postponed Until Next Year—News of the Month

TORONTO, ONT., April 7.—The Columbia Phonograph Co., Ltd., announces that after the most exhaustive tests of the best in radio it has acquired the Canadian distributing rights for the Thomson neodyne radio receivers and loud speakers and will go after radio business in a big way through the medium of the Montreal office and Western distributor, Cassidy's, Ltd., of Winnipeg, Man., and Vancouver, B. C., and the home office in Toronto.

The Phonola Co., of Canada, Ltd., Elmira, Ont., is finding a steady demand for records of Gerald Griffin, an artist who is well known to the talking machine fraternity as an exclusive Okeh recorder. Odeon records are also distributed in Canada by this firm.

J. G. Tufts, for a number of years manager of the phonograph department of the Nordheimer Piano & Music Co., Ltd., has joined the

organization of the National Cabinet Co., Ltd.

Burndep of Canada, Ltd., has removed to more commodious quarters at 130th street, West, Toronto.

The annual meeting of the Canadian Phonograph Manufacturers' Association was held in Toronto quite recently when the election of officers for the ensuing year took place, as follows: President, R. H. Murray, manager of the Sun Record Co., Toronto, succeeding S. J. Cook, of the McLagan Phonograph Corp., Ltd., Stratford, Ont., who had so ably filled the position of president for the past two years; vice-president, S. V. Goddard, of R. S. Williams & Sons Co., Ltd. The executive committee consists of Messrs. Puckett, Cook and O'Donnell.

At a meeting held the past few days it was unanimously decided by the Canadian Bureau for the Advancement of Music that it would

not undertake to sponsor a National Music Week this year, but instead would in the early Autumn commence organization work for a 1926 Music Week. It was originally decided to hold the same on May 3 to 9 but with the short time at the disposal of this body it was felt that due prominence could not be given the movement in so short a space of time.

J. T. Boone Radio Corp., whose Canadian representative is Windsor Radio, Ltd., Windsor, Ont., has recently placed on the market a new variable condenser.

A new loop is being placed on the Canadian market this month. It is the Carter Interwoven loop, manufactured by the Carter Radio Co., of Chicago and Toronto. Along with other Carter products it will be made in Canada.

Arcade, Ltd., a Hamilton, Ont., department store, has opened a radio department. The Alpha Radio Supply Co., Inc., New York City, has appointed D. H. Williams Co., 302 Ridout street, South, Lomon, Ont., as Canadian sales representative.

Arthur Dreher, of Prosh Phono Parts, Inc., New York, manufacturer of tone arms, was among trade visitors here lately.

All Factors of the Trade to Take an Active Part in Music Week in Montreal

Concerts in Schools of the City and Outlying Districts to Feature Event—Advocates Increase of Radio Fee to Listeners-in—Trade Leaders at Hearing—Business Continues Good

MONTREAL, CAN., April 8.—With Music Week rapidly approaching, the program is now being completed to take care of the numerous activities which have been planned in connection with this movement. Arrangements have been made to hold concerts in the schools and the outlying districts of Montreal, and the majority of the leading artists in the city have already signified their intention of taking part.

An increase in the radio fee to listeners-in was advocated to the special copyright committee of the House of Commons this morning, by R. H. Coombs, Canadian Radio Trades' Association, Toronto.

"I would suggest that the fee be raised," stated Mr. Coombs, "to get more revenue, or that an appropriation be made by the House to give the department a sufficient sum of money to properly control the operation of the radio in Canada, so that radio can progress along ordinary lines."

Edgar M. Berliner, the Victor Talking Machine Co., Montreal, asked for a number of amendments on behalf of record manufacturers.

Mr. Chevrier, the proposer of the bill, moved an amendment, in the course of the hearing, that broadcasting from radio stations "made indirect" should not come within the act. Adjournment for further consideration of the proposed legislation was made.

A studio entertainment by the Starr-Gennett

Recording Co., was recently broadcast from Station CKAC, La Presse. Manager Beaudry states these concerts are increasing most emphatically the popularity of Gennett records not only locally but in all parts of Canada.

J. W. Shaw Co. finds a ready sale for Columbia Record Classics and reports that these sets were hardly in the store but a few hours when they were entirely sold out.

N. E. Brais, sole distributor for Canada for

Activities of the Winnipeg Dealers Stimulate Business

Many Dealers Now Interested in Radio—Brunswick Records Broadcast by Winnipeg Station—D. H. Pollitt a Business Visitor

WINNIPEG, MAN., April 8.—D. H. Pollitt, sales manager of De Forest Radio Corp., Ltd., has recently paid his respects to the Winnipeg trade in a flying visit.

The Rotary Club has given a four-tube radio set to the Red Deer, Alta., Municipal Hospital Station CKY, of Winnipeg, Man., which is broadcasting Brunswick records on its numerous programs, which is resulting in increased sales as per reports received from the many enthusiastic Brunswick dealers in Winnipeg. Station CFXC, located at New Westminster,

Cliff Edwards's "Ukulele Ike" records reports a heavy demand for this artist's listings.

The Brunswick Hour of Music and Music Memory Contest aroused considerable local interest. The International Music Store reports a steady increase in the call for Brunswick records and states this movement has helped sales considerably.

A large number of local phonograph dealers will this year endeavor to stimulate the sale of records by suggesting to buyers the suitability of music in the home as a memento of Mothers' Day and it is expected by pointing out the value of a suitable record as a gift presentation it will at the same time create interest in record buying. The same idea will be carried out as regards Easter gifts.

B. C., is using Brunswick records supplied by the Columbia Piano House. As a result, a very large and steady increase in sales, as well as a considerable increase in the Brunswick records contained in the New Hall of Fame has been noted.

The catalog issued by Woodward, Ltd., Vancouver, B. C., contains a double spread devoted to Brunswick records.

Dean's Music Store, Calgary, Alta., sends out each month a bulletin pertaining to lines carried in the store. Every alternate month a special letter goes out on Brunswick releases.

New Remo Products

MERIDEN, CONN., April 8.—The Remo Corp., of this city, has recently produced two new products in the radio field. The Remofone Aerial is of the indoor type and has a plate upon which the telephone can be rested. The other product is the Remo radio tube reactivator. This instrument is designed to revive old or weak tubes of the UV 201A or UV 199 types. It is used with regular 100 volt AC and is furnished with cord and plug.

Griggs Buys Glentzer House

DAVENPORT, IOWA., April 6.—The Griggs Piano Co. of this city has purchased the stock of talking machines, pianos, musical merchandise and sheet music of the Glentzer Music House in Fort Dodge, Iowa. Wm. T. Glentzer will continue in business in Fort Dodge, selling automatic instruments only.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

GLEANINGS *from the* WORLD *of* MUSIC

Radio Playing an Important Part in Reviving Interest of Public in the Waltz

Experience Shows That While Waltz Music Is Slower to Reach the "Hit" Class Once It Attains the Pinnacle Sales Continue Over a Comparatively Long Period—How Radio Is Helping

In recent years there have been many efforts of dancing masters' associations, composers, publishers and some of the older generation to revive the interest in the waltz. None has been very successful in this direction with the exception of the publishers, who from time to time put over an occasional waltz success. The big obstacle in the way of the waltz has been the modern dance orchestras, their leaders, and the attitude of the fox-trot enthusiasts.

There has not been much demand for waltzes upon the dance floor, so the orchestras take the line of least resistance and give to dancers what they think the public wants—fox-trots and then more fox-trots. The work of reviving the interest in the waltz with such a clientele has its hazards—generally sparsely occupied dance floors.

There is, however, a wide public that enjoys the waltz. This clientele, however, is not reached largely through the usual channels. With the popularity of radio, however, there are indications that, through broadcasting, a waltz number can get its melody to many responsive ears with little resistance, whereas through the ordinary orchestra channels the same number must be a superhit to achieve results.

Through the aid of radio quick popularity has been achieved by Leo Feist's "Midnight Waltz," and several other waltz selections have had some favor through the same medium. With the Feist success it was fortunate in having a title that appealed to radio announcers as well as the orchestras and in the early days of its introduction several Middle West broadcasting stations used the timely hour of midnight simultaneously to broadcast "Midnight Waltz" with a special introduction. This, over a short period, served to make the introduction doubly impressive and not only got the melody over in good style but with an assurance that waltz enthusiasts would remember the title and, if they were in the buying mood, purchase the number.

Another thing that is favorable to a meritorious waltz is the fact that once it reaches the ears of thousands of listeners the competition for favor is not so keen as that which is met by the fox-trot. A fox-trot, be it ever so good, must meet the competition of a dozen other fox-trot melodies, not during the same week, but during the same evening and with such stiff

competition that sales of the average number are necessarily limited and shortlived. In fact, it is only the unusual number that can survive such intensive conflict for popularity. These outstanding numbers, however, generally make up for the loss in sales of the second best offerings.

A good waltz may take a little longer to

"Nola" as Trombone Solo in Production

Novel Rendering of Fox Number in "Puzzles of 1925," by Member of Commanders, Irving Aaronson's Popular Orchestra

Irving Aaronson, director of the Commanders, the orchestra featured in the Charles B. Dillingham-Elsie Janis production "Puzzles of 1925," has had a remarkable career in the music entertainment field. Born twenty-eight years ago, a product of the Ghetto, New York, he made slow advances, overcoming some unusual obstacles, until several years ago he organized the Versatile Sextet. Previously he was accompanist for Nora Bayes, Bessie Clayton and others.

The Commanders was organized in Pittsburgh four months ago and made a tour of the larger photoplay houses in the Middle West. On this tour it created a wonderful name for itself, receiving offers from the Keith vaudeville interests and finally landing in the Elsie Janis show. In addition to playing in the musical production "Puzzles of 1925," it is also featured at the new Janssen's Hof-Brau on Broadway and Fifty-third street, New York City.

Much of the success of the Commanders has been its selection of timely and appropriate numbers for its program. These are selected wholly upon their merits and are a tribute to their popularity. In "Puzzles of 1925" Rex Stanley does a trombone solo of the Sam Fox Publishing Co.'s fox-trot, "Nola." This is a unique rendition and probably could only be conceived and executed with an outstanding novelty, the melody of which is familiar to the audience and which realizes the difficulties.

During the Summer months Jack Mills, Inc., will feature its ukulele publications.

achieve the height of popularity. Once attained, however, it will bear hearing over a longer period than the fox-trot. Another thing that is in its favor is the fact that when the public wants a particular waltz none other will do. They may also favor a fox-trot, but another fox-trot will serve the purpose on most occasions. Radio does not do much for the fox-trot because the competition is too intense. It may, however, be the means of making some waltz successes. At least, the competition for waltzes will not be severe, they will have a wider hearing over a shorter period of time and the melody, if attractive, should create an eminently satisfactory volume of sales.

"Midnight Waltz" Wins Popularity Over Radio

Broadcasting Stations Throughout the Middle West Featuring the Number Regularly and Sales Increase as a Result

"Midnight Waltz," which received so much publicity through being broadcast by many Middle West radio stations, including those in Chicago, Ill., has jumped into quick popularity. The broadcasting stations throughout the Middle West all simultaneously introduced it with a special announcement at the stroke of midnight and this publicity after a series of such renditions probably made it the most widely known waltz of many seasons.

"Midnight Waltz" is a work of unusual merit. It has a waltz melody that wins immediate favor and its present success goes to prove that waltz numbers are by no means passé. It would indicate, however, that the public will respond to waltz numbers of merit when they are properly presented. In this instance "Midnight Waltz" is being accorded unusual publicity, and this publicity is producing sales, according to Leo Feist, Inc., the publisher.

Rollband With Jack Mills

Harry Rollband has joined the publicity staff of Jack Mills, Inc. He will have full charge of all advertising and publicity. He has had long experience in publicity work, having for a number of years been very active in commercial journalism, at one time representing some twenty trade publications.

A most interesting folio has just arrived from the press of the Oliver Ditson Co., containing "Ten Negro Spirituals."

You Can't Go Wrong With Any FEIST Song

Europe's Biggest Song Hit!!

KATHARINA!

Introduced in America by BALIEFF In
"CHAUVE SOURIS"
Presented by F. RAY COMSTOCK and MORRIS GEST

©1925 LEO FEIST, INC.

FIVE RECORD RECORD BREAKERS



WAITING FOR
THE MOON



LITTLE DEVIL



MARIE, MARIE,
MARIE



UKULELE LADY



CAN'T YOUR
FRIEND
GET A FRIEND
FOR ME

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

Shapiro, Bernstein & Co. Issue New Novelty Number

"Who Takes Care of the Caretaker's Daughter?" Already Recorded on Rolls and Records and Is Being Featured by Orchestras

Shapiro, Bernstein & Co., Inc., have accepted for publication a new novelty song with many humorous catch lines which is being issued under the title "Who Takes Care of the Caretaker's Daughter (While the Caretaker's Busy Taking Care?)". The number is already heard on some of the leading talking machine records and other mechanical reproductions are scheduled to appear shortly. In the meantime, both the band and orchestra and professional departments of Shapiro, Bernstein & Co., Inc., are busy filling the demands for this quick success.

"Who Takes Care of the Caretaker's Daughter?" again marks the entry of an unknown writer into the ranks of those who have contributed big song hits. In this instance, Chick Endor, a cabaret performer, is responsible for the number. It is often said that an unknown writer has very little opportunity of placing his compositions with the large publishing houses. In this and several other instances such opinion is disproved.

Shapiro, Bernstein & Co., Inc., have the record of contributing big successes for the past

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

three Summer seasons, all of which were the products of heretofore unknown writers. The first of these was the well-known "banana" song, followed by last season's success, "Last Night Upon the Back Porch," which was the product of New York University. So the Spring and Summer season is again repeating itself as far as this house is concerned.

Cliff Edwards, known as "Ukulele Ike," well-known record artist and now appearing in the musical comedy "Lady Be Good" at the Liberty Theatre, New York City, originally introduced "Who Takes Care of the Caretaker's Daughter." It is now being heard everywhere.

J. Fischer & Bro. to Occupy New Quarters

Have Taken Complete Floor in 113-119 West Fortieth Street, Running Through to 114-118 West Forty-first Street

J. Fischer & Bro., the well-known standard publishers, who for over forty years have been located at 9 Bible House, New York City, have just closed arrangements whereby the new home of the company will be the entire fifteenth floor in 113-119 West Fortieth street, through to 114-118 West Forty-first street. The lease is for a long term of years with aggregate rentals of over a quarter of a million dollars. Altogether the new quarters will give this publishing house fifteen thousand square feet of floor space. The arrangement of the building not only gives the company two street entrances, but is designed in a manner that makes it one of the best-lighted floors in the city.

J. Fischer & Bro. have for several years outgrown their old quarters. The business of the company has shown substantial increases each year and its catalog, embracing as it does music publications of all kinds with particular emphasis upon church music, is one of the most important in the industry.

In the present month J. Fischer & Bro. will celebrate their sixty-first anniversary. The business was founded by Joseph Fischer, the son of J. Christoph Fischer, a teacher and organist, who came to this country from Germany in 1857. He was the grandfather of the present directors of the firm, George and Carl T. Fischer, both of whom are actively engaged in the development of the business. George Fischer is also well known as the president of the Music Publishers' Association of the United States.

Theo-Creo, famous Broadway dancing coach, who has trained such stars as Jessica Brown, "Kyra," Marie Saxon and scores of others, has created a new dance called "The Dromedary," written around the E. B. Marks song of the same name. "The Dromedary" is somewhat similar to the "Camel Walk," but has several unique steps which distinguish it from the older dance.

Indian Concert Artist Praises "Indian Dawn"

Unites With Chas. Wakefield Cadman in Commending Sam Fox Co. Upon Publication of That Characteristic Number

The Sam Fox Publishing Co., of New York and Cleveland, O., whose new number, "Indian Dawn," is being heard in both concert and vaudeville, has received a further endorsement on this unusual composition. In this instance the commendatory expressions were received from Princess Tsianina, the Indian concert artist, and Charles Wakefield Cadman, the eminent composer, who is considered an authority upon Indian compositions. Cadman probably has contributed more compositions of this character to present-day music than any other composer. Indeed, he is responsible for the preservation of much of the fast-disappearing Indian music.

The letter to Mr. Fox reads: "Mr. Cadman and I wish to express our deep interest and good wishes for the new song—"Indian Dawn"—just off your press.

"We think it is the best Indian song presented for a long time and we think it worthy of place on any singer's program. I consider it a pleasure to include it in my repertoire of songs; it suits my voice perfectly.

"Most sincerely and with all good wishes of the year."

"Listening" Hailed as "All Alone's" Successor

Berlin Number From "Music Box Revue" Proving Big Hit as Result of Special Exploitation Campaign by House

The Irving Berlin, Inc., number "Listening," the fox-trot ballad which originally appeared in the "Music Box Revue" and which is now being programmed by many vaudeville performers, is being widely accepted as a successor to Berlin's "All Alone". Lyrically it is a ballad of the same order and musically is has a winning fox-trot rhythm.

The entire trade is taking part in the sales drive on "Listening," including not only sheet music jobbers and retailers but talking machine record and player roll manufacturers, their distributors and dealers, and the results have been very good.

Have Their Own Place Now

Milt Hagen, the well-known writer and publicity manager, has been given the title of "News Editor" by the California Ramblers, the exclusive Columbia artists, who are opening their own roadhouse, following ten weeks' appearance at the Alamac Hotel, New York City. The new home of the California Ramblers will be known as "California Ramblers' Inn" on the Pelham Shore Road, Pelham, New York.

SAM FOX

TOPS 'EM ALL

with **World-Wide** these **Winners**



Gigantic Success of London and Paris

THE OGO-POGO

A Funny Fox Trot Sensational Foreign Novelty



Indian Dawn

Fox Trot

Adapted from the New Indian Love Song Success



BY THE MISSISSIPPI

The Dreamy Moonlight Waltz Hit



Fox Trot Version of Today's Biggest Ballad Success

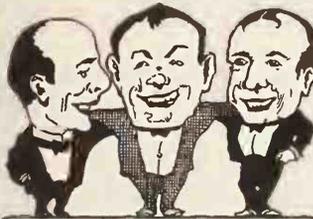
Out of The Dusk To You

A Novelty Comedy Hit

WHAT DO YOU SAY BOYS

A Gang Song with Extra Verses

Humorous Fox Trot Arrangement



Moon Dream Shore

An Enchanting Melody Fox Trot

Feature and Display The Sheet Music-Records and Rolls
Mark Your Sheet Music Order On This Page
And Send To

Sam Fox Pub. Co.
Cleveland The Arcade New York 158-160 W. 45th St.

"You Can't Go Wrong With Any FEIST Song"

"I'LL SEE YOU IN MY DREAMS"
Isham Jones and Gus Kahn's
Cyclonic Fox Trot Sensation!
I'll see you in my dreams. Hold you in my dreams

"WILL YOU REMEMBER ME?"
When roses bloom and spread perfume. Will you...
A CLINGING FOX TROT YOU'LL NEVER FORGET!
Lou Davis Henry Santly and Harry Richman

The two best tunes in the Book!

©1925 LEO FEIST Inc.

"Love Came Calling" Is Theme for "The Lady"

Fox Numbers Given Fine Presentation at Stillman Theatre at First Showing of This Film

The Sam Fox Publishing Co. song, "Love Came Calling," is being used as the musical theme with the new motion picture called "The Lady." At the premiere appearance of this



Stillman Theatre Presentation of "Love Came Calling"

photoplay at Loew's Stillman Theatre, Cleveland, O., Maurice Spitalny, the well-known musical director, selected "Love Came Calling" for this purpose and featured it with an artistic stage setting arranged by George M. Dumond, the presentation director. The number was sung both as a solo and duet, the vocal artists being Ruth Leigh and Fred S. True.

Herewith is shown this prologue setting to "The Lady" in which "Love Came Calling" was sung so advantageously. This is the first of many similar presentations which are now being arranged by the Sam Fox Publishing Co. in co-operation with the photoplay producers and exhibitors throughout the country.

Outstanding Berlin Songs

The Irving Berlin, Inc., numbers "Show Me the Way," "Oh, How I Miss You To-night," "Yearning" and the big campaign number "Listening" are the outstanding songs of the Berlin Spring activities. These, together with some of the older Berlin selections which are still active, such as "All Alone" and "Oh, Mabel," are included in practically every order coming in to the Berlin offices. Besides the above the songs "Marie, Marie, Marie" and "Can't Your Friend Get a Friend for Me" are also showing considerable activity.

"If We Should Part" Is New Sherman-Clay Song

Other Numbers Recently Issued Are "On the Oregon Trail" and "Oh, Vera"

Sherman, Clay & Co. have just issued a new ballad called "If We Should Part," by Victor Schertzinger, composer of "Marcheta" and other successes. The number is one of the best

lyrics for American consumption it should repeat its popularity. From a melody standpoint it will find immediate favor. It is really a musical work of merit and its fox-trot rhythm should win immediate recognition and favor.

The Sam Fox Publishing Co., in taking over "Ogo Pogo," decided to inaugurate a campaign in order to give it immediate publicity. This is assured at once by the first orchestrations which are being forwarded to the leading orchestra leaders throughout the country. This novel orchestration will appeal particularly to musicians through its distinctiveness in giving worth-while playing parts to every member of the orchestra. "Ogo Pogo" is described as funny. This of course relates to the lyric of the piece, which is indeed unique. The music while not funny is of a similar original character and is alluring. The song is by Cumberland Clark and music by Mark Strong.

Feist Waltzes Popular

Leo Feist, Inc., has four waltz songs which are having good sales. In fact, during the past few weeks each of these numbers has shown a steady increase in popularity, which would seemingly indicate that the waltz number, which never dies, is coming back into its own. The numbers are "Midnight Waltz," the feature in the Middle West as radioed from a number of broadcasting stations at the stroke of midnight; "The Moonlight, A Waltz and You," written and featured by Harry M. Snodgrass, known as the "King of the Ivories," record artist, vaudevillian and international radio favorite; Ted Lewis' new waltz hit, "While We Danced Till Dawn," and "Miss You."

Millard E. Coffin Songs

Millard E. Coffin, composer with Jimmy Walker of "Don't Say You're Sorry," a fox-trot, which has gained some prominence through radio publicity, is also one of the executives of Millard's Music Co., the publisher of the number. The headquarters of this concern are at 205 West Eighth street, Wilmington, Delaware. Besides the above Mr. Coffin is the writer of "Jump Steady Blues," published by the Joe Morris Music Co., Philadelphia; "Carolina Twilight" and "Tarheel Blues," published by Jack Mills, Inc.

The latest ballad success from the pen of Arthur A. Penn is entitled "When the Sun Goes Down." M. Witmark & Sons are the publishers.

Dictogrand

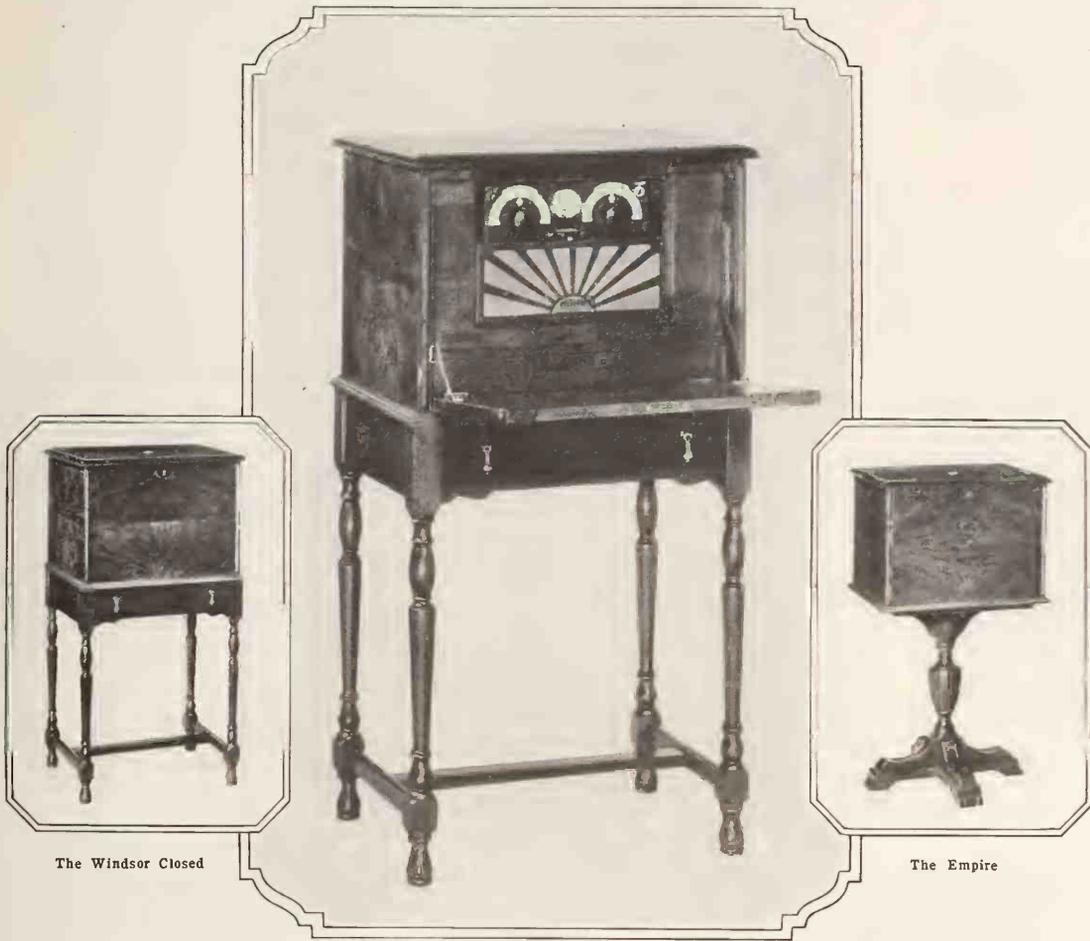
The Articulating
True Tone
LOUD SPEAKER

Sam Fox Pub. Co. Takes Over "Ogo Pogo"

Big Fox-trot Hit of London and Paris to Be Handled in America by Well-known Cleveland and New York Publishing House

"Ogo Pogo," a novelty fox-trot which has been one of the biggest successes in years in London and Paris, has been taken over by the Sam Fox Publishing Co. of New York and Cleveland, Ohio, for American exploitation.

This has been popular both as a song and in instrumental form and with slightly changed



The Windsor Closed

The Empire

The Windsor

ANNOUNCING THE OPERADIO CONVERTIBLE

A De Luxe Cabinet Housing the Powerful Operadio Portable

The remarkable success of the 1925 Operadio, a six-tube set of exceptional efficiency, in a compact carrying case, has led to another new and revolutionary development.

Operadio engineers, in conjunction with leading designers of fine furniture, have evolved two dignified and beautifully proportioned walnut cabinets to house the portable set when used in your home.

These two Period models, graceful of line and unique in design, provide a worthy interior setting for this most talked of receiver of the year, with its features of great power and efficiency and wonderful tone quality.

Now in this one set there is every desirable feature of radio. In the home you may have a cabinet of unprecedented beauty that uses no outside wires or connections, no separate loud speaker.

Or by removing the set, you have a complete, self-contained receiver

with loud speaker, six tubes, large battery supply and all parts enclosed in a smart-looking case, ready for you to carry with you on trips or vacations.

The Operadio has shown itself in every way the equal, if not superior, of any big set on the market.

Range, selectivity, ease of tuning, clear, true, beautiful tone, all of these are here, and in addition, its amazing convenience—permitting radio to be enjoyed anywhere, indoors or out, upstairs or down.

The Operadio Convertible comes in two models—the Tudor and the Empire. If you are now handling the standard Operadio set, you will find that these attractive cabinets will greatly increase your sales volume.

And if you are not yet an Operadio Dealer you are overlooking an unusually profitable opportunity—particularly for the warm weather months ahead—for the Operadio is the one set on the market ideally adapted for summer use.



The 1925 Operadio removed from cabinet and ready for use. The cover is the aerial; the case may be closed and carried like a piece of hand luggage.

Mail the Coupon

THE OPERADIO CORP.,
8 South Dearborn St., Chicago, Ill.

Please send me complete particulars about the 1925 Operadio, the Operadio Convertible and your dealer proposition.

Name

Address

City State

Igor Stravinsky to Record Exclusively for Brunswick

Pianist Who Is Also One of the Foremost Russian Composers Is Termed the Greatest Musical Revolutionist of Present Time

Igor Stravinsky, world-renowned composer and pianist, acclaimed as being one of the greatest musical revolutionists of the present day, recently signed a contract to record his playing



Igor Stravinsky

exclusively for Brunswick records, executives of the Brunswick-Balke-Collender Co. announce. Critics term Stravinsky the boldest of the modernists.

Stravinsky was born at Oranienbaum, near Petrograd, on June 17, 1882. Despite his musical proclivities and his pianistic ability, he was intended for the legal profession and it was not until his twentieth year that he decided to abandon the law for music. This decision was brought about by a meeting with Rimsky-Korsakoff in 1902. He spent the following four years under the tutelage of Rimsky, studying composition and instrumentation.

It was in 1908 that he first attracted popular attention as a composer when the symphony orchestras of Europe produced his "Scherzo Fantastique." Following this, recognition was accorded him throughout the entire world and practically all of his compositions were produced. In 1910, when his "Fire Bird" was given a successful production in Paris, he was universally acclaimed as one of the foremost of Russian composers and each succeeding year has added to his fame.

Reception Tests of Radio Corp. Interest Millions

Experiments for the Re-transmission of Foreign Programs Progressing—Problems Solved

It is announced by the Radio Corp. of America that the series of concerts from London successfully broadcast recently to millions of radio listeners in the United States marks the inauguration of a series of public experiments that may bring London, Paris and even Buenos Aires and the Far East to radio-equipped homes in America. Remarkable progress, it is declared, has been made in recent weeks toward the technical solution of the problems involved.

When the technical conditions for the reception and distribution of foreign radio programs in the United States have been confirmed by the present tests, it is declared that the Radio Corp. probably will undertake a national referendum of radio listeners to determine the type of radio program desired here from foreign shores. Great interest has been expressed abroad in the American plans and the broadcasting stations as far off as Australia have indicated a desire to inaugurate special programs for America as soon as reception facilities are perfected.

Masterdyne Corp. Chartered

The Masterdyne Radio Corp., New York, has been incorporated at Albany with a capital stock of 100 shares of common stock of no par value. The incorporators are I. Stone and A. B. Epstein.

Clever Ad Sells Outing Portables in New Zealand

Leading Retail Organization in New Zealand Finds Unusual Advertising Effective Portable Talking Machine Business Builder

Mr. Kisco, N. Y., April 7.—A. J. Cote, president of the Outing Talking Machine Co., of this city, manufacturer of the Outing portable

THE "ALL BLACKS" CHOSE AN "OUTING" PORTABLE GRAMOPHONE

To withstand heavy ship-board duty & the rigours of constant travel an "OUTING" Portable was selected by the All Blacks.

OBTAINABLE IN SOLID OAK OR MAHOGANY.

WRITE FOR CATALOGUE

Dunedin, Wellington, Christchurch, Timaru, Oamaru, Invercargill, Nelson, London

New Zealand Dealer's Portable Advertising phonograph, received recently a copy of a very interesting newspaper advertisement from New Zealand. This advertisement, which is reproduced herewith, emphasizes the popularity of Outing portables in this far-distant country and Beggs, which is one of the leading retail organizations in New Zealand, reports a constantly increasing demand for the Outing products. The advertisement attracted considerable attention because of its timeliness and the effectiveness of the illustration.

Guarantee T. M. Supply Co. Pushing Portable Sales

PHILADELPHIA, Pa., April 10.—The Guarantee Talking Machine Supply Co. is making a concentrated drive upon the sales of the Guarantee portable. E. Bauer, a talking machine man of many years' experience, has been appointed sales manager of this division. Mr. Bauer is carefully mapping out a campaign and planning distribution channels. He has already made several out-of-town trips in the establishment of these channels and it would seem that the Guarantee portable will enjoy a large volume of business in the months ahead. The Guarantee portable is a compact, well-constructed machine, leatherette covered, and with good equipment.

Otto Heineman Returns

Otto Heineman, president and founder of the General Phonograph Corporation, returned to New York a few days ago after visiting the trade in Chicago, St. Louis and Cincinnati. Mr. Heineman had planned to go to the Pacific Coast on this trip, but important executive matters required his presence in New York. While in Chicago he attended the March meeting of the Phonograph Manufacturers' Association, where he made a very important address, and was also elected a member of the Board of Directors.

EVERYTHING FOR THE RADIO DEALER

ZIMMERMAN · BITTER CONSTRUCTION · COMPANY

LANDAY BROS'. NEWEST STORE EQUIPPED BY ZIMMERMAN-BITTER CONSTRUCTION COMPANY

For the last three years the Zimmerman-Bitter Construction Company has completed the following installations for Landay Brothers:

1923	Landay Bros.,	42nd St. Store
1923	" "	Store Broad St., Newark
1924	" "	5th Ave. Store
1924	" "	Brox Store, Southern Blvd.
1924	" "	Yonkers Store
1924	" "	Main Offices, 6th Ave.
1924	" "	6th Ave. & 35th St. Store
1925	" "	Landay Hall, 42nd St. & 6th Ave.

The fact that Landay Bros. call on us for the installing of equipment year after year is conclusive proof of our ability and quality of workmanship.

quality design

Record Racks Display Cases
Hearing Rooms Musical Instrument
Service Counters Cases, Etc.

Prices on request

ZIMMERMAN-BITTER CONSTRUCTION COMPANY
325-27 East 94th Street, New York
Telephone Lenox 2960

ASK US ABOUT OUR SHEET MUSIC AND MUSICAL INSTRUMENT CASES

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports Summarized in January and February of 1925 Show Increases—Interesting Data on Exports and Imports

WASHINGTON, D. C., April 8.—In the summary of exports and imports of the commerce of the United States for the months of January and February, 1925 (the latest period for which it has been compiled), which has just been issued, the following are the figures bearing on talking machines and records for January:

The dutiable imports of talking machines and parts during January, 1925, amounted in value to \$48,971, as compared with \$67,592 worth which were imported during the same period of 1924. The seven months' total ending January, 1925, showed importations valued at \$264,417, as compared with \$403,621 worth of talking machines and parts during the same period of 1924.

Talking machines to the number of 5,790, valued at \$195,282, were exported in January, 1925, as compared with 4,284 talking machines, valued at \$177,638, sent abroad in the same period of 1924. The seven months' total showed that we exported 44,856 talking machines, valued at \$1,596,550, as against \$39,793 talking machines, valued at \$1,546,205 in 1924.

The total exports of records and supplies for January, 1925, were valued at \$99,883, as compared with \$93,301 in January, 1924. The seven months ending January, 1925, show records and accessories exported valued at \$966,342, as compared with \$765,137 in 1924.

The countries to which these instruments were sent during January and their values were as follows: France, \$6,890; United Kingdom, \$13,464; Other Europe, \$11,240; Canada, \$6,492; Central America, \$7,023; Mexico, \$18,848; Cuba, \$12,949; Argentina, \$7,900; Chile, \$6,334; Peru, \$6,935; Other South America, \$40,053; China, \$6,711; Japan, \$6,944; Philippine Islands, \$488; Australia, \$30,267; New Zealand, \$4,177; other countries \$8,567.

The dutiable imports of talking machines and parts during February, 1925, amounted in value to \$47,129, as compared with \$66,897 worth which were imported during the same period of 1924. The eight months' total ending February, 1925, showed importations valued at \$458,973, as compared with \$495,080 worth of talking machines and parts during the same period of 1924.

Talking machines to the number of 4,234, valued at \$133,715, were exported in February, 1925, as compared with 5,299 talking machines, valued at \$234,857, sent abroad in the same period of 1924. The eight months' total showed that we exported 49,090 talking machines, valued at \$1,730,265, as against 45,092 talking machines, valued at \$1,781,062, in 1924.

The total exports of records and supplies for February, 1925, were valued at \$102,558, as compared with \$139,871 in February, 1924. The eight months ending February, 1925, show records and accessories exported valued at \$1,068,900, as compared with \$905,008, in 1924.

The countries to which these instruments were sent and their values are as follows: France, \$4,882; United Kingdom, \$3,997; Other Europe, \$10,214; Canada, \$2,890; Central America, \$6,711; Mexico, \$11,224; Cuba, \$10,310; Argentina, \$3,318; Chile, \$3,388; Peru, \$5,659; Other South America, \$28,584; China, \$670; Japan, \$180; Philippine Islands, \$4,864; Australia, \$20,706; New Zealand, \$6,624; other countries, \$9,494.

Wendell Hall Back on Air

Wendell Hall, the popular radio artist, who made famous "It Ain't Gonna Rain No Mo'," was again heard on the air from Station WLS on April 6, after an absence of more than two months, due to the serious illness and death of his father. Mr. Hall will continue his radio tours throughout the Spring.



STORAD BATTERIES

Batteries with a reputation

Storad Batteries have a reputation for giving reliable service under severe requirements of modern receiving sets.

Help your customers solve the important problem of "B" circuit power by supplying them with Storad Batteries.

Made in two sizes:
No. 4524—4½ amp. hr., 24 volts.
No. 4548—4½ amp. hr., 48 volts.
Complete information and prices on request.

The Cleveland Engineering Laboratories Co.

2114 Superior Viaduct, N. W.

Cleveland, Ohio

Jerco Tone Arm Proves Popular With Phonograph Mfrs.

Jos. E. Rudell Co. Inaugurates Extensive Advertising and Selling Campaign on New Jerco Radio Tone Arms—Demand Increases

The Joseph E. Rudell Co., Inc., New York, manufacturer of tone arms and reproducers, recently inaugurated an extensive sales and advertising campaign with a view to calling the attention of the industry to the new Jerco radio tone arm manufactured by the company.

Joseph E. Rudell, head of the company, in commenting upon the reception with which the new product had been met throughout the trade, said:

"It seems that a tapering tone arm, with a throw back reproducer, made of quality parts, is in demand and the fact that the tone arm is adaptable for radio reception has added materially to its utility. The arm is mounted on a ball bearing base which allows smooth movement. The radio feature incorporated in the arm provides for the control of volume and is another feature which adds to its attractiveness."

Several phonograph manufacturers making combination machines have already placed substantial orders with the company and are using the new tone arm as standard equipment

with their line. The factory is at present working to capacity in order to fill the requirements of the trade and the company is contemplating expansion in order to keep production up to the demand created.

H. S. Johnson Home From Extensive Western Trip

H. S. Johnson, executive representative of the R. E. Thompson Mfg. Co., returned from a three months' trip last week. He visited the Thompson distributors west of the Mississippi river, touching all important points from San Antonio to Vancouver. While visiting at Kansas City Mr. Johnson delivered an important technical address on the subject of radio before the sales convention of Richards & Conover. Mr. Johnson has a unique record in radio, having been associated in it for the past fifteen years. He numbers thousands of radio dealers among his wide acquaintance.

Buys the Kern Co. Stock

The United Music Co., of Brockton, Mass., with branch stores at Plymouth, Rockland and Webster, Mass., New London, Willimantic and Stafford Springs, Conn., has purchased the entire stock, including phonographs, radios and records, of the Kern Music Co., Providence.



Specify "AMERICAN FELT"
—it's the standard

The high quality of American Felt Company's felts is a definite measurement by which to judge all felts.

It is the standard of quality. Comparisons only serve to emphasize its recognized leadership.

Experienced felt men at either of our branches will be glad to confer with talking machine manufacturers regarding their felt supply.

AMERICAN FELT COMPANY

213 Congress St., Boston

114 E. 13th Street, New York City

325 So. Market Street, Chicago

Speed and Safety with ULTRA HANDY CHARGER

No Acids to Spill No Bulbs to Break

Charges all storage batteries "A" or "B"—from 2 to 48 volts. Speedily—5 to 7 amperes per hour to a 6-volt battery.

There are no acids to spill in the Ultra Handy Charger to ruin expensive rugs—no bulbs to burn out causing annoyance and inconvenience. The Ultra Handy Charger will not dirty or harm the home in any way—there is absolutely no danger of fire.

Requires No Care

No auxiliaries necessary. Simple to use—connect the sturdy clips to the battery—plug the cord into a light socket and turn on the current. No care required when in or out of use. Will not overcharge your battery. Send for illustrated folder.

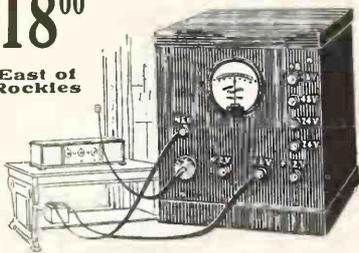
INTERSTATE ELECTRIC CO.

4339 Duncan Ave.

St. Louis, Mo.

\$18⁰⁰

East of
Rockies



Plan Entertainment for Coming Chicago Convention

CHICAGO, ILL., April 7.—The 1925 Music Trade Convention Committee held a meeting recently at the Drake Hotel and among other matters discussed the entertainment features of the coming convention. In addition to planning elaborate features for the noonday luncheons frolic and other events, it was announced that a golf tournament would be held on June 12 at the Olympic Fields Country Club.

Committees to carry on the work of the convention were appointed, comprising prominent figures in the talking machine and other music trades.

Music House Chartered

The Ravinson Music Co., of Youngstown, O., has been incorporated with a capital stock of \$10,000. The proprietors are Marcel and Julia Dreyfus.

Music Dealers Urged to Observe Music Week

Plans Completed for National Observance of Event During Week From May 3 to 9—How Retail Dealers can Tie Up

Music dealers throughout the country are urged to co-operate with and assist in every way the work of the National Music Week Committee, 45 West Forty-fifth street, New York, which has completed plans for the observance of Music Week during the period of May 3 to 9. Lists of local Music Week chairmen have been prepared and will be supplied dealers upon application.

One of the things which a dealer can do to assist his local committee is the widespread distribution of the printed matter issued by the Music Week Committee. This matter is sold at cost and includes stickers, window display cards, envelope stuffers and pamphlets on the purposes of Music Week.

Freed-Eisemann Radio Adapted to Use in Auto

Joseph D. R. Freed, radio engineer and president of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., recently installed a five-tube radio receiver in the instrument board of his automobile, with a loud speaker over the windshield and all wires invisible. The tubes are lighted with a filament switch, operated by the insertion of a plug, carried on a key ring so there is no chance the tubes will be kept burning when the set is not in use.

Mr. Freed has made several trips in all sections of New York City, testing reception. Eighty stations were received during the first three nights, including Havana, Ottawa, Omaha and Dallas, all on the loud speaker.

Awaiting Announcement

Ira Greene, president of the Capitol Distributing Co., radio distributor, New York, will shortly make an announcement of a new product in which he is interested. Although the nature of the new product is still unannounced advance information would give the impression that it will probably be a very radical advancement in the radio field. It is expected that complete announcement will be made during May.

Ernie Golden's Orchestra Makes Edison Records

First Recordings Already Released by Popular Hotel Hotel McAlpin Orchestra

Thomas A. Edison, Inc., has recently signed up a new dance orchestra to make Edison records. This organization, known as "Ernie Golden and His Hotel McAlpin Orchestra,"



Ernie Golden's Orchestra has long since established its reputation through playing regularly at the Hotel McAlpin, New York City. The first release made this month has on one side "Love Me (Just Like I Love You)," fox-trot, and on the reverse, "I'll Take Her Back If She Wants to Come Back," fox-trot.

Arthur A. Trostler Joins Music Master Corp. Staff

KANSAS CITY, Mo., April 7.—Arthur A. Trostler, formerly secretary of the Schmelzer Co., sporting goods distributor and one time Victor wholesaler, has become Kansas City manager for the Music Master Corp., Philadelphia, manufacturer of Music Master radio products. Mr. Trostler will look after the distributors in Kansas, Colorado, New Mexico, Texas, Oklahoma, Arkansas, Tennessee and Missouri and is quite enthusiastic over his new connection. At the present time Mr. Trostler is starting on his first tour of the territory in order to get first-hand information about the business situation.

Ivor A. Page, senior member of Levy-Page Co., Inc., Norfolk, Va., recently sailed on the "Homeric" for a pleasure trip to Europe. He intends visiting England (his native land), France, Germany and Italy. He expects to stay abroad three or four months.

JOS. W. JONES

TRADE MARK

STANDARDIZED, PRECISION-MADE RECEIVERS

Adapted to All Makes of TALKING MACHINE CABINETS

These Receiving Sets meet the insistent demand of Talking Machine owners.

Model J-80 (illustrated) is a 4-tube, non-oscillating, tuned radio frequency receiver, completely enclosed in drawer-shaped cabinet. Fits into the space occupied by two record shelves. List price, without accessories -----\$80

Model JW-90 Phonograph Panel Type is a 5-tube tuned radio frequency receiver which can be fitted into any console phonograph cabinet. List price, without accessories -----\$90

All Jos. W. Jones Receivers are built of the celebrated Jones Precision Parts, unexcelled for quality, tone, volume, selectivity and endurance.



JOS. W. JONES RADIO MFG. CO., Inc.
40-46 West 25th Street
New York City

Console Adapto Cabinets Growing in Public Favor

Convenient Space Provision for Radio Important Factor in Creating Popularity

The L. R. Donehue Co., Perth Amboy, N. J., manufacturer of Adapto radio cabinets, carrying some exclusive features, and which are avail-



Console Adapto Cabinet

able for practically every table model of radio receiving set, has found much popularity for its console model in which, besides the set, there is space for storage battery, charger, distilled water and hydrometer. It carries a double pole, double throw switch and allows battery charging without disturbing any wires. The loud speaker horn and unit are enclosed in the cover and the tone is emitted through the grill work. The cabinet is wired for all connections and the battery compartments are air tight.

L. R. Donehue, head of the company bearing

his name, is the designer of all of the Adapto cabinets. In speaking of his firm's products he said: "Our cabinets are of mahogany or walnut and blend harmoniously with the tones of the cabinet work in the receiving sets as well as the atmosphere of the home. The success of these cabinets, besides their attractiveness, is due to their conveniences. In these modern times simplicity is looked for by the majority of purchasers. With the Adapto cabinet all accessories are enclosed within the woodwork and are easily accessible. The use of the accessories, however, is made available without exposing the interior. This is done by means of the permanent wiring and switch connections.

Growing Carryola Demand

D. M. Allen, vice-president and general manager of the Carryola Co. of America, Milwaukee, Wis., manufacturer of the Carryola Master portable, was a recent visitor to New York, calling upon jobbers and dealers in the Eastern territory. In a chat with The World Mr. Allen stated that his company's sales figures for the first three months of the year had been excellent, reaching totals which were far ahead of all expectations. In fact, the sales for the month of March were the best in the history of the company and, judging from all indications, Carryola business during the next few months will be very satisfactory. Mr. Allen and his organization have established jobbers in practically all of the leading trade centers, and these distributors are placing the Carryola line with successful and progressive talking machine merchants throughout the country.

New Store in Louisa, Ky.

LOUISA, KY., April 7.—Milton Rose has recently opened a new music store in the Brunswick Hotel Building. The concern will operate as the Rose Music Shop.

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—Sales organization and jobber handling a line of portables wants connection with record, needle and radio manufacturer to serve as exclusive selling agent in South. Address Associated Manufacturers Co., 513 Conti St., New Orleans, La.

POSITION WANTED—Have had fourteen years' selling experience and also acted as assistant to the buyer in one of New York's largest phonograph and radio departments. I am fully competent to take charge of store or department and can manage both inside and outside forces. Address G. B., care Talking Machine World, 383 Madison Ave., New York City.

WANTED—Salesman, calling on furniture, music and department stores; to carry a complete line of high-grade radio and phonograph cabinets on commission basis. Furnish references and qualifications. Address Anton Clemetsen Co., 4223 W. Lake St., Chicago, Ill.

POSITION WANTED—Repairman, 12 years' experience on all makes of spring and electric phonograph motors, wishes to connect with large concern as outside service man. Can furnish good references. Also good knowledge of radio. Address "Box 1497," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED by an experienced salesman, representing reliable firm in either the phonograph, radio or piano roll trade, in Connecticut or Massachusetts. Salary and commission basis. Address "Box 1499," care The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

Portable high-grade spring motor recording machine, weight about 65 lbs.; designed to record 7", 10" and 12" records. Write for particulars to "Box 1500," care The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

Will build recording machine, portable type, spring motor, shaving machine, portable type, electric motor. Machines of this model and build have been working several years and give perfect results. For details and price write "High-Grade, Box 1501," care The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

Complete stock including tools, dies and quantity of parts for eight different types of well-known phonograph motors and tone arms. Address "Box 1498," care The Talking Machine World, 383 Madison Ave., New York City.

BOXES FOR PORTABLES

Large luggage company of high financial standing, operating their own woodworking plant, and having excellent facilities for producing high grade leatheroid covered boxes at considerable saving, is now booking orders for portable phonograph boxes. Quick delivery in any quantity. For particulars, address M. M. Mark, Sales Agent, 721 Walnut St., Philadelphia, Pa.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

SPRINGS

VICTOR	
1 1/4" x .022x17', bent each end.....	No. 6543 \$57
1 1/4" x .022x18' 6" marine ends.....	No. 3014 .58
1 1/4" x .022x17' bent arbor.....	No. 5382 .57
1 1/4" x .022x13' bent arbor.....	No. 5423 .50
1 1/4" x .022x9' bent arbor.....	No. 6427 .42
1 1/4" x .022x9', bent each end.....	No. 6542 .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 .38
1" x .020x15', bent at each end.....	No. 6546 .43
COLUMBIA	
1" x .028x18' erlmp 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. 45
1" x 11' for motor No. 1.....	No. 1219 .36
HEINEMAN	
1" x .025x12' motors, Nos. 33 & 77.....	No. 35
1 3/16" x .026x19', also Pathe.....	No. 75
1 3/16" x .026x17'.....	No. 4
MEISSELBACH	
3/4" x 10' motors, Nos. 9 & 10.....	.29
1" x 9' motors, Nos. 11 & 12.....	.31
1" x 10' motors, Nos. 13, 17 & 18.....	.49
2" x .022x18', rectangular hole, 18k10.....	1.20
SAAL-SILVERTONE	
1" x .027x10', rectangular hole.....	No. 144 .42
1" x .027x13', rectangular hole.....	No. 145 .48
1" x .027x16', rectangular hole.....	No. 146 .58
BENSWICK	
1" x .025x12', rect'gular hole, regular.....	No. 201 .43
1" x .025x18', rect'gular hole, regular.....	No. 401 .58
KRASBERG	
1" x 12' motor 2A.....	Pear-shaped and .45
1" x 16' motor 3 & 4.....	rectangular holes .55
1" x 18' 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" x 18' type 150, old style disc.....	1.28
1" Amberola 30-50-75.....	.56
1 1/16", B 80.....	1.18
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
7/8" x .023x10', marine ends, Heln. Col., etc.....	.29
3/4" x .025x10', marine ends, Heln. Col., etc.....	.27
5/8" x .020x9', marine ends.....	.21
7/8" 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.....	.75
Columbia Gov. springs, No. 3510.....	per 100 .82
Columbia Gov. ball, lead, flat an. spring.....	.08
Columbia Gov. ball, new style & spring.....	.08
Turntable felts, wool, green, 10", 15c: 12".....	.18
Terms, 2% cash with order.	

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

W. L. King Is Gathering Important Radio Data

Executive Representative of R. E. Thompson Mfg. Co. Working With H. H. Silliman Co., New England Distributor

William L. King, executive representative of the R. E. Thompson Mfg. Co., has been busily engaged in New England working with the H. H. Silliman Co., distributor of Thompson neotrodyne receivers and Thompson loud speakers. Mr. King is endeavoring to work out the per capita consumption of radio with the idea of supplying important data on which to base manufacturing schedules. The radio industry suffers annually either through over- or under-production due to the inability to gauge consumer requirements for the coming season. Mr. King, by making a close survey of dealers' requirements, stocks, attitudes, etc., is building up very valuable information in order to forecast the trend this Fall.

Ohio Music Co. Chartered

LIMA, O., April 7.—The Ohio Music Co., of this city, has recently been granted a charter of incorporation with a capital stock of \$500. The incorporators include the following: Gerald H. and Helen Maus, G. D. and Bertha Johnson and O. Sherer.

Organizing Jazz Bands

The California Ramblers, well-known New York dance orchestra and exclusive Columbia artists, composed largely of university men, is organizing a number of jazz bands and is scouring the neighboring colleges and prep schools for talent. This organization is not only popular among New York's night club devotees, but is also a prime favorite in college circles, where they play for fraternity dances and other society functions.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY MANAGER

Varied Important Trade Activities Result in a Continuation of Good Business

Trend of Business Indicates That Difference in Demand Between Winter Rush and Summer Portable Demand Is Less Marked—Death of J. E. Hough—Broadcasting Aids Record Sales

LONDON, ENGLAND, April 3.—As has been the case for the last two years, gramophone sales during the month of March have indicated a decided continuity of trade over and above the so-called season. This, of course, does not mean that manufacturers have found no diminution in the demand from month to month, but that the difference between the Winter rush time and the Summer portable season is less marked than formerly. It further goes to prove that the increasing propaganda of the big recording companies and music societies generally, as well as the tremendous fillip given to sales by the regular broadcasting of "popular" music, is having a decided effect—for the better—on the continued demand for the gramophone record. The apprehensions of those timid people who, in the early days of broadcasting, thought they saw the end of the gramophone record have been entirely put to rest. In fact, to-day it is the manufacturer and retailer who the more closely link up with the wireless program, in advertising of shop-window displays, who do the larger business. The vocal dance, which is now the more clamorously demanded from the publishers, to-day is sponsored by the broadcasting artist, not the music-hall artist.

No Necessity for Safeguarding

At a recent meeting of the Committee of the

Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers the principal item for discussion was the necessity or otherwise of application being made for a measure of protection under the Government's "Safeguarding of Industries" Bill. Some difference of opinion exists, the Association representing, as it does, sections of the music industries other than the gramophone trade. Below I give extracts from the report issued by the president, H. J. Cullum, and from which it will be seen that, for the moment, the gramophone industry feels no need for a protective tariff, but is ready to put forward a claim immediately conditions alter. Voting cards were sent out to the members of the Association on this question, about 60 per cent being returned, and on analysis showed that roughly two-thirds were in favor of application being made. It also revealed a sharply defined difference of opinion in the gramophone section, and a predominating desire for safeguarding amongst the essentially British small goods and instrument manufacturing sections. After discussion, the Committee realized the impossibility of unanimous action. Mr. Cullum says, "the varied interests involved represented by the out-and-out manufacturer, the merchant who in part manufactures and imports, the importer and dis-

tributor, and, lastly, the manufacturer of component parts or accessories, which are or are not affected by foreign competition—conflict too greatly for effective action at present, having regard to the conditions laid down by the Government.

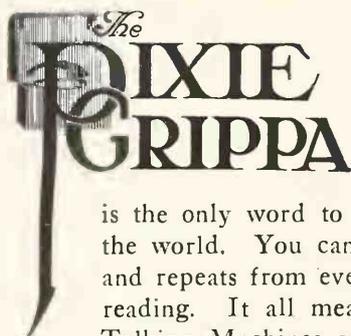
"So far as the Committee was able to ascertain, the present position of the industry as a whole indicates satisfactory business, practically no unemployment, and as regards a considerable portion of our industry (despite depreciated foreign currencies), the products coming into England are of such poor quality, or the continued rising of skilled labor and raw material priced abroad and difficulties of delivery have resulted in foreign competition at present not being in any way disastrous.

"It has been decided, therefore, that at present our industry, in common with all its other branches, has not a case for presentation, but most of us do not view the future without considerable apprehension, and the position to-day may not by any means be the same six months ahead, and any alterations in the value and quality of imports may have a rapidly adverse effect on our present trading conditions."

Passing of J. E. Hough

The gramophone trade in this country has, in the last month, suffered a great shock in the sudden death of James Edward Hough, for many years known as "The Father of the Gramophone Trade." While taking a walk on the evening of February 24 he fell in the street and dislocated his shoulder. Complications supervened and on the following Sunday (March 1)

(Continued on page 170)



SENSATIONAL

is the only word to apply when talking of the success of the Pixie Grippa all over the world. You can't get away from facts. Our Mail week by week adds fresh orders and repeats from every quarter of the Globe. Our Testimonial Dossier is wonderful reading. It all means that Pixie Grippas get right ahead of all other small Portable Talking Machines on sheer merit for *really powerful Tone Quality*. Downright Fool-proof design and unbeatable workmanship. It's a big Gramophone in a small box. Not an "assembled" contraption. Every part our own exclusive manufacture.

World's patent and registrations pending. Plays all 12 inch records.

Made to suit every known Market.

SHIPPING PRICES:

(Minimum order 4 machines. Packed free our Factory.) Available where territory not already closed. Canada and Australia excepted.

In fine Leatherette Case, Weatherproof	\$8.00	gold
" " Solid Oak Case, Weatherproof	8.75	"
" " English Cowhide Case, Weatherproof	10.50	"
" " Teak Case, Insect proof	11.25	"
" " Andaman Padouk Case, Insect proof	12.75	"

Sole Licensees and Manufacturers

PEROPHONE, Ltd., 76-78 City Road

Cables Perowood

LONDON, ENGLAND

Bentleys Code



Weight, 6½ lbs.
Measurement, 10½ x 4¾ x 7½

Special Announcement to U. K. and Colonial Buyers

HOMOCHORD RECORDS

REFLECT TRUE TONE VALUES

True tone is the outcome of perfect recording—Perfect recording is reflected in the sure test of the piano—Homochord piano recordings represent an amazing degree of fidelity hitherto thought impossible of achievement. All preconceived notions have been knocked on the head and we can truthfully aver that the difficult tones of the piano have at last been musically photographed on Homochord Records. This standard of tone perfection is the result of a new system of recording adopted in our laboratories which goes to insure a definite 100 per cent degree of fidelity in all HOMOCHORD RECORDS.

BRING TRUE MUSIC *to the* HOME



10-in.
12-in.
Double-sided

Colonial and Foreign Traders Should Write for a Special Sales Proposition

Regular monthly issues go to swell our big and up-to-date catalogue

THE BRITISH HOMOPHONE CO.
Limited
19 City Road London, E. C., England



Chosen Solely for Reproduction



Perfect Pianoforte Renderings //



Real Concert Hall Effects //



Perfect Syncopation

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 168)

he passed away unexpectedly. It was some thirty-five years ago that Mr. Hough became intimately associated with the "talking machine" trade, as it was known here in the early days, subsequently he became head of the world-renowned firm of Edison Bell (Messrs. J. E. Hough, Ltd.). He was one of the first to foresee the commercial possibilities in Edison's new and original phonograph and established himself in this city as the London Phonograph Co. Many of the phonographs at this date coming into England were directly imported from America, and Edison, with the Bells, whose policy it was to lease and not sell outright machines and records, established a British company in order to circumvent the sales of such machines. This company was known as the Edison Bell Phonograph Corp., Ltd., from whom J. E. Hough, together with other alleged offenders who were supposed to be contravening the rights of this company, was served with writs. This led to prolonged litigation, in the course of which Mr. Hough crossed the Atlantic, interviewed the inventor, succeeding in inducing Edison to give evidence before a British Commission sitting in New York. Results proved favorable not only to Mr. Hough but to the whole of the British trade. Subsequently, Mr. Hough became managing director of the Edison Bell Phonograph Corp., uniting with it his own business, then known as Edisonia, Ltd., but in 1909 a new company was formed and which purchased the good-will, plant, machinery, matrices, and other properties of the Edison Bell Consolidated Phonograph Co., Ltd. The new company was known as J. E. Hough, Ltd., and occupied the Edisonia works at Gleggall Road, Peckham. Since then millions of Velvet Face and Winner records, as well as an enormous number of machines, have emanated from the Peckham factory, while in the last two or three years a very large business in wireless appliances has also been developed.

The funeral took place on Saturday, March

7, when an impressive service was attended by many hundreds of people, the music trades and profession being widely represented. Famous artists comprised the choir, and nine motor coaches were required to carry the floral tributes, among which was one representing a huge cabinet gramophone, complete with record. Mr. Hough's death occurred after a long and arduous life (he was seventy-six), and his passing is deeply mourned throughout the whole industry.

Increase in German Record Prices

According to a German trade paper report, German record firms, owing to increases in the cost of shellac and in the rates of wage, have raised their prices of records as follows: (I) 25 centimeters diameter, trade price from 2.15 gold marks to 2.45 gold marks; the retail sale prices to be 3.75 gold marks, as against 3.30 gold marks, and (II) 30 centimeters diameter to 3.65 gold marks from 3.25 gold marks to the trade; retail prices to be 5.50 gold marks instead of the former 5 gold marks.

In this connection it is interesting to note that the Federation of British Music Industries, acting in co-operation with the proprietors and publishers of "The Phono Record," have recently been engaged in an inquiry as to the possibilities of opening a market in Germany for gramophone records of British production. This is due to the disagreement in Germany between manufacturers and dealers over the new retail prices of records.

It appears that application has been or is to be made to the German Government with a view to the removal of the prohibitive tariff (30 gold marks per 100 kilos), which now operates to the virtual exclusion of records of British manufacture, a tariff originally put on for the protection of German manufacturers and designed without appreciation of the circumstances that similar goods of German manufacture are admitted to this country duty free. The Federation, through its affiliated body, the

Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers, has supplied the German Government with authoritative information as to the rates of wages paid in British factories where records are produced, together with fees paid to artists for their recording services. The Federation states that it will obviously be unwise to build sanguine hopes upon the possibilities of the market. It is well known, of course, that trading difficulties in Germany are pretty acute, owing to financial considerations, but manufacturers will doubtless know how to protect their own interests. Recent transactions have been successfully negotiated on the basis of documents against cash in London.

What Is a Dealer?

The Gramophone Manufacturers' Association was recently requested by the Gramophone Dealers' Association for a ruling and definition of "A Retail Gramophone Dealer." In the opinion of the Association's Committee, "Any person who at a recognized place of business, being a shop and not a private house, carries a reasonable stock of gramophones (not less than three) and gramophone records, for sale, is a properly constituted retail gramophone dealer."

The Duophone Syndicate

Reverting to last month's report when I stated that an adjournment of a fortnight was granted by Justice Romer in the Companies Winding-up Court, in the matter of a petition for a compulsory winding-up of the Duophone Syndicate, Ltd., this matter was again mentioned to Justice Romer on February 24, when it was announced that the parties had come to terms and that it had been arranged that the petition should be dismissed.

A new bill introduced into the House of Commons by Sir Martin Conway has for its main object the prevention of gramophone recording companies and others from making records of items transmitted over the wireless. The provisions of the bill—known as "The Dramatic



ADVANCE *Announcement*

This space is reserved for the

"PORTAPHONE"

PORTABLE GRAMOPHONE

Fitted with the Famous "Paillard" Swiss Worm-Gear Motors

LIST PRICES

Oak or Leatherette (any color) Single Spring Motor	\$25.00
Oak or Leatherette (any color) Double Spring Motor	27.50
Covered Real English Cowhide (handstitched) Single Sp. Motor	30.00
Covered Real English Cowhide (handstitched) Double Sp. Motor	32.50

Far West \$2.50 Extra. Packed in cases (24) or assorted.

THE OUTSTANDING ACHIEVEMENT IN PORTABLE GRAMOPHONES

DEALERS ARE INVITED TO MAKE EARLY APPLICATION FOR THEIR RESPECTIVE TERRITORIES AND THEIR PRICES F. O. B. NEW YORK

THE PORTABLE GRAMOPHONE COMPANY, Ltd.
Manufacturers and Merchants

Albion Works, Albion Street

KINGS CROSS, LONDON, N. I., (ENGLAND)

The VULCAN MAINSPRING

The Vulcan Mainspring has a world-wide reputation for reliability. Every Vulcan is thoroughly tested before dispatch, and dealers may have full confidence in offering them as the finest Mainsprings it is possible to produce.

The Vulcan Mainspring made our reputation.

Let it make yours!

J. STEAD & CO., Ltd., Manor Works, SHEFFIELD, ENGLAND



and Musical Performance Bill"—are as follows:

1. If any person knowingly:
 - (a) Makes any record, directly or indirectly, from or by means of the performance of any dramatic or musical work without the consent in writing of the performers; or
 - (b) Sells or lets for hire, or by way of trade exposes or offers for sale or hire any record made in contravention of this Act; or
 - (c) Distributes for the purposes of trade, or to such an extent as to affect prejudicially the performers, any record made in the contravention of this Act; or
 - (d) Uses for the purpose of a public performance any record made in contravention of this Act, and shall be liable, on summary conviction, to a fine not exceeding forty shillings for each record in respect of which an offense is proved, but not exceeding fifty pounds in respect of any one transaction; Provided, that it shall be a defense to any proceedings in respect of an alleged offense under the foregoing paragraph (a) if defendant proves that the record in respect of which the offense is alleged was not made for purposes of trade.
 2. If any person knowingly makes, or has in his possession, any plate or similar contrivance for the purpose of making records in contravention of this Act, he shall be guilty of an offense under this Act, and shall be liable on summary conviction to a fine not exceeding fifty pounds for each plate or similar contrivance in respect of which an offense is proved.
- A third provision permits the Court, whether there has been a conviction or not, to order all plates or records to be destroyed.

The new bill has received its first reading. Gramophone Association's Successful Dinner
The sixth annual dinner of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers was held on March 24 at the Restaurant Frascati, this city. The gathering was the largest and most successful held this year in the gramophone industry, over one hundred and eighty being present. After the toast of "The King," enthusiastically honored, Sir George Croydon-Marks, managing director of the Columbia Graphophone Co., very wittily proposed "The Association and its President," and described the industry as one that makes for joy and happiness, and the members as public benefactors. The toast was most enthusiastically honored, especially after Sir George's adroit coupling of the phrase "Long Life to Mr. Cullum" (the president).

The response from Mr. Cullum was equally witty. He referred to what is rapidly becoming to be known as the sister trade, i. e., broadcasting. Echoing his recent "message" in relation to the necessity for safeguarding, he emphasized that it may yet be imperative to take advantage of the Government Bill. The remaining toast was "The Visitors," proposed by Frank Samuels, of Barnett Samuels & Sons, and replied to by Fred B. Allen, the president of the Federation of British Music Industries.
The small number and brevity of the speeches permitted of an excellent musical program, which was organized by Arthur H. Brooks, of the Columbia Graphophone Co. The artists were all favorite record "stars" and included Miss Carrie Howin, Hubert Eisdell, Edgar Coyle, Riccardo, Stracciari, Mayer Gordon, Rupert Hazell, etc., etc.

Sonora Phonographs Are Featured in Holland

Sonora products are receiving splendid representation in Holland, and C. Kettner, Holland representative for the Sonora Phonograph Co.,



Amsterdam Headquarters of C. Kettner

Inc., maintains very attractive headquarters in Amsterdam. The firm has branches in three other Holland cities as attractive and impressive as the home office shown in the accompanying illustration. C. Kettner has built up a very substantial business and the popularity of the Sonora among Continental dealers is making excellent progress.

Patent Office Transferred to Department of Commerce

WASHINGTON, D. C., April 6.—President Coolidge issued an executive order transferring the United States Patent Office from the jurisdiction of the Department of the Interior to the Department of Commerce, thereby placing it under the control of Secretary Hoover.

The action taken marked the first shifting of a Government agency intact, in accordance with the departmental reorganization plan which has been recommended by both Cabinet officers involved as well as by the Congressional Committee on Reorganization.

The Department of Commerce organization act vests the President with authority to transfer certain bureaus whose work is related to commerce to that department, and it was under such authority that the executive order was issued.

In announcing the change Secretary Hoover declared that he intended to undertake a vigorous campaign for the removal of present injustices toward American patentees and American manufacturers.

The Department of Commerce organization act vests the President with authority to transfer certain bureaus whose work is related to commerce to that department, and it was under such authority that the executive order was issued.

"At the present time," said Mr. Hoover, "an American patentee is required in many foreign

countries to continuously manufacture in that country under his patent or lose his patent rights. We make no such requirements in the United States. The consequence is that our inventors and manufacturers, in order to protect their inventions, have been driven to the establishment of a large number of factories abroad, whereas foreign patentees have been able to use their patents in the United States to actually prevent manufacture here.

"A list of many large manufacturers established by American capital abroad in order to protect their patents could be enumerated, whereas there has been no establishment of manufacturers in this country for this reason. In fact, a foreign patentee, by registering his patent in the United States, can hold it for seventeen years and prevent manufacture of the article in the United States.

"This is but one of the discriminations now in progress. There is to be an international convention for the protection of industrial property at The Hague on October 8, 1925, at which the American Government is to be represented and where proposals will be made for the equitable and equal treatment of patentees in all countries. If this convention should fail to secure primary justice for American patentees, we shall ask for a complete revision of the patent laws of the United States which will bring this about.

"Four years ago the Patent Office was fifteen months behind in its work, that is, it was fifteen months after the receipt of an application before that application could be considered. Under support given by Congress, and the fine administration of Secretary Work and Commissioner Robinson, this period has been reduced to seven months.

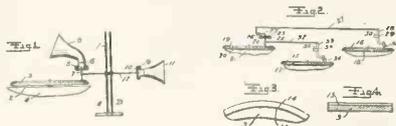
The Stanrad Corp., New York, was recently incorporated at Albany to make radio apparatus with a capital stock of \$10,000. The incorporators are S. and J. M. Goldberg.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., April 8.—Method of Making Sound Records. Victor H. Emerson, New York, assignor to the Emerson Phonograph Co., same place. Patent No. 1,522,949.

This invention relates to phonograph records and more particularly to methods for recording whereby a plurality of records may be made in the space heretofore occupied by a single record.

Various attempts have heretofore been made to increase the linear recording space available on a given size of sound record disk so as to utilize more effectively the existing space, all of

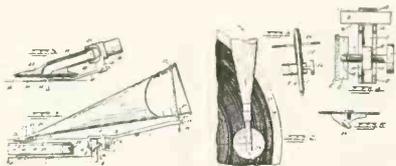


which attempts gave unsatisfactory results. The linear recording space at most could only be slightly increased by the methods of these attempts, and the increased utilization of existing space was only accomplished by means of complicated and expensive recording and reproducing machines, and the records so produced could not be played upon existing machines in common use. An object of the invention is to provide a sound record, the recording capacity of which, for any given size, is very greatly increased, which can be economically produced in quantities by the usual method of stamping the blanks with master record dies, and which can be played upon existing reproducing or talking machines in common use. A further object is to provide a novel recording method by which such records can be produced.

Figure 1 is a schematic illustration of one form of apparatus by means of which the method may be practiced. Fig. 2 is a schematic illustration of a modified form of apparatus. Fig. 3 is a plan of a portion of a record produced by the practice of the invention, and Fig. 4 is a sectional elevation taken along one of the record grooves in order to illustrate the vertical undulation therein.

Means for Reecording Sound. Bernard Francis Roehrig, Los Angeles, Cal. Patent No. 1,522,547.

This invention relates to a novel method of and means for recording sound. The primary object of the invention is to provide means,



in the nature of an attachment, adapted to be used in conjunction with the standard phonographs already in the homes of the country and by means of which any owner of such a phonograph may make a record having substantially the excellence of the standard records and that at a very small cost.

The objects are attained by means of the device illustrated in the accompanying drawing in which—

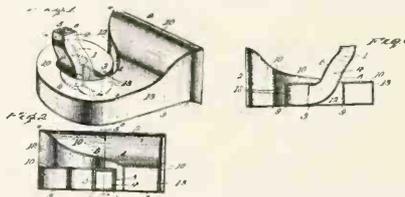
Figure 1, is a side elevation of the device as it appears when applied to an ordinary phonograph, with parts broken away for convenience of illustration. Fig. 2 is a plan view of a record disk, with recording head, horn coupling and a portion of the horn in operative position. Fig. 3 is a view in vertical longitudinal section of the recording head and diaphragm, together with a fragmental elevation of the horn coupling, showing the riding bar

support depending therefrom. The line of section is denoted in Fig. 2, by line X, X. Fig. 4 is an enlarged view of the adjustable clamping member shown in Fig. 1 at a, portions being broken away for the purpose of illustrating its construction. Fig. 5 is a view in section of the vertical adjustment mechanism of the horn support, and a fragmental section of the lower side of the horn. Fig. 6 is an enlarged fragmental section of the diaphragm, together with a longitudinal section of the stylus holder attached thereto, the recording stylus being shown in elevation; the view being taken on the line X, X of Fig. 2.

Amplifying Horn. Wilhelm Pierce, Allentown, Pa. Patent No. 1,525,320.

This invention relates to graphophones and particularly to the means employed for amplifying the sound, the object of the invention being to produce a simple and efficient amplifying horn adapted to be located within a cabinet beneath the reproducing mechanism, and embodying an elongated, enclosed, tortuous passageway for the sound of gradually expanding area, the side walls of which are so arranged as to obviate all echo and to insure a mellowed enlargement of the tones.

In the drawings, Fig. 1 is a perspective of the amplifying horn removed from the cabinet



and looking from above. Fig. 2 is a cross sectional view. Fig. 3 is a vertical sectional view taken through the center of the horn from front to rear, on the line 3-3, Fig. 2.

Continuous Record Interchanging Phonograph. David F. Eshelman, Waynesboro, Pa. Patent No. 1,525,283.

This invention relates to an improved phonograph particularly designed for use in dance halls or the like, and seeks, among other objects, to provide a phonograph which will automatically operate to successively play a number of records.

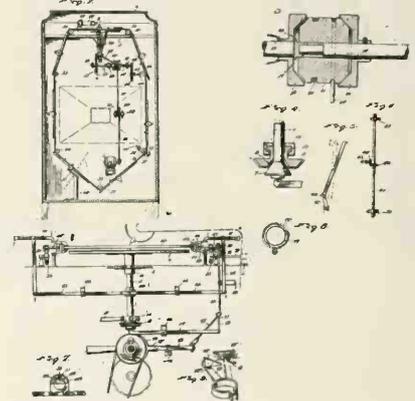
The invention has as a further object, to provide a phonograph which will play both sides of each record and wherein the reversal of the records may be automatically accomplished.

Another object of the invention is to provide a phonograph embodying an endless record carrier and wherein means will be provided for automatically starting and stopping the carrier for shifting the records into position over the turntable successively.

And a still further object of the invention, in this connection, is to provide a phonograph embodying a vertically shiftable turntable and wherein means will be provided for automatically elevating the turntable to engage each record successively coincident with the stopping of the carrier to accomplish the playing of the record while, after the record has been played, the turntable will be automatically lowered.

Figure 1 is a vertical sectional view through the improved phonograph. Fig. 2 is an enlarged sectional view on the line 2-2 of Fig. 1, looking in the direction of the arrows. Fig. 3 is an enlarged detail sectional view of the driving clutch employed. Fig. 4 is an enlarged sectional view of the turntable clutch. Fig. 5 is a detail elevation of the control lever for the driving clutch and turntable clutch. Fig. 6 is a detail sectional view showing the drive shaft for the record carrier. Fig. 7 is a fragmentary

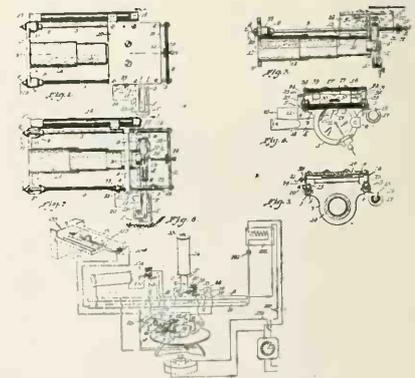
plan view showing the mounting of the record supporting shafts of the record carrier, and Fig. 8 is a detail sectional view through the tone arm showing the trip for the control lever and the spring for returning the arm to its original



position after a record has been played. Fig. 9 is a perspective view illustrating a portion of the trip mechanism.

Electrical Automatic Repeating Mechanism for Automatic Phonographs. Malcolm L. Ord, St. Louis, Mo. Patent No. 1,525,510.

The object of the invention is to provide novel electrical means for automatically closing an electric circuit whereby to throw into operative engagement a suitable mechanical device adapted to stop the reproducer and move same to position for repeating a record or beginning a new record, adapted for use with any and all types of disk phonograph records, irrespective of the diameter, size, thickness or length of tone grooves in such records, and especially to provide a mechanism adapted for use as an improvement on the automatic phono-



graph disclosed in pending application Serial No. 401,105, filed August 4, 1920.

Figure 1 is a top plan view of the invention; Fig. 2 is a horizontal longitudinal section of same, partly in elevation, the section line being taken substantially on the line 2-2 of Fig. 3, but with a portion of the smaller end of the telescopic tube 14 broken away and a part of members 18 and 19 also shown in section; Fig. 3 is a vertical longitudinal section on line 3-3 of Fig. 1; Fig. 4 is an end elevation of the mechanism; Fig. 5 is a transverse section on line 5-5 of Fig. 2; and Fig. 6 is a complete diagrammatic view of the circuits employed in the repeating mechanism and the rest of the automatic phonograph as well.

The Chatham Radio Corp., Chatham, N. J., was recently incorporated at Trenton, N. J., with a capital stock of \$10,000 to manufacture supplies. The incorporators are George R. Martin, Joseph Devine, W. Stockton Higgins.

Advance RECORD BULLETINS for May, 1925

Columbia Phonograph Co.

DANCE MUSIC

- 311-D We're Back Together Again—Fox-trot, Ted Lewis and His Band
- 310-D Ah-Ha!—Fox-trot (Incidental Singing by Ted Lewis).....Ted Lewis and His Band
- 310-D Lucky Kentucky—Fox-trot (Announced by the "Solemn Old Judge" of W. L. S.).....Art Kahn and His Orch.
- Some of These Days—Fox-trot.....Art Kahn and His Orch.
- 317-D Titina (from "Puzzles of 1925")—Fox-trot, (Incidental Singing by Franklyn Baur), The Knickerbockers
- 324-D Me Neenyah—Fox-trot.....The Knickerbockers
- 324-D That's My Girl—Fox-trot.....Loe Reisman and His Orch.
- At the End of the Road—Fox-trot, Sam Lanin and His Roseland Orch.
- 331-D The Midnight Waltz.....The Cavaliers (Waltz Artists)
- June Brought the Roses—Waltz, The Cavaliers (Waltz Artists)
- 319-D Yearning (Just For You)—Fox-trot, Harry Reser's Syncopators
- When You Do What You Do—Fox-trot, Harry Reser's Syncopators
- 279-D Tell Her in the Springtime (from "Music Box Revue 1925")—Fox-trot, Sam Lanin and His Roseland Orch.
- Fascinating Rhythm (from "Lady, Be Good!")—Fox-trot, Sam Lanin and His Roseland Orch.
- 313-D Keep Smiling at Trouble (from "Big Boy")—Fox-trot.....The Columbians
- Tokio Blues (from "Music Box Revue, 1925")—Fox-trot.....The Columbians
- 325-D Hungaria—Fox-trot, Sam Lanin and His Roseland Orch.
- Egyptian Echoes—Fox-trot, Sam Lanin and His Roseland Orch.
- 321-D I Don't Want to Get Married—Fox-trot (Incidental Singing by Billy Jones), The Clover Gardens Orch.
- China Girl—Fox-trot, The Clover Gardens Orch.
- 329-D Let It Rain, Let It Pour—Fox-trot, The Columbians
- In a Little Love Boat—Fox-trot, The Columbians
- 316-D The Georgia Stomp, Charles Fulcher and His Orch.
- Home Sweet Home—Fox-trot, Charles Fulcher and His Orch.
- POPULAR SONGS
- 312-D Will You Remember Me?—Tenor Solo, Lewis James
- Away From You—Tenor Solo, Lewis James
- 326-D Hot Tamale Molly, The Whispering Pianist (Art Gillham)
- Can't Your Friend Get a Friend for Me? The Whispering Pianist (Art Gillham)
- 332-D Oh, Katharina!—Tenor Solo, Billy Jones
- Sweet Onion Time—Tenor and Baritone Duet, Billy Jones-Ernest Hare
- 320-D Somebody Like You—Comedienne, Vaughn De Leath
- Polly of Hollywood—Comedienne, Vaughn De Leath
- 273-D That Something in Your Eyes—Tenor Solo, Charles Hart
- West of the Great Divide—Tenor Solo, Charles Hart
- 323-D Silver Sands of Waikiki—Tenor-Baritone Duet, Lewis James-Elliott Shaw
- By the Mississippi—Tenor-Baritone Duet, Lewis James-Elliott Shaw
- 322-D Glad Eyes—Tenor Solo, Vernon Dalhart
- Just Some Roses—Tenor Solo, Charles Hart
- 318-D Do Doo Do—Vocal, Ben Smith
- Christofa Columbo—Vocal, Ben Smith
- 314-D The Klucker Blues—Baritone Solo, Ed. McConnell
- Tote Your Load—Baritone-Soprano Duet, Ed. and Grace McConnell
- NOVELTIES
- 330-D Sandy's Holiday—Scottish Comedian, Will Fyffe
- The Engineer—Scottish Comedian, Will Fyffe
- 315-D Traveling Man's Blues—French Harp Duet, Sandlin Brothers
- Mocking Bird, French Harp Duet, Sandlin Brothers
- MARCHES
- 50012-D American Guard.....Columbia Band
- The Trumpeters of the Legion, Columbia Band

CONCERT SELECTIONS

- 33053-D Where Are You To-night? (Conrad-Sherman-Caesar-Christy)—Tenor Solo, with Orch. Accomp., Charles Hackett
- One Little Dream of Love (Gordon-Simpson)—Tenor Solo, with Orch. Accomp., Charles Hackett
- 20034-D Since First I Met Thee (Rubinstein)—Mezzo-Soprano Solo, with Orch. Accomp., Barbara Maurel
- The Virgin's Slumber Song (Reger)—Mezzo-Soprano Solo, with Orch. Accomp., Barbara Maurel
- 20033-D Charity (MacDermid)—Baritone Solo, with Orch. Accomp., Oscar Seagle
- Sacramento (MacDermid)—Baritone Solo, with Orch. Accomp., Oscar Seagle
- 65034-D Rosamunde: Overture (Schubert), N. Y. Symphony Orch., W. Damrosch, Cond.
- Symphony No. 2, in D Major (Brahms) 3rd Movement—Allegretto, N. Y. Symphony Orch., W. Damrosch, Cond.
- 6809-D Sapphic Ode (Brahms)—Violoncello Solo—Walter Golde at the Piano, Pablo Casals
- Autumn Song, Op. 37, No. 10 (Tschai-kowsky) Violoncello Solo—Walter Golde at the Piano, Pablo Casals

Brunswick Records

- 15096 Madama Butterfly—Ancora un passo (Entrance of Butterfly) (Act I) (Puccini)—Soprano, with Orch.; in Italian, Edith Mason
- Faust—Air des bijoux (Jewel Song) (Act III) (Gounod)—Soprano, with Orch.; in French, Edith Mason
- 15097 Dinorah—Sei vendicata assai (Tis My Remorse) (Meyerbeer)—Baritone, with Orch.; in Italian, Michael Bohnen
- Robert Le Diable (Invocation) (Act III) (Meyerbeer)—Baritone, with Orch.; in French, Michael Bohnen
- 15098 Polonaise Militaire in A Major (Chopin)—Piano-forte Solo, Josef Hofmann
- Melody in F (Rubinstein)—Piano-forte Solo, Josef Hofmann
- 30110 Hosanna (Granier)—Tenor, with Orch., Mario Chamlee
- Open the Gates of the Temple (Knapp)—Tenor, with Orch., Mario Chamlee
- 10167 At Dawning (Eberhart-Cadman)—Baritone, with Orch., John Charles Thomas
- In the Gloaming (Orred-Harrison)—Baritone, with Orch., John Charles Thomas
- 10166 Au Printemps (To Spring) (Gounod)—Soprano, with Orch.; in French, Elizabeth Rethberg
- Nur Wer Die Sehnsucht Kennt (Ye Who Have Yearned Alone) (Tschai-kowsky)—Cello Obbligato by William Willeke; Soprano, with Orch.; in German, Elizabeth Rethberg
- 50058 Dernier Sommeil de La Vierge (The Virgin's Last Sleep) (Messenet)—Symphony Orch., Henri Verbruggen, Conductor, Minneapolis Symphony Orch.
- Coppelia Ballet (Prelude and Mazurka) (Delibes)—Symphony Orch., Henri Verbruggen, Conductor, Minneapolis Symphony Orch.
- 2839 I Cannot Sing the Old Songs (Claribel)—Contralto, with Orch., Elizabeth Lennox
- Juanita (Norton)—Contralto and Tenor, with Orch., Elizabeth Lennox-Frank Munn
- 2840 Scotch Melodies "Blue Bells of Scotland," "Ye Banks and Braes of Bonny Doon," "Will Ye No Come Back Again," "Auld Lang Syne"—Vibraphone Solo, with Orch., Joseph Green
- Irish Melodies "Let Erin Remember the Days of Old," "Has Sorrow Thy Young Days Shaded?" "Believe Me If All These Endear-Young Charms," "The Harp That Once Thro' Tara's Halls"—Vibraphone Solo, with Orch., Joseph Green
- 2833 I Can't Realize (De Sylva-Donaldson)—Fox-trot, for Dancing, Isham Jones Orch.
- Lady of the Nile (Gus Kahn-Isham Jones)—Fox-trot, for Dancing, Isham Jones Orch.
- 2830 Tessie (Johns-Perkins)—Fox-trot, for Dancing, Ray Miller and His Orch.
- Will You Remember Me? (Davis-Santly-Richman)—Fox-trot, for Dancing, Ray Miller and His Orch.
- 2842 Florida (Greer-Green)—Fox-trot, for Dancing, Bernie Krueger's Orch.
- Lady of My Cigarette (Fernandez-Kendrick)—Fox-trot, for Dancing, Bernie Krueger's Orch.
- 2843 When I Think of You (Rose)—Fox-trot, for Dancing, Gene Rodemich's Orch.
- Everybody Loves My Baby (Williams-Palmer)—Fox-trot, for Dancing, Gene Rodemich's Orch.

- 2828 Hungaria (Arr. by Frank Black)—Fox-trot, for Dancing, Rhythmic Orch.
- Egyptian Echoes (Arr. by Frank Black)—Fox-trot, for Dancing, Rhythmic Orch.
- 2832 Way Down Home (Donaldson)—Fox-trot, for Dancing, Oriole Orch.
- Off and Gone (Gillespie-Kahn)—Fox-trot, for Dancing, Oriole Orch.
- 2836 No One (Yellen-Ager)—Comedienne, with Piano Accomp. by Phil Ohman, and Orch., Marion Harris
- When You and I Were Seventeen (Kahn-Rosoff)—Comedienne, with Piano Accomp. by Phil Ohman, and Orch., Marion Harris
- 2846 When I Think of You (Rose)—Voice and Guitar, Nick Lucas
- The Only Only One (Green-Monaco-Warren)—Voice and Guitar, Nick Lucas
- 2829 Take Me Back to Your Heart (Rose-Meyer)—Tenor with Orch., Frank Bessinger
- When My Sugar Walks Down the Street (Austin-McHugh-Mills)—Vocal Duet, with Orch., The Radio Franks—Wright and Bessinger
- 2834 Please Be Good to My Old Girl (Dixon-Rose-Henderson)—Fox-trot, for Dancing; Vocal Chorus by Billy Jones-Ernest Hare; Piano Passages by Phil Ohman-Victor Arden, Carl Fenton's Orch.
- I Don't Want to Get Married (Boland-Brennan-Jerome)—Fox-trot, for Dancing; Vocal Chorus by Billy Jones-Ernest Hare; Piano Passages by Phil Ohman-Victor Arden, Carl Fenton's Orch.
- 2847 We're Back Together Again (Claire-Monaco)—Fox-trot, for Dancing, Ray Miller and His Orch.
- I'll Take Her Back If She Wants to Come Back (Leslie-Monaco)—Fox-trot, for Dancing, with Vocal Chorus, Ray Miller and His Orch.
- 2848 In Shadowland (Lewis-Young-Brooks-Ahlert)—Waltz, for Dancing, Castlewood Marimba Band
- Hawaiian Ripples (Olcott-Preston)—Waltz, for Dancing, Castlewood Marimba Band
- 2822 My Gal Don't Love Me Any More (Russell-Friend)—Vocal Duet with Orch., The Radio Franks—Wright and Bessinger
- Lullaby of Long Ago (Herschler-Burke)—Vocal Duet with Orch., The Radio Franks—Wright and Bessinger
- 2835 Oh, Katharina! (Gilbert-Fall)—Fox-trot, for Dancing, Carl Fenton's Orch.
- Titina (Bertal-Maubon-Danierff)—Fox-trot, for Dancing, Carl Fenton's Orch.

Victor Talking Machine Co.

LIST FOR MARCH 27

- VOCAL RECORDS
- 45482 At the Theatre.....Marie Cahill
- Neighbors.....Marie Cahill
- 19566 Gypsy Love Song.....Ralph Crane
- Forgotten.....Ralph Crane
- 35752 The Crucifixion—Could Ye Not Watch with Me?.....Trinity Quartet
- The Crucifixion—The Appeal of the Crucified, Trinity Choir
- 19596 New River Train.....Kelly Harrell
- Rovin' Gambler.....Kelly Harrell
- 19597 Honest and Truly.....Henry Burr
- Dear One.....Henry Burr
- 19598 I'll See You in My Dreams.....Lewis James
- Because They All Love You.....Franklyn Baur
- INSTRUMENTAL RECORDS
- 19524 The Toreador and the Andalusian Maid (Rubinstein)—Victor Symphony Orch.
- Feramos—Wedding Procession (Rubinstein), Victor Symphony Orch.
- 19559 Kiss Me Again.....Rudy Wiedoeff
- 19564 The Flatterer (La Lisoujera) (Chaminade), Rudy Wiedoeff
- Scarf Dance (Pas des Echarpes) (Chaminade), Hans Barth
- 19572 Old Pal.....Jesse Crawford
- Dreams Never Come True.....Jesse Crawford
- 19587 Jesus Christ Is Risen Today.....Mark Andrews
- When I Survey the Wondrous Cross, Mark Andrews
- 19576 (1) Lightly Row (Old Folk Song); (2) A Shepherd's Song (Old French Christmas Carol); (3) Musette (Bach); (4) Soldier's March (Schumann).....Hazel G. Kinsella
- (1) Minuet in G (Bach); (2) Flappy Farmer (Schumann).....Hazel G. Kinsella
- 19577 (1) Boating Song; (2) Evening Bells; (3) Little Dutch Dance.....Hazel G. Kinsella
- (1) Shadow Waltz; (2) Fairy Tale; (3) The

(Continued on page 174)

"HONEST and TRULY"

A REAL HONEST-TO-GOODNESS WALTZ HIT!

That Melody You Hear Everywhere Is

"NO WONDER" "DEAR ONE"

(That I Love You)

You Can't Go Wrong With Any FEIST Song!

Sung by **EDDIE CANTOR** in "Kid Boots"

And A Real Tune

"Bring Back Those ROCK-A-BYE BABY DAYS"

© 1925 LEO FEIST

ADVANCE RECORD BULLETINS FOR MAY—(Continued from page 173)

"MIDNIGHT WALTZ"

The Waltz In The Air/ Everywhere at Midnight!



"MISS YOU"

For those who delight in beautiful ballads

"You Can't Go Wrong With Any FEIST Song"

"The Moonlight, A Waltz and You"

Written and Featured by HARRY M. SNODGRASS "King of the Ivories"

Ted Lewis' New Waltz Hit

"WHILE WE DANCED TILL DAWN"

© 1925 LEO FEIST INC.

- Jolly Fiddler; (4) Circus Parade March; (5) The Music Box Hazel G. Kinscella
- 19578 (1) Serenade (Lanciani); (2) Air From the Harmonious Blacksmith (Handel); (3) Tinkling Bells (Behr); (4) Spinning Song (Ellmenreich) Hazel G. Kinscella
- Sonatina in C (1. Allegro; 2. Andante Cantabile; 3. Vivace) Hazel G. Kinscella
- DANCE RECORDS**
- 19589 When It's Love Time in Hawaii—Waltz, Green Brothers' Marimba Orch. 10
- Down Hawaii Way—Waltz, Green Brothers' Marimba Orch. 10
- 19594 Sob Sister Sadie—Fox-trot, The Original Memphis Five
- Throw Down Blues—Fox-trot, The Original Memphis Five 10
- RED SEAL RECORDS**
- 6497 Rondo (Mozart-Kreisler) Renée Chemet
- Sonata in E-Major—Adagio and Allegro (Handel) Renée Chemet
- 6495 Rigoletto—Caro Nome (Dearest Name) (Verdi), In Italian Toti dal Monte
- Barbieri—Una Voce poco fa (Barber of Seville—A Little Voice I Hear) Toti dal Monte
- 1073 Amapola (Poppy) (Lacalle)—In Spanish, Miguel Fleta 10
- Bimba, non t'avvicinar (Little Girl, Do Not Come Near) (Cortesi-Bettinelli)—In Italian, Miguel Fleta 10
- 1069 Symphony No. 5, in C-Minor—First Movement, Part 1 and Part 2, Willem Mengelberg and New York Philharmonic Orch. 10
- 6496 La Gioconda—Suicidio! (Suicide Remains!) (Ponchielli) Rosa Ponselle
- L'Africana—In grembo a me (Lulled in My Arms) (Meyerbeer) Rosa Ponselle
- 1071 Ave Maria (Hail, Mary!) (Victoria)—In Latin, Sistine Chapel Choir 10
- O Salutaris Hostia (Oh Saving Victim) (Perosi)—In Latin Sistine Chapel Choir
- 1072 Sun and Moon (Dick-Penn), Reinald Werrenrath
- Drumadon (Renshaw-Sanderson), Reinald Werrenrath 10
- FEATURE RECORDS**
- 8013 Trovatore—Al nostri monti (Home to Our Mountains) (Verdi)—In Italian, Caruso-Homer
- Trovatore—Mal reggendo (At My Mercy Lay the Foe) (Verdi)—In Italian, Caruso-Homer 12
- 35289 Blue Danube Waltz (Johann Strauss), Sosa's Band
- Southern Roses Waltz (Johann Strauss), Pryor's Band 12
- LIST FOR APRIL 3**
- 19568 One Stolen Kiss—Fox-trot, International Novelty Orch. 10
- Heart Broken Strain—Fox-trot, The Benson Orch. of Chicago
- 19573 Why Couldn't It Be Poor Little Me?—Fox-trot, George Olsen and His Music
- Wait Till You See Me with My Baby—Fox-trot, Ralph Williams and His Rainbo Orch. 10
- 19599 The Only One for Me Gene Austin
- I Never Knew How Much I Loved You, Gene Austin 10
- FEATURE RECORDS**
- 6234 Polonaise Militaire (Chopin, Op. 40, No. 1)—Piano Paderewski
- Waltz in C Sharp Minor (Chopin, Op. 64, No. 2)—Piano Paderewski 12
- 35573 Favorite College Songs Victor Male Chorus
- Songs of Good Fellowship, Victor Male Chorus 12
- LIST FOR APRIL 10**
- 19605 My Kid Belle Baker
- Please Be Good to My Old Girl, Shannon Quartet 10
- 19609 Those Panama Mamas Belle Baker
- The Blues Have Got Me Jane Green 10
- 1903 At the End of the Road—Fox-trot, Waring's Pennsylvanians
- Born and Bred in Old Kentucky (From "Big Boy")—Fox-trot Waring's Pennsylvanians 10
- 19610 When My Sugar Walks Down the Street—Fox-trot Waring's Pennsylvanians
- Everybody Loves My Baby—Fox-trot, George Olsen and His Music 10
- FEATURE RECORDS**
- 1013 Maria, Maria! (Eduardo Di Capua)—Neapolitan, Rosa Ponselle 10
- Carme (G. B. De Curtis)—Italian, Rosa Ponselle 10
- 19014 Liebesfreud (Love's Joy) (Old Vienna Waltz) (Kreisler)—Xylophone George Green
- Fair Rosmarin (Fritz Kreisler)—Xylophone, George Hamilton Green 10
- LIST FOR APRIL 17**
- 19612 Midnight Waltz International Novelty Orch. 10
- In Shadowland—Waltz The Troubadours 10
- 19600 It's the Blues—Fox-trot, Jean Goldkette and His Orch. 10
- Some of These Days—Fox-trot, Coon-Sanders Original Night Hawk Orch. 10
- 19602 At the End of the Road Tom Waring
- Blue Eyed Sally Tom Waring 10

- FEATURE RECORDS**
- 708 Forsaken (Koschat-Wiuternitz)—Violin Solo, Fritz Kreisler 10
- Dream of Youth (Reve de Jeunesse) (Winter-nitz) Fritz Kreisler 10
- 19142 By the Watermelon Vine (Thos. S. Allen) Shannon Quartet 10
- Louisiana Lou (Leslie Stuart) Shannon Quartet 10

Edison Disc Records

- ALREADY RELEASED SPECIALS**
- 51506 All Alone (Irving Berlin) Walter Scanlan
- Rose-Marie (From "Rose Marie") (Harbach-Hammerstein, 2d-Friml) Walter Scanlan
- 51500 How Do You Do (Fleming-Harrison-DeVoll), Billy Jones Ernest Hare—The Happiness Boys
- Cross Words (Between Sweetie and Me) (Steele-Schafer) Billy Jones
- 51489 Eightsome Reel Intro: "Speed the Plough," "Fairy Dance," "The De'il Among the Tailors," and "The Soldier's Joy" Scottish Military Band
- Foursome Reel Intro: "Cameron's Got His Wife Again" and "Rachael Rae," Scottish Military Band
- 50825 The Love Song (You Will Forget), (From "The Love Song") (Smith-Kunneke), Herbert Soman's Salon Orch.
- Kalua Moon—Hawaiian Intermezzo (Burns-Shepard) Herbert Soman's Salon Orch.
- 51505 Balmother-Nocturne (Himan)—Piano Solo, Franz Falkenburg
- La Mariposa (The Butterfly) Valse Brillante (Helen Frances Lowe Op. 10)—Piano Solo, Franz Falkenburg
- 82339-9405 Guardami—Valzer cantabile Claudia Muzio
- 9970 Se tu m'ami (If Thou Lov'st) Claudia Muzio
- 51504—Aida—Selection No. 1 (G. Verdi), Creator and His Band
- Aida—Selection No. 2 (G. Verdi), Creator and His Band
- 51484 Somebody Cares (Rodeheaver-Stafford), Homer Rodeheaver
- The End of the Road (Roth), Homer Rodeheaver and Chorus
- 80821 Blessed Angel, Bend to Hear Us (Bailey)—Violin, Violoncello, Flute and Harp, Venetian Instrumental Quartet
- True Love (Gustav Lange)—Violin, Violoncello, Flute and Harp, Venetian Instrumental Quartet
- 80824 Cord and Tassel Dance (Engelmann) Reed Orch.
- Grandmother's Dance (Langer, Op. 20), Peerless Orch.
- FLASHES**
- 51501 What a Smile Can Do (Walsh-Paganucci)—Fox-trot and Song—Fox-trot played by Billy Wynne's Greenwich Village Inn Orch., Song by Charles Hart
- Alabama Bound (De Sylva-Green-Henderson)—Fox-trot and Song—Fox-trot played by Billy Wynne's Greenwich Village Inn Orch., Song by Ernest Hare
- 51503 No Wonder (That I Love You) (Davis-Burke) Fox-trot Fry's Million Dollar Pier Orch.
- The Only, Only One (For Me) (Green-Monaco-Warren)—Fox-trot, Billy Wynne's Greenwich Village Inn Orch.
- 51507 Honest and Truly (Rose)—Waltz, with Song by Charles Hart The Merry Sparklers
- I Want You Back Old Pal (Wood-Arnhem)—Fox-trot with Song by Arthur Hall, The Merry Sparklers
- 51508 Will You Remember Me? (Davis-Santly-Richman)—Fox-trot with Song by George Wilton Ballard Polla's Clover Gardens Orch.
- Old Pal (Kahn-Van Alstyne)—Fox-trot, with Song by Ernest Hare The Merry Sparklers
- 51509 Waltz Me Lightly—Hold Me Tightly (Holden-West)—Waltz Polla's Clover Gardens Orch.
- When You Do What You Do (Parish-Johnsen)—Fox-trot, with Song by Vernon Dalhart, Jack Stillman's Orch.
- 51511 Tokio Blues (From "Music Box Revue, 1925") Berlin)—Fox-trot, Ace Brigode and His 14 Virginians
- I'll See You in My Dreams (Kahn-Jones)—Fox-trot Ace Brigode and His 14 Virginians
- 51512 Love Me (Just Like I Love You) (Spier-Schloss)—Fox-trot, Ernie Golden and His Hotel McAlpin Orch.
- I'll Take Her Back If She Wants to Come Back (Leslie-Monaco)—Fox-trot, Ernie Golden and His Hotel McAlpin Orch.
- 51513 Little Devil (Johnson-Fredericks-Bibo-Lyman)—Fox-trot Broadway Dance Orch.
- Lady of the Nile (Kahn-Jones)—Fox-trot, Broadway Dance Orch.
- 51510 Twilight (The Stars and You) (Nacio Herb Brown)—Fox-trot Dave Harmon and His Orch.
- Soh Sister Sadie (The Vamp Cry-Baby) (Bigelow-Bates)—Fox-trot, with Singing by Dave Harmon Himself Dave Harmon and His Orch.

- 51518 I Like Pie—I Like Cake—But—I Like You Best of All (Little-Sizemore-Shay)—Fox-trot, Sam Lanin and His Orch.
- A Sun-Kist Cottage (In California) (Hirsch-Kilfeather-Gress-Olsen)—Fox-trot, Sam Lanin and His Orch.
- GENERAL GROUP**
- 51502 Turkey in the Straw—Breakdown, Gene Austin-Geo. Reneau—The Blue Ridge Duo
- Susie Ann (Austin-Bergere)—Singing, Harmonica and Guitar, Gene Austin-Geo. Reneau—The Blue Ridge Duo
- 51481 Una notte in Gomdola (Night in a Gondola) (F. Lucanese)—Accordion, Clarinet and Guitar The Three Vagrants
- Tarantella Siciliana (F. Lucanese)—Accordion, Clarinet and Guitar The Three Vagrants
- 82340 Why I Love Lou (Lena and Edouard Hesselberg) Thomas Chalmers
- La Paloma (The Dove) (Yradier-H. Millard), Thomas Chalmers
- ITALIAN**
- 64001 Sei Bella Sei Splendida (You Are Beautiful, You Are Lovely) (C. Chierico), Fernando Guaneri
- 'O Marennariello (The Young Fisherman) (G. Ottaviano) Fernando Guaneri
- 64002 I' M' arricordo e Napule (Vision of Naples) (Esposito-Gioe) Fernando Guaneri
- Napule e Maria (Naples and Mary) (L. Bovio-G. Lama) Fernando Guaneri
- BOHEMIAN**
- 65012 Jsou, jsou no cucel—Fishing Song Frantisek Pangrac
- Zatoukej, Vetricku (z Budejovicka)—Blow, Eastern Wind Frantisek Pangrac
- 65013 Teea voda (Libicka) Flowing Waters, Frantisek Pangrac
- Andulko safarova (Bechynska) Annie, the Caretaker's Daughter Frantisek Pangrac
- 65014 Vesnicko Ma (za Sumavy) My Native Village, Frantisek Pangrac
- Uz mou milou do kostela vedou (Wedding Song) Frantisek Pangrac
- SWEDISH**
- 59012 Kristiania Valsen (Christiana Waltz) (H. Halvorsen)—Dragspel—Accordion Hugo Johnson
- Finska Valsen (Finnish Waltz) (David Hellstrom)—Dragspel—Accordion Hugo Johnson
- 59013 Hemlandstoner—Hambo (Homeland Tunes—Marzurka) "Fjalnas Polska" "Dalspolka" Dragspel—Accordion Hugo Johnson
- Lockaren Vals (The Call) (C. Mathison) Dragspel—Accordion Hugo Johnson
- 59014 Fiskarvals fran Bohuslan (The Fishermen's Waltz) (D. Hellstrom) Dragspel—Accordion, Hugo Johnson
- Kostervalsen (Koster Island Waltz) (D. Hellstrom) Dragspel—Accordion Hugo Johnson
- GERMAN**
- 57018 Der Kuku (The Cuckoo) Manhattan Quartet
- Wenn die Schwalben Heimwärts zieh'n (When the Swallows Homeward Fly) (Franz Abt), Manhattan Quartet
- SPANISH**
- 60045 La Chancla (The Old Shoe) (Reyes), Victor J. Rosales
- Lagunera Mexicana (Mexican Song of the Lagoon) (Saenz-Padilla) Victor J. Rosales
- Okeh Records**
- 40328 The Prisoner's Song—Baritone Solo, with Violin and Guitar Tobe Little
- Chain Gang Song—Baritone Solo, with Guitar and Harmonica Tobe Little
- 40329 Clarinet Marmalade Blues—Fox-trot, Jimmie Joes' St. Anthony Hotel Orch.
- Common Street Blues—Fox-trot, Seranton Sirens Orch.
- 40331 Jesus Is Coming Back Again—Sacred, Vocal, Accomp. by Guitar and Mandolin, Jenkins Family
- Will There Be Any Stars in My Crown?—Sacred, Vocal, Accomp. by Guitar and Mandolin Jenkins Family
- 8205 Morning Dove Blues—Contralto Solo, with Piano Accomp. by Hersal Thomas and Cornet by Joe Oliver Sippie Wallace
- Every Dog Has His Day—Contralto Solo, with Piano Accomp. by Hersal Thomas and Cornet by Joe Oliver Sippie Wallace
- 40315 That's My Girl—Fox-trot, with Vocal Chorus by "Pinkey" Hunter, Emerson Gill and His Orch.
- You Should Have Told Me (You Were Only Fooling) (Henry Winston-Ralph Williams)—Fox-trot Emerson Gill and His Orch.
- 40321 Cake Walking Babies from Home—Fox-trot, with Vocal Chorus by Eva Taylor, Clarence Williams' Blue Five 10

- Banjo Rag—Banjo Solo, with Piano Accomp. by Chester MyersChauncey C. Lee 10
- 40324 Marie, Marie, Marie—Fox-trot, The Red-Hot-ters 10
- Let It Rain, Let It Pour (I'll Be in Virginia in the Morning)—Fox-trot, The Red-Hot-ters 10
- 40325 I'll Take Her Back If She Wants to Come Back—Fox-trot, with Vocal Chorus by Billy Jones, Tickle Toe Ten 10
- Yearning (Just for You)—Fox-trot, with Vocal Chorus by Ernest Hare, Tickle Toe Ten 10
- 40326 Cheatin' On Me—Fox-trot, The Melody Sheiks 10
- Sob Sister Sadie—Fox-trot, The Melody Sheiks 10
- 40314 You Better Keep the Home Fires Burning ('Cause Your Mamma's Getting Cold)—Fox-trot, with Vocal Chorus by Blanche Vincent, The Goofus Five 10
- Hot Tamale Molly—Fox-trot, with Vocal Chorus by Earl Rickard, The Goofus Five 10
- 40316 It's All the Same to Me—Fox-trot, with Vocal Chorus by Earl Rickard, Okeh Syncopators 10
- Birmingham Papa (Your Memphis Mamma's Comin' to Town)—Fox-trot, with Vocal Chorus by Earl Rickard, Okeh Syncopators 10
- 40317 Nobody Knows What a Red-Head Mamma Can Do—Novelty Duet, with Ukulele Accomp. by Fred Hall (The Human Jazz Band), Cogert-Motto 10
- My Best Girl—Novelty Duet, with Ukulele Accomp. by Fred Hall (The Human Jazz Band), Cogert-Motto 10
- 40319 One of God's Days—Baritone-Tenor Duet, Accomp. by Justin Ring Trio, Frank McCravy-James McCravy 10
- We'll Understand It Better Bye and Bye—Baritone-Tenor Duet, Accomp. by Justin Ring Trio, Frank McCravy-James McCravy 10
- 40320 Black-Eyed Susan (Henry Whitter-John Rector-James Sutphin)—Singing, with Guitar, Banjo and Fiddle, Whitter's Virginia Breakdowners 10
- 'Round-Town Girl (Henry Whitter-John Rector-James Sutphin)—Singing, with Guitar, Banjo and Fiddle, Whitter's Virginia Breakdowners 10
- 40308 That's a Plenty—Fox-trot (Playing at La Vida), Anthony Parenti's Famous Melody Boys 10
- Cabaret Echoes—Fox-trot (Playing at La Vida), Anthony Parenti's Famous Melody Boys 10
- 40309 The Melody That Made You Mine—Waltz, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- When You and I Were Seventeen—Waltz, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 40310 Step It—Fox-trot, Sigler's Birmingham Merry-makers 10
- I Love Her—Fox-trot, with Vocal Chorus by N. Sol Bearman, Sigler's Birmingham Merry-makers 10
- 40311 Coconut Dance—Band, Royal Scotch Highlanders' Band 10
- The Virginia Skedaddle—Band, Royal Scotch Highlanders' Band 10
- 40313 No Wonder (That Love You)—Fox-trot, Emerson Gill and His Orch. 10
- My Name Will Always Be Chickie—Fox-trot, Singing Chorus by "Pinkie" Hunter, Emerson Gill and His Orch. 10

Edison Blue Amberol Records

- 4957 What a Smile Can Do—Fox-trot, with Song by Charles Hart, Billy Wynne's Greenwich Village Inn Orch. 10
- 4961 You Will Never Miss Your Mother Until She Is Gone—Singing, Harmonica and Guitar, Gene Austin-Geo. Reneau-The Blue Ridge Duo 10
- 4962 Dancing on the House Top—Banjo Solo, Fred Van Eps 10
- 4963 How Do You Do, Billy Jones-Ernest Hare—The Happiness Boys 10
- 4964 Blue-Eyed Sally—Fox-trot, Billy Wynne's Greenwich Village Inn Orch. 10
- 4965 Oh, Katharina!—Fox-trot with Song by Arthur Hall, Breen Bros. Novelty Band 10
- 4967 You're Just a Flower From an Old Bouquet—Male Voices, Arthur Hall-John Ryan 10
- 4968 Life's Railway to Heaven—Singing, Harmonica and Guitar, Gene Austin-Geo. Reneau-The Blue Ridge Duo 10

Gennett Records

VOCAL RECORDS

- 5657 O Katharina! (Gilbert-Fall)—Baritone Solo, with Orch. Accomp., Arthur Fields 10
- Let It Rain, Let It Pour (Friend-Donaldson)—Baritone Solo, with Orch. Accomp., Arthur Fields 10
- 5658 The Mystery of Night (Denni-Denni)—Baritone Solo, with Orch. Accomp., Edward Toomey 10
- To Miss a Kiss (England-Smith)—Baritone Solo, with Orch. Accomp., Edward Toomey 10
- 5669 Honest and Truly (Rose)—Tenor Solo, with Guitar and Piano Accomp., Arthur Hall-Harry Reser-Thomas Griselle 10
- I Don't Care What You Used to Be (Dubin-McHugh)—Tenor Solo, with Guitar and Piano Accomp., Arthur Hall-Harry Reser-Thomas Griselle 10
- 5684 Bridge the Road to Heaven with a Smile, Homer Rodeheaver with Orch. 10
- The Lily of the Valley, Homer Rodeheaver with Orch. 10
- 5682 Take Me Back to Your Heart—Tenor, with Orch. Accomp., Wilson Harper 10
- Rose Dreams—Tenor, with Violin Accomp., Wilson Harper 10
- 5675 A Boy's Best Friend Is His Mother (Miller-Skelly)—Tenor Solo, with Violin and Guitar Accomp., Vernon Dalhart 10
- In the Baggage Coach Ahead (Davis)—Tenor Solo, with Violin and Guitar Accomp., Vernon Dalhart 10
- 5666 When They Ask You What Your Name Is (Casting-Godfrey)—Irish Tenor, with Piano Accomp., Shaun O'Farrell-Jimmie O'Brien 10
- Kate Muldoon (Stewart)—Irish Tenor, with Piano Accomp., Shaun O'Farrell-Jimmie O'Brien 10
- 5656 Molly in the Woods—Voice with Violin, and Piano Accomp., Frank Quinn-Ed Geoghan 10
- Old Skib—Voice with Violin and Piano Accomp., Frank Quinn-Ed Geoghan 10

INSTRUMENTAL

- 5661 A Waltz in the Moonlight and You (Parish-Solman)—Waltz, Gennett Instrumental Trio 10
- When the Shadows Fall (Dolin)—Waltz, Lillian Robbins and Gennett Instrumental Trio 10
- 5683 That Tumbled Down Shack in Athlone and the Wearing of the Green—Banjo Solo, Eddie Peabody 10
- Carry Me Back to Old Virginia—Banjo Solo, Eddie Peabody 10

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- 5664 The Shining Shore (Root)—Baritone Solo, with Orch., Homer Rodeheaver 10
- The King at the Door (Leech)—Duet, with Orch., Homer J. N. Rodeheaver 10
- 5672 Some O' These Days—Contralto and Baritone, with Orch., Mrs. Asher-Homer Rodeheaver 10
- I Heard De Angels Singin'—With Orch., Homer Rodeheaver 10
- 5662 I Will Be Da (Good-Ferguson-Gray-Washington)—Washington's Kentucky Quartette 10
- Throw 'Way Dem Old Shoes (Washington), Washington's Kentucky Quartette 10
- FOR DANCING
- 5663 Because They All Love You (Malie-Little)—Fox-trot—(Under Direction of Art Hicks), Clubb-Steinberg Orch. 10
- Show Me the Way (Davis-Lewis-Ross)—Fox-trot, Willie Creager's Orch. 10
- 5637 Dear One (Fisher-Richardson-Burke)—Fox-trot, Bailey's Lucky Seven 10
- Won't You Come Back to My Arms? (Rose-Henderson)—Fox-trot, Bailey's Lucky Seven 10
- 5668 Byzones (Kerr-Abrahamson-Warner)—Vocal Chorus, with Orch., Arthur Hall and Willie Creager's Orch. 10
- Indian Love Call (From "Rose-Marie") (Friml)—Fox-trot, Willie Creager's Orch. 10
- 5670 I Ain't Got Nobody to Love (Coslow-Silver)—Fox-trot, Nathan Glantz and His Orch. 10
- O Katharina! (Gilbert-Fall)—Fox-trot, Nathan Glantz and His Orch. 10
- 5671 Will You Remember Me? (Davis-Santly-Richman)—Fox-trot, Nathan Glantz and His Orch. 10
- That's My Girl (Kerr-Kiernan)—Fox-trot, Nathan Glantz and His Orch. 10
- 5673 At the End of the Road (Hanley)—Fox-trot, Marion McKay and His Orch. 10
- Swanee Butterfly (Rose-Donaldson)—Fox-trot, Marion McKay and His Orch. 10
- 5676 Yearning—Fox-trot, Bailey's Lucky Seven 10
- When I Think of You—Fox-trot, Bailey's Lucky Seven 10
- 5677 No Wonder—Fox-trot, Bailey's Lucky Seven 10
- Cheatin' On Me—Fox-trot, Harry Reser's Orch. 10
- 5681 Moonlight and Roses—Fox-trot, Jene Bailey's Orch. 10
- All Aboard for Heaven—Fox-trot, Jene Bailey's Orch. 10
- 5685 Midnight Waltz—Waltz, The Marigold Serenaders 10
- Maybe You're Lonely—Fox-trot, with Vocal Chorus by Jack Tilson, Marion McKay and His Orch. 10
- FOREIGN—(Italian)
- I-5636 La Sportiva (V. De Crescenzo)—Mazurka—Clarinet Solo and Orch. Accomp., S. Cognata and Iasilli's Orch. 10
- Vivacita (P. Derio)—Polka, with Clarinet Solo and Orch. Accomp., S. Cognata and Iasilli's Orch. 10
- (Spanish)
- S-5652 Diego Montes (Paso-Doble)...Los Toreros Musicos Tu Dulce Recuerdo (Paco Alvarado)—Soledad, Velez y su orquesta 10
- I-5659 Otello (F. Amadio)—Scenetta Napoletana, F. Amadio and Co. 10
- E Guaie E L' Emigrante (F. Amadio)—Scenetta Napoletana, F. Amadio and Co. 10
- S-5653 Marquetta (Fado)...Tomas Parduso y su orquesta El Partido Liberal—Marcha, Orquesta Gennett 10
- S-5655 La Rancherita (Danzon)...Los Toreros Musicos Chicla Chic (Danzon)...Los Toreros Musicos 10
- S-5678 Sospiri E Baci—Mazurka...I Suonatori Ambulante Garibaldi—Polka Brillante...I Suonatori Ambulante 10

Vocalion Records

- 21013 Memory's Garden (Denni)—Tenor with Orch., Colin O'More 10
- Eyes of Love (Gartin)—Tenor with Orch., Colin O'More 10
- 14979 O Katharina! (Gilbert-Fall)—Fox-trot, for Dancing, Ben Bernie and His Hotel Roosevelt Orch. 10
- Titina (Bertal-Maubon-Daniderff)—Fox-trot, for Dancing, Ben Bernie and His Hotel Roosevelt Orch. 10
- 14980 You and I (Thompson-Archer)—Fox-trot, for Dancing, Ben Bernie and His Hotel Roosevelt Orch. 10
- No One (Vellen-Ager)—Fox-trot, for Dancing, Ben Bernie and His Hotel Roosevelt Orch. 10
- 14981 Will You Remember Me (Davis-Santly-Richman)—Fox-trot, for Dancing, Ben Selvin and His Orch. 10
- Swanee Butterfly (Donaldson-Rose)—Fox-trot, for Dancing, Ben Selvin and His Orch. 10
- 14982 Peter Pau (King-Henderson)—Fox-trot, for Dancing, Ben Selvin and His Orch. 10
- Does My Sweetie Do—And How? (Holden-Beldna-Pinkard)—Fox-trot, for Dancing, Ben Selvin and His Orch. 10
- 14983 We're Back Together Again (Monaco-Clare)—Fox-trot, for Dancing, Ben Selvin and His Orch. 10

(Continued on page 176)

ADVANCE RECORD BULLETINS FOR MAY—(Continued from page 175)

**"Let It Rain
Let It Pour"**
*Ill Be In Virginia
In The Morning*
A Dixie Fox Trot Song
With a Great Melody

*If It Wasn't
For You*
**"I WOULDN'T
BE CRYING
NOW"**
A Great Song
and a
Dandy Fox Trot

**"I'M SO
ASHAMED"**
A New Ballad by
the writers of "Why
Should I Cry Over You"

**"I Had Some-
One Else
Before I
Had You"**
*(And Ill Have Someone
After You're Gone)*
Fox Trot Song

"You Can't Go Wrong With Any 'FEIST' Song"

- Austin Wylie's Golden Pheasant Orch.
Look at Those Eyes (Baker-Silvers)—Fox-trot,
for Dancing.
- 14984 My Blushing Rose (Fisher)—Fox-trot, for Dancing
Austin Wylie's Golden Pheasant Orch.
The Ambassadors
Can't Your Friend Get a Friend for Me? (Ruby-
Handman)—Fox-trot, for Dancing.
- 14985 Everybody Loves My Baby (Palmer-Williams)—
Fox-trot, for Dancing. The Tennessee Tooters
Jacksonville Gal (Rose)—Fox-trot, for Dancing,
The Tennessee Tooters
- 14986 When You and I Were Seventeen (Kahn-Ros-
off)—Waltz, for Dancing, Miami Marimba Band
While Hawaiian Stars Are Gleaming (Hampton)
—Fox-trot, for Dancing. Miami Marimba Band
14987 Silver Sands of Waikiki (Smoley-Russo)—Ha-
waiian Players
Wonder Why I Love You (Yates-Bray)—Ha-
waiian Players
14988 Lollypop (Reser)—Fox-trot, for Dancing, Harry
Reser, director. Tuxedo Orch.
Florida (Greer-Green)—Fox-trot, for Dancing,
Harry Reser, director. Tuxedo Orch.
14977 Panama (Tyers)—Fox-trot, for Dancing,
McKenzie's Candy Kids
When My Sugar Walks Down the Street
(Austin-McHugh-Mills)—Fox-trot, for Dancing,
McKenzie's Candy Kids
- 14989 Swanee Butterfly (Donaldson-Rose)—Tenor, with
Orch. Irving Kaufman
Everybody Loves My Baby (Palmer-Williams)
Tenor, with Orch. Irving Kaufman
- 14990 My Home (Dubin-Coslow-Mills)—Tenor, with
Orch. Irving Kaufman
Just a Little Kiss from You (Ringle)—Tenor,
with Orch. Irving Kaufman
- 14976 Let It Rain, Let It Pour (Friend-Donaldson)—
Vocal Duet, with Guitar. Earl-Bell
Dum-Dum-Dummy (Brown-Rose-Henderson)
Vocal Duet, with Guitar. Earl-Bell
- 14991 The Prisoner's Song (Massey)—Voice, Guitar,
Mouth Harp (The Blind Musician of the
Smoky Mountains). George Reneau
The Lightning Express (A Story in Song)—
Voice, Guitar and Mouth Harp (The Blind
Musician of the Smoky Mountains). George Reneau
- 14992 When I Think of You (Rose)—Fox-trot, for
Dancing. The Ambassadors
Lady of My Cigarette (Fernandez-Kendrick)—
Fox-trot, for Dancing. The Ambassadors
- 14993 Wait 'Till the Morning After (Egan-Whiting)
—Fox-trot, for Dancing, Vocal Chorus by
Irving Kaufman
- Austin Wylie's Golden Pheasant Orch.
Moonlight and Roses (Black-Moret-Lemore)—
Fox-trot, for Dancing, Vocal Chorus by
Irving Kaufman.
- 14995 Nobody Knows the Way I Feel 'Dis Mornin'
(Delaney)—Comedienne, with Clarinet, Trom-
bone and Piano. Rosa Henderson
Penitentiary Bound Blues (Jones)—Comedienne,
with Clarinet, Trombone and Piano,
Rosa Henderson

Domino Records

- DANCE RECORDS**
- 3470 When You and I Were Seventeen—Waltz,
Newport Society Orch.
Marguerita—Waltz. Hollywood Dance Orch.
- 3471 I Like Pie, I Like Cake—Fox-trot,
Alamac Hotel Orch.
My Gal Don't Love Me Anymore—Fox-trot,
Alamac Hotel Orch.
- 3472 Nora Lee—Fox-trot. Nathan Glantz's Orch.
My Sweetie and Me—Fox-trot,
Nathan Glantz's Orch.
- 3473 Let It Rain, Let It Pour—Fox-trot,
Bar Harbor Society Orch.
Whose Little Girl Are You with Tonight?
—Fox-trot. Hollywood Dance Orch.
- 3474 I Ain't Got Nobody to Love—Fox-trot,
Alamac Hotel Orch.
West Texas Blues—Fox-trot. Booker's Jazz Band
3475 Yearning, Just for You—Fox-trot,
Hollywood Dance Orch.
Swanee Butterfly—Fox-trot,
Fletcher Henderson's Orch.
- 3476 Bygones—Waltz. Continental Dance Orch.
The Melody That Made You Mine—Waltz,
Newport Society Orch.
- 3477 When My Sugar Walks Down the Street—Fox-
trot. Roseland Dance Orch.
Cheatin' On Me—Fox-trot. Bar Harbor Society Orch.

- 3478 My Name Will Always Be Chickie—Fox-trot,
Majestic Dance Orch.
Don't Bother Me—Fox-trot. Majestic Dance Orch.
- 3479 Rose-Marie (From "Rose-Marie")—Fox-trot,
Golden Gate Orch.
Indian Love Call (From "Rose-Marie")—Fox-
trot. Bar Harbor Society Orch.
- 3480 No Hot Water ('Way Up in The Bronx)—Solo,
Accomp. by His Gang. Harry Richman
Old Man's Whiskers—Solo, Accomp. by His
Gang. Harry Richman
- VOCAL RECORDS**
- 3481 O Katharina—Comedy Solo, Orch. Accomp.,
Billy Jones
It's the Same All Over the World—Baritone
Solo, Orch. Accomp. Ernest Hare
- 3482 Peter Pan, I Love You—Tenor Solo, Orch. Ac-
comp. Sidney Mitchell
I Was Good Enough When You Needed Me—
Tenor Solo, Orch. Accomp. Arthur Hall
- 3483 I'll See You in My Dreams—Tenor Solo, Orch.
Accomp. Sidney Mitchell
Oh, Mabel—Baritone Solo, Ukulele Accomp.,
Bert Lewis
- 3484 Oh How I Miss You Tonight—Tenor Solo,
Orch. Accomp. Sidney Mitchell
Kentucky Eyes—Baritone Solo, Orch. Accomp.,
Arthur Fields
- RACE RECORDS**
- 3485 Ghost Walkin' Blues—Comedienne, Orch. Ac-
comp. Jessie Miles
Can't Be Trusted Blues—Comedienne, Orch.
Accomp. Jessie Miles
- 3486 Freakish Blues—Clarinet Solo, Banjo, Piano Ac-
comp. Slim Perkins
Louisville Blues—Clarinet Solo, Banjo, Piano
Accomp. Slim Perkins

Regal Records

- DANCE RECORDS**
- 9798 Let It Rain, Let It Pour—Fox-trot,
Moulin Rouge Orch.
All the Way From Tennessee—Fox-trot,
Missouri Jazz Band
- 9799 I Like Pie, I Like Cake—Fox-trot,
Golden Gate Orch.
My Gal Don't Love Me Anymore—Fox-trot,
Golden Gate Orch.
- 9800 When You and I Were Seventeen—Waltz,
Bar Harbor Society Orch.
The Melody That Made You Mine—Waltz,
Bar Harbor Society Orch.
- 9801 I Ain't Got Nobody to Love—Fox-trot,
Golden Gate Orch.
When My Sugar Walks Down the Street—Fox-
trot. Lanin's Dance Orch.
- 9802 Nora Lee—Fox-trot. Nathan Glantz's Orch.
Don't Bother Me—Fox-trot. Nathan Glantz's Orch.
- 9803 Swanee Butterfly—Fox-trot, Fletcher Henderson's Orch.
Cheatin' On Me—Fox-trot. Moulin Rouge Orch.
- 9804 My Name Will Always Be Chickie—Fox-trot,
Hollywood Dance Orch.
My Sweetie and Me—Fox-trot,
Hollywood Dance Orch.
- 9805 Bygones—Waltz. Hollywood Dance Orch.
Lovely Lady—Waltz. Bar Harbor Society Orch.
- 9806 Yearning, Just For You—Fox-trot,
Imperial Dance Orch.
In the Purple Twilight—Fox-trot,
Clug Wigwam Orch.
- 9807 Rose-Marie (From "Rose-Marie")—Fox-trot,
Golden Gate Orch.
Indian Love Call (From "Rose-Marie")—Fox-
trot. Bar Harbor Society Orch.
- 9808 No Hot Water ('Way Up in The Bronx)—
Solo, Accomp. by His Gang. Harry Richman
Old Man's Whiskers—Solo, Accomp. by His
Gang. Harry Richman
- VOCAL RECORDS**
- 9809 Oh, Katharina—Comedy Solo, with Orch. Ac-
comp. Billy Jones
It's the Same All Over the World—Baritone
Solo, with Orch. Accomp. Ernest Hare
- 9810 Peter Pan, I Love You—Tenor Solo with Orch.
Accomp. Sidney Mitchell
When It's Moonlight on the Meadow—Baritone
Solo, with Guitar Accomp. Arthur Fields
- 9811 Oh, Mabel—Baritone Solo, with Ukulele Ac-
comp. Bert Lewis
I Can't Stop Babying You—Baritone Solo, with
Ukulele Accomp. Bert Lewis
- 9812 I'll See You in My Dreams—Tenor Solo, with
Orch. Accomp. Sidney Mitchell
Oh, How I Miss You To-night—Tenor Solo,
with Orch. Accomp. Sidney Mitchell
- RACE RECORDS**
- 9813 Louisville Blues—Clarinet Solo with Banjo and
Piano Accomp. Slim Perkins
Freakish Blues—Clarinet Solo, with Banjo and
Piano Accomp. Slim Perkins
- 9814 Can't Be Trusted Blues—Comedienne, with

- Orch. Accomp. Josie Miles
Ghost Walkin' Blues—Comedienne, with Orch.
Accomp. Josie Miles

Banner Records

- DANCE RECORDS**
- 1503 Let It Rain, Let It Pour—Fox-trot,
Moulin Rouge Orch.
All the Way From Tennessee—Fox-trot,
Missouri Jazz Band
- 1502 I Like Pie, I Like Cake—Fox-trot,
Golden Gate Orch.
My Gal Don't Love Me Anymore—Fox-trot,
Golden Gate Orch.
- 1501 When You and I Were Seventeen—Waltz,
Bar Harbor Society Orch.
The Melody That Made You Mine—Waltz,
Bar Harbor Society Orch.
- 1500 I Ain't Got Nobody to Love—Fox-trot,
Golden Gate Orch.
When My Sugar Walks Down the Street—Fox-
trot. Lanin's Dance Orch.
- 1504 Nora Lee—Fox-trot. Nathan Glantz's Orch.
Don't Bother Me—Fox-trot. Nathan Glantz's Orch.
- 1508 Swanee Butterfly—Fox-trot,
Fletcher Henderson's Orch.
Cheatin' On Me—Fox-trot. Moulin Rouge Orch.
- 1507 My Name Will Always Be Chickie—Fox-trot,
Hollywood Dance Orch.
My Sweetie and Me—Fox-trot,
Hollywood Dance Orch.
- 1506 Bygones—Waltz. Hollywood Dance Orch.
Lovely Lady—Waltz. Bar Harbor Society Orch.
- 1505 Yearning, Just for You—Fox-trot,
Imperial Dance Orch.
In the Purple Twilight—Fox-trot,
Club Wigwam Orch.
- 1509 Rose-Marie (From "Rose-Marie")—Fox-trot,
Golden Gate Orch.
Indian Love Call (From "Rose-Marie")—Fox-
trot. Bar Harbor Society Orch.
- 1510 No Hot Water ('Way Up in The Bronx)—Solo,
Accomp. by His Gang. Harry Richman
Old Man's Whiskers—Solo, Accomp. by His
Gang. Harry Richman
- VOCAL RECORDS**
- 1512 O Katharina—Comedy Solo, Orch. Accomp.,
Billy Jones
It's the Same All Over the World—Baritone
Solo, Orch. Accomp. Ernest Hare
- 1511 Peter Pan, I Love You—Tenor Solo, Orch.
Accomp. Sidney Mitchell
When It's Moonlight on the Meadow—Baritone
Solo, with Guitar Accomp. Arthur Fields
- 1514 Oh Mabel—Baritone Solo, Ukulele Accomp.,
Bert Lewis
I Can't Stop Babying You—Baritone Solo, Uku-
lele Accomp. Bert Lewis
- 1513 I'll See You in My Dreams—Tenor Solo, Orch.
Accomp. Sidney Mitchell
Oh How I Miss You Tonight—Tenor Solo, Orch.
Accomp. Sidney Mitchell
- RACE RECORDS**
- 1515 Louisville Blues—Clarinet Solo, Banjo, Piano
Accomp. Slim Perkins
Freakish Blues—Clarinet Solo, Banjo, Piano
Accomp. Slim Perkins
- 1516 Can't Be Trusted Blues—Comedienne, Orch. Ac-
comp. Josie Miles
Ghost Walkin' Blues—Comedienne, Orch. Ac-
comp. Josie Miles

Ajax Records

- 17117 Jake's Weary Blues—Trombone Jazz. Jake Frazier
Growin' Old Blues—Clarinet Jazz. Bob Fuller
- 17118 Hot Jelly Blues—Clarinet Jazz. Theodor West
Back Bitters' Blues—Clarinet Jazz. Theodor West
- 17116 Everything My Sweetie Does (Please Me),
Rose Henderson and Kansas City Four
It Takes a Two-Time Papa (To Make a One-
Time Mamma Mad),
Rose Henderson and the Choo Choo Jazzers
- 17089 Sore Bunion Blues,
Susie Smith and the Choo Choo Jazzers
Put Me in the Alley Blues,
Susie Smith and the Choo Choo Jazzers

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 17090 And Just a Cabaret Nightingale, Josie Miles and the Choo Choo Jazzers
 Last Journey Blues
 17094 Just One Word of Consolation, Helen Cross and the Choo Choo Jazzers
 Josephine Jones and the Choo Choo Jazzers
 I Wonder What's Become of Sally, Josephine Jones and the Choo Choo Jazzers
 17093 Black Hearse Blues, Susie Smith and the Choo Choo Jazzers
 Scandal Blues, Susie Smith and the Choo Choo Jazzers
 17075 Graveyard Bound Blues, Susie Smith and the Choo Choo Jazzers
 Bullet Wound Blues
 17088 Cross Word Puzzle Blues—Clarinet Jazz Special, Bob Fuller
 Sweet'n Pretty Mama Blues—Clarinet Jazz Special Bob Fuller
 17081 Meat Man Pete, Susie Smith and the Choo Choo Jazzers
 12th Street Blues, Rosa Henderson and the Choo Choo Jazzers
 17091 Funny Feelin' Blues—Clarinet Solo. Bob Fuller
 Spread Yo' Stuff—Clarinet Solo. Bob Fuller
 17095 You Ain't Nothin' to Me, Susie Smith-Billy Higgins and Choo Choo Jazzers
 How Can I Miss You, Susie Smith-Billy Higgins and Choo Choo Jazzers
 17065 Down in the Mouth Blues—Dance, Texas Blues Destroyers
 Lenox Avenue Shuffle—Dance, Texas Blues Destroyers
 17092 It Ain't Gonna Rain No Mo'—With Banjo Accomp. Josie Miles
 De Clouds Are Gwine to Roll Away—With Banjo Accomp. Josie Miles

Emerson Records

LATEST DANCE HITS
 10852 The Midnight Waltz—Waltz, Bar Harbor Society Orch.
 Swanee Butterfly—Fox-trot, California Melodie Syncopators
 10853 I've Found My Sweetheart Sally—Waltz, Bar Harbor Society Orch.
 Florida—Fox-trot Marlborough Symphonic Orch.
 10854 Don't Bring Lulu—Fox-trot, with Vocal Chorus by Arthur Hall. Bar Harbor Society Orch.
 Meddlin' with the Blues—Jazz Fox-trot, Charlie Johnson's Paradise Orch.
 10855 That's All There Is, There Ain't No More—Fox-trot Joseph Samuels' Music Masters
 My Name Will Always Be Chickie—Fox-trot, California Melodie Syncopators
 10856 Cross Words Between Sweetie and Me—Fox-trot, with Vocal Chorus by Arthur Hall, Joseph Samuels' Music Masters
 Don't Forget, You'll Regret—Jazz Fox-trot, Charlie Johnson's Paradise Orch.
 10857 Lady of My Cigarette—Fox-trot, Joseph Samuels' Music Masters
 Little Peach (From "Louis 14th")—Fox-trot, Joseph Samuels' Music Masters
 10858 If You See That Gal of Mine, Send Her Home—Tenor Solo, with Orch. Accomp., George W. Ballard
 I'll See You in My Dreams—Tenor Solo, with Orch. Accomp. Sydney Mitchell
 10859 O Katharina!—Comedy Song, with Orch. Accomp. Billy Jones
 Who'll Take Care of the Caretaker's Daughter?—Comedy Song, with Orch. Accomp. Billy Jones
 STANDARD AND NOVELTY RELEASES
 10731 The Palms—Baritone Solo, with Orch. Accomp., Royal Dadmun
 The Holy City—Baritone Solo, with Orch. Accomp., Royal Dadmun
 02005 Souvenir—Violin Solo Milan Lusk
 Traumerer—Violin Solo. Milan Lusk
 10340 Vesti La Giubba—Tenor; in Italian. Max Block
 E Lucevan Le Stelle—Tenor; in Italian. Max Block
 10655 Bells of St. Mary's—Tenor Solo, with Orch. Accomp. Walter Scanlan
 When I Looked in Your Wonderful Eyes—Tenor Solo, with Orch. Accomp. Walter Scanlan
 10291 Uncle Josh's Birthday—Monolog. Billy Golden
 The Mocking Bird—Monolog. Billy Golden
 10638 One-Two-Three-Four—Waltz, Hawaiian Guitars, Maui Aloha—One-step, Hawaiian Guitars, Ferera-Franchini
 JEWISH RECORDS
 13273 Tzigainer Lied (From "Tzigainer Maidele"), William Schwartz
 Oh! Mamma William Schwartz
 13261 Mein Tzigainer Maidele (From "Tzigainer Maidele"), William Schwartz
 Heim, Sise Heim. William Schwartz

U. S. Music Co.

WORD ROLLS

Title	Composer	Played by
Away From You—Waltz		Harold Wansborough
Florida—Fox-trot		Lee Sims
I Can't Realize (You Love Me)—Fox-trot		Jack Pierce
Lonesome—Fox-trot		Jack Pierce
Lovely Lady—Waltz		
The Midnight Waltz		Harold Wansborough
Monterey—Fox-trot		Gal Welch
Moonlight and Roses—Fox-trot		Robert Billings
No One—Fox-trot		Lee Sims
Nuthin's Gonna Stop Me Now—Fox-trot		Jack Pierce
Oh, Katharina!—One-step		Lee Sims
On the Air—Radio Fox-trot		Jack Pierce
We're Back Together Again—Fox-trot		Horace O. Prell
West of the Great Divide—Waltz		Harold Wansborough
Yearning (Just for You)—Fox-trot		Lee Sims

Visits the East in the Interest of Ray-O-Vac

Carl D. Boyd, sales manager of the radio division of the French Battery & Carbon Co., Madison, Wis., and Chicago, Ill., was a New York visitor recently, spending several weeks in the Eastern trade centers. Mr. Boyd visited practically all of the prominent radio manufacturers in this territory, as well as the jobbers

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who are distributors of Ray-O-Vac batteries. He states that almost without exception radio manufacturers are making plans for a very active Fall trade, and the French Battery & Carbon Co. is now working out a plan of co-operation with its jobbers and dealers that will prove of considerable interest to the general trade.

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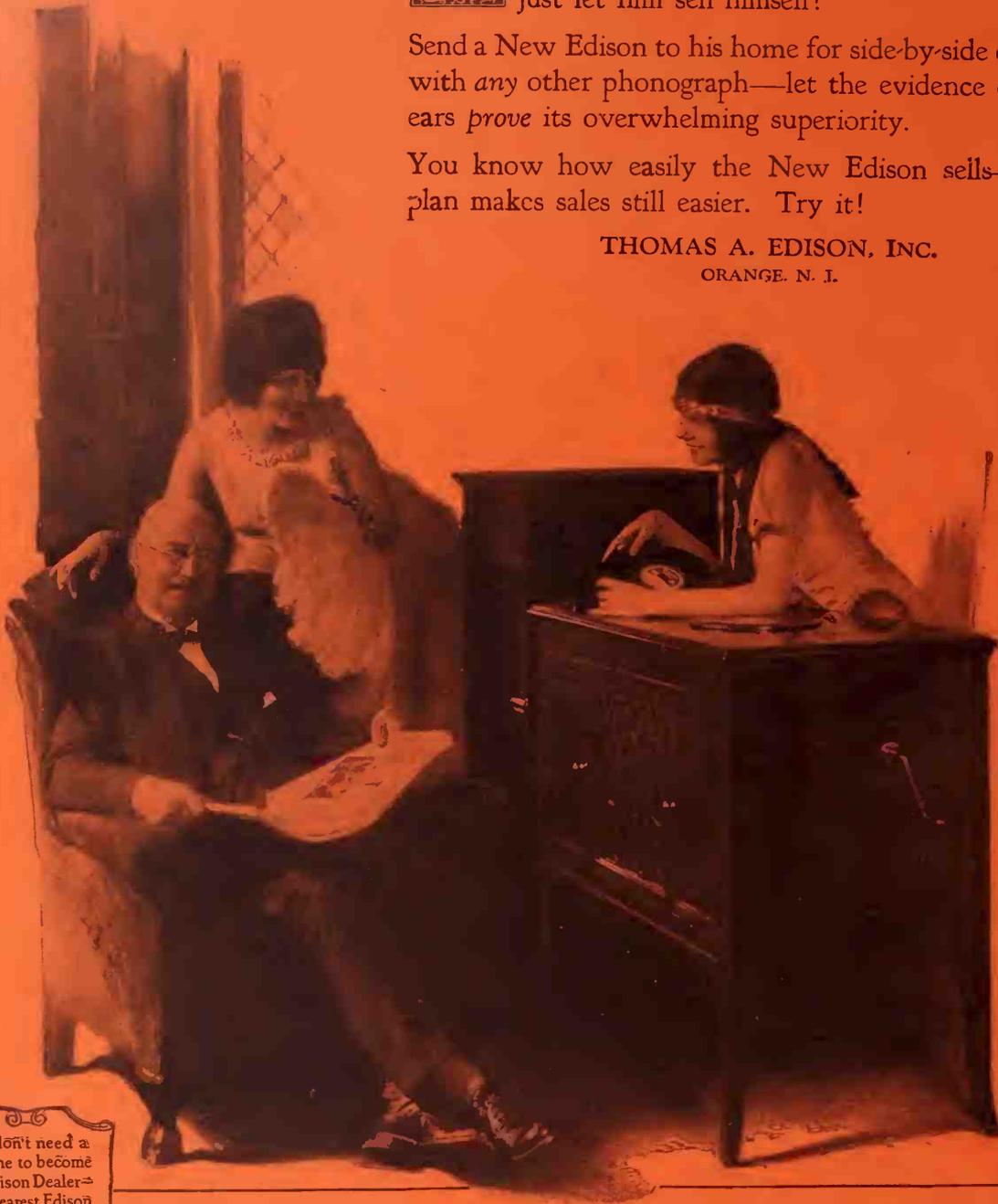
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