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

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.
A Radio Receiving Set

Introduces

and a Radio Merchandising Policy that insures Permanent Profits

Thousands of dealers have been urging the Sonora Company to bring out a radio receiving set. Why? Because the name Sonora is an insignia of quality, enjoys public confidence—which insures easy selling—ALWAYS. And also because the Sonora sound dealer policy is a guarantee of permanent profitable business. When a dealer handles the Sonora product he knows exactly what his profit will be—and it is a substantial one too.

The Sonora Radio Receiving Set now ready for distribution is the result of three years' intensive study and experiment under the guidance of a leading radio engineer. All the best features of radio science have finally been combined by Sonora craftsmen in a set with the following advantages:

(1) Reliable, sturdy and not freakish; (2) selective to the high degree required by the present multiplicity of stations and their higher powers; (3) possessed of the best possible tone quality; (4) capable of receiving long distance programs; (5) easy of manipulation; (6) simple in internal appearance; (7) beautiful in external appearance; (8) of low battery and tube maintenance cost.

Five storage battery tubes are employed. The circuit used is a refinement of the time-tried radio frequency circuits. There are two stages of tuned radio frequency. Superb tone quality is achieved—with volume to spare.

"Licensed under U. S. Government-owned Schoenlich and Von Brunk basic patents on tuned radio frequency amplification."

SONORA PHONOGRAPH COMPANY, INC.
279 Broadway
New York City
Chas. L. Hibbard Perfects
New Recording Process

Important Announcement Made by Otto Heineman, President of the General Phonograph Corp., Regarding Valuable and Successful Contribution of Its Recording Engineer

Otto Heineman, president and founder of the General Phonograph Corp., New York, announced recently that Charles L. Hibbard, recording engineer of the company and a pioneer in the industry, had perfected a new recording process that had been successful beyond the highest anticipation of the Okeh executives. Mr. Hibbard has been working on this process for many years and after thorough and extensive tests finally held demonstrations for Mr. Heineman and the directors of the General Phonograph Corp., that carried out each and every promise he had made as to the importance of the new process.

Commenting upon this very important development in the recording of Okeh records, Mr. Heineman said: "We are not quite ready to tell anyone about the details of this new process, which we must keep secret for the time being. Mr. Hibbard told me some time ago that he was developing an entirely new recording method that in his opinion would revolutionize present recording methods and give Okeh records exceptional tone quality. A little later he produced it, but we waited until the new invention had been thoroughly tested before we gave our jobbers and dealers the slightest intimation as to Mr. Hibbard's epoch-making developments in this field." Mr. Heineman inferred that Mr. Hibbard would have important statements to make in the near future in connection with his new recording process, and when asked if the new invention was electrical, replied that Mr. Hibbard's invention employed an entirely new method, with the suggestion that the new process is not electrical.

Joseph A. Flanagan, well known in the talking machine trade in the metropolitan section, is now manager of the store of the New England Music Co., Waterbury, Conn.

H. Donaldson Leopold's
Important New Position

Becomes Advertising Manager of the Phonograph Division of the Brunswick-Balke-Collender Co., With Headquarters in Chicago—Succeeds Howard Schendorf, Resigned

A. J. Kendrick, general sales manager of the phonograph division of the Brunswick-Balke-Collender Co., announced recently the appointment of H. Donaldson Leopold as advertising manager of the company, with headquarters at the executive offices in Chicago. Mr. Leopold succeeds Howard Schendorf, who resigned from the Brunswick staff to enter a new and important phase of advertising work for which he is exceptionally well qualified.

The appointment of Mr. Leopold as Brunswick advertising manager is a well-deserved tribute to his merchandising and publicity training. For the past three years Mr. Leopold has been a member of the Brunswick organization, winning rapid promotion. When he first joined the Brunswick staff he was assistant to Harry A. Beach, Eastern sales manager of the phonograph division of the Brunswick Co., later being appointed manager of the Brunswick dealer service department at the executive offices in Chicago and more recently being appointed sales promotion manager. In all of these important posts he won the esteem and friendship of the entire Brunswick organization and by working in close co-operation with Brunswick dealers throughout the country, Mr. Leopold has acquired an intimate familiarity with the retailers' sales and merchandising problems.

E. W. Guttenberger With Columbia Co., New York

W. C. Fuhri Announces His Appointment as Special Field Representative of Company—To Make Headquarters in New York City

E. W. Guttenberger, vice-president and general sales manager of the Columbia Phonograph Co., Inc., New York, announced recently the appointment of E. W. Guttenberger as a special sales representative of the company. He will make his headquarters at the executive offices in New York and work in close co-operation with the Columbia branches, jobbers and dealers.

Mr. Guttenberger is ideally qualified for his new work, as he has been identified with the talking machine industry for over twenty years. His first connection was with the St. Louis branch of the Columbia Co. in 1904 where he was associated with Mr. Fuhri, and in later years he was identified with W. H. Reynolds, Vitro distributor at Mobile, Ala., and with the Aristophone Corp. at St. Louis, Mo. His training and experience will enable him to give practical assistance to Columbia dealers.

Max Strauss, of Lindstrom Organization, in New York

Max Strauss, managing director of the Carl Lindstrom organization in Germany, and one of the foremost factors in the phonograph industry abroad, arrived on the steamer "Deutschland," May 4 for a short visit to this country. Mr. Strauss will spend practically all of his time in conference with Otto Heineman, president and founder of the General Phonograph Corp., who is one of his close, personal friends. The General Phonograph Corp. represents the Lindstrom interests in this country, and the tremendous success achieved by Mr. Heineman and his associates in connection with these products has been a source of keen gratification to Mr. Strauss and his directorate.

Becomes Distributor of Radio Corp. Products

The New York Talking Machine Co., Victor wholesaler, is now also a distributor of the products of the Radio Corporation of America, including Radiolas and all other radio products made by this prominent company. In addition to distributing this line, the New York Talking Machine Co. is, of course, wholesaling the new Victor loud speaker and is also a jobber of Fada neutrodyne panels, made by F. A. D. Andrea, Inc.

See second last page for Index of Articles of Interest in this issue of The World
"Open Road" Selling Wins for Edison Shop

"If the public does not come to the store to buy, visit the homes of your prospects and sell, is the business maxim which L. E. Cauchat, assistant manager of the Edison Diamond Disc Shop, Albany, N. Y., is finding profitable. This is in direct opposition to the views of many dealers, who feel that if store sales prove unprofitable and business is hard to get it is better to sit back and wait for the demand to improve than to go out into the field and force sales. The latter type of dealer works on the theory that it costs so much to make a sale on the outside that the effort is not worth while.

The Cost of Selling and Overhead

Undoubtedly it costs considerably more to make a sale on the outside than it does to close a deal in the store. However, if people are not visiting the store and no sales are being made the overhead goes on just the same. Rent, light, salaries, etc., are fixed expenses and there is no way in which the dealer can reduce these expenses by inactivity. On the other hand, while it is admitted that the cost of selling on the outside is far greater than in the store, and undoubtedly this method of selling does not permit as great a margin of profit, the fact remains that it is better to spend some money in an effort to move merchandise and make even a small profit than to sit back in the store and sell enough to pay the rent.

One of the Edison Shop Trucks

Mr. Cauchat, as has been mentioned, believes in going after business and he is doing it with considerable success. The firm operates two Ford trucks of the type illustrated herewith, and Mr. Cauchat and his men utilize every opportunity of canvassing the outskirts of the city, as well as working the country districts nearby and other smaller hamlets in a consistent search for business. And they are succeeding in making sales when other dealers are finding business dull. Instruments are loaded on these trucks and whenever possible a phonograph is left in a home for an overnight demonstration. If the salesman succeeds in leaving an instrument in the home of a prospect experience proves that the chances of it staying there permanently are excellent.

Another little stunt, which is bringing in steady profits to the Edison Shop in extra record business secured by the canvassing route. The firm has four men out selling records and approximately $250 per month is realized in this way. In fact the patrons of the Edison Shop have, to a certain extent, been educated in this manner of buying and many of them look forward to seeing the Edison record representative with the latest recordings. Of course, the men do not spend all of their time in trying to sell records on the outside. This is spare-time selling and the returns from it are like so much velvet. This plan has other features to recommend it, not the least important of which is that the store thus keeps in constant touch with many of its customers and it is a power for cementing friendship. Also, if there are any complaints the record salesman finds it out and any misunderstandings and trouble can be remedied without loss of time. Often, the record salesman will be sent to the home of a phonograph owner who had not visited the store for several months. In this way the record buying habit is developed.

The Edison Shop, in addition to its regular newspaper advertising and canvassing, makes it a point to bring the latest records to the attention of its patrons through special publicity. This publicity, which is in the form of a post card on which are listed some of the most popular recordings, is supplementary to the regular record bulletins which are sent out weekly.

Seasons Make No Difference

No matter whether it be Summer or Winter, the Edison Shop goes out after business and finds it profitable. The point is that now with Summer coming on undoubtedly the inactivity of dealers will result in the usual cry of "no business to be had." There are plenty of signs that some dealers are already feeling this way. One dealer came out bluntly with the statement that he is going to stop all merchandising effort this Summer "until things pick up." That the next few months are going to cost this dealer a considerable sum in overhead and lost business is undoubtedly true and it is equally true that if this dealer makes a serious attempt to go after business he will have a far more satisfactory year from the standpoint of profit.

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 reflect loudspeaker volume, distance selectivity panel: 10x14
List ............................ $45.00

R. P. 5
5-tube tuned radio frequency receiver. Two sizes: 14½x17 3/16 or 15 3/16x16½
List ............................ $65.00

Dealers, write your jobber for details, or address

New York Album & Card Co., Inc.
23-25 Lispenard Street, New York
How Brunswick Dealers make Real Profit on their investment

88% on every dollar in stock— in a nationally advertised, long established line!

AN EXAMPLE:

Mr. Brunswick Dealer receives an instrument from Brunswick:
LIST PRICE $200
That's what he gets for it
Here's what he pays for it:

$200 - 40% = $120
$120 - 10% = $108
$108 - 2% = $106

(Brunswick Trade Discount of 40% less 10% less 2%)
Hence this $200 Merchandise Cost the Brunswick Dealer $106.
His PROFIT on it is ....... $94

That's 88% Profit:

On a $106 Investment in Brunswick Products he makes 88% — $94.00. That's real profit on the investment.

The Brunswick Factory Protected Franchise provides real profit to the Dealer. Is it any wonder that the Brunswick Dealer is prosperous... building his own business steadily? The Brunswick is a profitable franchise.

The Sign of Musical Prestige
Brunswick
PHONOGRAPHS · RECORDS · RADIOLAS
THE BRUNSWICK-BALKE-COLLENDER CO.
Manufacturers—Established 1845
General Offices: CHICAGO Branches in all Principal Cities
THE BRUNSWICK-BALKE-COLLENDER CO. OF CANADA, Ltd.
Main Offices: 318 Bay St., Toronto Branches at Montreal, Winnipeg, Calgary, Vancouver
Brunswick Co. Re-elects Directors and Officers

Annual Report, Showing Strong Financial Position of the Company, Received With Enthusiasm—The Figures in Detail

CHICAGO, ILL., May 7.—The annual meeting of the stockholders and directors of the Brunswick-Balke-Collender Co. was held in this city this week of April 13, and at the stockholders meeting all of the directors who held office in 1924 were re-elected and the directors re-elected all of the present officers. The annual report submitted to the stockholders was given in detail in last month’s issue of The World, and this report indicated that the company had earned a net income in 1924 of $2,801,723.08 and after providing for the payment on the preferred dividend stock showed a net profit equal to $4.95 per share on the 50,000 shares of the no par value stock outstanding. This excellent report was received with enthusiastic approval by the stockholders, particularly as it showed an increase of $210,366.37 over the net income transferred to the surplus account for the year ending December 31, 1923.


Two New Models of Rivoli Radio-Amplifier Announced

Vincennes Phonograph Co. Places New Models on Market—Enthusiastically Received by trade—Products Are of Original Design

Vincennes, Ind., May 6.—The Vincennes Phonograph Co., of this city, manufacturer of Rivoli phonographs, has just placed on the market the two new models of the Rivoli radio-amplifiers which are meeting with a very enthusiastic reception from the trade. This amplifier is designed as a cabinet speaker and its all-wood construction has made possible exceptional tone quality. The outstanding feature of the Rivoli radio loud speaker is the loud-bell horn amplifier which permits of very attractive cabinet decorations and which has made a very favorable impression on Rivoli dealers. The company was granted patents on April 27 for covering both models of the speaker, and J. S. Watters, president of the Vincennes Phonograph Co., is very enthusiastic regarding the reception accorded the new Rivoli product.

Zenith Radio Corp. Elects S. I. Marks Treasurer

At a meeting of the board of directors of the Zenith Radio Corporation on April 16, 1925, S. I. Marks was elected treasurer of the company. Mr. Marks has been connected with the Zenith organization since its early formation, acting in the capacity of executive in charge of manufacturing operations and assistant treasurer, so his promotion does not come as a surprise to his many friends.

Mr. Marks will continue in charge of all manufacturing operations in addition to his new duties. His offices will be in the new Strauss Building, the entire twenty-third floor of which is now occupied by the Zenith organization.

The Wisconsin Music Co., Mayville, Wis., was recently incorporated with a capital stock of $25,000. The incorporators are Herman Roll, Henry Gutreuter and May Rollirk.
Brunswick New Business Shatters 1924 Results

First quarter for 1925 shows 104% gain in new business—302% gain in new dealers... continued Brunswick activity in gaining wider distribution in unrepresented territories.

This map shows how these gains in new sales volume were divided—East, Central and Coast—average gains for January, February, and March 1925 (compared with same period in 1924).

Average monthly gain in sales volume of new business for the entire country during the first quarter: 104%

Average monthly gain for first quarter for the entire country in new dealers (mainly in unrepresented territory): 302%

Such figures as these need no explanation. They account for Brunswick's remarkable activity and progress—for the Brunswick Dealer's continued prosperity.

“Ask the Brunswick Dealer”
The Sign of Musical Prestige

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.
Record Profits in Turnover, Says Parsons

Schenectady Music Store Carries Small Stock and Makes Big Profit by Twelve-Time Turnover—Self-Service Proves Sales Stimulator

"We had a one and one-half times record stock turnover last year," declared C. H. Parsons, proprietor of the Schenectady Music Store, Schenectady, N. Y.

In the first instance the dealer has a very large sum invested in his record stock. He pointed out that by turnover he meant he had sold one and one-half times the number of records he had in stock. "Of course," said this merchant, "we have many records which have been on our shelves for years and may be considered dead stock, although at rare intervals we get a call for one of these numbers."

The Schenectady Music Store has a far smaller amount of money invested in records, in fact, the stock numbers less than a thousand, but less than one per cent of this is in the dead-stock class and each year regularly the entire stock is turned over from twelve to fourteen times.

Who Is Making Profits From Records?

One does not need to be an accountant to figure out which of these dealers is actually making the record department pay. In one case the dealer is endeavoring to keep all of the records listed in the catalog in stock. In the second instance, the dealer is striving to meet the needs of his patrons. He keeps in stock only those records which he knows from closely watching the trend of demand will move quickly. If a record is called for which he does not happen to have in stock he gets it quickly and does not lose the sale.

There is something practical in the methods of the Schenectady Music House for dealers in small towns, who must watch turnover closely in order to control the size of the ledger and who have not the means to order largely. In fact, the dealer in a small town or the small neighborhood dealer finds it advisable to keep the large stocks on hand which the dealer in the heart of the city, who caters to a large transient trade, finds necessary.

In the small town store the main problem is one of getting the most work out of the capital invested.

Self-service Record Selling

The Schenectady Music Store has evolved a clever system of self-service in connection with its record department which the small town dealers, especially, will find worth adapting. Six years ago when Mr. Parsons started in business for himself he had the usual wall racks for records and carried a much larger stock than he does now. At the end of the first year he found that his record stock was 35 per cent dead, so he did some serious thinking. It was either a case of improving his methods or getting out of the record game, because of the large amount of money invested. His analysis of the situation resulted in several changes of a most radical nature. In the first place he decided that his stock of records was too large for the potential business in his neighborhood. Accordingly the stock was pruned down to only those numbers which were really selling. This included, besides the usual popular numbers and a few ever-popular classics, foreign records. In fact, the record stock was cut about in half.

The first year during which Mr. Parsons operated a record department his sales were so small, and to add to his trouble this dealer found that about 35 per cent of his records were dead stock. Accordingly, he reorganized his methods, with the result that his department, considering the investment, is without question one of the most profitable in the entire State. Self service, a plan which should commend itself especially to small-town dealers and those doing a neighborhood business, proved a boon. Through it two things were accomplished: First, waiting for attention was entirely eliminated, and, second, it was found that the sales of records to individual customers were considerably increased. In addition daily inventory and re-ordering were greatly simplified, adding to general efficiency.

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.

For the Profitable Sale of Records—

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

AUDAK CO. - 565 Fifth Avenue - NEW YORK, N. Y.
BIDS WANTED!
on portable phonographs for:

AUTO TOURISTS
SUMMER COTTAGERS
CAMPING PARTIES
GIRLS' DORMORIES
SMALL APARTMENT DWELLERS
DANCING CLASSES
SOCIAL CLUBS
BOARDING HOUSES

and all others who want the best
and latest music—cheapest!

* People who "didn't believe a portable was good enough" change their minds when you demonstrate the strength and tone-quality of the Swanson Jr.

THERE'S a lot of this business in every locality. Why let it go unsold? These people will want a portable—can't find space for a cabinet machine—can't carry it around—and don't want to spend so much. A Swanson Jr. will more than satisfy and will leave a substantial fund for buying records.

Swanson Jr. List $25.00

Portaable

From January to December, Indoors or Out

Swanson Jr.

Distributors of the Swanson Jr. Portable

ATLANTA . James K. Polk, Inc., 181 Whitehall St.
BUFFALO... Wm. A. Carroll, 803 Bramson Bldg.
CHICAGO: Lyon & Healy, Wabash Ave. and
Jackson Blvd.
Consolidated 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.
Columbia Distributors, Inc.,
517 Canal St.

NEW YORK CITY . General Phonograph Corp.,
45 W. 18th St.

PORTLAND, ORE...L. D. Heater,
357 Ankeny St.

RICHMOND, VA..Richmond Hardware Co.,
101 S. 14th St.

SAN FRANCISCO . L. D. Heater Co.,
420 North Ave.

ST. LOUIS . Columbia Distributors, Inc.,
1327 Pine St.
Wholesale Musical Supply Co.,
208 N. 17th St.

Consolidated Talking Machine Co.

227-229 West Washington St.

Chicago, Illinois
giving them full responsibility for the results, he will find that the lines that require a substantial amount of selling effort will attract the least resistance, and give only passing attention to those lines that sell easily and he is naturally going to give his attention to the lines that sell best. If the establishment where other lines are handled, each of the products that are constantly making themselves apparent in the electronics business are those who handle talking machines alone, for in the past two, three or five years ago the business dullness to a waning interest in the machines and records of the model which was produced at that time, because of the evils that develop naturally where the individual feels that he is doing business in competition with strangers and has little in common with them to act as a check on his activities. This method is not to be accepted as a panacea for all trade ills and cannot always be expected to keep sales up to normal in sections and under circumstances that are distinctly unfavorable, but it can be relied upon to get much better results than where the salesman is expected to be a jack of all trades and naturally master of none.

Association Marks Progressive Trade Step

THERE has long been recognized in the talking machine trade the need for an effective organization of manufacturers to deal with the problems that arise, both those of general character and those peculiar to the industry, with a view to benefiting all the various concerns—thus aiding rather than checking clean competition. Various attempts to the end of forming such an association have been made, but with indifferent success until a group of progressive trade members meeting recently in Chicago organized the Phonograph Manufacturers’ Association.

That the desirability of such a body was appreciated has been evidenced by the interest shown in its activities since the calling of the first meeting. And there is every prospect of the new organization accomplishing much of a constructive nature for the benefit of the industry, not only within the confines of the trade itself, but in bringing to the public at large a proper conception of what the talking machine and its accompanying records represent as a medium for education and entertainment.

Practically every industry of any consequence has its Association which, if it accomplishes nothing else, serves to develop a better feeling among the personnel of the industry, eliminating many of the evils that develop naturally where the individual feels that he is doing business in competition with strangers and has little in common with them to act as a check on his activities. Elsewhere in The World this month appears the report of the third meeting of the new Association, together with a list of those concerns represented, which list, in itself, represents a fairly impressive directory of active talking machine concerns.

It is admittedly time for action by manufacturers of talking machines, records and parts, for it is only by combining ideas and efforts that it is possible to put over the sort of efficient propaganda that will keep the talking machine to the fore in the face of developments that are constantly making themselves apparent in the entertainment field. It is to be hoped for the new Association that it will continue to prove a live and popular factor in trade circles, for it has an important mission to accomplish.

Distribution Policies Should Protect the Dealer

DURING the past few months the radio trade has been going through what may perhaps be described as a period of readjustment which, in many respects, has proved distinctly painful to legitimate and established dealers who have seen lines of radio products in which they made substantial cash investments unloaded by big department and chain stores at prices often less than the dealer has been compelled to pay at wholesale. It is not only the dealer who has been induced to inquire what it was all about, what they might expect of the future, and how they might guard themselves against these overnight fluctuations that have frequently occasioned heavy loss. The answer seems to lie with those manufacturers who are able to adopt and abide by merchandising policies that will protect the dealer in the handling of receivers as a permanent factor of his business. Certainly the confidence of the retail trade needs bolstering up to a material degree.

In more than one trade manufacturers have made the mistake of misjudging the character of the demand. They have seen back orders pile up on their books during busy seasons, and have made the mistake of assuming that they would be called upon themselves to meet all this tremendous demand, forgetting that other manufacturers in the same line were faced with a similar situation. The passing of the holiday season, a period of general slack business, and the approach of Sumner, all contributed to making the problem one of nations.

After the housecleaning that has been going on, the industry will find itself and reach that point of stabilization so much to be desired. It is certain, however, that manufacturers who intend to make progress in the talking machine trade or in any other channel of distribution will have to establish a merchandising policy that will afford to the dealer some tangible backing in his sales and local advertising campaigns.
It is reported that at least two or three manufacturers are prepared to go before the dealers in the near future with a price guarantee, offering to protect the dealer against any loss through reduction in wholesale prices or the possible unloading of surplus merchandise on a bargain basis.

The mistakes that have been made in the past may be ascribed to the very newness of the industry, few precedents being offered upon which manufacturers could gauge the market and its fluctuations, but there will be no excuses for a repetition of those mistakes during another season, and the future of radio merchandising depends in no small measure upon the steps that are taken to restore confidence. That is the most important factor.

**Importance of Rapid and Frequent Turnover**

The success of any retail business lies not so much in the net profit realized upon each individual sale as upon the cumulative profits realized through the year as a result of rapid and frequent turnover, as witness the tremendous success of the ten-cent stores. The dealer with limited capital must keep his money in constant circulation or suffer severely from the business trouble known as "frozen" capital, represented by money tied up in slow-moving stock, or in installment accounts that have a year or more to run.

We frequently find talking machine dealers, as well as merchants in other lines who make a practice of selling on terms, thoroughly solvent and with a big surplus so far as their book accounts go, but with insufficient actual cash to keep business running smoothly and make provisions for necessary or desirable expansion. The reason is that their money, though perfectly good, is tied up in stock and particularly in installment accounts to a degree that is embarrassing.

It is when this condition arises that the retailer has recourse to those agencies that either discount his paper to the end that he realizes the bulk of it in cash at once for legitimate business purposes, or make other provisions for turning his frozen capital into liquid form.

There are some retailers who hesitate to use their paper as a business asset, being content to keep it in the safe on the assumption that it is bearing 6 per cent interest, and therefore represents a good investment. On that same theory the dealer might better invest his entire capital in sound 6 per cent bonds and realize the same income without the expenditure of energy required to run a business.

Perhaps the cost of discounting paper may cause the dealer to hesitate, but if he is a good business man he will realize that by freeing his capital and being able to turn it over two or three times in the course of the year he will make several times the amount of the discount charge. Even when he uses the money realized for discounting bills, and this is the soundest procedure he can follow, he is realizing some 36 per cent a year on his investment, figuring on a 2 per cent, 10-day schedule, and even where it is a case of 2 per cent 30 days, or 60 days net he is realizing a discount of 24 per cent per annum, an amount substantially larger than the 6 or 7 per cent he is getting on the paper in his safe.

The financing of business, particularly in times when trade is not active, is not only a matter of securing adequate capital but of keeping that capital working. The proper handling of installment paper to the end that it takes the form of available cash is a more or less modern development that is rapidly becoming recognized as standard business practice.

**Recommendations That Should Bring Results**

In drafting and adopting a schedule of recommendations relating to the retailing of radio apparatus on a sound and profitable basis, with a view to promoting the much-desired stabilization of the industry, the Executive Committee of The Radio and Talking Machine Men, Inc., has accomplished something which should be of great value to the trade at large. In suggesting that dealers handle a limited number of different sets and select those recognized as standard, that they give intelligent attention to the matter of satisfactory service to their customers, that they train their sales force properly, that prices be quoted preferably upon "stripped" sets, the committee gives some good advice, and its suggestions to the manufacturers in the matter of protecting dealers on price changes are particularly pertinent. On the whole, the move is one that holds much promise.

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**Dollar for Dollar — Sure-Fire Profits!**

**ON PHONOGRAPHs, RADIO CABINETS, RADIO-PHONOGRAPH COMBINATIONS**

"MASTERCRAFT" QUALITY PRODUCTS—in the latest "DUO-TONE" creations and designs are available—at just this opportune moment.

Progressive merchants everywhere will be interested in our up-to-the-minute proposal—that "Talks Turkey."

NO ORDER TOO LARGE

If your jobber cannot supply you—WRITE, WIRE OR PHONE US.

Our trial sample delivery—no obligation—no expense to you—is a straightforward proposition, whereby we show you that "MASTERCRAFT" products yield SURE-FIRE PROFIT—DOLLAR FOR DOLLAR.

**The Wolf Manufacturing Industries**

(Established 1890)

"MASTERCRAFT" Phonoaphs, Radio Combinations, Radio Cabinets

QUINCY, ILLINOIS

New York Offices: 17 West 42nd Street
Real Need for Radio Jobbers’ Association

P. A. Ware, Sales Manager, L. R. Donehue Co., Inc., Tells How Radio "Jobber Gyps" Can Be Eliminated and Business Stabilized

One of the questions that should be decided by the radio trade before existing conditions can be overcome is "What is a jobber?"

In view of some recent transactions in the trade between manufacturers and dealers, the descriptive observer might be inclined to change the question to "Why is a jobber?" but, nevertheless, the first question hardly calls for levity, since it is one that closely concerns the entire future of the industry.

Until the dealer himself decides to consider the matter as to whom he should buy from the whole trade and the dealer, particularly, will be subject to raids from business buccaneers and business adventurers who invade every new and promising industry.

The dealer who will traffic with any man who has something for sale at a "cheap" price should be the chief factor in deciding just who shall be a jobber in this important industry, but he cannot help to solve the question until the reputable manufacturer recognizes it as an issue, and an important one.

At the desk where I have been sitting during the last so-called "season" in an industry that should know no seasons, there has been placed daily a pile of mail that indicates the willingness on the part of the trade to "try anything once" as an experiment in buying and selling.

The "two way" letter man is worth a word of explanation. He circulates manufacturers, stating that he is an advisory buyer for a group of dealers, and he circulates dealers stating that he can buy from manufacturers for them, to good advantage. This "two way" man is a pilot bird for carrion vultures of business who are ready to pay cash for "lots" of merchandise to which there might be any semblance of a clear title.

Now let us sum up the offenders against good business: They are the dealer who poses as a "jobber," the "jobber" who carries no stocks, and the "phantom chain store" buyer whose every order is a "trial purchase" and who so gets small lots at the best discounts. They prey on the manufacturer, and then in turn prey on the dealer by cutting his market from under him.

But the champion preyers of them all is the "catalog jobber." He is a very downy being, a lily of the fields, he "toils not, neither does he spin."

The catalog jobber circulates manufacturers, asking for illustrative cuts of their product; sometimes he even "sells" them a page in his catalog. Then he "catalogs" the cuts by number and flattering description, but never mentions the name of the manufacturer. He does a mail order business on a money first basis, and when the trusting buyer sends stamps or negotiable paper he gets the article nearest like the picture over the number he so trustingly ordered by. Also the "catalog jobber" is not worrying over the question under discussion here: He sells anyone who has the price, be he dealer or ash collector.

If ever an industry needed an organized method of deciding "Who is a jobber?" the radio trade is that industry. Perhaps after all the answer lies with the jobber himself.

An organized distributors' association, limiting its membership to firms which carry an investment in stocks of recognized merchandise, could do much both with the dealer and the manufacturer. Such an organization would be in a position to ask the manufacturer "Whom do you sell?" and to ask the dealer "Where do you buy?"

There are "gyps" and "gyps." They are manufacturing, jobbing and dealing, and the crime of it all is that nearly all of us have some dealings with men who might "gyp."

I like the attitude of the music dealer who was complimented for saving a man from drowning. "Oh, it wasn't much," he said, "I could swim and he couldn't. I saw him out beyond the ropes floating on his face, I turned him over, made sure he wasn't a 'gyp' and then towed him ashore."

Increase Insurance Rates

The National Bureau of Casualty and Surety Underwriters recently announced an advance in the price of burglary insurance rates covering risks on radio equipment. The advance applies all over the country and the increase is most marked, advancing from $12.50 to $30 per thousand, for each $1000, effective June 1, an advance of 185 per cent. Radio shops, through this increase, are now in the same class with fur establishments, in which class the losses by theft have always been heavy.

ART PEERLESS COMBINATION ALBUMS

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

Attractively Bound—Stamped in Gold—At a Popular Price

Portable Machine Album

A new specially designed album, holding ten records, is just the record holder for the portable talking machine. The records are placed in specially constructed pockets—allowing the extraction of records without moving album.

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.

PEERLESS ALBUM COMPANY

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

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

MAY 15, 1925

THE TALKING MACHINE WORLD
PERSONNEL

A miniature reproduction of the new Everybody's India stock catalog, the greatest of its kind ever issued in the talking machine industry. It is printed throughout in sepia ink, and illustrates and describes all the many talking machine parts and accessories that we sell.

Should one need a "dictionary" of parts and accessories, he need go no further than this new catalog, for everything in a phonograph is described in detail.

Handsomely bound and equipped with hanger strap. Sent in special cardboard mailing carton, postage prepaid. Mail in your business card now for a copy.

* Trade Mark Registered United States Patent Office and Canada.

A Complete Line of Talking Machine Repair Materials

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

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

O business is greater than its executives and its staff. The founder of this business was a great believer in securing the right men and permitting full exercise of their powers.

Consequently, Everybody's organization operates with smoothness and flexibility, reinforced with the indomitable spirit of serving the customer—"one for all" and "all for one," the latter being the customer.

Running through Everybody's staff is that spirit which is found only in championship baseball teams. Every one from executives to errand boys vie with each other to perform his work with dispatch and accuracy.

We must predict the demand months in advance for thousands of different parts and accessories, which requires constant supervision, and it is only at rare intervals that we are unable to fill the most diversified order complete to the minutest diaphragm screw.

Everybody's success as the largest institution of its kind on earth is due in a great measure to its cohesively functioning organization, which has been responsible for the good will and satisfaction of our customers, whom we regard as our friends.
Sale Conditions Cut Loeser Radio Service

Excessive Cost of Servicing Radio Sets After Sale Practically Eliminated Through the Use of Forms Outlining Service Given by Firm

The question of service to purchasers of radio receiving sets is recognized as the chief problem that lies between the talking machine dealer handling radio and an adequate net profit for his work. At least it is the chief problem that lies within his power to adjust satisfactorily, although there are other disturbing factors that depend for proper handling upon the merchandising policy of the manufacturer.

Dealers have tried in various ways to cut this servicing cost, which many of them admit ranges from $10 to $15 per instrument, and sometimes even higher. There are those who have established a fixed rate for installation and service over a given period, although they have found that the establishment of such a rate sometimes makes it difficult to compete with retailers who make no such charge.

Breaking the Rule to Save the Sale

Certain have developed plans of providing free installation, insuring the proper working of the set in the home and then charging for all service rendered after that time. Still other methods have been adopted, but the majority of them have had one outstanding fault or weakness, namely, that when the receiver was sold on instalments with a substantial balance still payable the dealer had been inclined to break a rule to save a sale.

A Practical Service Check

Few dealers have succeeded in evolving an absolutely airtight plan of service that is both fair to the customer and to the house, but the radio department of Frederick Loeser & Co., Brooklyn, which is operated as a section of the music department of that store under the general management of C. A. Hammond, has adopted a system that is working out particularly well and has apparently reduced the free service cost per instrument considerably. Under this plan there can be no misunderstanding on the part of the customer as to just what service is to be given free with the instrument, and the purchaser cannot hold the house to some overgenerous statement by a salesman because of the fact that before the machine is delivered the purchaser is called upon to sign a form setting forth the conditions of sale. On this form it is stated that the outfit will be installed and tested; that the seller will be responsible for the life of the tubes or batteries, which are at best uncertain; that the company will be responsible for defects that develop in the set itself within a period of three months, provided the receiver has not been tampered with, and it is specifically stated that the reception of distant stations is not guaranteed on any receiver regardless of make or price.

It will thus be seen that the free service is confined to the installation of the set and to the adjustment of complaints that grow out of defective parts, which under present conditions of manufacture are naturally in the minority. Where a service man is called upon to replace batteries or other accessories a flat charge of $1.50 per hour is made. It is significant that the signing of the Conditions of Sale form by the customer has been found to stop almost automatically extraneous demands for service, although complaints and all the necessary adjustments and yet proves satisfactory to the purchaser. The service department is a unit in itself and is in charge of James Clark, a radio expert of international experience. Mr. Clark holds radio degrees of various sorts from seventeen governments, and among other things had much to do with the building of a line of radio sta-

Conditions of Sale

In order to avoid misunderstanding salesmen are required to call attention of radio purchasers to the following conditions under which radio receivers and radio equipment are sold and guaranteed:

1.—Frederick Loeser & Company will set up the receiver; erect aerial if necessary; bookkeeping up to whatever facilities are already available and test set at time of installation as to quality of reception.

2.—Equipment such as tubes and dry batteries furnished with any radio receiver we sell is of standard make and of tested quality. Owing to the fact that the life of the very best of such equipment is uncertain and also because we have no means of determining the amount or kind of usage such equipment receives in the hands of a purchaser, we do not guarantee the life of either vacuum tubes or dry batteries. When our service department is called upon for a man to replace batteries or other accessories in the home of a purchaser, a cash charge of $1.50 per hour is made for his services.

3.—A storage battery should be recharged every week or two depending upon the amount of current drawn from it. A new battery may need a charge after three or four days of use. Purchasers may charge storage batteries in their own homes or send them to charging stations for such service.

4.—We hold ourselves responsible for any defects and equipment sold in the regular way and at regular prices.

5.—We do not guarantee the reception of distant stations on any radio receiver we sell, regardless of make or price.

6.—Purchasers are urged carefully to read the booklet supplied with each receiver entitled "Radio Station Directory and Trouble Finders," as much information of great value is contained therein.

Accepted

Dated ____________ 1925

Frederick Loeser & Co.

Loeser Condition of Sale Form: Which the Customer Is Asked to Sign

are taken care of with courtesy and despatch. Through the courtesy of Mr. Hammond the Loeser Condition of Sale form is reproduced hereunder for the guidance of those dealers who are not familiar with the logic of the idea. Basically it is sound, although it may be found advisable to change or amend the wording to suit local conditions.

In the Loeser department there are two distinct offices to take care of the customers' requirements. One, in charge of a competent young lady, is given over to adjustments, and here are handled all the complaints of purchasers who are not satisfied with the sets they selected or with the accessories. This does not mean that the department is quick to compromise to satisfy a customer, but by careful handling most of the complaints are adjusted in a manner that comes clearly within the rules across China and with work of a much similar sort in India. During the war he served in the Signal Corps of the British Army. Mr. Clark is assistant in the Stars and Stripes, also a radio expert of wide experience.

Mr. Hammond states that the advantage of having these experts on the staff is obvious, for they pass upon the type of equipment purchased for resale, can advise the customer authoritatively regarding the best outfit for his particular needs, and meet the real radio fan on his own ground in the discussion of technicalities. In the service department office there is located a young lady who receives telephone and personal orders for calls by the service men and keeps the records of the department in order. It might be said, too, that the Loeser department offers free installation only on standard equipment sold in the regular way and at regular prices. When, as sometimes happens, there is offered a special sale of receivers at reduced prices, charge is made for installation.

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

Build your bank balance with well balanced radio merchandise.

P. S. There are no white Elephants in this lot.

Ask any Pearsall dealer, he'll tell you.

"Desire to serve—plus ability."

10 East 39th St. New York City

SILAS E. PEARSCALL COMPANY

Wholesale Exclusively
Neighborhood Dealer Must Make Friends

C. B. Clemons, Who Has Achieved Success in a "Neighborhood Store," Says Secret of Prosperity Lies in Cultivating Friendship

C. B. Clemons, of Chicago, is a neighborhood dealer who may be described as one who has his store away from the business center of town, out in one of the residential districts or suburbs of the big city.

C. B. Clemons is a super-neighborhood dealer. That does not at all mean that he is a dealer in a super neighborhood. It simply means that he is a super-dealer in a very ordinary neighborhood.

Let's get a bit of background before we go on with the story.

An Old-Time House
Old-timers in Chicago will tell you that the Clemons & Crane piano was a very good piano years ago. So it was, and the man who made it was the father of C. B. Clemons. "C. B. himself" helped his father for years to make those pianos, good pianos made in a small way by good piano makers. For three decades and more the Clemsons family had a retail store, first father and then sons, out in the Union Park district, on the West Side of Chicago, about a couple of miles west of the Loop. There, on Madison street, in what was at the time still a good residence neighborhood, and long before the modern phonograph industry was even thought of, Clemons sold pianos. Everybody knew the Clemsons store, and everybody patronized it, for it was a neighborhood store, and the neighbors could drop in during the evening, swap fishing stories, smoke, and talk to their hearts' content; and bring the wife and family along, too.

Six years ago the shift of population, always going on in a big city, had made the Union Park district no longer desirable. So the Clemons' business was moved out into the Garfield Park district, to 4620 West Madison street, some six miles from the Loop and in the middle of the neighborhood which had been chosen by so many of the old Union Parkers for their new homes when they had flitted still earlier. Here the C. B. Clemons Co. has been making a name for itself as a repository of novel merchandising ideas, of steady and increasing prosperity and of mounting importance upon the books of the C. B. Clemons Co. has been making a name for many of the old Union Parkers for their new neighborhood which had been chosen by the field Park district, to 4620 West Madison street, going on in a big city, had made the Union Park district no longer desirable.

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The problems of the neighborhood dealer are basically different from those of the downtown merchant. The latter is bound to get a certain amount of transient business, but the neighborhood dealer depends entirely upon the goodwill of the people residing in the vicinity of his store. For this reason he must know intimately not only his customers but also those people who might be classified as prospects. His whole success depends upon how effective his efforts are to establish himself on a friendly basis with his neighbors. C. B. Clemons, of Chicago, gives some inside dope on his methods of doing this and incidentally building up a neighborhood trade.

H. A. GUDEN CO., Inc.
227 CANAL STREET
NEW YORK, N. Y.
CASH IN
On the Big Outdoors

Outdoor days are upon us again—days of camps and summer cottages, of hikes and motor tours, of fishing and canoeing—expeditions where the portable phonograph adds just the finishing touch of enjoyment.

Here's your chance to cash in with the Carryola Master—the quality instrument at the moderate price—the portable with the perfect tone—substantial yet easily carried.

Make a customer out of every holiday maker. They want portables and with the Carryola Master you can offer them the very thing they are looking for. Everywhere it's a favorite. Sells itself on appearance and stays sold on performance.

Built Right—Sold Right
The only portable with the Add-A-Tone Reproducer, giving a clear, beautiful tone equal to that of a cabinet machine.

Equipped with the famous Silent Motor, absolutely noiseless in winding and operation.

Substantially built vencer case, with DuPont Fabrikoid covering and nickeled fittings. Plays any record—any size, any make.

Every One Guaranteed
With every Carryola Master goes a written guarantee that unless it completely and unconditionally satisfies, it may be re-shipped at the end of ten days and all charges cancelled. We will even pay the return shipping expense.

There is big money waiting now and every month in the year for Carryola dealers. Get in on it now. Write to your jobber today for complete information.

CARRYOLA COMPANY OF AMERICA
647 Clinton St., Milwaukee, Wis.
W. G. Pilgrim Dined by His Former Associates

Former Official of General Phonograph Corp.
Given Tribute of Esteem on Resignation to Accept Important Position in Germany

W. G. Pilgrim, for the past nine years associated with the General Phonograph Corp., New York, and in recent years treasurer and assistant general manager of the company, was the guest of honor at a luncheon tendered him by the executive staff of the organization on Saturday, May 2. Mr. Pilgrim resigned as a member of the General Phonograph Corp.'s staff a few weeks ago in order to accept an exceptionally attractive offer from prominent business and financial interests in Germany. He will sail for Germany very shortly and while he keenly regretted the severance of his association with the General Phonograph Corp., the offer that he received from Germany was so attractive that it could not be refused.

During his nine years' association with the General Phonograph Corp., Mr. Pilgrim not only won the esteem and affection of the entire organization but also gained the respect and good will of every member of the phonograph industry who had the pleasure of meeting him at the company's executive offices. A keen student of finance and merchandising, he was a tower of strength to Otto Heineman, president and founder of the company, working in close co-operation with Mr. Heineman in all of his many activities. At the luncheon on Saturday the employees of the General Phonograph Corp. presented Mr. Pilgrim with a handsome gold watch and chain suitably inscribed, and the high esteem in which he is held by the company's executive staff was manifested in a tangible, concrete way. The luncheon was attended by all of the executives, directors and department heads of the General Phonograph Corp.

Texas-Oklahoma Co. Tops List of Edison Jobbers

Southwestern Wholesaler During Past Year Led All Edison Jobbers in Total Sales and Purchases—Strive to Better Mark Made

DALLAS, TEX., May 6.—The Texas-Oklahoma Phonograph Co., Edison distributor, after eight years of striving to head the list of Edison jobbers through an intensive campaign during the past year, has achieved the enviable distinction of being the leading Edison distributor in the United States. The recent report of the Edison Co. on the comparative standing of its jobbers showed the Texas-Oklahoma organization first in total purchases and sales and first in inventory turnover, although seventh in territorial population.

In order that 1925 will show an even greater volume of sales, A. H. Curry, president of the company, is planning a Summer sales drive.

Opens Forty-seventh Store

The forty-seventh of the chain of Rudolph Warlitzer Co. stores was recently opened at 111 North Main street, Fond du Lac, Wis. A. J. Hook is manager of the new establishment.

Consolidated Recording Laboratory Reorganized

The Consolidated Recording Laboratory recently moved into its new home at 10 West Thirty-third street, New York. In its new quarters it has one of the most elaborate and best-equipped recording rooms in the country, arranged to serve commercial organizations and to make personal recordings.

Arthur Cushman, who was formerly associated with the company, has sold his interest, and the company has reorganized with Albert L. Bodine as president, Jack Lawrence, treasurer, and Charles C. Hasin, vice-president and secretary. Mr. Bodine was formerly with the Victor Co., being a member of its recording staff for over eleven years. Jack Lawrence is well known in recording circles as an expert technician, and Charles C. Hasin for many years was an executive of the Emerson Phonograph Co., and later the Emerson Recording Laboratory.

For an hour each day, from twelve to one o'clock, from 552 Seventh avenue, New York, A. D. Andrea, president, and R. M. Klein, general manager of the company, The Fada company has increased its distribution facilities by the addition of a plant and sales office in Chicago, and three warehouses and a sales office on the Pacific Coast.

F. A. D. Andrea Organizes Canadian Subsidiary Plant

To Handle Manufacture and Distribution of Fada Products in Canada From Toronto—Branches in Chicago and West Coast

F. A. D. Andrea, Inc., New York, manufacturer of Fada neutrodyne radio receiving sets and equipment, has recently announced the organization of a Canadian subsidiary for the manufacture and distribution of its products in Canada. The headquarters of the new company, which will be known as Fada Radio, Ltd., of Canada, will be located in Toronto. Plans for its organization were recently completed by F. A. D. Andrea, president, and R. M. Klein, general manager of the company. The Fada company has increased its distribution facilities by the addition of a plant and sales office in Chicago and three warehouses and sales offices on the Pacific Coast.

New Branch of Company in Reading Opened

With Fitting Ceremonies—Brunswick Featured—Brunswick Artists Entertained Visitors

READING, Pa., May 7.—The Reifsnyder Music House recently held the formal opening of its establishment in this city. The headquarters of this house are in Lebanon, Pa., where Perry Reifsnyder has been a successful music dealer for the past six years. The new establishment occupies a three-story building of its own with a depth of 227 feet located in the heart of the business section at 119 North Sixth street. Mr. Reifsnyder recently purchased this building for $65,000.

The Brunswick and Brunswick Radiola are featured by Reifsnyder's and during the opening ceremonies Carl Fenton and His Orchestra, exclusive Brunswick artists, played for the entertainment of the visitors. Souvenirs were distributed to all visitors on opening day.

Telemotive in New Quarters

The Telemotive Radio Corp., distributor for Apex receivers, Amplion loud speakers and other radio merchandise, recently moved to larger quarters in the building in which it is situated at 532 Seventh avenue, New York. Edward M. Lang, president of the company, reports that the Apex "B" battery eliminators are selling exceedingly well.

William J. Gantliner recently purchased the stock of the A. P. Mills Music Shop, Kaukauna, Wis., and will operate it with an art department addition. The establishment will be known as the Gantliner Music & Art Shop.
WE know exactly what our policy is, and why.

It concerns and favors every phonograph dealer.

When the Columbia representative calls, listen.

Chairman of the Board
Columbia Phonograph Company
The most remarkable recording ever accomplished—4,850 singing voices on one record—The Associated Glee Clubs of America at the Metropolitan Opera House (850 voices) with an audience of 4,000 joining in the final hymn.

"I COULD not bring myself to realize that it was a phonograph record. I hardly believe it yet."

It is not only the magnificent volume of thousands of voices in one great auditorium, but their unapproached definition and their amazing perspective.
Record No. 348D

DISCOVERY (Grieg)

A PLAINSMAN'S SONG (Bliss)

10 Inch 75 cents

Also recorded by Columbia from the Associated Glee Clubs concert. These records are entirely different from anything you have ever heard before.

THIS one record alone will revive ten thousand sleeping phonographs in ten thousand homes.
COLUMBIA

— and a new window-deal, also

TEN piece 8-color eye stoppers for June for a dollar, delivered, make a stepper-in out of the passer-by. Easy record money that you may as well bank.

COLUMBIA PHONOGRAPH COMPANY 1819 Broadway, New York
Profit Winning Sales Wrinkles

Instruction at Time of Purchase of Radio Set Cuts Service Cost—Watkins Bros. Unusual Needle Programs—Other Business-Building Stunts

The question of rendering service to radio customers is one which has been given considerable attention by all dealers. To many dealers the problem of service has assumed great proportions, for many customers call for service, not once, but many times, and often on such occasions the calls are unnecessary and a few seconds' explanation solved what difficulty presented itself. Hugh Ernst, manager of the talking machine department of the John Wanamaker store, New York, has to a great extent solved the question of service by insisting that his service men render real instruction to purchasers of radio sets. Upon the installation of the radio receiver in the customer's home, the service man spends as much time as necessary to thoroughly instruct the customer in the operation of the set. The time occupied in instruction of this sort is more than offset by the fact that of the thousands who have purchased their radio receivers from the Wanamaker establishment comparatively few have found it necessary to ask for any further service after the initial instruction.

A most novel and ingenious window display arrangement in the show windows of Watkins Bros., Inc., Bristol, Conn., resulted in attracting much attention and greatly increased business. The Tungs-tone needle was featured in the display of records and even instruments. As the floor was made, records and even instruments were fined to this merchandise but extended also to radio receivers from the Wanamaker establishment. The Tungs-tone needle was featured in the display. The keeping of a record was made available to the customer at a very reasonable price, and it was found that a large circle of acquaintances among the Polish people in his town, he saw the chance of effecting a tie-up with the radio concerts of talking machine artists the Humes Music Co., Columbus, Ga., has greatly increased both its record and radio business. In the case of the concerts recently broadcast by the Victor Co., mimeographed copies of the program were sent to the mailing list, together with an invitation to hear the concert at the store, which is fitted up as a concert hall. The catalog numbers of the different record selections are distributed with the copy of the program. The resultant business has been most gratifying to the dealer and has more than offset the effort and money expended on this form of exploitation.

Despite the efforts made by the record manufacturing companies and the successful experiences told of in The World regarding the benefits of pushing foreign language records to the limit, many talking machine dealers fail to gain the profit which should be theirs from this business. An example of the manner in which this class of business can be turned into real profits is that of John Wolinski, of Seymour, Conn. Mr. Wolinski is first and foremost a barber, but aside from business he is a musician lover. Having a large circle of acquaintances among the Polish people in his town, he saw the chance that was open for a live wire to develop the sale of Polish records among his friends and, in fact, the entire Polish settlement. He applied to the General Phonograph Corp. for the agency for Okeh records, and upon investigating his business it was decided to grant his application and insisted upon his paying cash for each shipment of records. He was perfectly willing to do this and in a short time developed into a real live Okeh dealer, taking a place in his shop for his talking machine activities, separated by a partition from the tonsorial establishment, and although the space devoted was only about eight by four feet, now carries a large stock of Polish records, in addition to several machines. The incident of this one dealer is mentioned simply to show what a fertile field awaits dealers who will cultivate the foreign field. If a man totally unacquainted with the retailing of talking machines and records can make a success in off moments of selling this merchandise, how much better is the opportunity for the experienced talking machine dealer.

The keeping of a file showing the records purchased by customers of the store has enabled Miss R. M. Quackenbush, manager of the talking machine department of Boardman & Gray, Albany, N. Y., to form a very close contact between the store and its clientele. Immediately upon the purchase of records, the customer's name and address are entered upon a file card together with a list of the numbers of the records purchased. The card is then inserted in its proper place in a box file which is kept in the rear of the record department. Naturally, when the customer again enters the store, reference is made to the file card and at a glance the salesman becomes acquainted with the customer's home, the service man spends as much time as necessary to thoroughly instruct the customer in the operation of the set. The time occupied in instruction of this sort is more than offset by the fact that of the thousands who have purchased their radio receivers from the Wanamaker establishment comparatively few have found it necessary to ask for any further service after the initial instruction.
How Hammann-Levin Build Radio Profits

$70,000 Gross Business in Five Months Is Achievement of Baltimore Dealer Who Has Effected Unusual Merchandising Policies

Sell your house and your line of radio constantly if you would get your share of radio business in the face of keen competition. This is the principle on which the Hammann-Levin Co., Inc., large talking machine dealer of Baltimore, Md., operates in seeking radio business, and that the firm’s methods of sales promotion are successful is proved by the fact that in five months a gross business in radio of about $70,000 has been done. Contributing policies have been to handle only what is considered the best and standard radio sets and to eliminate store demonstrations entirely.

Wrong Policy Killed Business

In February, 1924, the Hammann-Levin Co. entered the radio field by opening a department in its large store on North Howard street, according to C. J. Levin, president of the company. The department proved unprofitable, due to wrong methods of selling, and consequently it was discontinued after a fair trial. In September the company again opened a radio department after a thorough study of the best methods of merchandising radio, with the sales results mentioned above. A most important factor of the new policy is a continuous campaign of publicity. This includes, in addition to extensive newspaper advertising designed to reach every class of buyer from the person to whom price is a prime consideration to the prospect who seeks the best regardless of price, a consistent direct mail campaign, which is most comprehensive and effective.

Direct Mail That Sells Radio

In connection with sales promotion by direct mail, the Hammann-Levin Co. launched its activities with an experiment to see whether this method of interesting prospects was worth while. Three letters were sent to a selected list of 500 of the best customers on the mailing list of the house. These were all customers who had made purchases of other musical instruments on cash or nearly cash basis. The first letter read as follows:

Dear Friend:

We have accepted you, before this time, the privilege of serving you for music and entertainment.

Now, again, we are at your service—this time to place at your disposal the very finest in radio. Under the guidance of Mr. Fred Requa, a distinguishe

And we are setting what we believe is a new standard for helping you in obtaining SERVICE in that essential radio—sound in selection of sets, in their use and on any phase of Radio where we know we can be of help.

Moreover, we are making a specialty of bone demonstrations. Without any hurrying, we let you wish until you are convinced of the advantage of genuine quality. The pleasure of saving time and money when you make the purchase will be our reward.

Cordially yours,

HAMMANN-LEVIN CO., INC.

The third and last letter of the series made a direct attempt to get the customer to take some action. A return post card made answering easy and many availed themselves of the privilege of securing a demonstration. This letter follows:

Dear Friend:

We have just finished the most momentous operation of our campaign in the store. The opening of our wonderful, new, complete radio department was immediate. If you are not satisfied among those who are now enjoying radio entertainment, you are assured of our sympathy.

When we wrote you a short time ago notifying you of the opening of our wonderful department, we meant that you do not really realize the ease and convenience of owning your own complete equipment places an end to your worry. A return post card is arranged for on your request. Count us in for one delightful evening of radio entertainment, presentation of charge, are our irresistible temptation of sets and forward your request on the enclosed card.

Very cordially yours,

HAMMANN-LEVIN CO., INC.

This direct mail effort proved so successful that the company immediately decided that a continuation of the campaign was imperative. Instead of working this same plan only on 500 selected customers the company included its entire mailing list, numbering close to 10,000, in the drive. We would place a two post card campaign, two to this mailing list, containing reproductions of the first two of the three letter series, and the results again justified the expenditure of time and money.

Another unusual factor of this direct mail matter was being received by the patrons and prospects of the Hammann-Levin Co. and the cumulative effect of this advertising soon made itself felt in sales. One of the best bits of publicity sent out by the firm was a card six by eight inches in size which was really a large post card. On the face of this card, in condensed form, were the offerings of the company which had appeared in the local newspapers. This mailing resulted in direct sales of several thousand dollars worth of radio. Another unusual bit of mail matter consisted of a booklet written by C. Levin, entitled "The One Best Way to Solve the Radio Problem." The text of the booklet, which is too long to reproduce here, explained the importance, from the purchaser’s standpoint, of selecting a standard radio set and avoiding doubtful merchandise.

Some Radio Sales Hints

Mr. Levin, who has made a close study of radio merchandising, comments on the success of his methods of doing business, made some pointed remarks which are worthy of repeating. "Most people have some particular set in mind when they visit the store," he said. "It is simply a matter of selling them what they want if you are handling the line. If you do not handle what they are after, of course, the prospect is harder to sell and your talk must be convincing."

I have come to the conclusion that the best type of salesman for the radio department is the one who has the selling instinct. I have found that those who are too much interested in the mechanical side of radio do not make the best salesmen. By handling standard sets the dealer partially solves the service problem. We also find it entirely feasible to charge for antenna installation. We make a charge of $10 for installing an aerial on a flat roof and $15 for making the installation on a gable roof. We believe in giving service. If the mail order houses who never even see a customer can afford to give the high grade of service they do and still make a profit we should be able to do the same."

We make a flat carrying charge of 10 per cent of the value of the set on all installment sales. This is necessary, because the dealer who sells on time without charging the customer for the privilege is losing money. We are careful to whom we sell on the installment plan. We always secure two names on the contract, the husband and wife. Thus, if the husband changes the work, the money goes when due. The value of exercising care in selling is evidenced by the fact that in spite of our large radio business we have, to date, found it necessary to repossess only three times. This record speaks for itself."

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.

Think out for our illustrated prospectus and price lists

Wuebben Gesellschaft, m. b. H., Kochstrasse 60, Berlin SW. 68
Wrapped in mocolene and packed in separate cartons indicating uses. This double protection against rust and dust was originated by the VALLEY FORGE organization.

OUR chart lists the largest line of Main springs in existence. Send for it.

J. A. FISCHER CO.
Manufacturers
730 MARKET ST. PHILA., PA.
Interesting Talks Mark Third Meeting of Phonograph Manufacturers’ Association

Over Forty Leading Members of Industry Present at Chicago Meeting—Aims of Association in Connection With National Publicity Outlined—To Adopt Slogan—Will Meet Monthly

The third meeting of the recently formed Phonograph Manufacturers’ Association was held Monday, April 20, at the Furniture Club in the American Furniture Mart, Chicago, and was attended by more than forty members of the trade. This meeting signified in a concrete way the phenomenal progress that is being achieved by organizers of this Association in bringing together the various factors of the phonograph industry, and judging from the activities at the business sessions the Association is going to be a pronounced success. As usual, the meeting was opened with a dinner, followed by the transaction of important business matters pertaining to the industry as a whole and to the activities of this Association in particular.

As stated in the April issue of The World the Phonograph Manufacturers’ Association will include among its members manufacturers of phonographs, including portable, as well as manufacturers of motors, tone arms, sound boxes, incidental parts and records. With such a complete membership it is expected that the Association will be in a position to function efficiently and effectively for the constructive development of the industry.

The April meeting was noteworthy for the spirit of enthusiasm and co-operative good will that was apparent on all hands. Every manufacturer in attendance appreciated the fact that the Association had been formed to attain definite results and it was recognized that these results could be accomplished solely through the hearty support of every branch of the industry and the co-ordination of every factor in the trade. The constructive suggestions offered at the April meeting emphasized the care and consideration that the members of the trade are giving to the problems of the industry and it was significant that a spirit of serene optimism was manifested throughout the meeting.

Some Interesting Addresses

Henry A. Otis, president of the Association, officiated as chairman and contributed a number of valuable suggestions that indicated the efforts which he is making in behalf of the organization. He informed those present that consistent progress was being made in the affairs of the Association and that it rested with the members to co-operate with the officers and directors in making their plans practicable and successful.

M. C. Schiff, vice-president and treasurer of the Association, made a very interesting address, outlining in a general way the aims of the Association toward providing the industry with a national publicity campaign that would drive home to the public everywhere the educational and entertainment value of the phonograph. He suggested that a committee be appointed to develop in a practical way the suggestions which he had outlined and this committee will probably be named at the next meeting of the organization.

Lee Robinson, business manager of The Talking Machine World, New York City, made a brief address, pointing out the advantages and benefits to be derived from an association in the phonograph industry and pledging the support and co-operation of The World in connection with the organization’s activities.

To Adopt a Slogan

Franklin B. Ward, president of the Radio Master Corp. of America, Bay City, Mich., and widely known in the lumber and plywood industries, made a very effective and interesting address, during which he discussed the ways and means which have been adopted by other associations toward bettering the conditions in the industries they were serving. Mr. Ward stated he firmly believed that equally good results would eventually be obtained through the Phonograph Manufacturers’ Association, provided it functioned along practical and productive lines.

It was suggested by the officers that the adoption of a slogan emphasizing the importance and value of the phonograph would be an important step in the propaganda work of the Association from a publicity angle and various suggestions for these slogans were offered by members and guests in attendance at the meeting. The slogans will be discussed in further detail at the May meeting when one of them will undoubtedly be adopted as the official slogan of the Association.

The committee on by-laws, headed by S. A. Ribolla, stated that it had completed its work in this connection and a typed copy of the proposed by-laws was given to every member of the industry in attendance. It was suggested that these by-laws be given careful consideration from every angle, so that when the May meeting was called to order, they could be voted upon with any revisions considered advisable by the members of the Association.

It was also decided that the Association could function more efficiently if the number of vice-presidents was increased to five, so that each branch of the industry would be represented on the executive board. The vice-president of each branch would act as chairman of the particular division of the industry he represented and that the various factors of the Association would be able to work out their problems carefully and completely, thereby contributing to the value of the Association as a whole.

Monthly Meetings Planned

It is proposed to hold monthly meetings of the Association on the third Tuesday of each month and on this schedule the next meeting will take place May 19. It is expected that the May gathering will be even more successful than the April meeting, particularly in view of the fact that the by-laws of the organization will be presented at this meeting and also because of the very rapid progress the organization has made since its existence.

Among Those Present


Applications for membership were received from the Empire Phonograph Parts Co., O. C. O., and the Eureka Radio & Phon-Parts Co., New York City.

Otto Heineman, president of the General Phonograph Corp., New York, and a member of the Association’s directorate, had planned to be present at the meeting but was detained in New York at the last moment. He for-
Leadership ~ in quality in performance and in SALES

Radiola Super-Heterodyne
famous for performance! Because it needs no antenna—no connections of any kind, it is the set for summer homes, motor boats, all outdoor places. Don’t miss a single sales opportunity!

How the Radio Corporation of America is Meeting the Responsibility of Leadership

It has made America the radio center of the world, through the high power radio telegraph circuits that link our country, by direct radio communication, with seven countries of Europe, with Asia and with South America.

It has developed radio ship sets, and a ship-to-shore radio service that makes the high seas safer, and aids all marine commerce.

It has the technical resources of laboratories for research that not only carry on unceasing experiment for the perfecting of Radiolas and Radiotrons, but study the problems of high power commercial transmission, and conduct research into every phase of radio, in every field in which it can serve the nation. It is such a study that has resulted in the transmission of pictures by radio.

With its associates, the Radio Corporation of America maintains ten powerful broadcasting stations, whose programs serve the whole nation: WJZ, WY, WCY, WBZ, WRC, KDKA, KOA, KFX, KG0, KYW — from New York to California!

By its extensive research in the development of Radiotrons, the standard vacuum tubes of radio, it has made contributions of inestimable value to radio progress.

It has developed Radiola Super-Heterodyne and other Radiolas, for the improvement of the quality of home reception and the lowering of its cost.

RADIO CORPORATION OF AMERICA
Sales Offices:
233 Broadway, New York
10 So. La Salle St., Chicago, Ill.
28 Geary Street
San Francisco, Cal.
The practice of discounting installment paper covering sales of talking machines is not exactly a new one although it is becoming more common as financing methods improve and the business situation necessitates the maintenance of capital in liquid condition. Not all dealers find it necessary to discount their paper except in amounts that will be accepted by the average run of banks, but there are others who can ill afford to keep paper in their safes till it matures without running the risk of business embarrassment.

It is a recognized fact that business is conducted largely on a credit basis and the discounting of installment paper simply means that the dealer is utilizing the equity which he has in customers' notes and contracts for the carrying on of his business instead of allowing it to lie dormant until maturity. There are some retailers, of course, who are fortunate enough to have ample capital resources and enough available cash to permit them to carry the paper right through, considering the interest or carrying charge, as a fair return.

Times Have Changed

We find certain old timers in the business who hesitate to deal with discount companies on principle, regardless of how great the need, in the belief that modern concerns of this type are on a par with some of those which existed some years ago and whose methodsavored enough of Shylock to scare away the merchant who needed money but did not need it bad enough to pawn his business to get it. In fact, for a time the merchant was left to certain types of discount companies was on a par with the individual who sneaked into the pawn shop with his watch to get rent money. It was the last resort and the action must be carried on under cover.

For that matter it has not been so many years since the purchaser of an article on installment was regarded with a certain amount of contempt by the neighbors, who felt that it was an indication of poor financial standing. Today, on the other hand, due in no small measure to the work of music merchants, the buying of merchandise out of present and future earnings instead of savings, has become generally recognized as a legitimate method of which there can be no criticism.

Logical Outcome of Installment Selling

With the installment method of selling thus recognized, it is but natural that some sound, economical plan be devised for relieving merchants of the necessity of carrying the paper over extended intervals. We thus find the development of discount companies on a legitimate business-like basis, competing for trade and quoting discount rates which, under usual circumstances, may be considered quite reasonable for the service rendered. Several of these companies have made a direct and extensive study of the music trade and base their rates and service upon the situation as it exists in connection with the sale of talking machines, radios and pianos. These same companies finance the paper of automobile, vacuum cleaner, and furniture dealers and other lines of business where term sales are employed.

Stretching Limited Capital

A dealer who enters the field with a limited amount of capital generally needs every dollar of that capital to keep going, for some years at least. When business is active and the turnover is rapid he can generally realize enough from his cash sales and incoming installment payments to meet his business overhead, but quite often this amount is not sufficient to provide for the necessary expansion of business or to provide for the discounting of bills and the advantages that accrue from that method. With business good, the talking machine dealer is in a much better position to keep the bulk of his leases in this state and finance them in part or in full from current sales than dealers in other lines, for the reason that the bulk of record selling is on a cash basis and this represents, or should represent, a major percentage of the business.

However, there come lean times when this cash record business does not measure up to expectations and when to move machines it is necessary to make terms on a less generous basis than ordinary. Under such conditions it is quite generally necessary for the dealer to take his paper or, as it has been called, "frozen capital," from the safe, and realize a certain amount of cash on it either through the banker who can sometimes be persuaded to be considerate if the paper is one of a short time maturity, or otherwise through a discount company.

Especially where the dealer handles radio receivers and other articles that do not encourage constant recurrent orders, it is sometimes possible to cash in on his paper for the necessary expansion of business, and in the case of records, it is necessary to realize to some extent at least upon the cash capital involved in installment paper and it is in such cases that discounting becomes a legitimate part of the business activities and not simply a last resort. Money thus realized should be devoted to legitimate business expenses, particularly the financing of stock accounts and moves tending toward expansion. If the dealer finds it necessary under ordinary circumstances to cash in on his paper for the necessary expansion of business, he might well give the condition of his business serious consideration, for it is an unhealthy situation that, if allowed to continue, will mean the bankruptcy court.

An Example of Frozen Capital

There is a story told of a dealer in New England who, starting with a capital of $5,000 and a substantial store, a good stock, some $18,000 worth of installment paper in his safe, but no cash and little bank credit, found himself at the end of his third year with a capital of only $1,000. In the years of his annual statement he had simply accumulated a mass of frozen capital that was literally choking his business to death.

It is true that at the end of three years he had amassed $13,000 above his original capital to the good, in installment paper plus a store and stock, but to realize upon his work there were only two methods open to him—the first, to close out his business and retrieve his capital as the accounts paid out, or to discount his paper, meet the discount charge, and have available sufficient cash to carry on the business as it should be carried on. As he was situated at the time every machine sale meant a further aggravation of the condition by adding to the amount of paper and requiring that much more cash, or its equivalent, for stock replacement.

The discounting of paper means simply that the bulk of the dealer's capital is made available for actual business purposes and is freed from dormant installment accounts. The premium that is paid for this discounting, which is being steadily reduced by leading agencies, may, or should be, easily and profitably offset by additional income realized through the turning over of the capital thus released. The practice of discounting paper is also calculated to make the dealer watch his cash payments and terms more closely, for the discount companies have definite regulations as to the charges of discounting.

In conclusion, it is said that if the dealer is in good standing, the discount company demands its money regularly, and with that pressure the dealer is going to push customers for the money.
In previous advertisements we had the pleasure of featuring the endorsement of SELECTRON by such leading concerns as Stromberg-Carlson—Freed-Eisemann, etc.

We now have the pleasure of presenting the endorsement of SELECTRON Reg. U. S. Pat. Off.

by R. E. THOMPSON MFG. CO.

the well-known pioneer manufacturer of radio apparatus

(Other Leading Radio Set Manufacturers will be announced in subsequent copy)

$19.50 LIST PRICE
SELECTRON (CC) COMPLETE, ready to plug in any radio receiver.

$12.50 LIST PRICE
SELECTRON (BB) for use with any speaking unit.

What the Selectron Does

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

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

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

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

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

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

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

7 SELECTRON brings real profit in its sale.

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

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

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

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

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

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

AUDAK CO., 565 Fifth Ave., NEW YORK, N. Y.
tivity; remarkably clear and powerful amplification; ease of operation; quality of tone; and especially long-distance receiving capacity, as proved in Commander MacMillan's successful North Pole experience with Zenith apparatus. These facts, Mr. Linsig feels, are of great importance for all foreign markets. Long distance is the need of the miner in the Veldt of South Africa, of the wealthy hacendado on his estate on the plains of the Argentine or Brazil, the miner in the Cordillera, the tea or coffee planter in the interior of Ceylon or Java, and the sheep ranger in Australia. Long distance is equally the greatest radio need for most of these countries where broadcasting stations are centered in two or perhaps three towns to cover a whole country, sometimes larger in territorial extent than our own U. S. A., as in the case of Brazil.

Long distance will be the ideal connection of all these provincial small towns and country estates with the daily social and economical life of the metropolis. Radio carries to the owner of a receiving set the daily heart beat of the country's ever-moving social life and metropolitan entertainment. Not to be forgotten is radio's great value as the rapid carrier of important news, political and economical speeches, weather and financial reports, etc.

The press, the moving pictures and improved press have a very tangible manner by the investing public of Great Britain, when the "Columbia Graphophone Co., Ltd., of London, floated a new issue of stock to increase its capital. The issue was oversubscribed ten times. The New York Morning World of April 21st carried the following article which describes the various phases connected with this issue: "The "Columbia Graphophone Co., Ltd., of London, is a company with a capital of 400,000 common shares of ten shillings ($2.50) each, total £2,000,000 ($1,000,000). "In order to pay for the interest acquired by the "Columbia Graphophone Co., Ltd., in the "Columbia Phonograph Co., Inc., New York, the former company increased its capital and advertised an issue on the morning of April 20 of 300,000 £1 ($5.00) shares, total £200,000 ($1,000,000). "Mr. Sterling, chairman of the board of "Columbia Phonograph Co., Inc., reports the receipt of the following cable: 'Within five minutes of the opening of the lists actual subscriptions received for $2,000,000 ($10,000,000). Estimated the total subscriptions will reach $3,000,000 ($15,000,000).'"

Frederick Piano Co.
Celebrates Anniversary

Uniontown, Pa., May 7—The W. F. Frederick Piano Co., in celebrating its forty-fourth anniversary recently, launched a campaign to put "Music of Some Kind in Every Home." Using this slogan as a keynote, special offers were made to the people of those towns which are served by the Frederick organization and which include Uniontown, Cumberland, Pittsburgh, McKeesport, Greensburg, Connellsville, Grafton, Morgantown, Johnstown and Brownsville. Established in 1881, this establishment has forged ahead to an enviable position among the leaders in the music retail merchandising field of the country.

Permits News Broadcasting

The members of the Associated Press, at its recent meeting in New York, voted, by a big majority, to authorize the Board of Directors to make possible the broadcasting of A. P. news of "transcendent importance." The news broadcasting must be properly credited to the A. P. and safeguarded in other respects. By-laws of the organization hitherto prohibited the broadcasting of news.

Edison Shop Re-opens

The Edison Shop, Fort Worth, Tex., recently opened after extensive alterations were made. W. W. Dyer is manager of the establishment.
LISTEN to the music coming from phonographs—perhaps in a palatial dwelling of a leader of society, perhaps at a gay gathering of pleasure-loving youth, or at a camping site, far from civilization, where wanderlust has led, or in fact, any place where phonographs are capable of bringing musical entertainment—listen, and undoubtedly you’ll hear music born of Heineman Motors.

Heineman Motor-equipped phonographs are everywhere! Over three millions have been sold. More than three millions of music lovers are enabled to enjoy, without interruption, the music of their liking simply because down underneath each record turn-table a Heineman Motor is on duty—ever ready to give that steadfast, easy and noiseless operation that is made possible by its superior design and durable construction.

And when appreciation for this faithful service is being given, is it really directed to the motor? In nine cases out of ten, no. All the owner knows, and cares about, is that his machine is functioning perfectly at all times. It is ready every time he is. He realizes that he has made an excellent purchase, and to “Mr. John Jones”, the dealer from whom he bought the phonograph, goes his full measure of goodwill and appreciation.

Step into “Mr. John Jones’” shoes. Have friendly thoroughly satisfied customers. Insist that the independent phonographs that you sell be equipped, as other phonographs everywhere are equipped, with

HEINEMAN QUALITY MOTORS
A Product of the
General Phonograph Corporation
OTTO HEINEMAN, President
25 West 45th Street, New York, N. Y
Sonora Bell Inaugurates Ad. Criticism Service

Space in Each Issue Will Be Given Over to Ads Written by Dealers With Comments by F. W. Schnirring, Advertising Manager

In the current issue of the Sonora Bell, the publication issued monthly by the Sonora Phonograph Co., Inc., New York, for the benefit of Sonora dealers, F. W. Schnirring, advertising manager, is inaugurating a service to assist dealers in bettering their advertising copy. A page or two in each issue of the Sonora Bell, starting with the May issue, will be given over to reproductions of dealer ads and Mr. Schnirring will comment on each and every ad. In his message to dealers concerning this service Mr. Schnirring says:

"In the future issues of the Bell there will be a page or two devoted to the reproduction of advertisements that were written personally by Sonora dealers. You are invited to send in a number of your best advertisements each month and they will be reproduced and criticized in the Bell. I assure you that in the criticisms I will give in the Bell I shall not hold out any soft soap. If your advertising is rotten I'll tell it to you in no uncertain language—and I'll also tell you why I think it is not so good. By reproducing the various Sonora dealer ads each month in the Bell, it will be an exchange of ideas as well as an effort to increase the productiveness of dealers' advertising."

Columbia Masterworks
Receive Critic’s Praise

Musical Authorities Enthusiastic in Their Comments on These Recordings

The manner in which the trade and record-buying public have received the Columbia Musical Masterwork Series of Symphonies and Chamber Music has been extremely gratifying to the officials of the Columbia Phonograph Co., but what is more significant from a musical standpoint has been the manner in which musical authorities throughout the country have commented upon the influence these records have in bettering the musical tastes of the people. The critics in the daily newspapers have devoted columns to reviews of the recordings and the comment has invariably been that of high praise. A recent review in the music columns of the San Francisco Bulletin read:

"In the movement to improve phonograph records of orchestral works pronounced strides have been made recently. Some of the leading phonograph companies have concentrated upon this endeavor with the result that surprisingly excellent records have made their appearance, to be warmly welcomed by all lovers of good music."

"This move has been more readily appreciated by the fact that the world has been combed to secure the best, with the result that not only the best of this country but that of Europe has been secured for home enjoyment. Foremost in bringing to the home the finest in orchestral music has been the Columbia Phonograph Co., Inc."

Then follows a complete, comprehensive description of the Masterwork Series.

Topeka Music Co. Gives Up Topeka Branch Store

The stock of the Topeka Music Co. at Topeka, Kan., has been moved to the Emahizer-Spielman Co. store at 519 Kansas avenue, and the complete line of Brunswick and Edison phonographs will be handled from the main store hereafter. The employees of the Topeka store have been added to the staff of the main establishment.

Important Additions to Okeh Record Literature

"Blue Book of the Blues," Containing Complete List of Blue Records, and Catalog of "Old-Time Tunes" Are Now Being Distributed

The General Phonograph Corp., New York, is increasing the amount of its publicity for dealer distribution. One of the recent issues was the "Blue Book of the Blues," the first complete catalog of "blue" records issued in some time. The catalog is very attractively gotten up and many favorable comments on its appearance and contents have been received from dealers. The catalog features the Okeh race records and a page is given over to a short resume of each artist's career, together with a listing of the records made by that particular artist.

To satisfy the demand for "old-time tunes," special literature dealing with this type of music has been prepared. A catalog listing "old-time tunes" was recently distributed to the trade, and supplements will be issued every alternate month, adding to the listings and making the catalog complete and up-to-date. Dealers are making good use of these catalogs.

Victor Exhibition Salons in New York Are Closed

End of Lease and Demolition of Building Force Move—No Announcement Regarding New Exhibition Rooms in New York

The exhibition salons conducted by the Victor Talking Machine Co. for the past year on Fifth avenue, New York, opposite the Public Library, were closed on April 1, at the expiration of the lease on the premises. It is understood that the building will be torn down with others to make room for a large modern structure. The Victor Co. has made no announcement regarding any plans for reopening exhibition rooms in New York.
Hurdle the Summer Slump With Portables

There Are Real Profits in Selling Vacationists on the Idea of Taking Along a Portable—Don't Forget Auto Owners—Start Now

What are the chances for bringing up the sales volume during the Summer? This is the most vital question before the dealers at this season. The period between May and the end of August is usually looked upon as a time when little may be expected in the way of sales; in fact, so strong is this state of mind among a certain type of business men that practically no effort is made to move machines and records. It is true that the trade faces an entirely different sales problem than that with which it is confronted at any other time of the year and it is equally true that the thoughts of owners of instruments and prospects alike are turned to amusements other than music. It is vacation time and the public seeks pleasure. It is the season for fun out-of-doors.

The Problem of the Dealer

The main concern of the dealer is how he can break through these thoughts of outside pleasures and make the "going away" public realize the need for music on the vacation, week-end trip or picnic. The great trouble seems to be that the dealers have been selling the higher priced units and they do not seem to realize that there is a real profit in portable sales. Besides, portable sales can be made when the larger instruments do not move so well. And this also means an increase in record sales.

Settling Portables for Cash

In selling instruments to tourists at the Summer resorts great care must be exercised by the dealer in granting credit. In fact, there is a good chance in many cases of closing the deal on a cash basis, for after all the average portable machine is comparatively inexpensive. Another factor in favor of cash sales is that when on vacation prospects usually are in an expansive mood and can more readily be induced to pay cash. When a sale hinges on terms and down payment the references of the purchaser should be investigated before the machine and records are delivered. A dealer in the northern part of New York State last year placed a number of portable machines in Summer cottages, accepting a small down payment. In several instances when the next payment failed to come in when due, he journeyed to the stopping place of his customer only to find that both customer and machine were gone for parts unknown. In every case where an installment sale is made it is wise to secure the home address of the customer and verify it. In this way only can the dealer follow up in his collection efforts.

Window Displays

During the Summer, especially, the portable talking machine or radio set is the dealer's best bet and because of this it seems strange that so few retailers recognize the advantage of making a consistent effort to sell. Rarely does one see a window display devoted exclusively to portables. Yet it is right at home that the dealer has his greatest sales opportunity. Vacations are planned for long in advance. What better form of sales promotion is at the command of the dealer than to bring home this idea to the attention of customers a salesman has the opportunity to exercise by his store by their patronage. The dealer is or should be on a friendly basis with his customers. In bringing the portable talking machine to the attention of customers a salesman making personal contact is, of course, most effective. However, this is not always possible. The telephone and, last but not least, direct-by-mail will also bring home the bacon.

Now the Time to Get Busy

At the end of this month the vacation season really starts and consequently now is the time to start the campaign. Waiting until the season is half over means that many potential sales will have been lost. Already there are signs of the usual Summer lethargy insofar as talking machine sales are concerned and it is time a strong effort were made to sell.

Talk about popularity!

Schickerling tubes have simply stampeded 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 set better, keep your customers "sold", and are decidedly profitable!

Write or wire today for dealers' terms

SCHICKERLING PRODUCTS CORP. 
Executive Offices and Factory: 401-403 Ross Blvd. 
Chicago, Ill. 
Distributor - Dealer: 
Philadelphia Sales Office: 
Jefferson Building, 1014 Chestnut Street 
RUDOLPH WURZITZER CO., 320 West 41st St., New York City 
Mail orders filled from Newark factory or nearest branch office 

SCHICKERLING 
Radio Tubes 
With the Stabilizing Triangular Plates

SHOOD, J. F.

Model S-600 Det. Ampl. Osc. , $4.00
Model S-700 Special Oscillator, 5 volt-10 amp. 
Model S-1600 Det. Ampl. Osc. . $4.00
Model S-2000 Det. Ampl. Osc. . $4.00
Model S-4000 Det. Ampl. Osc. . $4.00
Model S-5000 Det. Ampl. Osc. . $4.00
Model S-6000 Det. Ampl. Osc. . $4.00
Model S-7000 Det. Ampl. Osc. . $4.00
Model S-8000 Det. Ampl. Osc. . $4.00

This best seller retails at $3

All models sold with a 10 day written guarantee

SCHICKERLING PRODUCTS CORP. 
Executive Offices and Factory: 401-403 Ross Blvd. 
Chicago, Ill. 
Distributor - Dealer: 
Philadelphia Sales Office: 
Jefferson Building, 1014 Chestnut Street 
RUDOLPH WURZITZER CO., 320 West 41st St., New York City 
Mail orders filled from Newark factory or nearest branch office 

SCHICKERLING 
Radio Tubes 
With the Stabilizing Triangular Plates
“Practically every customer specifies Eveready”

When customers come into your store at the rate of 250 a week and ask for a certain article by name, so that all you have to do is wrap it up and punch the cash register, you know that you've made a mighty profitable connection with that particular line.

Melvin M. Burtis, manager of the radio department of the Alexander Grant's Sons store in Syracuse, N.Y., says: "The Eveready line has been one of the most, if not the most, profitable of any single item in the radio department. . . . With your continuous national advertising we can safely say that sales resistance has been very limited. Practically every customer specifies Eveready."

Eveready high quality batteries, Eveready national advertising and multi-station broadcasting, Eveready window display material and Eveready trade service make Eveready Radio Batteries the quickest selling, most profitable of radio lines.

Order from your jobber.

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, INC.

New York    San Francisco

Atlanta    Chicago    Dallas    Kansas City


EVEREADY
Radio Batteries
-they last longer
Increasing the Safety Factor on Time Sales

L. A. Murray Advocates a Flat Carrying Charge on All Installment Sales, the Selection of Customers and a "Finding Charge"

At the end of a year a dealer who has done an excellent business on the installment plan looks with satisfaction at the annual statement showing his profits. But in view of the fact that these profits are really on paper and that the bulk of the money is outstanding in installment accounts the actual profits of the dealer when each transaction of the year has finally been concluded may be very small. What happens? John, Jones and Smith may meet all of their obligations. But there is Brown, who skipped out owing the last month's installment. Brown has the machine on which he has paid only two instalments and the dealer in the majority of cases is compelled to take his losses.

The paper profits begin to go glimmering. Then there is John Doe, who is inclined to fall behind in his payments. There is then an extra cost of collecting the money each time this individual falls behind and many times repossession of the instrument is necessary. Also many dealers sell on the installment plan without charging interest. They seem to lose sight of the fact that they are lending the customer the use of their capital for a period between eight and eighteen months without cost. That also means an unnecessary loss.

Overcoming Credit Evils

How to overcome these credit evils is the problem before the dealer. There is no better way to show how this can be done than to outline the methods of dealers who have been successful in overcoming them. There is one very thing. There is the L. A. Murray Co., one of the most successful music concerns in the State of Iowa, which operates a fine establishment in Davenport. L. A. Murray, head of this concern, states that 95 per cent of the company's talking machine business is on the installment plan, 90 per cent of the radio sets are sold on deferred payments and about 60 per cent of musical merchandise is sold on time.

Charging Interest

Many patrons object to paying interest, points out Mr. Murray, but this is overcome by explaining to prospective purchasers that the instrument is being sold at the cash price, the only difference being in the interest charge. However, Mr. Murray believes that the interest charge is not the most efficient method of making the customer pay for the privilege of purchasing on the installment plan. He states: "Buyers will always object to paying interest and the trade will suffer the loss of much good will until this policy is discarded and instead a definite carrying charge is made on all installment sales. As it is we try to overcome their objections by thoroughly explaining at the time of the sale that we are selling them on the cash price and are making only a small interest charge. Also, by adding interest every month to their balances and showing it on the statement every month we keep it in storage for a certain length of time to give the customer a chance to meet back payments if he so desires and very often the customer makes good." A $3.00 "Finding Charge"

"There is one evil in credits which is often overlooked and that is the problem of following up the people who are always moving who are a cause of trouble later are very small. It is because we exercise care in selecting prospects that we have few repossessions. Also we keep the customer sold until he has a substantial sum invested and after that he is usually more concerned than we are. When it becomes necessary to repossess we exert pressure until the customer usually tells us 'come and get the machine.' Even after we repossess the instrument we keep it in storage for a certain length of time to give the customer a chance to meet back payments if he so desires and very often the customer makes good."

Files Petition in Bankruptcy

The L. A. Murray Co., head office in Rochester, N. Y., was recently placed in bankruptcy with liabilities of approximately $3000. The Lyric Music Shop, Port Chester, N. Y., was an important concern engaged in the manufacture and sale of phonographs, musical devices, etc.

This record bag without string or button but with effective flap latch is a COHOES RECORD CARRY BAG.

Cohoes Envelope Co., Inc.

Sales Office
N. Y. and Vicinity
342 MADISON AVE.
Cohoes, N. Y.

Home Office and Factory
COHOES, N. Y.
for Outdoors—PAL is Supreme

For camp—at the beach—for picnics—and for all-around purposes, PAL’S sturdy construction makes it the ideal portable for outdoor use. This important feature, together with PAL’S pleasing tone quality, and attractive appearance has earned for PAL the recognition as being the easiest selling portable.

Dealers’ Price

$15.00

If you are not handling PAL now, order a sample so that you can learn how good a PAL really is. Display and demonstrate PALS and see how quickly they sell. Remember, every time you sell a PAL you make $10.00 and a friend.

PLAZA MUSIC COMPANY, 10 WEST 20th STREET, NEW YORK
Interesting Analysis of Problems of Talking Machine Trade in South America

Edward J. Bruen, Who Has Been Visiting in South America and Who Has Studied Conditions There in Connection With Talking Machine Merchandising, Describes Sales Methods

BUENOS AIRES, April 2—The greatest problem presented by the talking machine trade in South America is the bringing of the product to the attention of the buying public. The Victor and Columbia export departments do a great volume of newspaper and poster advertising among our Southern neighbors, but these educational methods are not as productive of business as the same efforts would bring forth in the United States.

The truth seems to be, and the experience of many business men in various lines bears it out, that the Latin-American is not given to the reading of advertising columns—that he receives his impressions rather from the gossip of neighbors than from the most expensive efforts to attract his attention. This is true of the two most important Latin nationalities in South America—the Spanish and the Portuguese.

Direct Appeals Result in Sales

In Venezuela and Argentina the talking machine dealers make direct, personal appeals for trade through following the open road and carrying machines along. Like the sewing-machine vender of recent memory they go to every home, play for the pleasure of the family if they obtain a hearing and, in this way, establish trade relations. The siesta hours in the early afternoons are the most favorable for the establishment of selling.

Expensive Instruments Best Sellers

Dealers’ sales are largely due to the sowing of such seed along the roadsides throughout the South American territory, advertising playing only a minor part in the development of the important agencies. The natural conclusion to be reached from such a method of selling is that the cheaper and smaller machines are most important, its influence reaching out to extensive family connections—sometimes establishing an endless chain of selling.

It is interesting to note in connection with this article on the talking machine trade in South American countries that United States exports of talking machines to South America for the eight months ending February, 1925, amounted in value to $754,264. The respective countries to which these shipments were made were as follows: Central America, $69,663; Mexico, $115,012; Cuba, $73,385; Argentina, $99,246; Chile, $71,553; Peru, $66,290; Other South America, $256,486. During the same eight months period talking machine receipts to the value of $1,068,900 were shipped out the port of Buenos Aires for Argentina, $69,463; Mexico, $115,012; Cuba, $73,385; Argentina, $99,246; Chile, $71,553; Peru, $66,290; Other South America, $256,486.

The fact that the name of a bank is on the paper as the place of payment increases its importance vastly, and the banks charge the dealers nothing for this service. Indeed, sometimes the talking machine buyer’s note works to the bank’s advantage as an introduction to a permanent savings account.

The Radio Situation

In the larger cities of South America the dealers and jobbers are beginning to feel the radio complex, and are wondering what its ultimate effect will be. They are not afraid that the reaction in their country will be much slower than in the United States, and furnish many reasons for this outlook. In the first place they point out that the large, active, youthful and boy is not given to things mechanical; that the fleeting character of the radio performance does not appeal to the South American who likes his music, when he likes it at all, repeated ad libitum; that the talking machine furnishes him with his favorite music at his own discretion and within the walls of his own hacienda or hut.

Most Popular Type of Records

In the record business the situation throughout Argentina, Brazil, Venezuela and Bolivia is satisfactory with a growing demand in the Victor and the Columbia lines for synchronization. The most popular records are, of course, those of the great opera singers who sing in Spanish or Portuguese. Some of the Italian records are very popular, especially in the larger cities, where many Italians are engaging in business, coming from their native country through the United States.

PET O FONE MFG. CO., 557 BROADWAY, NEW YORK

PET O FONE
MADE IN U.S.A.
A real portable talking machine
TO RETAIL AT $12

usual trade discount

DISTRIBUTORS

Pet O Fone is bound to be a success—\textit{the demand is already great}. Good proposition open in your territory

PET O FONE MFG. CO., 557 BROADWAY, NEW YORK

DEALERS

A display of Pet O Fones and demonstrations will increase them. Quick sales and large profits are waiting for you.

For Wholesale and Retail

Does all, a larger phonograph will do. Ready for Santa in a minute.

WEIGHTS 4 5/8 lbs. Made in black, red, green or blue lacquer.

THE TALKING MACHINE WORLD

May 15, 1925

Strevell-Paterson Co. to Represent Sonora in Utah

THE TALKING MACHINE WORLD

SALE LAKE CITY, UTAH, May 5.—The Strevell-Paterson Co., leading hardware distributor of this city, formerly distributor of the Sonora phonograph, has again taken on the distribution of radio and phonograph products of the Sonora Phonograph Co. The company will represent Sonora in Utah and southern Idaho and will be an important asset to the company because of the high regard in which it is regarded by the entire trade of the Rocky Mountain section.

The Crown Music Co., Pasadena, Calif., has opened a branch store at Glendora, in which a full line of musical instruments and radio equipment is carried.
Radio circuits are being constantly improved. Radio art moves steadily forward.

But the laws of acoustics are not new. Telephony and the musical instrument art have long since made them final and definite.

The Jewett Superspeaker is merely the foremost musical instrument, applied to Radio reproduction. There is nothing electrical about it—nothing but its performance. And there are no mysterious new principles that threaten to affect its leadership.

In The Superspeaker you sell, therefore, Permanent Radio Equipment—as modern tomorrow as it is today.

That same idea of Permanence is back of every Jewett Product.

Good Permanent-value Merchandise, built to Quality standards! Sell it with confidence.

Run through the list of Jewett Products given below, and see how superbly they meet these essentials of Permanence and Quality. Then ask us for full details.

JEWETT RADIO & PHONOGRAPH COMPANY
5660 TELEGRAPH ROAD
PONTIAC, MICHIGAN

Canadian Sales Office: Walkerville, Ontario
Export Sales Offices: 116 Broad Street, New York City


The Jewett Vemco Unit—Makes a loud speaker out of your phonograph. The Reproducer used in the Superspeaker. Price $12.00.

The Jewett Superspeaker—All that the name implies. Recommended by experts everywhere. Price $30.00.

The Jewett Parkay Cabinet—with parquetry top. Puts the amateur on a par with the most exclusive cabinet worker. All sizes, prices to correspond.

The Jewett Superspeaker Highboy—Houses Radio set and all batteries. Houses all high grade phonographs and enters the realm of fine furniture. Price $130.00.
Chorus of 5,000 Sings for Columbia Special Record

Concert of Associated Glee Clubs at Metropoli-

tan Opera House and Audience Sings Adeste

Fideles—Recorded by Columbia Co.

Through the use of new scientific devices the

Columbia Photograph Co., New York, was re-

cently able to record five thousand voices on a

single record. The record is "Adeste Fideles,"

coupled with "Join the Tear," and is an extra spe-

cial release to the trade. The recording was

made at a recent concert of the Associated Glee

clubs at the Metropolitan Opera House, New

York. A male chorus of 650 voices gave the

concert and the Columbia organization installed

recording apparatus and was successful in se-

curing several very good records of the selec-

tions sung.

The audience at this concert was for the

most part members of glee clubs throughout the

East and when the last number was sung it

was asked to join in the singing of "Adeste

Fideles." As the Metropolitan Opera House

sits about four thousand and as they readily

joined the chorus of 850 in the singing of this

beautiful hymn, the effect of this massing of so

many voices was beautiful and unusual. The

recording engineers of the Columbia Co. were

extremely fortunate in securing a perfect re-

cording of this selection and it is now available

to music lovers throughout the country.

Trade Changes and News of

New Haven, Conn., Dealers

Loomins Temple of Music Adds Brunswick Line

—Growing Business Compels Securing Larger

Quarters for Live Dealers—Other Activities

New Haven, Conn., May 4—The Loomins

Temple of Music, Chapel Street, this city, has

just added Brunswick phonographs and Bruns-

wick radios to its already large line of Vic-

troas, Chenery phonographs and pianos. The

Brunswick line was announced through ex-

clusive windows and large space in the New

Haven newspapers.

The Delanie Music Shop has moved to new

quarters at 106 Temple street, where a variety

of musical instruments is being featured.

Ammendola Bros., 164 Wooster street, reports

the sale of a number of Rizza pianos over the

Easter holiday. Anthony Amendola reports a

resumption of Columbia phonograph sales and

has renewed activities with this line both on the

retail floor sales and through truck sales plan.

This live wire merchants have outgrown

their present quarters and contemplate secur-

ing larger and more spacious display rooms in

the immediate vicinity in the course of the next

few months.

H. I. Rumanoff, of the Automatic Music

Shop, has started a drive for phonograph busi-

ness and has completed arrangements for an

advertising plan through newspapers and fliers

coupled up with truck canvassing in securing

sales in New Haven and the outlying districts over

Vicotroas and Columbia phonographs.

Louis Miller, of Miller's Music Shop, 144-146

Congress avenue, has leased another store at

this address to take care of his ever-increasing

business. Mr. Miller had a local contractor

add six hearing rooms, a new complete record

department and other fixtures to add to the

beautifying of the interior of the store. Mr.

Miller reports an increase in his business

through the improved store and states that the

larger space was necessary to take care of his

increasing business.

Dean David Smith, 219 Elm street, reports a

very big demand for portable phonographs to

the Yale students. Record business has kept

up very nicely and there is a very big demand

for Columbia and Brunswick records.

Mr. Lundine has been made manager of the

Widener Victrola department at the Edward

Malley department store. He comes from the

Widener store of Worcester. Since taking over

the department at Malley's Mr. Lundine has

made several improvements in the department

to facilitate easier purchasing by prospective

customers.

Brodrib & Blair, 183 Orange street, are re-

modeling their present location to take care of

their re-

sales and playing value by thousands of dealers

and jobbers for over 10 years.

Write for catalog of complete line

F. C. KENT CO.

Irvington, N. J.

C. Brandes, Inc., Takes

Over Large New Plant

Factory of Radio Manufacturer Moved From

New York City to New Quartwrs in Newark,

N. J.—Executive Offices Also Moved

C. Brandes, Inc., has just made an important

announcement regarding the removal of its New

York factory to a new plant in Newark, N. J.

The executive offices of the company are now

located at the factories at 200 Mt. Pleasant

avenue, Newark, N. J.

It is interesting to note that constant growth

of the business has made it necessary for

the firm to expand production facilities five

times in the past two years, and that these ex-

pansions have resulted in an increase of 150

per cent to 200 per cent in manufacturing floor

space.

The move of factory and executive offices

centralizes all of the Brandes manufacturing fa-

cilities, making it possible, they state, to

economize in the progressive assembly line,

which will be used to further improve the qual-

ity of their products. At the present time the

office of the vice-president, M. C. Rypinski, and

the sales and advertising department will be

located at 237 Lafayette street, New York City.

The company has just announced an im-

proved table talker having a goose-neck horn

and an adjustment lever conveniently located at

the back of the base. The firm is well known

for the line of radio head sets and loud speakers

which it makes.

Many Dealers Granted the

Sonora Franchise in April

During the month of April the agency for

Sonora phonographs was secured by numerous

dealers throughout the country. Among the

representative houses who will now sell Sono-

ras are Lyon & Healy, Chicago, Ill.; Chalmers

Music Co., Alani, Fla.; Homestead Drug Co.,

West Baden, Ind.; Dunham's Music House,

Asheville, N. C.; Sluder Furniture Co., Canton,

N. C.; Jugoslavia Jewelry & Phonograph Co.,

Inman, Milwaukee, Wis.; E. H. Conplate, Meridien,

N. C.; Davis Music House, Lakeland, Fla.;

Besserer Furniture Co., Besserer City, N. C.;

Rockaway Talking Machine Co., Brooklyn, N.

Y.; Bell & Harris Furn. Co., Concord, N. H.,

and Borden's Music Store, Barberton, Ohio.

Radio Corp. Earns Gross

of $15,229,923 for Quarter

The Radio Corp. of America, in its report

just issued for the quarter ended March 31,

showed gross income from sales, communicati-

on and other income of $15,229,923. The com-

pany showed for 1924 a gross of $53,848,131, so

that quarterly earnings of $15,229,923 as re-

ported would mean, if maintained for the three

successive quarters of the year, a gross busi-

ness of over $60,000,000.

The directors declared the regular dividend of

1 1/4 per cent on the preferred stock, paya-

ble July 1 to stock of record June 1.

The Harken Co., New York, which was re-

cently incor-

porated at Albany, to make radio equipment,

with a capital stock of $10,000. The principal

erators are M. J. Levine, V. Gray and J. Kain.

Bought for their re-

sale and playing value by thousands of dealers

and jobbers for over 10 years.

Write for catalog of complete line

CLAREMONT, N. H.

F. C. KENT CO.


Irvington, N. J.

MAKE 1925 A QUALITY YEAR

Only high grade raw materials produce high grade records.

For the best grades of uniformly cut records on the Edison Disc Phonograph, write to

COTTON FLOCKS FOR PHONOGRAPH RECORDS

WRITE TO

CLAREMONT WASTE MFG. CO.

CLAREMONT, N. H.
The Greatest Achievement in Radio History is Here!

This Receiver Works from Either A. C. or D. C. Current. (No Extra Attachments)

Needs NO BATTERIES Whatsoever

Six Tubes
Indoor Aerial or Loop Reception
Two Dial Control
Life of Tubes Prolonged
Fool Proof in Every Respect
Consumes 1/10 Cent of Current per Hour of Operation

No Rectifying Tubes or Extra Attachments
Exclusive Territorial Rights for Jobbers and Retailers
Our Franchise Means Full Protection
A Wide Range of Models also Phonograph Panels

Look For This Trade Mark For Your Protection

A Big Proposition—Write or Wire Today for Full Details

MANUFACTURED BY

ARGUS RADIO CORPORATION
25 WEST 18th STREET     NEW YORK CITY
Brunswick Saloon of Fifth Avenue Has Formal Opening

Elaborate Warehouses Opened With Appropriately Noted Brunswick Artists Broadcast From Store—Trade Represented

The formal opening of the Brunswick Saloon of Fifth avenue, New York, was held on Saturday, April 25, with appropriate ceremonies. The artistic surroundings and luxurious fittings of this establishment were further enhanced literally by bowers of flowers, bearing greetings of good will and success from prominent members of the trade. More than a thousand people visited the new establishment at 666 Fifth avenue on opening day, many of them being members of the trade who wished to extend in person their good wishes to Mr. Abelowitz on his new venture.

The feature of the opening was the broadcasting through station WJZ of a program of exceptional merit, including Isham Jones and His Famous Dance Orchestra; the Radio Franks; Frank Munn and the Brunswick Concert Orchestra, all Brunswick recording artists. The concert was given during the hour between four-thirty and five-thirty. This was the first appearance of the Isham Jones aggregation before the microphone. Listeners were requested to write to the Brunswick Saloon and comment on the program and within the next few days hundreds of responses were received and literature dealing with the instruments carried in was immediately sent. As there will be broadcasting one night each week from the establishment, an exceptional opportunity of reaching the buying public is afforded.

The complete Brunswick line of phonographs and Brunswick Radiolas is carried and in the radio department the Radio Corp. of America line of Radiolas and the Artcraft Kent line of receivers are being featured. A complete library of Brunswick records is in stock and Audik equipment has been installed to demonstrate the records. Mrs. Edmund J. Brewster, who for years was in charge of the phonograph department of the Radio Corp. of America, has charge of the catalog, and in the display rooms the largest Phonograph Manufacturers display in the world is being carried and in the stock of records have a big following throughout the country, many of them of his own composition. He plays his own accompaniment on the guitar with incidental music on the harmonica. He is renowned as a musician for dancing in the Hill country, playing continuously throughout the night on many occasions. His Okeh records have a big following throughout the country and he receives many inquiries at his home in Galax for copies of the numbers which he sings on the records.

We Welcome You to Chicago and "The World’s Largest Building"—where our office and display rooms are located

You will find many things to interest you about this World's Greatest exposition palace which is probably the most advanced idea in a wholesale display exposition that the commercial world has ever known. With its magnificent entrance, beautiful corridors and display rooms, unique club rooms and restaurants atop the building, we feel sure your time will be well spent in inspecting it.

A short walk south from The Drake brings you to the door, 666 Lake Shore Drive. Then come up to our display, Suite 829. You will see an exceptional showing of phonographs, radio and combinations, but please ask the salesmen to have the guest and will not be asked to buy anything.
THE DAWN OF A NEW ERA IN RADIO RECEPTION
The Dawn
of a
New Era in
Radio
Reception

In cities, towns, and
hamlets—North, East,
South, West—thous-
ands of listeners-in are
enjoying radio as never
before. Verily, the
Farrand-Godley
Speaker marks the
dawn of a new era in
radio reception.

The Farrand-Godley Speaker
not only sets a new standard
for clarity, faithfulness and
tonal quality. It "brings in"
tonal effects beyond the scope
of other speakers-reaching
down to the utmost depths of
the mellow lower scale; soar-
ing up to the liquid clearness
of the highest "C"—without
a hint of metallics.

One wonders not that listen-
ing ears say Buy whenever the
Farrand-Godley Speaker is
demonstrated. One wonders
not that dealers everywhere
are "coming back for more."

LIST PRICE
$32.50

FARRAND MFG. CO.
Incorporated
28 South Sixth Street
Newark, N. J.
Harry D. Schoenwald  
With Thermiodyne Corp.

Well-Known and Popular Sales Executive of the Middle West Made Manager of the Chicago Headquarters of Radio Manufacturer

It was announced by Leo Potter, president of the Thermiodyne Radio Corp., at 1819 Broadway, that Harry D. Schoenwald, one of the best known sales executives in the Middle West, has been placed in charge of the Thermiodyne Radio Corp. branch offices, 2047 McCormick Bldg., Chicago, Ill.

Mr. Schoenwald, a very capable and popular young man, has many friends among the dealers in the Chicago territory, where he has been identified with the musical products industries for over ten years. He was formerly associated with the Columbia Phonograph Co. and later capably filled the position of sales manager for the Consolidated Talking Machine Co. In these important capacities, Mr. Schoenwald impressed dealers in the Chicago territory with his sincerity and his personality, and earned their good will and esteem through the untiring co-operation and assistance he gave them in their ever-present merchandising problems.

Mr. Schoenwald is president of the Piano Club of Chicago and a number of other organizations. He is recognized throughout the talking machine world as one of the foremost figures in the Chicago district.

Inasmuch as the tremendous popularity of the Thermiodyne TFG receiver has resulted in enormous demands upon the organization of the Thermiodyne Radio Corp., the matter of adequate sales service, wholesale and to dealers, has become an important problem. In this connection there is assurance that Mr. Schoenwald will adequately look out for the best interests of the Chicago wholesale and retail trade.

Uses Delivery Cars as Radio Publicity Medium

SHAWNEE, OKLA., May 5.—The A-B Radio Co., Inc., of this city, is a retailer ever on the lookout to take advantage of every possible means of publicity, not only in its warerooms at 210 North Broadway, but it is now also making good use of its delivery cars as well.

This enterprising concern is an Atwater Kent retailer. Accordingly, the sides of the trucks used are painted with the advertisement of the Atwater Kent set, announcing that the A-B Radio Co., Inc., is "Radio headquarters for Atwater Kent receiving sets." There is also painted on a large reproduction of a radio set. This store has found delivery trucks a good investment. With them distant points of the city can be easily reached. In reality it takes the store to the rural districts. It broadens the territory from which the dealer can draw trade and for this reason, of course, adds to the effectiveness of sales campaigns.

E. T. Barron Co. Chartered

The E. T. Barron Co., Superior, Wis., has been incorporated to manufacture musical instruments with a capital stock of $50,000. The incorporators are E. T. Barron, Carolyn H. Barron and Paul P. Lewis.

New York Victor Dealers Inspect New Loud Speaker

Blackman Talking Machine Co. Arranged for Demonstration of Loud Speaker and New Victrola at Recent Association Meeting

At the April meeting of the Metropolitan Victor Dealers' Association of New York, held at the Cafe Boulevard on April 22, there was demonstrated to the dealers for the first time the new Victor Lumiere loud speaker for radios, as well as the new Victrola No. 1-1, the latest addition to the Victor line, a small table model listed at $15.

Particular interest was displayed in the Victor Loud Speaker, for it was heralded as representing the first move of the Victor Co. in the field of radio. It embodies a number of original principles, is finished in mahogany and has the general appearance of a mantel clock with a parchment diaphragm for its face.

The Victor loud speaker was demonstrated by Wm. H. Bishop, and the new Victrola by W. R. Grew, both members of the staff of the Blackman Talking Machine Co.

Waterbury, Conn., Retailers Improve Establishments

WATERBURY, CONN., May 6.—The New England Music Co. recently opened a branch store in Southington, Conn., where it will carry a complete line of Columbia phonographs and Columbia records, pianos, musical instruments, sheet music and also a complete radio section.

The New England Music Co. recently opened a branch store in Southington, Conn., where it will carry a complete line of Columbia phonographs and Columbia records, pianos, musical instruments, sheet music and radio.

Music in the Air

Two specially constructed Victrolas, fire-proofed and with the metal parts all made of aluminum, were recently presented to the crews of the Navy airships, the Los Angeles and the Shenandoah.
A "Life-Saver"

Every month this year has shown an increase over the preceding month, in the business done by Gulbransen dealers.

This cannot continue indefinitely, of course, but there is a general opinion that summer profits will be unusually good for the music dealers who concentrate on the Gulbransen.

We have long contended that the Gulbransen is the bread-and-butter proposition for music dealers—the money-maker of the retail piano business. Now it is beginning to look as if the Gulbransen is the money-maker not only of the retail piano business, but of the entire music business.

While other departments of the music store have fallen badly behind, have failed to show profit, have necessitated the dealer digging into his earnings on account of service and maintenance expense and "dead" stock, and while his other lines have shown unhealthy seasonal fluctuations, the Gulbransen has gone steadily along chalking up sales and profit.

In many a store, the Gulbransen is the "life-saver" right now. This is not a boast—not an exaggeration. A frank talk with half a dozen Gulbransen dealers will prove it to anyone who may doubt.

The Gulbransen would have a healthy influence on your business, not only as a stimulant now when it may be particularly needed, but permanently. May we tell you more about the situation as it exists today?

GULBRANSEN COMPANY, 3232 W. Chicago Ave., Chicago

GULBRANSEN
The Registering Piano
New Sonora Portable Will

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

Maryland, Virginia and District of Columbia:
BALTIMORE PHONOGRAPH DISTRIBUTING CO.
417 West Franklin Street, Baltimore, Md.

Western Pennsylvania and West 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 Tennessee:
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.

North Dakota, South 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.

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, Wyoming, and Eastern Nevada.
Moore-Bird and Co.
1720 Wazee Street, Denver, Colo.

Utah and Southern Idaho:
Strevel-Paterson How. Co.
Salt Lake City, Utah.

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
473 Colyston Street, Los Angeles, Calif.

SONORA PHONOGRAPH COMPANY, Inc.
Makers of Sonora Phonographs, Radio Adapted Phonographs
Sonoradios, Sonora Radio Speakers and Reproducers

279 BROADWAY

Canadian and Export Distributors
C. A. Richards, Inc., 279 Broadway, New York City
Stimulate Summer Sales

Music and Happiness with you Everywhere

Your best girl and you in a canoe, idly drifting on a woodland stream, and to the accompaniment of rippling waters and whispering trees, you softly play an Indian love song—a romance more beautiful than words can express!

While sailing 'neath the fluttering canvas, happy voices break into song harmonizing with the sweet melodies of a famous string quartet. Or on a mid-summer night 'neath starlit skies, what is more enchanting than to dance to an exhilarating fox trot?

You can take music, happiness and joy with you everywhere with the Sonora Portable for it is only 16 lbs. light and carries right within its case thirty selections. And it will play them with surprising volume, mellowness and bell-like clarity, for it has within it the famous Sonora all wood tone chamber.

Good looking, smart classic lines attractively covered with black Fabrikoid and embellished with distinctive metal fittings. Compact—14½ inches long, 14½ inches wide, 8½ inches high—strong and durable.

NOW is the time to prepare for the biggest summer time business you have ever enjoyed. You can offer the world's highest class talking machine for $35—a record low price for a quality portable. For those who want a more distinctive instrument there is the Sonora deLuxe Portable which is covered with genuine cow hide leather. Display them in your window prominently.

Ingenious merchants may effect a cool, refreshing atmosphere in their windows by building a miniature camp scene in a quiet woodland setting, or a colorful beach view. And be sure to send for this new booklet—envelope size, convenient to send out with your direct mail.

Remember Portable business builds permanent profits, for each portable purchaser is a prospect for radio, records, or a larger machine.
New Okeh Recording Orchestra Plays at Hippodrome

Joe Smith's Martha Lee Orchestra Visits Hippodrome and Through Courtesy of Vincent Lopez Renders Several Selections

During the recent appearance of Vincent Lopez and His Orchestra at the New York Hippodrome, at which engagement they played mostly the numbers which they had recorded for Okeh records, a visiting orchestra, Joe Smith's Martha Lee Orchestra, took the opportunity of visiting the Hippodrome and hearing the Lopez aggregation. This orchestra was in town but for a few days, visiting here to record two numbers, "Johanna" and "Nora Lee" for Okeh records. Through the courtesy of Mr. Lopez these artists were invited on the stage of the Hippodrome, at which engagement they played for Okeh records, having the opportunity of visiting the Hippodrome and hearing the Lopez aggregation.

Tells Reasons for Radio Popularity in Summer


The attractions of Summer radio have grown to a point where they enlist almost as many devotees as does radio during the Winter months, according to Edward H. Jewett, president of the Jewett Radio & Phonograph Co.

"The seasonal development of radio to a degree where seasons are being obliterated and it is becoming a year-round avocation parallels in a sense the development of the automobile, though each approached its full year's use from opposite seasons.

"Time was when open cars were all the rage and most autoists stored their cars during the Winter. Thanks to mechanical and engineering skill, the closed car was made available to everyone. Nowadays one hardly hears of any autoist who stores his car unused during the Winter.

"Radio has developed similarly. From a purely Winter instrument it has been brought to a development, thanks to the fine engineering talent in the radio industry, where it affords the radio enthusiast a full year's pleasure and utility.

"Modern portable sets are as easily taken along on a Summer journey as the ordinary suitcase. The Summer camper may pick the wildest, loneliest spot for his vacation and yet be in touch with the world via his radio.

Collection of Records to Be Installed in Library

Library of Congress at Washington to Have Collection of Permanently Recorded Masterpieces for Benefit of Public

Announcement was recently made that a comprehensive library of talking machine records will be installed in the Library of Congress at Washington. It will include a large portion of the recorded music made by artists during the past twenty-five years. The library is now being made up by the Victor Talking Machine Co. and will probably be housed in a special room, together with an instrument for playing the records. Files of dates cross-referenced to the already large collection of music and musical history will also be made.

The addition of such a library is significant in view of the recent gift of $30,000 to the Library of Congress for the purpose of supplying chamber music concerts. This endowment together with the talking machine record library will greatly expand the function of the music division of the Congressional Library.

The library will contain records made by artists now dead, those of Patti, Tamagno, Caruso having been especially asked for. The collection will contain many thousands, covering different languages and the folk music of different countries. This library is somewhat similar to the collections in Paris and London, although in these countries the records of dead artists are guarded and, in some cases, packed away in vaults not to be opened for fifty to a hundred years, and then only for comparison with the artists of that day.

The installation of this collection is interesting because of the University of London Library's adding talking machine records and piano rolls to the material circulated to enable students to become acquainted with modern music in the easiest way.

PHONOGRAPH CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Radio Sets

MADE BY

PLYWOOD CORPORATION,

Goldsboro, N. C.

Mills in Va., N. C. and S. C.

PHONOGRAPH CASES

RADIO CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Radio Sets

MADE BY

PLYWOOD CORPORATION,

Goldsboro, N. C.

Mills in Va., N. C. and S. C.
Distribution Policy Built
Big Farrand Radio Sales


The Farrand Mfg. Co., Newark, N. J., manufacturer of the Farrand-Godley speaker and other radio products, has been marketing its goods in a manner that has created favorable comment from both dealers and distributors. The distributors and dealers are selected by the organization under a sales policy that assures exclusive and semi-exclusive territory. As these Farrand units display sufficient activity to justify a sales campaign backed up by local advertising the Farrand Co. advertising department immediately arranges an intensive consumer campaign. In this manner several large territories are already being covered in behalf of Farrand products, particularly the Farrand-Godley speaker, and such territory is steadily being added to in a consistent enlargement of the Farrand Mfg. Co.'s distribution.

Introducing its cone-shaped speaker in a field where the competition was so keen that it bordered upon the destructive, the Farrand Mfg. Co., through the sales policies and standards set by George H. Kiley, sales manager of the company, has marketed the Farrand-Godley speaker at a standard price, and in a manner that has won the approval of all talking machine dealers and others who are desirous of seeing the elimination of bad business practices.

In speaking of these sales plans, in a recent chat with a representative of The World, Mr. Kiley said: "The movement that we inaugurated with the inception of the Farrand Mfg. Co.'s distribution, has greatly increased its manufacturing facilities for producing Farrand-Godley speakers and with enlarged distribution and with the furtherance of its local and national consumer advertising a consistent increase in the demand for its product seemingly is assured.

A. L. Sapinoff Transferred

A. L. Sapinoff was recently appointed manager of the Second avenue, New York, store of Saul Birns. This establishment is the largest in the Saul Birns chain of metropolitan music stores. Mr. Sapinoff has been identified with the Birns organization for a number of years and has had wide experience in the retailing of musical instruments. All of the Birns stores are enjoying a good business.

C. T. McKeVly Addresses
Brunswick Sales Staff

Field Representative of Brunswick Co. Gives Special Demonstration of Brunswick Radiola

-To Hold Similar Meetings in Other Cities

A special sales meeting of the sales staff of the New York branch of the Brunswick-Balke-Collender Co. was held during the past month, at which C. T. McKeVly, special field representative of the company, gave a demonstration of the Brunswick Radiola. The conference lasted from nine in the morning until ten at night, with intermissions for luncheon and dinner. Mr. McKeVly gave the salesmen high lights on the instrument which they, in turn, can pass on to their dealers. The conference was successful from every angle and the salesmen left the meeting much impressed and inspired by the sales talk which had been given them. Mr. McKeVly spent several days at the New York office. He will hold similar conferences with the sales forces in the other Eastern branches of the Brunswick organization.

Keeping Up Interest in
Atwater Kent Programs

PHILADELPHIA, PA., May 8.-The Atwater Kent Mfg. Co. continues to make it possible for dealers to cash in on the interest aroused through the Atwater Kent broadcast programs. This cooperation consists in an announcement of programs mailed to dealers well in advance of the usual Thursday evening concerts. This enables the Atwater Kent dealers to get the most publicity value possible out of these broadcast programs. From present indications it would seem that these fine programs will continue to be broadcast well into the Summer months, thus materially helping to keep alive the interest in radio. The dealers are realizing on this excellent publicity.

THE NATURAL VOICE TONE

Only One Phonograph Produces It—
“THE NATURAL VOICE”

No matter how complete your line is this marvelous machine will bring you new business.

THE MOTOR—Noiselessly perfect—fully warranted for two years.

CABINETS—Chaste and classic in design and popular models. 909-915 are adaptable for Radio installation.

RADIO CABINETS and TABLES—We carry a complete line. We also manufacture to your own specifications.

Write us today for our proposition and catalogues. Your territory may be open.

“THE NATURAL VOICE PHONOGRAPH
WITH THE NATURAL VOICE TONE.”

Natural Voice Talking Machine Co.
ONEIDA, NEW YORK
Pearson Co., Indianapolis, Becomes Zenith Dealer

One of the Oldest and Best Known Music Houses in the Country Now Featuring This Fine Radio Line in Middle West

The Pearson Piano Co., of Indianapolis, Ind., one of the oldest and best known retail music houses in the country, has recently completed arrangements whereby it becomes a Zenith dealer. The Pearson Co. is one of the outstanding music houses of the Middle West and has branch stores in Muncie, Kokomo, Columbus, Anderson and Shelbyville, Ind.

Mr. Pearson stated when he made his decision to feature Zenith that “Piano dealers are accustomed to selling high-priced, quality merchandise, backed by a responsible manufacturer who will protect the dealer. Price must be maintained, territorial protection must be given, and quality consistent. The most logical outlet for high class radio receivers is through the music dealer, and when other manufacturers came to realize this fact the present unrest in the radio industry will cease. We sell Steinway, Aeolian, Vose, Kurzmann and Klauer pianos because the manufacturers make a quality piano and back it up with a policy which protects the dealer. Zenith offers a music man’s policy backed by a receiving set which meets expectations.”

Supreme Court to Pass on Rights of Canvassers

Action Brought to Determine Right of Municipalities to Levy Tax on and Require Bond From Canvassers Who Collect Money

WASHINGTON, D. C., May 1.—The right of a city to impose a license tax upon and require a bond from solicitors engaged in house-to-house canvassing in the course of which partial payments are collected at the time of taking orders was argued before the United States Supreme Court April 27. The case was brought before the court by the Real Silk Hosiery Mills in opposition to such an ordinance imposed by the city of Portland, Ore., but the issue involved affects all manufacturers of musical instruments, and dealers in all cities where such ordinances exist who may adopt this method of selling. House-to-house canvasses have recently been undertaken in connection with the sale of talking machines by dealers in many cities.

In the case before the court it was brought out that solicitors for the hosiery company are required to secure a partial payment on each order, being permitted to keep the money so collected as payment for their services, the remainder being collected upon delivery of the goods. Ordinances similar to that of Portland are in effect in other cities in Oregon, Washington, California, Minnesota, Iowa, Arizona, North Dakota, Montana, and Louisiana, and counsel for the company declared that not only would the payment of the license fee and the posting of a bond in each be burdensome upon business and materially reduce profits, but there is a tendency to the spread of such ordinances which would eventually result in their adoption in other cities.

It was claimed that the ordinance is an attempt to regulate interstate commerce, that the license fee is excessive, and that there is a discrimination against solicitors who take a payment in advance in favor of solicitors, drummers and others who do not.

Counsel for the city of Portland denied that there was any discrimination and contended that the adoption of the ordinance was necessitated by the great number of unscrupulous door-to-door salesmen who had victimized citizens and that its purpose was prevention of fraud.

Mrs. Emma Green Dead

Mrs. Emma Green, mother of the late Thomas F. Green, who for many years was president of the Silas E. Pearsall Co., New York, died on Monday, April 27, at her residence, 57 West Fifty-eighth street, New York. Mrs. Green was seventy-five years of age and had suffered from ill health since the death of her son in March of last year.

Attractive Wareerooms of Adams, Meldrum & Anderson

In displaying the recently added Sonora line the handsomely appointed department. The Sonora window displays of this progressive retail house are also planned with care—one of the reasons why these exhibits attract wide attention and are proving a powerful publicity factor.

Adams, Meldrum & Anderson have built up a substantial Sonora clientele by giving every means to bring its line before the public. Phonographs lend themselves readily to displays of an artistic and eye-arresting character and this concern has proved to its own satisfaction at least, that carefully planned interior display is of the utmost importance in impressing upon the public the beauty of phonographs.

L. H. Junod & Co. Are Prepared for Big Demand

L. H. Junod & Co., New York, sales representatives in the United States for Herman Thorens, Stc. Croix, Switzerland, manufacturer of phonograph motors, tone arms and sound boxes, recently announced, through Louis H. Junod, president of the company, that the Thorens establishment had equipped and was operating an additional factory in order to meet demands from the phonograph industry both here and abroad.

"We are in a position, by virtue of the recent expansion of Herman Thorens, for the first time to carry a stock of motors in this country and meet the requirements of the industry in the United States for Thorens products from stock. Production has been increased to a point where orders will be filled promptly for even the small motor which has ever been in great demand by manufacturers of portable talking machines.

"The portable motors manufactured by Thorens possess the unique feature of having a casing made of pressed steel instead of cast iron. This is a much lighter material than iron and, consequently, is desirable for use by manufacturers of portable devices."
The licensed Neutrodyne brands (alphabetically arranged) are:

- Amrad
- Carloyd
- Eagle
- Fada
- Freed-Eisemann
- Garod
- Gillilan
- Howard
- King-Hinners
- Murdock
- Stromberg-Carlson
- R. E. Thompson
- Ware
- Workrite

FIGURES TALK!

Why does the American public accord such overwhelming approval to one receiver?

Freed-Eisemann

FREED-EISEMANN RADIO CORPORATION
Manhattan Bridge Plaza - Brooklyn, N. Y.
Radio Industry's Growth
Strikingly Illustrated

E. E. Bucher, Sales Manager of the Radio Corp. of America, Makes Interesting Comparisons to Show Growth of Industry

An interesting article by E. E. Bucher, manager of the sales department of the Radio Corp. of America, making some striking comparisons illustrative of the tremendous growth of the radio industry in the past four years, appeared recently in The Town Crier, the house organ of the Radio Corp. of America.

As I look back to the Spring of 1920—

"Statistics give us these amazing comparisons: Radio in four short years has grown from comparatively nothing to a business which is larger than the combined sporting goods and camera industries; twice the size of the carpet and rug industries; and is now 75 per cent as large as the combined musical instrument trade.

"In 1924 the American public spent 33 cents for radio to every dollar for furniture; 25 cents for every dollar spent for boots and shoes; and 20 cents for every dollar paid for automobiles. And yet there are to-day twenty million homes in the United States without radios!

"In the future, the greatly increased power of many broadcast stations will make radio an all-day and all-season necessity. Many stations are already operating with several times the power that was used a year ago and others are preparing to take this step in the near future. As the power of the sending station increases, the receiving set picks up a stronger signal. Static and similar electrical disturbances of the background and radio become a business with-out the handicaps experienced in the past."

Radio Industry's Growth

A-C DAYTON XL-5

PREFERRED

by those who know your needs

Jobbers to the trade know the needs of music dealers. It means something, then, when the leading Victor, Cheney, Columbia and Edison jobbers of the country choose the A-C DAYTON XL-5 as the most practical solution of your radio problems.

The PHONO-SET.—The A-C DAYTON XL-5, five tube Receiver, adapted for installation in a up-to-date phonograph cabinet and most console models,—sells, on performance, satisfies and stays sold.

THE A-C ELECTRICAL MFG. CO.
DAYTON, OHIO

Makers of electrical devices for more than twenty years.

A-C ELECTRICAL MFG. CO.
Dayton, Ohio

Please send me full information, prices and discounts on the A-C Dayton Photo Set.

Address

Columbia Co. Prepares
Dealer Window Display

Window Trim Prepared by Advertising Dept. for June Is Extremely Attractive and Seasonal—Dealer Can Secure Same at Small Cost

Cincinnati Retailer Beautifies His Store to Be in Keeping With Fine Radio Line

CINCINNATI, O. May 5—Under the caption of "A Store that Radiates Quality" the warerooms of the Barriger Radio Sales Co., Atwater Kent dealer of this city, are described and illustrated in a recent bulletin emanating from the headquarters of the Atwater Kent Mfg. Co., of Philadelphia, Pa. Although the Barriger Co. has been established in its new quarters but a comparatively short period of time it is reported that it has made a success from the start. Atwater Kent radio is handled exclusively and eight salesmen are employed. This company is a firm believer in the sales value of good window displays and attractive arrangements, and in the sales salons so decorative detail has been overlooked and none over-done. The rich deep green carpet, the artistic and colorful draperies and the attractive and appropriate pictures all combine to create an atmosphere that radiates quality and inspires confidence. That artistically arranged ware-rooms pay and are one of the first essentials in attracting business is proved by the steadily increasing number of sales that this company is making.

J. A. Fischer Co. Issues
Price List of Its Line

PHILADELPHIA, PA., May 8—The J. A. Fischer Co., of this city, manufacturer of talking ma-chine repair parts, has issued its first chart and price list on Valley Forge main springs, which it makes. The frontispiece is devoted to an artistic presentation of the "Valley Forge" trademark which is rapidly taking its place in talking machine circles. The chart, prepared with exceptional care, tabulates a widely varied selection of main springs and is said to be one of the most complete published. For facility in ordering, each type of spring is numbered, after which follows a general description, accu-rate measurements and the talking machine for which it is intended for. The table also shows prices in assorted lots of 6, 12, 25, 50 and 100. Included on the back page of the spring chart is the Val-ley Forge phonograph diaphragm chart, which is also comprehensive in scope. This company has adopted as its slogan "From a Needle to a Mo-tor."

The Dodge Music Co., Anacortes, Wash., recently enlarged its warerooms.
EUROPE'S MOST CELEBRATED

PHONOGRAPH MOTOR

MANUFACTURER

A GOOD PHONOGRAPH
MUST HAVE A GOOD

MOTOR

L.H. JUNOD & CO.

SOLE AGENTS FOR U.S.A

104 FIFTH AVENUE
NEW YORK - N.Y.
How the Atwater Kent Co. Studies Its Sales Field

**Efficiency and Service Are Keynote of Sales Organization Headed by V. W. Collamore**

Sales analysis has proved itself one of the most important factors in the conduct of modern business. Haphazard guesswork no longer finds a place in the plan of a well-defined organization. That this is so is indicated by the many large concerns which are constantly studying at a glance the headquarters of the various Atwater Kent wholesale distributors. In addition to the large map, a series of smaller maps divide the country more minutely for sales work. This, backed up by a system of records, enables the sales department to feel the business pulse of all localities and co-operate in a thorough manner with dealers and distributors in all sections of the country.

**Fada Canadian Plant to Open in Montreal**

Arrangements Just Closed by F. A. D. Andrea and R. M. Klein—An Important Move

F. A. D. Andrea, president, and R. M. Klein, general manager, of F. A. D. Andrea, Inc., have just returned from Toronto, where they completed arrangements for the opening of a Canadian plant.

Mr. Andrea, in commenting on the new project, says, "The ever-increasing demand for Fada radio equipment in Canada, coupled with our desire to render the same standard service in Canada that we have been able to give in the United States, is responsible for the opening of this new plant. The new project will be known as Fada Radio, Ltd., of Canada, and will manufacture complete receivers and phonograph panel units at a fair price for the Canadian market."

"This move toward better service follows the recent opening of a plant and branch office in Chicago and three warehouses and a branch office on the Pacific Slope."

**Important Activities in Bridgeport Trade**

**Bridgeport, Conn., May 6—The E. K. Music Shop, 93A East Main street, has just added the Victory line and also a high-grade line of pianos. Mr. Krolakowski reports that it was necessary to add these lines to his present lines of Columbia phonographs and Columbia records and musical instruments through local demand.**

The West End Music Shop has opened a new music store on State street, where it is handling phonographs, musical instruments, sheet music and pianos.

The Clifford Jewelry & Music Co., 60 South Main street, South Norwalk, has opened a music department featuring the Columbia phonographs and Columbia records together with musical instruments, sheet music and pianos.

The Fox Piano Co. has moved into its new store in South Norwalk, under the management of Mr. Craig. Fano and Edison phonographs are being featured.

The Beal & McCarthy Music Co., Brockton, Mass., is holding a special sale prior to its removal to new quarters.

**Everybody's Co. Catalog Receives Wide Praise**

Manufacturer of Honest Quaker Main Springs and Other Repair Materials Delighted With Letters of Commendation From the Trade

The headquarters of Everybody's Talking Machine Co., Inc., Philadelphia, Pa., maker of Honest Quaker main springs, has been practically deluged with letters of commendation on the latest issue of Everybody's catalog of talking machine repair parts. This catalog, with its seventy-six pages of useful data, constitutes probably the most authoritative and attractive compilation of talking machine parts ever prepared. Accompanying the catalog in its mailing was a letter signed by Samuel Piargrud, treasurer of the company, appreciating the business and friendship of the past and expressing the hope that the recipient would derive as much value from the catalog as Everybody's Talking Machine Co., Inc., had in presenting it. It is also announced in the letter that the new prices appearing in the catalog take effect immediately.

In addition to the large numbers mailed to those on the books of the company, many requests are being received for this catalog.

The Broadcast Electrical & Radio Supply Co., Newark, N. J., was recently incorporated at Trenton, with a capital stock of $125,000. The incorporators are Max Schechter, Anne Schechter, William Lachs and Gussie Lachs.
Inherent Selectivity

This is one of the strongest selling points of the Synchrophase because it means so much to your customers. Each tuned stage of this set is maintained even when it is operated near a powerful station. The Binocular Coils set up a tuning barrier that prevents any but the desired station coming through.

Binocular Coils, S-L-F Condensers and other exclusive features of fundamental importance to the set's performance not only sell the Synchrophase quickly, but keep it sold and the customer happy.

Write for full details and prices

A. H. Grebe & Co., Inc.
Van Wyck Blvd., Richmond Hill, N. Y.

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

This Company owns and operates station WAHG

That which has inherent worth never loses its value.

Also supplied with base for batteries.
Tribute From a Dealer in a Far-Distant Land

Talking Machine World Readers Are Located in All Parts of the Globe—South African Merchant Finds The World of Great Value

One of the most pleasing evidences of the way in which The Talking Machine World is appreciated by the trade throughout the world is not only in its increasing circulation in the United States but particularly in foreign countries. Its position abroad is evidenced by the great number of inquiries and orders which are being received by advertisers in The World. Letters are also reaching the desk of the editorial department from dealers and salesmen in all parts of the world, testifying to the value derived from the impressive number of practical merchandising articles which are appearing in each issue. In this connection the following letter, just received from Woodroffes Ltd., 366 West street, Dunblane, Nata, South Africa, an old-time subscriber of The World, reads:

"As a dealer in a far off land, we wish to express our appreciation of The Talking Machine World. It has proved of very great value with its helpful articles to dealers, and we are taking full advantage of its pages."

This letter expresses the spirit of hundreds of others, and while The World is not given to bombast we must confess that it is a pleasure to serve a constituency that is so appreciative of the efforts which are being made to make the dealer a more valuable factor in the community and also enable him to conduct business in a profitable manner.

Declaré Regular Dividend on Freshman Co. Stock

At a meeting of the board of directors of the Chas. Freshman Co., Inc., New York, held recently, the regular quarterly dividend of fifty cents per share declared payable May 10, 1925, was declared payable May 25, 1925. Following the directors' meeting, Charles Freshman, president of the company, made the following comment: "The company has had a highly successful season. The outlook for increased sales is particularly bright because of the perfection of new models which we will shortly bring out particularly bright because of the perfection of

Many Pfanziehl Agencies Granted in Past Month

The International Clearing House of New York, Inc., New York, Eastern distributor of Pfanziehl radio receivers, has opened over half a hundred new accounts throughout the territory which it serves within the past few weeks. The fact that the International Clearing House is exclusive distributor for New England territory and New York, New Jersey and part of Pennsylvania assures dealers who are granted the Pfanziehl franchise protection against unfair competition, as the company is granting agencies to only reputable dealers, and these dealers have the Pfanziehl franchise exclusive in those territories which they serve. Among the agencies granted were those to Denton, Cotter & Daniels, of Buffalo, New York, and Rohin, Inc., New York City.

Hazeltine Corp. Stops Infringement of Patents

The Times Square Auto Supply Co. has been adjudged in contempt of court by Judge Marcus B. Campbell in the U. S. District Court of Brooklyn for violating an injunction restraining them from manufacturing or selling apparatus infringing the inventions of Hazeltine. A Hazeltine which cover the neuodnyde system of radio reception. In the decree Judge Camp-

The Famous BEL-CANTO LOUD SPEAKERS

Have proved themselves superior in Material Workmanship—Perfect in America—Priced at Single Figure

F. T. Douglas Opens Shop

Altovia, Pa., May 6—Fred Tait Douglas, local radio enteratiner, has taken possession of the store at 1401 Eleventh avenue, in the Capitol Theatre building, this city, and has opened a talking machine establishment.
The Great Blue Book of Blues

The Pride of the Race

O\text{Keh} RACE RECORDS

The "Blue Book of Blues"

Who first thought of getting out Race Records for the Race? O\text{Keh}, that's right! Genuine Race Artists make genuine Blues for O\text{Keh.}

That's why O\text{Keh} is biggest and best: first and all the time.

It's a cheerful day, folks, for everybody. The Great Blue Book of Blues is off the press. We have been very busy collecting the very best Blues and, knowing these Blues are so mighty fine, it is certain you will want to sell every single one of them.

You will find the titled pages bear the meanest kind of Blues horn ever loosed—the simplest kind of a note rises and swells like the passing shriek of an angry gale. All the greatest songs Blues has ever given are ready; songs of love and joys and griefs; good mamas and good papas, mean mamas and mean papas; haunting memories and stirring desires; the delicate passions of humanity—all have been made real and articulate by our exclusive O\text{Keh} Artists. They are artists who have been basking in the applause of a listening nation. They are the greatest Race Artists in the country. There is also a complete alphabetical index.

The big time for Race Records is HERE! The time has arrived for you to check stock and order immediately. A sale in hand is worth two sales on order. A customer wants his Blues when the desire moves him to ask for it; not next week when you expect your diminished stock to be replenished. This Blues Catalog contains the greatest variety of Blues music on the market, and for a group of famous artists ours can’t be beat. Be sure to give the "Great Blue Book of Blues" good display and wide distribution when you receive your allotment.

General Phonograph Corp.

25 West 45th Street

New York City
Landay Hall, Tenth Store of Chain, Formally Opened

New Landay Bros., Inc., Establishment Has Appropriate Ceremonies on Opening Day. Many Recording Artists Broadcast

Landay Hall, Forty-second street and Sixth avenue, the tenth link in the chain of Landay Bros. music stores, was formally opened to the public on Saturday, May 2. Not only did the thousand or more visitors to the store participate in the opening ceremonies, but countless listeners-in on the radio heard the superb programs which were broadcast from Landay Hall through Station WJZ from four until five-thirty o'clock Saturday afternoon, and from eight-thirty to nine o'clock Saturday evening. The following artists helped make the occasion a memorable one through their broadcasting at the afternoon concert: Brooks John, Gene Aus- 

The New Landay Building

The opening of Landay Hall is the beginning of a great program of expansion and development, which within a short time will see Landay Bros. a national institution with branches in all principal cities in the country."

Hundreds of messages of good will and congratulations were received Saturday from leading members of the music trades throughout the country and among the many visitors to the establishment on Saturday were leading figures in the Eastern music trades.

The Desimone Radio Corp., New York, has been granted a charter of incorporation at Al-

Columbia Artists Score in Retail Store Concert

Warner's Seven Aces, a popular dance or- 

Music Store Changes Name

The Rialto Music Shop, Newark, N. J., has had its name changed to the Frisoli Victrola Shop, following the securing of the agency for Victrolas and Victor records. The estab-

For distributors' proposition inquire of

Vincennes Phonograph Company

VINCENTES

or

LEON C. SAMUELS

Vice-president and Manager of Sales,

666 Lake Shore Drive

Chicago, Ill.

Model Number Two

No need of description here! An amateur can tell at a glance that here is the "Real Thing."

Suffice it to say that the ALL-WOOD construction of the RIVOLI RADIO-AMPLIFIER, has made possible the same sort of wonderful tone for which the RIVOLI PHONOGRAPH has long been famous.

Appearance Appeal—The most artistic CABINET SPEAKER on the market.

Tone Appeal—The sweetest-toned CABINET SPEAKER YET CREATED.

PRICE APPEAL—$25.00.

RIVOLI

RADIO-AMPLIFIER

List Price . . $2500
Many Favorable Factors in the Richmond Territory Presage Good Summer Business

Retail Dealers Organize Richmond Radio Broadcasting Corp. to Stimulate Sales—Combination Phonograph-Radio Cabinets Prove Brisk Sellers—Portables Coming Into Favor—The News

RICHMOND, VA., May 8.—Richmond radio merchants, including a number of local music dealers, have organized the Richmond Radio Broadcasting Corp., through which a broadcasting station is to be established here for the purpose of stimulating interest in radio in the daytime. It is planned for the station to function throughout the day. This will enable dealers handling radio to give demonstrations in their places of business during business hours by hooking up with the broadcasting station, and it is expected that it will prove a great stimulus in increasing sales of radio apparatus and equipment.

As A. J. Crafts, of the A. J. Crafts Piano Co., who is president of the corporation, points out, it will also enable citizens of this section with radios in their homes or places of business to enjoy them during the hours of the day. The housewife, in particular, may be regaled with music and other things of interest while engaged in her household duties. Mr. Crafts was honored with the presidency of the organization because he was one of the leading spirits in promoting it. Other officers are: S. W. Owens, vice-president; L. A. Steere, secretary, and O. S. Harding, treasurer. The corporation is authorized to have maximum capital of $50,000, and it is understood that all needed capital has been already subscribed.

It is planned for the station to function with a view of installing radio later, as it may suit the convenience of the purchaser. In others, radio sets are purchased already installed along with the talking machine. Goldberg Bros., jobbers of the Kimberley machine, say that dealers handling this line report that the combination model retailing at $95.00 without radio installed is having quite a run with the trade. The firm also announces the appointment of two new local Kimberley dealers here. These are the Globe Furniture Co. and Hopkins Furniture Co. The S. P. Dowdy Furniture Co. is exclusive dealer in this city for the Pathé Corley Co. Activities.

Fred R. Kessnich, wholesale manager of the Corley Co., handling the Victor line, made a business trip to the western section of Virginia the latter part of April and reports finding conditions satisfactory. O. E. Spott is now in charge of the shipping department of that firm, succeeding Louis L. Dunn, who recently went on the road for the house.

The outlook, however, for portables is believed to be especially bright, and a substantial business in them during the approaching Summer season is anticipated. The Lee Ferguson Piano Co., Victor dealer, recently featured portables in a special window display. Other dealers are also featuring the line in anticipation of active business as the vacation season opens up.

Good Record Demand Continues

Practically none of the dealers have any complaint to make of their record business, which is reported to be running considerably ahead of this period last year.

E. W. Feltner, of the Martin Music Co., which recently moved into new quarters at 117 East Marshall street, fitted out with four booths and attractively finished throughout in French gray, says that Cliff Edwards records continue the leaders in his line of Perfect records.

Favorable Trade Factors

Thanks to recent rains prevailing throughout Virginia and the Carolinas, the crop outlook in this territory is reported to be particularly bright. This presages better business for the Fall season. Business has been slow for some time in West Virginia, but with mines in that State showing renewed activity in recent weeks, it is believed that there will soon be an appreciable improvement in conditions throughout the State.

Music Heralds Lorain Dealer's Spring Drive

A. B. Sauer, Prominent Ohio Dealer, Draws Crowds to Store by Interesting Program—Manufacturers' Representatives Present

A. B. Sauer, Lorain, O., Columbia and Edison dealer, recently conducted a Spring phonograph and record opening. The store, with its festive setting, is shown in the accompanying photograph. Mr. Sauer is at the extreme right of the picture. Next to him is Roy W. Pitts, Edison representative. F. W. Gumaer, Columbia representative, is standing directly behind the piano, where he is announcing the selections played and relating the record story of each. The Rainbow Girls’ broadcasting orchestra furnished music for the occasion. All day crowds thronged the store.

California Ramblers Are Feature at Own Restaurant

The California Ramblers, exclusive Columbia recording artists, are probably the only dance orchestra in America employing themselves, so to speak. As owners of the California Ramblers Inn, located on Pelham Shore Road, Pelham, N. Y., they are their own employers because they are the featured attraction at this well-known road restaurant, which is considered one of the most exclusive near New York, enjoying a clientele of young collegians and the first families of this part of the State.

Secures Long Lease

The Central Talking Machine Corp., Jersey City, N. J., recently leased the three-story brick building at 371 Central avenue for ten years at a net rental of $90,000 and carrying charges.

The Hamilton Radio Co., New York, has been incorporated at Dover, Del., to make accessories, with a capital stock of $50,000.

Big Profits in UDELL RADIO CABINETS

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 1 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!

28th St. at Barnes Ave.
Indianapolis, Ind.

No. 733

THE UDELL WORKS, Inc.
Indianapolis, Ind.
Quality Radio Products
BACKED BY
A Huge Advertising Campaign

The splendid profits and assured stability of a legitimate radio department, added to your phonograph and musical instrument business, are yours if you secure the franchise for Music Master Radio Products in your district because:

Music Master Radio Products cover the whole range of radio from Parts to Receiving Sets — and — persistent, intensive and intelligent advertising — not mere "blah-blah" — will send customers to merchants who hold the Music Master Franchise.

The cream of radio trade goes to the merchant whose offerings represent sound value backed by CONSISTENT, PERSISTENT, SALES PRODUCING National Advertising.

Music Master as a name stands for the PERFECT and UNIFORM RELIABILITY of ALL radio products bearing that name.

Music Master Radio Products sell on demonstration and STAY SOLD through their long-lived Performance.

Sold by Authorized Distributors and Dealers Everywhere

Music Master Merchants are in position to satisfy the demand for practically all items of radio equipment with Music Master Radio Products as displayed and described in the following pages.

Music Master Corporation
Makers and Distributors of High-Grade Radio Apparatus
WALTER L. ECKHARDT, President
Tenth and Cherry Streets
PHILADELPHIA

Canadian Factory: Kitchener, Ontario

Music Master Radio Products
Music Master Receivers

**TYPE 350**
Five tubes. May be operated either by direct battery, or by special Music Master Illumator on house lighting circuit. No antenna or ground required. French Spinet Desk cabinet of solid mahogany in brown mahogany art satin finish. Built-in Music Master Reproducer. Complete with bars, tubes, etc... $350

**TYPE 215**
Same as Type 175 with table base. Base equipped with drawer and battery compartment. Finished in same style as cabinet of Type 175. Price complete $215. Table Base only $40

**TYPE 175**

 WITH the advent of Music Master Radio Receivers an era of greater business opportunities is offered the radio, phonograph and musical instrument dealer.

These masterpieces of radio reception are offered in a complete range of models from the neat cabinet type at $60 to the decorative Louis XVI design at $350.

In design, construction, finish and performance each set is supreme in its class.

Modern approved methods of manufacture make each model comparable to the highest types of art-craft furniture while scientific designing and technical skill assure the fullest possibilities of New-Era Radio Reception.
Masterpieces of Reception

TYPE 100
Price $100

TYPE 60
Five tubes. Two stages of radio frequency, detector, and two stages audio frequency. Selective, good volume and distance. Brown mahogany art finish cabinet.
Price $60

TYPE 175
Price $175

The constantly applied, sound merchandising principles that, now as always, are back of ALL Music Master Radio Products, offer an inducement of real guaranteed character.

Phonograph and musical instrument dealers holding the Music Master Franchise in their respective localities will sell Music Master Radio Receivers for the SATISFACTION they give and the PROFITS they bring.

You can build reputation with Music Master Receivers and MAKE STEADY PROFITS while building it.

You can stress the superlative merits of Music Master Receivers with a degree of confidence and conviction heretofore unknown in radio merchandising—for EVERY Music Master Receiver is UNCONDITIONALLY GUARANTEED.
Musical Instrument of Radio

The fastest selling item in radio—and the easiest sold radio reproducer, regardless of type or price—WHY?

Music Master's international reputation as a real standard of value and—in addition—its unfailing excellence of performance in re-creating broadcast originals.

That's why!

Music Master interprets, re-creates, the natural sound of every broadcast signal. Its carefully constructed WOOD BELL, accurate unit and cast aluminum tone chamber transform mere radio reception into enjoyable entertainment.

Imitated but never equaled, Music Master remains the supreme musical instrument of radio—and there is NO substitute.

With QUALITY Merchandise and CONSTANT Service, Music Master Corporation backs the merchant to the limit—helps him build a worth-while prestige and aids him to make a generous profit.
Music Master Batteries offer still another opportunity to progressive phonograph, musical instrument and radio merchants for INCREASED business and GREATER profits.

Built to be the best batteries for every radio purpose—they are the best. Music Master's trade-mark was not permitted to go on them until every possible test had proved that utmost quality of every chemical element and every manufactured part had been put in them.

Music Master "B" Multi-Dry Cell Batteries are the most economical source of plate current obtainable at ANY price. They insure clarity and give longer service. Shelf life is guaranteed for six months.

The Bag Type cell construction of the Music Master Dry Cell "A" Battery provides a uniform source of filament energy over a longer period of time.

Music Master "A" Storage Battery is NOT a converted automobile battery. It is built especially for radio—and for nothing else.

With one-third more grid support and conductivity and with improved plate construction, Music Master "A" Storage Battery will last just twice as long as any other battery. Its FULL capacity is maintained, without recharging, for much longer periods.
Condenser: Unique one-piece frame construction, brass plates, die-cast rotor and stator, high ratio, low loss. Prices: 43-plate, $6.00, 43-plate, $7.00.


Accessories

Big Profit on Small Items—

Every sale of a Radio Receiver makes sales for certain accessories. Sell enough of these small items and you make big money.

In addition—the right kind of accessories are a distinct sales advantage to any radio department.

The wise merchant, handling radio goods, knows that the sale of accessories means additional profits at practically no expense for overhead.

An accessory department attracts customers for parts and replacements who, in almost every instance, are good prospects for higher priced and more profitable radio, phonograph and musical merchandise.

Pictured here are some of the worthwhile Music Master Accessories. Like everything else that bears the Music Master name they are each and all UNCONDITIONALLY GUARANTEED.

Music Master

RADIO PRODUCTS

Potentiometer 200 and 400 ohms: Controls signals by controlling action of various tubes. Price $1.00.

Porcelain Socket: Unique contact springs and provisions for correct mounting. Navy Type. Price $1.00.

Steering 6-12-20 and 30 amperes: Gives uniform, uniform filament control. Price $1.75.

U-V-199 Type. Price $1.75.


Phone Plug: Bakelite with especially shaped contacts and sleeve. Price $.75.


Music Master

ACCESSORIES

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Record's Musical Mission

No one who has given any thought to the more recent developments in the field of talking machine trade can fail to see that an entirely new method of merchandising is being opened up and that retail merchants are acquiring powerful weapons to cater to the interest in music which is very largely, and often wholly, an exhibition of the very personal attitude towards art taken by the members of the American musical profession.

Music lovers, amateurs of music, as retailers have never been able to make much impression upon these classes of music lovers, of those thousands and tens of thousands who throughout the land support music in all of its manifestations, whether from the natural or the artificial pleasures of the ears. These are the people who constitute the large and steadily growing public which supports music on the most scale of merit and which of course includes within its ranks the women's communities he can demonstrate to them that they can become connoisseurs save at the cost of having a talking machine and a stock of the finest music of the highest types, played classic or modern music. The possibilities are endless. In cases like this one must work more subtly. Imagine a merchant hiring a local musician to take charge of a phonographic performance of a symphony program, at the store, admission by invitation only, and the persons invited being the members of, say, the local music club of women! Think what could be done! A whole program consisting of a complete symphony, a complete piano or violin concerto, a group of songs with orchestra and a big concert selection from, for instance, "Rhinegold" could be included, making up a whole concert, and a genuine concert, such as one could only parallel in a great city. Or again, it might be a complete opera, or an historical concert devoted to ancient or classic or modern music. The possibilities are endless.

The sales possibilities are equally endless. To hear such records is for those who love such music to want those records. Nothing is more convincing than the blank ignorance which characterizes so many of the musical profession in their attitude towards the talking machine. Not one in ten seems yet to have ceased what has been accomplished in the way of both recording and reproduction during the past ten years, and it is only just to say that music-lovers, amateurs of music, as distinguished from professional musicians, are almost as badly in need of a new view and a new understanding.

An Unimpressionable Element

Retail merchants have never been able to make much impression upon these classes of the community. Partly this has been because of the very personal attitude towards art taken by most musicians and of the resulting stubbornness which is most inevitably a part of that attitude. Musicians are not interested in new things because their art is very personal, and which of course includes within its ranks the women commonly neither understand nor appreciate the possibilities of the talking machine. Their failure so to decide is very largely at the door of the trade itself, which in the past has not provided them with rounded-out and satisfactory catalogues of music and moreover, has not made any systematic attempt, through steady salesmanship applied in each community, to attract and capture their interest.

Now a new age is upon us and, as we look round us for new fields in which to operate, we find that we have been provided with new weapons wherewith to capture these interests. The new records are wonderful. Complete orchestral works, complete string quartets, complete piano and violin concertos, complete operas are easily available already, and are being added every day to the lists. The record makers are committed fully to giving the world all of the finest music for the talking machine.

Now it is up to the retail merchant to take advantage of these facts. He can now go to the musicians and the music-lovers with arguments which they cannot overlook. He can show them serious contributions which are only just to think for a moment. If this statement last made sounds a bit far-fetched, let the retailer just stop to think for a moment. For already there exists a library of records which covers a wealth of music of the highest types, played by the finest artists, recorded with marvelous fidelity, not one-half of which the average music teacher or music lover living in a small American community is likely to be able to hear otherwise, save at the cost of leaving home for at least one whole musical season to be spent in New York, Philadelphia, Chicago or one of the other few great American cities which have a strongly developed musical life.

But to make statements of that sort really effective the merchant must be able to back them up with demonstration. Now it happens that I personally prefer not to tell men to do things merely because these things seem to me to be good, unless I can have some direct knowledge that they are both good and practicable. Demonstration of records on a large scale, public demonstration in fact, has always been a hobby with me, and I have made many experiments in it, experiments which have proved to me, beyond any doubt in my own mind, that there is a public for fine records, a public hardly as yet considered by the general public. But to break down prejudice is not so easy. It is not enough simply to announce that one has this or that music on sale. In cases like these one must work more subtly. Imagine a merchant hiring a local musician to take charge of a phonographic performance of a symphony program, at the store, admission by invitation only, and the persons invited being the members of, say, the local music club of women! Think what could be done! A whole program consisting of a complete symphony, a complete piano or violin concerto, a group of songs with orchestra and a big concert selection from, for instance, "Rhinegold" could be included, making up a whole concert, and a genuine concert, such as one could only parallel in a great city. Or again, it might be a complete opera, or an historical concert devoted to ancient or classic or modern music. The possibilities are endless.

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Distributors of

Music Master
PROVEN RECORD PRODUCTS

to the

New England Trade

Wideners Inc.

210 Lincoln Street
BOSTON
Mass.
L. E. Gillingham Is Now Assistant General Manager

Of the Nipponophone Co. in Japan—Other Americans Join This Large Organization—Plant Now Running Smoothly

The many friends in the trade of L. E. Gillingham, widely known as one of the foremost recording experts in the industry, will undoubtedly learn with interest that he is making very satisfactory progress in the Nipponophone Co., Ltd., with head offices in Tokyo, Japan, where he has been associated for a number of years. Mr. Gillingham narrowly escaped death in the Japanese earthquake, and after returning to America for a short rest rejoined the Nipponophone organization in Japan.

In a letter received recently at the offices of The World, Mr. Gillingham stated that he had recently been appointed assistant general manager of the company, and R. R. Layte, who joined the organization about a year ago, had been made chief engineer. The Nipponophone Co. is making rapid progress and is in a most advantageous position because of the fact that it has secured long-time contracts with the majority of leading artists.

The company is turning out a quality product in both phonographs and records, which may be attributed, in a considerable measure, to the influence of the foreign experts in charge of the manufacturing. About four months ago Wallace Ougheltree, formerly connected with the Victor Co., and a recognized record expert, joined the Nipponophone forces and John Hudson, formerly associated with the Columbia Co. for many years, also joined the organization recently in charge of its machine activities.

Although the company suffered a great loss in the earthquake of 1923 and its buildings were practically all destroyed, it was running in full force in four months' time. Fortunately, there was no fire at the plant and ninety per cent of the machinery was intact. Mr. Gillingham inquires the correspondence of his many friends in this country who are desirous of becoming acquainted with conditions in the phonograph industry in Japan.

Big Radio Sales Field in the Rural Districts

Small Town Dealers and Those Who Have Access to Country Districts Can Cash in on Radio by Soliciting Among Farmers

It is estimated that during the past year the number of radio sets on farms and in rural districts has increased from 145,000 to 370,000. This is indicative of the growing appreciation of radio among rural dwellers. The farmer finds radio especially valuable not only as an entertainment medium but because through it he can get the latest market reports and other information of value to him in his work.

The farm radio market has barely been scratched and the retailer with the foresight and energy to develop sales among the rural population surrounding the city or town in which he is located will find the effort very much worth while. The farmer is usually an excellent risk from the credit standpoint, and because of his real need for radio selling should not be difficult. The large mail order houses realize this and they are placing thousands of radio sets in farm homes, securing business which the talking machine dealer could get with comparatively little trouble. The dealer is in an excellent position to render service, and this with the advantage of making personal contact with prospects should eliminate any trouble in overcoming the objections of the mail order houses. At any rate here is an opportunity of keeping up radio sales during the summer. The farmer will buy if he is sold on his vital need for radio.

Uncasing research, experiment, test, development—daily contact with hundreds of industries using die-castings—an experience of 18 years—a staff of engineers, metallurgists and die-cutters unequalled in the industry—these are the factors which determine and maintain Doehler Quality.

And back of all this are the three Doehler plants, separate and distinct but under one management and policy—which make Doehler service as unvarying as Doehler Quality.

DOEHLER
The World's Largest Producer of DIE-CASTINGS

DOEHLER DIE-CASTING COMPANY
GENERAL OFFICE AND ASSEMBLING DIVISION BROOKLYN, N.Y.
PLANTS AT: POTTS TOWN, PA; KATY, TEXAS; AND TOLEDO, O.

Vincent Lopez and His Orchestra Sail for England

Famous Okeh Artists to Tour England—Guest of Honor at Farewell Party Prior to Sailing—Well-known to Record Fans Abroad

Vincent Lopez and his Hotel Pennsylvania Orchestra, famous dance organization and exclusive Okeh artists, sailed on the "Leviathan" May 2 for a very important engagement of four weeks' duration, during which they will appear at the Capitol Theatre in London and at the Kit Kat, one of the leading London night clubs. Before sailing, Mr. Lopez was the guest of honor at an informal farewell party tendered by him to the directors, executives and department heads of the General Phonograph Corp. The success of Lopez records in the Okeh library has been one of the outstanding features of the phonograph industry in recent years, and Mr. Lopez has evinced the keenest interest in the production and marketing of his records. Lopez records abroad are marketed under the "Parlophone" label, and it is expected that his tour in England will result in a tremendous demand for these records.

Nelson Co. Takes Brunswick

BILLINGS, MONT., May 6.—Announcement was recently made that the Nelson Music Co. had purchased the stock of talking machines and records, together with the Brunswick Radiola, on hand, of the Hammond Furniture Co., which is liquidating its business. By this purchase the Nelson Music Co. is adding the Brunswick line to its stock, having hitherto only carried the Victor line.

Gets Edison Agency

The Soda Shop, of Largo, Fla., of which Gene Howard is proprietor, recently secured the agency for the New Edison phonograph. A complete stock of instruments and records is on display and an advertising campaign is being waged.

MONTHLY POPULAR RELEASES

ITALIANTYPE

ITALIANSTYLE

REPRODUCING SELECTED ITALIAN POPULAR SONGS, OPERATIC AND DANCES

ITALIAN BOOK CO.
148-147 Mulberry St. New York, N. Y.

CATALOGUES SENT ON REQUEST
Shall the legitimate dealer or the "gyp" dominate the radio industry?

The developments of the past five weeks have shown conclusively there is no "standard of price" in radio today—and, mark you, without standard of price, there is slight hope of permanent profit for anybody.

"What is one man's meat is another man's poison!"

The motley collection of "What-not-humdingers" which spread over the market like a cloud of seventeen-year locusts are rightly entitled to the famine they have brought on themselves; but our avowed enemies, the "gyp," the in-and-outers, the radio panhandler, are having the time of their lives.

For them, it's meat—red meat—each one trying to go the other one better, only to discover that smashing prices is like sin—the lower you go, the rottener it gets.

The legitimate music and radio dealer who has a business to maintain, a reputation to protect, an overhead to watch and a minimum sales-volume to secure, knows that volume founded on price-appeal is poison to his business.

The spring of 1925, we believe, will go down in radio history as sharply dividing existing radio dealers into two classes:

1. The legitimate dealer who is interested in maintaining a permanent radio business.
2. The "gyp" who walks in the wake of distressed manufacturers.

The policy of the R. E. Thompson Manufacturing Company is to work with only such dealers as can contribute to the stability and permanence of the radio industry.

On request, we will forward the name of our nearest distributor to desirable dealers who appreciate a manufacturer's policy as against low-priced "distress" merchandise indiscriminately distributed. R. E. Thompson Manufacturing Co., 30 Church Street, New York City.

THOMPSON RADIO

The 6-tube Thompson Neutrodyne
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. Contains oversized magnet and coils, amplifying armature, diaphragm in scientific cone shape, and includes simple thumbscrew volume-regulator. Uses no battery current. For supreme natural home radio—the Thompson Speaker!
The future of the talking machine business is in the hands of the retail merchant; but the talking machine record in turn will in the future be the determining and controlling element of the merchant's business. These two truths are at the basis of all sane and sound thought about the talking machine industry, about talking machine salesmanship and about the probabilities for expansion and prosperity in this industry.

Sooner or later this truth had to push itself forward to the front of every question in the whole industry; for ever since there was a talking machine, the record has been the determining factor in its progress. The talking machine is the body but the record is its brain; and if a brain must function through a body, certainly a body without a brain is useless. And when one thus speaks of "the record" in the singular, one means of course records in general, one means all the records, the idea of record in its collective sense, and by no means any one single disc.

It ought perhaps to be unnecessary to say anything so obvious as this about the sense in which the word record was used and it would be quite unnecessary if the practice of the trade, whatever their theory has been, did not so steadily lead one to suppose that a talking machine sale was well and satisfactorily made when one record had been added to the purchase. In a word, if the trade had always realized that not one record, but many records, sold with every talking machine and bought steadily by all owners of talking machines, formed the only sound basis for trade prosperity, it would not be necessary to lay so much stress upon obvious truths.

Obvious Not Always Acceptable

Obvious indeed these truths are but the obviousness of a truth is no guarantee that it will be generally accepted by those whom it principally concerns.

To-day salesmanship in the talking machine trade has to solve the not very simple problem of expanding to its proper dimensions a public demand which has of late been diverted by formidable competition of many sorts. The talking machine no longer reigns without competition in a realm itself unique. It no longer finds itself sole provider of the universal reproduction of music. Consequently there is no longer the certainty that the public demand will account for a satisfactory output of machines and records. It is no longer possible to sit by and wait for the public to come in and buy. To-day, there are half a dozen interesting, fascinating and plausible attractions competing with the talking machine for the spending money of the people. Some of these attractions obtrude themselves directly upon the talking machine's own region; all of them are fascinating and plausible.

"New Stuff"

Consequently, then, talking machines to-day have to be sold. But what have we said this year that we have not said before? That we can contend with equal truth and without the least hesitation to our meaning. For we can say at once that it is not the talking machine at all which we must have to sell. The sales of talking machines have been large in the past because there was no effective substitute for them. Today there are substitutes, not of equal merit, not even indeed within a hundred miles of it in general adaptability. These substitutes attract attention because they are new. To talk merely "talking machine" as against these is to talk what may succinctly be called "old stuff." Talking "old stuff" is not effective in dealing with competition which is made up of very "new stuff.

New stuff must be countered by other "new stuff" and fortunately in the present case the "new stuff" is to hand, and requires on our part no effort save the very slight one of stretching out the hand to grasp it. What is this "new stuff"? It is of course the present exalted, wonderful and fascinating condition of the recording department of the talking machine business.

The New Record

Always the new, the new, the new. The new age of recording which has furnished the reason for the possession of a talking machine. Always the record has been the controlling feature in that sense; but only to-day is it seen to be true that the profit-making possibilities of the selling are in future to be bound up with increased sales of records. Record selling is to-day the great, the new, the hitherto-unsuspected country which is open to all and which promises the greatest results for the present of any important phase of intelligent effort. That, in brief, is the "new stuff," the use of which may be guaranteed to cure any slow-sale evils of which the trade is currently suffering.

There was a time when the condition of the record catalog of any first-class house was not a condition to cause the merchant any particular anxiety about the practice of the trade. Each house had its universe to buy. To -day, there are half a dozen interesting, fascinating and plausible attractions competing with the talking machine for the spending money of the people. Some of these attractions obtrude themselves directly upon the talking machine's own region; all of them are fascinating and plausible.

The Music-Means of the Age

To day, be it understood, the talking machine is the new age of recording which has furnished the reason for the possession of a talking machine. Always the record has been the controlling feature in that sense; but only to-day is it seen to be true that the profit-making possibilities of the selling are in future to be bound up with increased sales of records. Record selling is to-day the great, the new, the hitherto-unsuspected country which is open to all and which promises the greatest results for the present of any important phase of intelligent effort. That, in brief, is the "new stuff," the use of which may be guaranteed to cure any slow-sale evils of which the trade is currently suffering.

The most valuable sort of advertising is the kind that "gets into the home." Your name, imprinted on every one of your needle envelopes, is valuable advertising to you, for it goes into the homes of prospective record buyers.

When it is linked to a nationally known product, such as Okeh Needles and appears under the caption "packed expressly for the tie-up is doubly strong.

Your Okeh distributor is prepared to furnish Okeh Needle envelopes with your name printed in large, bold type, right on the front. Write at once for complete information.
The New Pooley Radio Console

Is Just What They Want

BEAUTIFULLY designed—Pooley high standard of quality throughout. A completely equipped radio console, with ample battery space especially ventilated, arm rest slide, radio log, drop sliding door for the horn grille and the unique, super-efficient

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.

Compare and Prove It Beyond Question

The Pooley Radio Console will accommodate Atwater Kent Receiving Sets Models 20, 20 De Luxe, 19, 10 and 9. Size of top, for placing the radio is 28½ in. wide by 10½ in. deep.

All Owners of Atwater Kent Receiving Sets Are Sales Prospects

Show them this outfit ... it means immediate business. We can make deliveries NOW.

THE POOLEY COMPANY
Indiana Ave., 16th—17th Sts.  Radio Sales Department C  PHILADELPHIA, U. S. A.
Intensive Campaigns Bring Up the Sales Volume in the Pittsburgh District

Outstanding Event of Month Was Big Victor Sales Campaign—Miss Hildgarde Wehrle in New Post—Drive on Sonora Portables—Death of L. J. Schoenberger—Other Activities of the Month

PITTSBURGH, Pa., May 7—One of the outstanding events in talking machine circles in Pittsburgh in connection with the Victor Sales Drive was the banquet held at the Fort Pitt Hotel on Thursday evening April 23, when more than 250 persons were present from Pittsburgh and vicinity. The Standard Talking Machine Co. and W. F. Frederic Piano Co. co-operated in making the affair a rousing success.

The guests were seated at small tables grouped according to the firms and stores represented. E. B. Heyser and George Buehn, heads of the W. F. Frederic Piano Co. delegation, at the C. C. Mellor Co. table seated W. C. Dierko, H. H. Fleer, Anthony L. Herrle, Miss M. Ferrall, E. Kautner, Miss M. L. Gardner, who was formerly in charge of the educational department of the C. C. Mellor Co., and C. C. Latas.

J. C. Roush, Wallace Russell, Thomas T. Evans and Mr. McCormick, of the Standard Co., were much in evidence greeting the guests and seeing that everybody had a good time. During the dinner an orchestra furnished music and a number of songs were sung. Following the dinner there were brief addresses by Miss Streeter, Mr. Morgan, Mr. Mayer and Mr. Egner, when the details of the campaign were announced by Mr. Egner.

After the entertainment there was dancing, which lasted until midnight. Among the firms represented at the banquet were Boggs & Buhl, S. Hamilton Co., Joseph Horne Co., Kaufmann & Bate Co., Kaufmann's department store, Spear & Co., and the Rudolph Wurster Co.

The campaign started on Friday, February 23, and continues until midnight May 29. Following the appearance of the Eight Popular Victor Artists in Uniontown, Pa., on April 23, the Morning Herald of that city paid a tribute editorially to the merits of these artists. The Esenbeek Co., distributor of the Atwater Kent equipment, Colin B. Kennedy设备, Pooley radio cabinets, Music Master loud speakers and Pennsylvania radio phones, are gratified over the general trend of business.

The success of this interesting publication is due primarily to its practical value, for included in its contents are important paragraphs relating to information and data in connection with radio receiving sets, loud speakers, radio batteries, battery chart, how to test Ray-O-Vac batteries, vacuum tube sets, locating and eliminating trouble, simple repairs, a directory of broadcasting stations and illustrations of the various Ray-O-Vac dry cell batteries, including the B, A and C batteries. The fact that the publication is in its sixth edition is a tangible indication of its value to the trade.

Issue Attractive Series of Gennett Folders

Special Record Catalog and Musical Instrument Folders Also Issued by Starr Piano Co.

The Starr Piano Co., Richmond, Ind., manufacturer of Starr phonographs and Gennett records, issued recently a very attractive series of folders, featuring Gennett records in the Italian, Spanish and German languages. A feature of this catalog is attractively illustrated and gives the music lover an adequate idea of the vast resources of the Starr organization.

Another interesting folder issued under the direction of R. C. Ball, advertising manager of the company, is devoted to Starr musical instruments for educational purposes. Featured in this folder are the Starr style XXVII phonograph, designed exclusively for class use; the Starr style 75 phonograph, the Starr pianola style D upright and the Princess Grand. The Starr XXVII phonograph has met with exceptional success everywhere and is ideally adapted for class use, for it may be pushed about the room by the touch of the hand and is extremely light in weight. It is equipped with a movable shelf for records and Silver Grain Spruce horn.

The K. G. Walter Radio Corp., New York, was recently incorporated at Albany, with a capital stock of $5,000. The incorporators are S. Kay, D. M. Caterer and R. Greenburg.

Radio Instruction Book Is in Its Sixth Edition

French Battery & Carbon Co.'s Publication, "Ray-O-Vac Radio Trouble Finder and Broadcasting Station Directory," Popular

The French Battery & Carbon Co., Madison, Wis., manufacturer of Ray-O-Vac dry cell batteries, has just issued a sixteenth edition of the well-known and popular publication "Ray-O-Vac Radio Trouble Finder and Broadcasting Station Directory." This booklet is being distributed generally by the jobbers and the selling price of a return postal card is being included in each "B" battery carton. When the postal card is returned to the company by the consumer, one of the blank forms included in the booklet is completed and returned to the company by the consumer, one of the blank forms included in the booklet is completed and returned to the company.

The catalog is attractively illustrated and gives the music lover an adequate idea of the vast resources of the Starr organization.
THERE is one radio set that rode into the industry on half a million automobiles. That set is the Atwater Kent.

A quarter of a century ago we built our first Ignition System for automobiles and motor boats. That business grew and grew. Its growth expressed the confidence of leading motor manufacturers and of owners that we were truly trying to produce "the spark that couldn't fail."

And when radio came, it called for the same sort of manufacturing machinery, performing the same operations and run by the same experienced hands.

Perhaps the fact that we were ready, coupled with an earnest desire for precision and care, explains the confidence with which the Radio Industry regards Atwater Kent Receiving Sets and Radio Speakers.

ATWATER KENT MFG. CO.
Philadelphia
Salt Lake Dealers
Enjoy Good Business

Outlook Better Than at This Time a Year Ago
and Entire Trade Is Optimistic About Summer Prospects—News and Activities of Month

SALT LAKE CITY, Utah, May 5.—The talking machine business is normal for the season. Manager Spratt, of the Brunswick-Balke-Collender Co., said he regarded the outlook for business as much better than it was a year ago at this time. Mr. Spratt said R. F. Perry, the company's traveling representative, had just returned from a month's tour of the Idaho territory and reported things as looking up in that section, whereas Idaho has been considered in the recent past as one of the States that were almost crippled by the crop failures. It was stated by Mr. Spratt that the Brunswick Radiolas are moving at a very satisfactory rate. He said he is well pleased with the way this instrument is going. The record department is holding its own, the demand for popular music being strong. The John Elliot Clark Co., Victor distributor and dealer, reports conditions to be very much as the Brunswick people described them. "Things look pretty good to us for the immediate future," it was stated.

Some of the dealers of Salt Lake City report the talking machine business as rather quiet, especially those who have been doing so well with radio merchandise. However, at one store it was stated that the phonograph business was "Picking up again." No one complains about the record business.

Mrs. Arelia Pullmer, in charge of the record department of the Glen Bros. Roberts Piano Co., has resigned on account of ill health.

During the recent general conference of the Church of Jesus of Latter-day Saints, or Mormon, held in this city and attended by many thousands of people from the Mountain States and elsewhere, the Consolidated Music Co. had as a special window attraction a large collection of the favorite Mormon hymns recorded by the Victor Co.

This conference, which was held since our last letter was written, brought larger crowds to the city than ever before and more money, too, judging by the reports of business men in many lines. The music stores generally did well, especially sales near the great tabernacle, because they caught the crowds as soon as they turned down South Main street on-shopping bent.

Phil Heilbut, manager of the phonograph department of the Bates Stores Co., Provo, is quoted in a recent "Sparkles From Live Wires" department of the Evening Herald of that city. Mr. Heilbut commented on the successful municipal Spring clean-up conducted in the city. A phonograph-radio store has been opened by Lee & Roberts at 1962 E. Twenty-first street, Salt Lake City, or in what is known as the Sugar House suburb. "Watch us grow" is the slogan. The Columbia phonograph will be carried. A young lady named Miss Glena Duke worth will be department manager. Something new, to these parts, at least, will be given in the way of service, and will consist of free delivery of records. Also, in the matter of radio equipment, persons interested in radio will be called for in an automobile and taken to the studio unless they prefer to have a free demonstration at their own home.

The Glen Bros.-Roberts Piano Co. has announced that it will accept Brunswick, Victor or Aeolian records in exchange for new Brunswick records, plus an adjustment in cash.

Concert by Eight Popular Artists Stimulates Sales

STEUBENVILLE, O., May 7.—The Eight Popular Victor Artists recently gave a concert at the Grand Theatre here to a capacity audience. The occasion was under the auspices of the Robinson Music Co. and it profited by the unusual demand for the records of these artists.

Louis Mandelstam, formerly associated with the Lewis Co., recently opened "The Music Shop" at 116 N. Phillips Ave., Sioux Falls, S. D.

Have You A Genola in Your Toy Shop?

It's a great little money maker—a child's phonograph retailing at $5.00—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.
Louis Sterling, Who Heads Columbia Interests in the United States as Well as in England, in Announcement to The World That Improved Merchandising Plans Are Under Way

Louis Sterling, chairman of the Board of the Columbia Phonograph Co., Inc., and managing director of the Columbia Graphophone Co., Ltd., London, England, is being congratulated upon the phenomenal success of the stock offering made by the latter company recently. The London company has a capital of 400,000 common shares valued at $2.50 each, or $1,000,000, and it announced its plans to increase its capital by an issue of 300,000 seven per cent preferred shares valued at $5.00 each, or $1,500,000. Within five minutes of the opening of the lists actual subscriptions for the new offering were receiving totaling $10,000,000 and it is estimated that the total subscriptions will easily reach or even exceed $15,000,000.

This wonderful reception on the part of investors in the United Kingdom to this stock offering is a distinct tribute to the accomplishments and success of the Columbia Graphophone Co., Ltd., of London, England, and a personal tribute to Louis Sterling, who has been the dominating factor in the activities of this organization. Mr. Sterling sailed for London recently on the S. "Mauretania" and will be there up to July 1, after which date he will have recently remodeled to provide suitable quarters for the musical department, and a formal opening will be held in the near future.

"As mentioned in my first announcement to The Talking Machine World a few months ago, it is our plan to conduct the American Columbia interests on the same lines that we have used in London. We are going to make a good product, build up and maintain a feeling of good will and confidence with our trade and with the public.

"We have already received significant concrete signs of the future prosperity awaiting Columbia activities in this country, provided we do not deviate from the plans I have set forth above. We believe and recognize the fact that we are selling music and we intend to concentrate on the music business.

"The wonderful success that we achieved abroad with our symphony work in album collections is an interesting indication of the public's attitude towards quality recordings if properly merchandised. When we first issued these symphony sets we considered ourselves fortunate to secure orders for 500 sets. However, we developed merchandising plans that eventually brought these orders up to 5,000 sets for new recordings as they were released.

"Within the near future we expect to develop new features in our merchandising plans for the Columbia interests in this country that will be of keen interest to the trade. We are firmly convinced that the phonograph business in this country has exceptional possibilities for the future, and we are welcoming suggestions from our dealers towards maintaining and developing our business on a foundation of strength and stability."

Speed With Which Stock Issue Was Taken Shows Strength of Columbia in England

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Commenting upon the reception accorded the English stock offering Mr. Sterling said: "We are, of course, delighted with the enthusiastic response to the preferred stock offering that we made in London, although it has no relation whatsoever to our interests in America. It indicates, however, a confidence in our policies that is very gratifying, and which is based primarily on the fact that the Columbia company profits in London last year were $750,000 on an ordinary capitalization of $1,000,000. The London public has recognized in our activities a sincere effort to establish the phonograph industry firmly and soundly.

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Opens New Music Section

MAUROQESTA, IA, MAY 4.—A new music department has been established in the Lee Dry Goods Co.'s store, handling pianos, phonographs and musical accessories. The store has been recently remodeled to provide suitable quarters for the musical department, and a formal opening will be held in the near future. The Schmidt Orchestra, of Davenport, will be provided by the Schmidt Music Co. of that city for that occasion, when, it is expected, there will be a large attendance.

Attractive Window Display—Feature of Brunswick Salon

One of the most attractive phonograph and radio warerooms in the Metropolitan district is the recently opened Brunswick Salon of Fifth avenue near the corner of Fifty-third street, New York City. Situated in the heart of one of the most exclusive sections of New York, this establishment, featuring the Brunswick phonographs and Brunswick Radiolas, fits perfectly into its surroundings. The accompanying illustration gives an idea of the attractive display which greets the eyes of Fifth avenue strollers. The interior of the establishment is equally attractive, being furnished and fitted with fixtures which harmonize with the period models of Brunswick phonographs which are on display and the prospective buyer sees the phonograph or Brunswick Radiola combination unit, in surroundings which give an adequate idea of the manner in which the instrument will look in the home.

John F. Davidson, Rutherford, N. J., writes: "Following is a list of 70 stations I heard in two weeks on my Resas Tone-A-Dyne Receiver between 8:00 and 11:00 P. M. All of these stations were received while New York stations were broadcasting yet there was no interference. Included in this are stations in Montreal, Ottawa, Nebraska and Georgia.

Some record! Yet no better than any one should be able to do under similar conditions.

In performance the Resas Tone-A-Dyne 5-tube Receiver is unequalled even by sets selling for twice the price.

Resas, Inc.
112 Chambers Street
New York City

In appearance, too, the Resas compares favorably with high-priced sets. It has a handsomely finished solid Mahogany cabinet, 26½" x 8½" x 4½," with genuine bakelite panel and dials. Tone Modulator permits controlling volume and tone. Is fully guaranteed.

Dealers everywhere report the Resas one of their biggest sellers. Write for booklet and special low prices.
Important Trade Activities Boost Sales
Volume of Los Angeles Retail Dealers

Los Angeles, Calif., May 4.—About one hundred and thirty dealers, salesmen and saleswomen were entertained at a banquet last month by the Victor Co. and Sherman, Clay & Co., Victor distributors, the manufacturer and jobber acting as joint host. The occasion was the launching of the great sales campaign of Victrolas throughout Los Angeles.

Otto May, of the Victor Co., occupied the chair and Philip T. Clay, president of Sherman, Clay & Co., traveled to Los Angeles especially to attend the meeting.

Philip T. Clay Draws Analogy
Philip T. Clay, president of Sherman, Clay & Co., said that the attitude of some dealers reminded him in many ways of the Children of Israel and the Golden Calf, who, after a life-long devotion to the God of their fathers, were suddenly attracted to a new form of religion and time devotion to the God of their fathers, were suddenly switched over to that which they regard-

The committees of attendance, program, finance, publicity and others are busily engaged in arranging plans for a successful second annual convention which will at least equal that which was held in San Francisco last year. Subjects for debate and discussion are being carefully selected and radio promises to occupy a considerable period of the sessions.

E. R. Porter, chairman of the exhibitors' committee, has sent out the following letter to manufacturers and others who may desire to exhibit samples during the Convention:

Gentlemen—The Western Music Trades will hold their Second Annual Convention in Los Angeles, June 23, 24, 25 and 26, at the Biltmore Hotel. The business meetings and banquet, which will be on the second floor, will be in the Elgin Ballroom.

The size of these rooms varies a little, but approximately 350 will accommodate each. The prices are $6, $7 and $8 per day. Many of these rooms are connecting so that two or three may be engaged; each has a private shower bath, also a disappearing bed which does not occupy any of the room space during the daytime.

From the present indications, a large attendance is promised and we hope that you are interested and will make reservations with the Biltmore Hotel, Los Angeles, direct. However, as chairman, of the exhibitors com-

E. R. Porter
Chairman

Portable Radio Show in Los Angeles
The second annual Portable Radio Show was held at the Paul G. Hoffman Co.'s salesrooms in Beverly Hills, Calif. The Paul G. Hoffman Co. is the great Studebaker dealer and distributor of Los Angeles and Southern California and arranged for a similar show last year which was attended by 20,000 people. The gate this year amounted to $30,000 and the results obtained are declared to have been most satisfactory. Although the booths were put in and supported by the jobbers, they arranged with their dealers so that the latter made the actual sales. Among the exhibitors were: listeners, T. O. Gough, Sherman, Clay & Co., Minson, Ray-


ear Corp., General Music Co. The following lines were shown: Freed-Eisemann, Crosley, Colen B. Kennedy, Crosley radio, Zenith, Fada, Thompson wrigleyhone, Federal, Mohawk, Pathe, Marvol, Radiola, Gifforn, J. Forell, Atwater Kent, Whitestone & Kodele, Operadio. Brunswick Artists Score

When one of the world's greatest dance orchestras plays in the world's largest arcade building in one of the world's greatest cities it is a positive certainty that the affair will turn out a huge success. That is exactly what happened with Herb Weddell and His Brunswick Recording Orchestra appeared in the spacious promenade of the famous Los Angeles Arcade Building. An enormous crowd filed this shopping lane to overflowing and cheered at first hand the music which thrills hundreds of dancers at the Cinderella Roof, Los Angeles.

Miss Anna M. Osterhout was married to Theodore Edison, son of Thomas A., on April 25 in the Appleton Chapel at Harvard. Mr. and Mrs. Theodore Edison plan to make their home in Orange, where the former is actively associated with the Thomas A. Edison, Inc., industries.
Capitalizing Experience

It is an old and true saying that "Experience is the best teacher." The budding salesman, the college graduate, and the promising young lawyer or doctor, do not at first admit this. Later on, whether they have made a failure or a success, they find out that experience is the best teacher. However, training and preparedness, plus experience, make an ideal combination as a foundation for permanent success.

Those pioneers among talking machine men who have seen the industry grow from nothing to a success only dimmed by the usual business depression cycles, realize that there have been times when inventive ingenuity had to be called upon to stimulate or revive the demand. The introduction of radio created an interest and demand unprecedented during the present generation, not excepting the automobile or the movies. Consequently, it took the experience, obtainable only through the passing of time, to properly analyze the effect of radio upon the talking machine business.

The experience of manufacturers of talking machines and radio, together with that of distributors, dealers and the buying public, has, I believe, now reached a point where they can capitalize it.

We have been experiencing the "survival of the fittest"—and the survivors will be of the more dependable type—those probably who have been in the business for many years, and to whom therefore a temporary depression or a curtailment of sales and profits was merely an incident in their success as measured over a period of years.

So, Mr. Victor Dealer, I suggest that you apply your experience, and in choosing your product bear in mind the manufacturer, the distributor, and the reputation that has been made. Large sales do not always show net profits, and business success is usually not a hundred-yard dash but more of a marathon. The responsibilities of a reputation often make impossible hasty decisions or actions, but when the "zero hour" has arrived great things are expected, and usually result.

I believe Victor Supremacy is about to re-assert itself, and the Victor dealer who maintains or establishes close relations with a dependable Victor distributor will be prepared to share to the fullest the greater things just ahead.

J. Newcomb Blackman.
Oregon Music Trades Association Is Reorganized at Portland Dinner-Meeting

G. F. Johnson Elected President—Dealers Vote Installment Sales—Atwater Kent Distributor

PORTLAND, Ore., May 5—After almost a year of inactivity the Oregon Music Trades Association reorganized April 20 at a dinner held at the Portland Chamber of Commerce. Seventy-six dealers, salesmen and saleswomen attended, and greeted with enthusiasm the effort made to put the Oregon Association on a firm foundation. F. P. Kelly, of Hopper-Kelly Music Co., of Seattle, and first vice-president of the Western Trades Association, and Charles Corbin, of Seattle, and first vice-president of the Western, were invited by the local dealers to come to Portland and help in the reorganization plans. New officers were elected as follows: G. F. Johnson, of the G. F. Johnson Piano Co., president; H. N. Quackenbush, manager of Bush & Lane Piano Co., first vice-president; Frank Lucas, of Selbering, Lucas Music Co., second vice-president; J. J. Collins, of Collins & Erwin Piano Co., treasurer, and Elmer Hunt, manager Sherman, Clay & Co., wholesale, secretary. A board of trustees was elected as follows: Robert K. Bradsdale,ly Atwater Kl; Allen G. Carl; Julius Meier, of the Meier & Frank Co.; E. B. Hyatt, of the Hyatt Music Co., and L. D. Heater, of the G. F. Johnson Co.

The by-laws of the Washington Association were adopted unanimously. Another drastic measure voted on was a return to 5 per cent carrying charge on phonographs and radio to go into effect May 15.

Unique Music Memory Contest

Portland did not officially celebrate National Music Week this year or hold a music memory contest in its public schools, but the Sunbasie Electric Co., local Atwater Kent distributor, is featuring a unique music memory contest over the Oregonian, KGW, radio broadcasting station. A series of three contests is being presented one week apart, the first April 23. Julius Walter, KGW pianist, plays from memory approximately 20 popular and semi-popular airs and has picked forty-five of these to be played. He will play fifteen pieces in each program, which, instead of being announced by title, are played in numerical order. Listeners-in will identify the numbers as played, and at the termination of the contest will send in the titles. To the listener having the most correct list will be awarded a model 5 Atwater Kent five-tube receiver, complete with loud speaker, tubes and batteries; second prize will be a model 9 Atwater Kent four-tube receiver; third prize, a model M Atwater Kent de luxe loud speaker; fourth prize, a model L loud speaker; fifth prize, a model R loud speaker; sixth prize, a set of five Cunningham tubes to fit the set of the listener. These have been donated by the local Atwater Kent dealers, among them Hyatt Music Co., McCormick Music Co. and the G. F. Johnson Piano Co. The contest forms containing instructions have been distributed to the stores and a great deal of interest is being shown in the event.

Simple to Operate

The Ultra Handy Charger is absolutely fireproof. Even if allowed to run for several days there is no danger of fire or over-charging the batteries.

Stylus Bars

STYLUS BAR & MFG. CO.

North Olmsted... OHIO

CHARGES "A" or "B"

Storage Batteries

CHARGES QUICKLY

Ultra Handy Charger

Charges all storage batteries "A" or "B." No complicated adjustments. The Ultra Handy Charger will charge batteries from 2 to 48 volts.

Simple to Operate

The Ultra Handy Charger is speedily. It will charge 7 amperes per hour to a 6-volt battery, 3 1/2 amperes at 12 volts at recommended rate.

Fireproof

The Ultra Handy Charger is absolutely fireproof. Even if allowed to run for several days there is no danger of fire or over-charging the batteries.

Write for illustrated folder.

INTERSTATE ELECTRIC CO.

4339 Duncon Ave. St. Louis, Mo.

At your druggist $1.00

East of Buckeye.

Charges or B" Storage Batteries

Ultra Handy Charger

Custeloid Loud Speaker Line

The marked development of radio sets along artistic lines has led the Custeloid Co., of Ozone Park, N. Y., to present to the talking machine trade its line of loud speakers. The Custeloid line is distinctive in design and consists of three models, one in the form of a flower vase and two in small cabinet form which might be likened to an enlarged jewel case. The cabinet models are produced in Colonial model at a popular price and the cabinet model deLuxe at a slightly higher price. These models are made of Custeloid and another material, both carefully developed for this specific purpose, and which composition seems to materially add to the tone of the speaker.

The initial presentation of this line at the Spring radio show in New York City caused considerable comment and developed an opening market for it. The company under the general management of J. Lekowitz has found the reception of the line so enthusiastic that he is placing behind it an energetic campaign for the months to come and is making intensive plans for its sales distribution.

The Thermodyne Unico Co., New York, was recently incorporated at Albany with a capital stock of $1,000. The incorporators are H. S. Putnove, J. Hogan and F. G. Jaraban.
Outlook for Busy Season Creates Better Feeling Among San Francisco Dealers

Record Sales Continue Excellent—Portables Coming Into Favor With Approach of Summer—Starr Piano Co. Moves—Association Elects Officers—Convention Plans Mature

SAN FRANCISCO, CAL., May 4.—The general feeling toward business among members of the music industry and trade is one of real optimism and dealers are preparing for a busy year. The rainfall has been heavy as compared with a far less than normal rainfall last year in the southern part of the State, where agriculture is practically the sole source of revenue, betokening better business conditions.

Record Sales Consistently Good
Radio sales still lead in comparison with other departments, although the record end of the business has brought nothing but satisfaction to dealers during the past few months. The visit of the United States Navy fleet to San Francisco brought a surprising demand for records and all dealers participated in supplying the sailor boys with the means of musical enjoyment when afloat. Robert Bird, of the Victor wholesale department of Sherman, Clay & Co., in commenting on the sale of records, stated recently that it is surprising the manner in which record sales stay consistent, although machine sales have remained rather quiet.

Portables Coming Into Favor
The approach of Summer and the vacation season is noticeable in the increased demand for portables. This type of instrument, although a consistent all-year seller, always reaches its highest point during the Summer season and the climb toward the apex starts during April.

Starr Piano Co. to New Quarters
The local office of the Starr Piano Co. is soon to be moved from the Furniture Exchange to 680 Howard Street. For years past the company has had an office, display space and ware-rooms on floor 2 of the San Francisco Furniture Exchange, at New Montgomery and Howard streets. The move will afford more space for the activities of the branch. J. W. Steinkamp is the local representative of the Starr Piano Co. He is a very active traveler of this section of the State for his company.

Music Firm Represented in Chamber
Fred R. Sherman, vice-president of Sherman, Clay & Co., has been nominated a director of the San Francisco Chamber of Commerce, which is a very large and influential organization, with many ramifications, all laboring for the building up of business in this city. Shirley Walker, of Sherman, Clay & Co., has just been made second vice-president of the Retail Merchants' Association of San Francisco.

Trade Association Elects Officers
The very successful annual meeting of the Music Trades Association of Northern California was held at the Stewart Hotel, April 21. About twenty members of the trade were present. The reports for the past year presented by the various officers were very satisfactory. The following officers and directors were elected for the coming year: President, Shirley Walker, of Sherman, Clay & Co. (the retiring president of the Association who was re-elected); first vice-president, George Q. Chase, president of Kohler & Chase; second vice-president, J. Raymond Smith, of the J. Raymond Smith Co.; treasurer, Lawrence S. Lindsey, of the Wiley B. Allen Co.; directors, elected in addition to the foregoing officers, were: James J. Black, treasurer of the Wiley B. Allen Co.; B. P. Sibley, president, Western Piano Corp., and H. C. Hanson, of the H. C. Hanson Music House.

Purchases Broadcasting Station
Paul Verdier, president of the City of Paris, recently purchased the KFRC broadcasting station in the Whitcomb Hotel here. During the week that the station has been in the hands of the City of Paris a good deal of talent has been used in broadcasting. W. S. Storms, manager of the radio and phonograph departments, is leaving shortly for a trip to the East. He said to-day that they hope to be able to give concerts by artists, in person, who have recorded for the phonograph records carried in the store. These are Victor, Vocalion and Columbia.

Convention Plans Completed
The second annual Western Music Trades Convention, which is to be held June 23 to 26 at the Hotel Biltmore, Los Angeles, gives every indication of being an even more successful event than the initial gathering of last year. Invitations have been dispatched to the trade embodying copies of the convention program. Discussions will be held on Association matters, general business subjects and special sessions will be devoted to pianos, talking machines and radio. Each subject will be assigned to one or two dealers well known in the trade and particularly fitted to discuss it. There will be displays of talking machines, radio receivers and other musical instruments. The usual entertainment features have been arranged for.

Drissel Martin Manager of Emporium
Drissel Martin was recently appointed manager of the phonograph and radio departments of the Emporium, succeeding Charles Maxy, who has taken charge of the music department of the John Breuner establishment.

Remodeling Department
The talking machine department of Nathan Dohrmann is undergoing extensive remodeling, with six new demonstration rooms being added.

R. L. Rayner Visits Gotham
R. L. Rayner, vice-president of the Musson-Rayner Corp., Pacific Coast distributors for Vocalion Red records, Cheney phonographs and Colin B. Kennedy radio receivers, was a recent welcome visitor to New York.

The 199 Standard Radio Tube That Needs No Adapters!

Here is a super-tube—a rigidly guaranteed tube—that fits 201 A sockets. Your customers can convert their sets into semi-portables by using these tubes and dry cells instead of storage batteries. Splendid for Summer time!

In Three Types
C clearance tubes come in three regulation sizes: C-T 201A, C-T 199 SMALL BASE with regular 199 base and C-T 199 STANDARD BASE. All retail at $3.00 apiece.

Iron-Clad Guarantee
All Cleartron Tubes are guaranteed to deliver positively perfect service and we authorize our distributors to make replacement of any Cleartron Tube which proves unsatisfactory to the user. The only requirement is that the tube must not have been burned out.

Cleartron Vaccum Tube Co.
26 West 44th Street
New York, N. Y.

Cleartron GUARANTEED RADIO TUBES
Improvement of General Business in the Cincinnati Field Reflected in Sales

Trade Making Plans for Summer Campaigns—Dealers and Jobbers Optimistic—Okeh Record Recorded Locally Enjoyed Unabated Popularity—Lyric Co. Launches Portable Drive

CINCINNATI, O., May 8—Sellers of talking machines and records report material increases in sales during the past month. General business conditions have improved so much in the past few weeks that there is a feeling that normal conditions will be here when Summer arrives. Enterprising dealers in talking machines are even at this early date making preparations to ward off the usual Summer sluggishness of trade. One outlet for their merchandise is afforded by causers and another is afforded by those who will go on automobile tours. Practically all of these are prospects for portable talking machines and a supply of records, and a good portion of them can be induced to take along a portable radio outfit in addition. One method of getting names of these prospects is to make arrangements with sporting goods stores to furnish them, and these are sent a personal letter and suitable advertising matter.

Business Forging Ahead, Says C. H. North

It was stated by C. H. North, secretary of the Ohio Talking Machine Co., wholesaler, at 427 West Fourth street, that business is returning consistently and evenly, as it gradually returns to other lines of merchandising and industry. "After all," he said, "the conservatism that came after the collapse of the post-war boom was beneficial to the whole country, even though it was a hardship for a while."

One of the recent visitors to this establishment was Henry Hughes, a talking machine dealer, of Prestonsburg, Ky.

New Okeh Record Going Big

"The new Okeh record, 'Because They All Love You,' which was made by the Chubb-Steinberg Orchestra at the recent Radio Show in Music Hall, continues to be a great seller," stated Howard L. Chubb, of the Chubb-Steinberg Orchestra at the recent Radio Show in Music Hall, continues to be a great seller, "and radio line, and in this effort they are meeting with no small success. "The fine Spring weather seems bringing right along," he stated, "has made the people think of camping

and automobile tours, and a great many are making preparations for Summer outings. The tendency to 'take a vacation in the great outdoors' is increasing, and for that reason the demand for portable outfits is growing." Mr. Timmerman is a great believer in the power of suggestion, and to this code he makes good use of his show windows. His idea is to beautify the window display as much as possible, but at the same time to get the goods before the public in a way that will carry out the law of suggestion to the fullest extent.

Advocates Complete Stock

A business that is somewhat unique and out of the ordinary in character is Link's Record Shop, located at 1709-11 Vine street, and owned by George H. and Clifford B. Link. As the name implies, records are the specialty of this handsome store, which, although in an up-town location, does a large business, carrying a stock of about 25,000 records, comprising the entire Victor line, including the domestic, English and German. The full record line includes Edison, Victor, Columbia, Okeh and Odeon. "The secret of our success," stated Clifford Link, "is that we know what to order. This brings people back to us. One gets the habit of going to a certain place for a certain thing, you know, but if a customer finds the line in stock, he will usually go else-where, and his patronage will be lost."

Good Brunswick Demand Continues

"Business continues to be splendid with us," said Charles Henleine, of the local branch of the Brunswick Co., "Some of our combination models were in such an unexpected demand for a while that our supply was not equal to it, but we soon increased our output of these, so nobody will be disappointed from now on."

The Brunswick Music Memory Contest has closed, and the winner in Cincinnati is Mrs. C. S. Browning, a well-known pianist and accompanist, who received a $10 prize. "Our Hour of Music will be continued," stated Mr. Henlein, "and it will be broadcast every Tuesday for some time to come. Music by the artists of our 'New Hall of Fame' will be broadcast from New York, Schenectady, Washington, Pittsburg and Chicago from 9 to 10 p. m., Eastern time. It is probable that the Music Memory Contest will be resumed in the Fall, and in this event an announcement will be made in due time."

Pleased With Columbus Business

"We are greatly pleased with the results shown by our check-up of our past month's business," said Miss R. Helberg, manager of the Columbus Distributors, at 122 West Fourth street. "Recently we had a pleasant visit from W. C. Fuhri, vice-president, who came here from New York. Other visitors were H. F. Hiss, of Prestonbury, Ky., and J. F. Murphy, of Maysville, Ky. We feel that our sales representatives, has just returned from West Virginia, where he found conditions much improved."

Grebe Radio Station Is Heard in Distant Lands

WAHG, of Richmond Hill, was one of the nine high-powered stations which recently broadcast special programs in the early hours of the morning in the hope of reaching Australia. This station is operated by A. H. Grebe & Co., of Richmond Hill, N. Y., manufacturers of the well-known Grebe Synchromophone receiving sets. Since its broadcasting, cablegrams have been received from Australia and France saying that this station had been heard there. The Grebe Synchromophone is one of the few stations that WAHG would receive a silver trophy for its accomplishment. Lloyd Jacquet, American representative at the International Radio Convention, there in Paris, reported that the WAHG entertainment had been heard there. These messages from Australia and France showed that the WAHG had covered a span of 15,000 miles. A feature of the programs that is proving very popular with radio fans is a series of discussions on the cost, construction and operation of radio sets by the chief engineer of the Grebe factory.

Heintzman to Merchandise Super-Zenith in Canada

The Zenith Radio Corp. Chicago, Ill., announced recently that the Canadian branch headquarters in Toronto, Can., had arranged to merchandise the Super-Zenith line. This firm is widely known in music circles throughout Canada, having been identified with the industry since 1850. In addition to its home offices in Toronto it operates branch stores in Windsor, St. Catharine, Chatham, Niagara Falls, Hamilton, London, Brantford, Peterborough, Regina, Saskatoon, Calgary, Edmonton and Fort William. This is a very desirable connection for Zenith products, and the Heintzman Co. is planning an aggressive sales campaign in behalf of these well-known radio sets which, it believes, will have a material effect on sales.

Human Jazz Band, Okeh Artists, Give Concerts

The team of Gogert and Motto, exclusive Okeh recording artists, are winning much fame both with vaudeville and radio audiences, as well as the Human Jazz Band, they, without the aid of musical instruments of any kind with the exception of being accompanied by Fred Hall on the ukulele or piano, give all the effects of a real jazz band. Their recent recording, "O Katherina," has proved a big seller, and as they co-operate with Okeh dealers in the cities in which they are appearing at vaudeville houses, their records are in great demand. During the past month, while playing in Newark and Jersey City, N. J., they gave two radio concerts at the leading Okeh stores and the lunch-hour crowds invested heavily in their records.

Your Success Lies in the Choice of Records You Sell

Think it over and you will see why it is easy for anyone to be a happy record dealer if he sells

Okeh Records

The latest popular tunes are made by nationally famous orchestras.

The greatest Race artists in the country make our Blues Records.

Real Hill-Country folk bring their own odd-time tunes to us to be recorded.

Don't you think an OKEH RECORD Agency would be a mighty good thing? If so—why not write us?

Wholesale Phonograph Division

STERLING ROLL and RECORD CO.
CINCINNATI, OHIO
BY telephone, telegraph and mail the price vultures are haunting us.

"We'll move all your obsolete and surplus stock if you make us the right price."

Our reply is always the same: "Absolutely nothing to offer. We have no obsolete or surplus stock and even if we did, we'd throw it in the river before we'd throw it on the market."

* * *

Fada isn't interested in flash-in-the-pan methods. It is in business to stay. Its policy is to protect the distributor, the dealer, the purchaser and its own reputation. It is building a solid, stable business—the backbone of a solid, stable industry.

The tidal wave of dumping and bargain sales is uncovering those makes on the market which the public won't buy on merit. In spite of the terrific cut-price competition, however, Fada sales in New York City for March showed an increase over February.

Fada is a standard product. Its performance is recognized by discriminating buyers, who willingly pay the full price.

Tie up to Fada. Build for yourself a profitable growing business based on sound merchandising principles and the confidence of the public in your product.

F. A. D. ANDREA, INC.
1581 JEROME AVENUE
NEW YORK

Chicago: 326 West Madison Street
San Francisco: 5 Third Street
Many Important Activities Feature the Month Throughout Cleveland Territory

Fixed Carrying Charge on Installment Sales to Be Decided on at the Annual Convention of Ohio Dealers—W. E. Ennis in Important New Post—New Companies Formed—Other News

Cleveland, O., May 7—Talking machine, radio and band instrument dealers who are members of the Music Merchants' Association of Ohio will probably be called upon during their annual convention in Cincinnati, September 13-16, to decide whether or not they are in favor of adopting the plan of making carrying charges on installment sales. The matter came up at the mid-Winter Council meeting of the Association in Columbus, March 30, and was discussed, the consensus of opinion being that the plan might be satisfactory for sales in radio, talking machines and band instruments.

A Linguist Salesman
Talking machine records usually sell themselves, but George Milovanovich sells records. Not only in the English language but in sixteen other languages. He is the salesman in the foreign language record section of the May Co., Cleveland's largest department store. George has been in Cleveland about six months, yet his English is good. He is a Serb.

With his ability to speak so many languages he is able to handle the growing number of customers who buy talking machine records of the May Co., whose regular music section is on an upper floor, in charge of Dan E. Baumbaugh. The question of admitting radio dealers to the State Association was discussed and it was decided that merchants handling radio only are not to be invited to join or admitted to the State Association. This action, however, is not to apply to dealers handling radio along with other musical merchandise.

The matter of accepting an offer of the Brunswick Co. to meet a committee of the Association to discuss record and talking machine conditions and the retail trade situation was deferred until a subsequent meeting of the Council.

Unusual Sales Drive
L. Meier Sons, for twenty-seven years in the music business on the West Side, and now operating three retail stores, have a slogan, "A Victrola in Every Home." The firm is co-operating in a drive by the Pearl Street Savings & Loan Co. to meet a committee of the Association which will probably be called upon during their annual convention in Cincinnati, September 13-16.

The cyclone which swept across eastern Ohio last week damaged heavily the musical instrument departments of the firm's stores in Buffalo, Syracuse, Rochester and other New York points. He was succeeded by Dan J. Nolan as manager of the Cleveland store a few weeks ago.

To Organize Trade Golf Association
Henry Dreher, president of the Dreher Piano Co., Cleveland, has been appointed a committee of one to frame by-laws and plans for organizing the Ohio Music Trade Golf Association which is to hold annual tournaments during the conventions of the Music Merchants' Association of Ohio. He will report at the September 13-16 convention. A postal survey of members to decide upon six subjects for discussion at the convention is being made by Rex C. Hyre, State secretary. Among the subjects to be discussed are: Overhead compared to volume, the carrying charge, "bait" advertising, radio discounts, future of the talking machine, trade-ins, advantages of handling smaller musical instruments in music stores, business systems and prospects, shop connection, etc., how to create and secure trained piano and musical merchandise salesmen, financing, tuning and service, mutual insurance.

President Grau announced E. C. Malcomson, of Youngstown; Omer E. Westerfield, of Greenville; and Dan E. Baumbaugh, of this city as a committee to investigate and report on the radio manufacturers who are inclined to provide proper discounts for music stores.

Cyclone Damages C. A. House Stock
The cyclone which swept across eastern Ohio and ruined $50,000 damage in Wheeling, W. Va., April 19, damaged heavily the musical instrument stock of the C. A. House Co.

New Companies Formed
The Battery & Radio Co., Dayton, O., has been formed with an authorized capital of $3,000 by Roy A. and Janet Wiley Horn, David E. and Margaret Robinson. The Calendar Radio Co., of Cleveland, with an authorized capital of $50,000 has been formed for pianos, phonographs and radio cabinets. Our special 96-page catalog of National Lock Co., Rockford, 111., describes more than 300 items; it will give you valuable ideas for better cabinet work and saving costs. Write for it today.

Branch Sales Offices:

Chicora, Ill.
Cincinnati, O.
Detroit, Mich.
Evansville, Ind.
Grand Rapids, Mich.
High Point, N. C.
Indianapolis, Ind.
Jamison, N. Y.
Los Angeles, Cal.

Rockford Hardware
Hinges, locks, butts, lid supports, catches, screws, knobs, fall supports, stop hinges—you can fill your every hardware need from the complete Rockford Line of Hardware for pianos, phonographs and radio cabinets. Our special 96-page catalog of National Lock Co., Rockford, 111., describes more than 300 items; it will give you valuable ideas for better cabinet work and saving costs. Write for it today.

National Lock Co.
Rockford, 111.
A Market That's Ready and Waiting

THE percentage of radio set owners who also own phonographs is a great big one. The percentage of such owners who object to radio loudspeakers on the grounds either of appearance, space consumption or price, is also very high. Right in these big groups lies an important market—a market which the N & K Imported Phonograph fits to a T. Because of the exquisitely clear, mellow quality of N & K tone; And because of the ease with which it attaches to standard phonographs.

Built especially to co-ordinate with the amplifying properties of the Victrola and other standard phonographs, the N & K Imported Phonograph Unit offers phonograph owners an exact equivalent of a loudspeaker of the very highest tone quality, without requiring the space that most loudspeakers occupy.

Every dealer who handles this N & K product and who lets his trade KNOW that he handles it will attest to the truth of the above statement. If your jobber is not yet supplied get in touch with us, for NOW is one of the best times of the year to feature this money maker.

N & K Imported Phonograph Unit

Clear, Rich, Mellow Tone

TH. GOLDSCHMIDT CORPORATION
Dept. T5, 15 William St., New York
Twin Cities Dealers Optimistic as the Portable Instruments Come to the Fore

Summer Demand for Small Instruments Starts Earlier Than Usual—Construction Started on New Foster & Waldo Building—Attending Des Moines Radio Conference—Many Trade Visitors

MINNEAPOLIS and ST. PAUL, MINN., May 7.—With one or two exceptions music dealers of the Twin Cities report a moderate volume of business for April. Sales of portables are brisk, but music people are most excited over the coming of the Foster & Waldo Building, which will have a complete line of phonographs and radio.

Foster & Waldo Start New Building

The new Foster & Waldo Building has been started and has been blocked off from the street. This is the only important piece of construction work on Minneapolis' principal business artery— Nicollet avenue. R. O. Foster states that the company will add to its present lines a complete stock of "small goods." Mr. Foster also says that the sales force will probably be doubled in the Fall. This firm has for forty-two years been one of the important piano houses of the Northwest, and for fifteen years an important factor in the talking machine business.

Attending Radio Conference

W. L. Sprague, of the Sprague-Warren Co., which handles the Adler-Royal products, is in Des Moines attending the "Farm Market for Radio" conference called by the E. T. Meredith Publications co-operating with the U. S. Department of Commerce and Agriculture. Mr. Meredith, it will be recalled, was Secretary of Agriculture.

Ralph H. Meade, of the advertising department of the New York office, with Allan Strauss, of the Adler radio department, is also at the conference. Mr. Meade will return to Minneapolis with Mr. Sprague to look over the territory.

W. F. Warren is making a trip through the Northwest in the interest of the Adler-Royal line of phonographs and radio.

New Victor Products Introduced

Victor dealers are enthusiastic over the new portable that the George C. Beckwith Co. is sending out. It has a new carrying feature that was designed by Fred Strom, of the local firm. This added improvement enables the owner to carry six records, the reproducer and the winding key in the lower part of the machine. The new Victor radio loud speaker, which has been tried out at WCCO broadcasting station, is attracting the attention of the trade.

Wendell Hall, Victor artist and composer of that insidious and prophetic ballad, "It Ain't Gonna' Rain No Mo,'" was in the Twin Cities the week of April 13 to 20. He broadcast his old and new songs over WCCO and between the week of April 13 to 20. He broadcast his old and new songs over WCCO and between stations.

Foster & Waldo Find Business Conditions Satisfactory

J. E. Date, manager of the phonograph and radio department of the Minneapolis Drug Co., Sonora and Zenith distributor, has been on a trip through the Dakotas and Northwest. Mr. Date found business conditions satisfactory. There is a brisk demand for the new Sonora portable.

Fell D. Andrews, who is president of the National Association of Wholesale Drug Dealers, is at the convention in St. Louis.

Minnesota Dealers' Trade Visitors

There have been quite a number of out-of-town music dealers who have dropped in at Sonora headquarters.

H. I. Miles, of the Miles Music Co., Duluth, Minn.; William Hardt, from the Hardt Music Co., of Winona; W. J. Hall, of the music firm of that name in Brainerd, and H. A. Mackoff, of Dickinson, N. D., were all in town the past week. They report a brisk demand for radio and radio accessories and much enthusiasm among the dealers for the new Sonora loud speaker console.

Phil. J. Meyer, of the Hoskins-Meyer Co., was in the Twin Cities on a trip from Bismarck, N. D. Mrs. Meyer has gone on to Washington as a delegate to the National Convention of the D. A. R.

Fred C. Harms, president of the Harms Music Co., of Aberdeen, S. D., arrived in Minneapolis to open his Summer home at Lake Minnetonka.

J. E. Date has also moved to Minnetonka for the Summer.

Columbia Activities

Helen D. Beggs tells a pleasant story of a splendid business in April last that passed the Splendid business in April last that passedsplendid business in April last that passedthe Splendid business in April last that passedthe Splendid business in April last that passed

Mr. Foster also incorporate his Superior store and placed it in the interior of his store in order to make it attractive to the eye of the consumer but also for radio sales.

"One of the outstanding reasons for the selection of the phonograph dealer as a retail outlet for radio is the fact that the interior of his store is so equipped as to make it not only attractive to the eye of the consumer but also to facilitate the display of radio parts, accessories and other equipment. The average phonograph dealer has always had a large space devoted to window displays and is accustomed to draw considerable trade from the attractive displays which he places in this space and it naturally follows that it is just as easy for him to arrange eye-arresting radio displays."

W. Brand on Extensive Trip

William Brand, of the William Brand Co., New York, manufacturer of mica diaphragms, is on an extensive trip through the country in the interest of his line. He will return to New York about the middle of the month.

A petition in bankruptcy was recently filed against the Electrical Supply and Radio Corp., New York, with liabilities of approximately $2,500.
What the Trirdyn gets where it's hotter than Summer!

Crosley Trirdyn—on the Sahara Desert at midday—brings in Radio-Paris on the loud-speaker!

Not only at mid-day, but in February—in Northern Africa and far hotter than any American summer.

The picture above, a post card snap shot sent from Tunis to Mr. Crosley, by D. F. Keith of Toronto, Ontario, tells this story on the other side:

Dear Mr. Crosley:

Fishing here is rotten but radio is fine. On the Sahara, using three tubes on the Trirdyn circuit, reception from Paris came through on the loud-speaker. Along the south coast of the Mediterranean, using this set, six or eight high power European stations came in with good volume by daylight and all of them after dark. Can usually get a few American after 1 a.m. Can you fish with us this year?

Cordially,
(Signed) D. F. Keith

Further details on the margins of the picture:


Dealers who are interested in summer sales will order Crosleys at once from their jobbers.

On the Trirdyn is the beautiful new Crosley Musicone, radio's most startling development. The Musicone's abilities and its beauty are so superior that we expect it to replace half a million loud-speakers this year. $17.50.

The Crosley Radio Corporation
526 Sassafras St., Cincinnati
Powel Crosley, Jr., President

CROSLEY
Better-Costs Less
Indiana Business Below Par—Remedy in Talking Machine Drives, Say Dealers

The Indianapolis Business Association on Pennsylvania Street held its regular monthly meeting at 2105 Q Street, ... the Trenton, N. J., branch of the Association.

The Pennsylvania Street Merchants' Association was started four weeks ago with three members and now has a membership of eighty merchants who are conducting businesses on downtown Pennsylvania Street. It has become an aggressive association, putting on a "Trade on Pennsylvania Street" campaign, and has already obtained results, it was said.

In this area, which comprises the Pennsylvania Street Merchants' Association, are the Indiana Glass Co., Widener's handling the Wilson, lies in the fact that the dealer must again go out as in the past and sell the phonograph on its musical value to the home.

This condition is brought out in a like manner by W. S. Baker, manager of the Brunswick shop. The remedy that this store has brought forward has been more phonograph publicity through advertising and window displays.

B. F. Friedman, manager of the talking machine department of the Charles Mayer store, which handles the Sonora line, reports that instruments sold in this department have been of the higher priced de luxe machines.

"It is interesting," states Mr. Friedman, "that the portable sales have started earlier than in previous years." The new Sonora portable is proving very popular in this territory.

F. X. Donovan, for the past three years manager of the talking machine and small instrument departments of the Pearson Piano Co., has resigned and gone to California to enter a new line of business. It will be remembered that Mr. Donovan instituted the small instrument department at the Pearson Piano store less than a year ago, and largely through his efforts this department has proved a paying one.

At the present time no successor has been named to succeed Mr. Donovan.

Growing Feeling in the Trade That Dealers Must Not Neglect Their Talking Machine Business if Normal Sales Volumes Are to Be Enjoyed—Portable Season Starts Early—The News

Fifteen Warren Street

CONTINENTAL RADIO & ELECTRIC CORPN.

Fifteen Warren Street

CONTINENTAL RADIO & ELECTRIC CORPN.

New York, N.Y.

May 15, 1925

THE TALKING MACHINE WORLD

CONTINENTAL "New York's Leading Radio House"

We can supply you promptly

Whether or not you are prepared to make a sale depends largely upon what kind of service your jobber or distributor offers.

As wholesale distributors for the Radio Corporation of America and other manufacturers of standard radio equipment we are able to offer a very comprehensive line of products—and prompt shipment. Our trucks, shipping department, and entire office routine are based on a policy which we intend to maintain and still further develop—Service for the Dealer.

Such service as this will help increase sales and put your business on a firm foundation. You can depend on our service and line of equipment to make every customer satisfied and a repeated buyer.

Write for further information about our Dealer Service.

Wholesale Distributors only

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Write for further information about our Dealer Service.

Wholesale Distributors only

"Growing Feeling in the Trade That Dealers Must Not Neglect Their Talking Machine Business if Normal Sales Volumes Are to Be Enjoyed—Portable Season Starts Early—The News"

CONTINENTAL RADIO & ELECTRIC CORPN.

Fifteen Warren Street

CONTINENTAL RADIO & ELECTRIC CORPN.

New York, U. S. A.
Important Developments Feature the Month in the Kansas City Territory

Knabe Studios Now in Unusual and Artistic New Trade Members—W. J. Herlihy in New

Kansas City, Mo., May 8.—The Knabe Studios, situated at 1209 Walnut street, moved to the Country Club Plaza May first and now occupy a spacious nine-room apartment. The spacious quarters were designed for demonstration of the Knabe products and musicals to be offered monthly by both local and visiting artists, the studio being an innovation in the piano industry. The Knabe Studio, being in Kansas City some 15 years, was re-established in Kansas City by Mr. R. K. Paynter recently visited Kansas City, and being interested in the development of a business center in Country Club Plaza, decided to con-ceive the plan of combining a salesroom with a studio for the furthering of musical interests in the community. Plans are being formulated for the erection of a studio building for use of the Knabe Co. The storerooms leased are at 4834 Hill Creek parkway. The new studio will continue to handle the Knabe products, player piano rolls and talking machines and records, Gulbransen and other pianos.

The entrance to the store is directly off the green of Country Club Plaza with a vista of landscape gardening, poplar trees and flowering shrubbery, while the intersection of seven main arteries to the city from the suburban residential districts concentrate at this point. The fact that the customer of the Knabe Studio live in or about this Country Club Plaza was the instrumental factor in loc-ating the studio here. It is the plan of W. F. Frederick, former for several years of the Kansas City Knabe house, to hold a for-mal opening in the new studio about the middle of May.

Plans for a new radio department at the Knabe Studio are under way, although at this time no final decisions have been made.

Attended Radio Conference

M. M. Blackman, of the Blackman Sales Co., attended the Radio Conference at Des Moines, la., the latter part of April. Mr. Blackman made the trip with the anticipation of seeing the Adler Mfg. Co. representatives; for the Blackman Sales Co. handles the Adler line of pianos, players, phonographs and radio sets, as well as the phonograph department.

After the conference, Mr. Blackman made a business trip through the northern part of the State.

W. J. Herlihy With Schmeller Co.

William J. Herlihy, formerly with the Radio Corp. of America for over five years, has been appointed head of the radio department of the Schmeller Co. Mr. Herlihy expects to increase the radio department of the house both in retail and wholesale points of view, and having traveled the Iowa, Kansas, Missouri and Ne-braska territories with the R. C. A. he is equip- ped to introduce Schmeller products in these States. The store is pushing portable phonographs and radio sets for camp and tourist uses.

E. W. Guttenberger, in Post New Post

E. W. Guttenberger, formerly of the Kansas City branch of the Artophone Co., has recently joined the Columbia Phonograph organization in New York City and will spend several months in the Kansas City territory devoting his interests to the distribution of the Columbia Master Work Series.

Brunswick Records in Big Demand

With the Brunswick Co. records have been a big feature of the season. The first record issued of Snodgrass, of Jefferson City, broad-casted a station, met with a tremendous success, although the selections were not new, so that with the issuing of a second and up-to-date record it is believed that sales will exceed the enormous first demand. The second Snodgrass record will be "Dusting the Keys" and "Blue Evenings Blues." The fact that Mr. Snodgrass appeared on the Orpheum program the week of April 29 gave a big boost to sales of his records.

The demand for Brunswick phonographs is very good at this time, as is also the demand for the Brunswick Radiola.

Portable Season Gets Early Start

Among the new line of phonographs promise to be the big selling items this Sum-mer. Several new designs are on the market, the prominent feature of which is durability of construction. That portable machines are sell-ing at this early season is encouraging to both wholesale and retail dealers.

The Brunswick Co. has put a new portable on the market in which Brunswick tone and quality are features. A removable box to hold records is an improvement in the construction, while the replacement of leather corners rather than metal is a factor in the improvement of the instru-ment.

The Columbia Phonograph Co. is about ready to put its new portable phonograph on the mar-ket. The new model is equipped with a drawer for the accommodation of twelve records, an automatic pin cup cover and larger and more durable construction.

A. G. Bolts With Columbia Co.

The Columbia Phonograph Co., Inc., an-nounces that A. G. Bolts has been assistant manager to P. S. Kantner, of the Kansas City branch, since April 15. Mr. Bolts succeeds George Dyer, who resigned from the Kansas City office because of illness. Mr. Bolts was formerly associated with Mr. Kantner in an-other Kansas City house, and for the past twelve years has been associated with the Cap-pper publications in Topeka, Kansas, in the ad-vertising and accounting departments.

Extensive Artist Tie-Up

A Columbia recording artist, Ted Lewis, ap-peared on the Orpheum circuit in Kansas City the week of April 20, which fact was used to advertise extensively Columbia products, par-ticularly records, in this territory. Extensive advertising in the local newspapers and the Or-pheum program, as well as the giving away of ten records daily to the theatre patrons, was influential in bringing Columbia products be-fore the public and trade to the dealers.

The record of "Adaste Fideles," recording over 5000 voices of the Associated Glee Clubs of the World in the Metropolitan Opera House in New York, is receiving approval of deal-ers who have heard it.

W. B. Ockenden a Benedict

William B. Ockenden, formerly with the San Francisco branch office of the Columbia Co., and with the Kansas City office since Novem-ber, recently announced his marriage to Miss Helen Markinson of Tulsa, Okla.

Brunswick Activities

The Brunswick Co. reports that the Rora-baugh Brown Dry Goods Co., at Oklahoma City, has purchased and is remodeling the build-ing formerly occupied by the Frederickson & Kroh Music Co. to house its phonograph de-partment. The latter concern has moved to a new location in a section that is rapidly growing into a business center.

Clyde D. Maxwell, formerly of Chillicothe Music Co., Inc., has purchased the Hughes Music House at Trenton, Mo. The business under Mr. Maxwell is known as the Trenton Music Co. carrying the Brunswick phonographs, Radiolas and records. The Gulbransen pianos will also be handled.

A Brunswick phonograph was presented to the winner of a music memory contest con ducted in the Wichita, Kansas, public schools, the presentation being made through the J. O. Adams Music Co., of which Merle K. Bennett is manager.

Increased Outing Demand

The coming of the Summer season is notice-able not only with the change of weather but also with the increased demand for Outing ports at the distributing division of the General Phonograph Corp., New York. This company distributes the Outing portable ex-clusively in the metropolitan section, and Nor-man B. Smith, manager of the distributing di vision, reports that a noticeable upward trend in Outing demand was felt during April.

The Eight Popular Victor Artists gave a concert at the Maryland Theatre, Cumberland, Md., on May 1. The event was under the aus-pices of the Frederick Music Co., Baltimore.
Toledo Dealers Launch Spring Sales

Campaigns and Plan for Summer Drives

Radio Exposition Aroused Wide Interest Among All Factors of the Trade—Lion Store Enlarges Sales Organization—Columbia Co.'s Territory Enlarged—News of the Month

TOLEDO, O., May 8—There are two events which are consuming the time and the attention of musical merchandise and radio dealers here. The first is the Radio Exposition at the Terminal Auditorium, the other is the Victor Co.'s intensive sales drive. The former has more than thirty radio exhibitors, including national manufacturers and local jobbers and retailers. The exhibition which closed May 3 was a distinct success. One of its features was a glass broadcasting studio which permitted more than 2,000 persons to view the broadcasting at one time. The station was equipped and operated by the Zenith Radio Corp., Chicago. Further, the large yellow Zenith radio truck for receiving and broadcasting, with its station display signs WJZ, paraded the streets for several days and aroused much interest in the show. With the outfit were Messrs. Studer, Pierce and Mathews, radio experts. Engineers from the Chicago plant were in charge of company activities. Many other well-known makers of radio had representatives at the show—practically every standard set made was displayed and much interest was shown by the public.

To Stage Intensive Drive

In order to properly direct its local sales campaign the Victor Co. has opened an office at 760 Spitzer Building under the management of Lloyd Egner. With him are Arthur Deas, Wm. Lewis, Robt. Hopkins, Lawrence Richard- son, C. E. Colber, sales manager, and Miss Madeline Davies. Stores co-operating in the drive include Grinnell Bros., J. W. Greene Co., Lion Store Music Rooms, United Music Store, Cable Piano Co., Peoples Outfitting Co., and Whitney-Blaine Wildermuth Co. A dinner dance on Thursday evening preceding the opening of the campaign, at which about 100 persons were present, was an event.

Service People Aide in Selling

The J. W. Greene Co. is attaining unusual interest by enlisting the co-operation of its service people in selling, E. A. Kopf, manager of the talking machine and radio departments, stated. Cash rewards are producing the desired enthus-iasm. To start the drive, President C. W. Smith called a meeting of the service force and asked for one machine prospect or one record approval order a week from the group. Within 24 hours three approval orders and two machine prospects were turned in.

The success of the plan illustrates forcefully the advisability of enlisting everyone in the business, from the porter to the president, in getting new business. So many workers are too close to their proposition to realize how many sales are overlooked daily by not taking the entire force into the selling scheme. The house deals in Cheney, Brunswick and Victor machines. Phonographs and records are sent on approval, 75 per cent of which stay out permanently. The store is co-operating in a big way with the Victor intensive drive. Several additional canvassers are augmenting the regular force. Miss Ella Linmer and Miss Eva Eichman are new members of the record force. The Greene Co. is exhibiting the Zenith, Atwater Kent, Thompson and Radiola in straight sets and combinations at the Radio Show. Edgar A. Kopf is a member of the committee on arrangements for the show.

Lion Store Adds to Sales Staff

The Lion Store Music Rooms, dealer in Brunswick and Victrolas, has increased its outside canvassers and sales force for a sales drive. Fourteen thousand inserts went out with the statements the first of the month. The annual May sales of the store are drawing a crowd of customers to the house and a fair proportion of these visitors are taking advan-tage of the extra machine offerings.

Doyle Wyre, formerly connected with the department, has opened a radio shop in Cin-cinnati. Atwater Kent sets will be featured.

Robt. Kaine and W. C. Griffith, of the Chi-cago Talking Machine Co.; Howard Shartel, of the Cleveland Talking Machine Co., and R. Martin of Grinnell Bros., Detroit, were recent visitors to the store; they also attended the Victor home demonstration tour of the city. The courtesy of Manager Reeves, of the store, the Eight Victor Artists appeared at the luncheon of the Cham-ber of Commerce and entertained the members the day of the local concert. Further, the Radio exhibit of the house at the show is in charge of H. Lochmiller. Zenith, Thompson, Thermiodyne, Kennedy and Carnival outfits are among the sets in the department booths.

Goosman Piano Co. Spring Drive Under Way

The Goosman Piano Co. is conducting a very successful Spring sales drive. On Columbus phonographs and other musical merchandise at the Montpelier and Bryan, O., branches of the store. Patrick Carroll is in charge of the sales. C. E. Collent, sales manager, is endeavoring to organize local dealers into a 5:30 o'clock Satur-day closing club.

"Baseball" Window

The United Music Co. is employing a base-ball window tie-up with records with good suc-cess. An artistic sign showing a batter landing on the ball stated: "Always new Brunswick and Victor hits." Portable machine sales are opening with a bang, Harry Wasserman, proprietor, stated. Kameraphone, Swanson, Pal, Gypsy, Aristocrat, Victor and Brunswick models are dealt in. The fine Spring weather has given portable interest a good start here.

The Talking Machine Shop, Columbia dealer, according to Fred Frame, manager, is getting excellent results from the foreign lists. The clients of the store buy many German, Pol-lish, Italian and Spanish discs. Playtime juve-nile records are new merchandise added.

Featuring Radio

Grinnell Bros. are featuring Zenith and Freed-Eisemann radio sets in the section opened in the Victor Salon on the third floor of the large store.

Columbia Territory Enlarged

F. W. Gumaer, Columbia representative for the Toledo district, recently received a promo-tion, whereby his territory was enlarged to in-cude Columbus, Springfield and central Ohio. S. S. Larmos, manager Columbia Phonog-raphs Co., Cleveland, accompanied Mr. Gumaer over the new section lately. New Columbia accounts opened within the recent past include A. L. & R. Piano Co., Bellevue, O.; Stentz Piano Co., Norwalk, O.; A. Zinder Music Co., Lima, O.; Ohly's Drug Store, Oberlin, O.; Stern Furniture Co., Jackson, Mich.; and the Campbell Furniture Co., Piqua, O. John Shaw, Columbia dealer, Toledo, has opened a branch store in the W. Toledo Market. He reports business very satisfactory.

The Columbia records which went on sale May 1 seem to mark the beginning of a new era in recording. The Columbia disc, "Adagio Fideles," a recording of more than 4,800 voices, made in the Metropolitan Opera House, is the record hit of the month.

Mrs. Ruth Leidley Resigns

At the LaSalle & Koch Co., operated by F. C. Henderson Co., Boston, Mrs. Ruth Leidley, manager, has resigned. She will return to Cleveland, where she will engage in another line of business. The department is plugging Pal, Brunswick and Victor portables.

Allan W. Fritzsche on Six Weeks' Trip to West Coast

Allan W. Fritzsche, vice-president of the General Phonograph Corp., left New York Sunday, May 3, for a six weeks' trip to the Pacific Coast. Mr. Fritzsche will call on Okeh jobbers on this trip, and also visit all of the company's clients in behalf of their general activities. According to his plans Mr. Fritzsche will reach Chicago the early part of June to attend the music conventions in that city, and without a doubt his trip will be of considerable interest and value to the General Phonograph Corp.'s organization.

Radio Firm Chartered

The Hamilton Radio Corp., New York, was recently incorporated at Albany, with a capital stock of $8,000. The incorporators are J. Bur-freidt, C. M. Kukelhorn and C. E. Jones.

"The Portable with a Guarantee Bond"

SPENCERIAN

Portable PHONOGRAPHS

Correspondence Invited

WESTPHONO, Inc., 46 W. 4th St., ST. PAUL, MINN.
Build For The Future With The ADLER-ROYAL Franchise

Do you know that you can obtain a franchise to handle the ADLER-ROYAL line, which protects you from unscrupulous competition? The Adler Manufacturing Company was the first to offer a radio franchise. We are the leaders in helping to place the dealer in radio on a sound, substantial basis.

ADLER-ROYAL Discounts are Better

Do you know that the liberal and unusual ADLER-ROYAL discounts enable you to sell and service for lasting customer satisfaction and still make a good profit? The Adler Manufacturing Company was the first to recognize the crying need of the dealer in radio for better discounts and the first to offer them to him. Dealers handling ADLER-ROYAL merchandise obtain their full share of profit.

Sound Merchandise — Sound Policies

ADLER-ROYAL's wholesome, equitable dealer policies are back of a line of Neutrodyne Radio Receivers, Phonograph-Radio Combinations, Phonographs and Radio Speakers which have proved their high quality and excellence of performance and on which you can build a lasting, substantial business.

We offer the ADLER-ROYAL franchise to the better type of dealer who sincerely desires to build for the future. We invite correspondence from you regarding the details of our proposition.

Build for the future with ADLER-ROYAL

ADLER MANUFACTURING CO., Inc.
881 Broadway, New York
Factories: Louisville, Ky.

District Representatives

ROYAL LINE SALES CORP., 213 Tremont St., Room 104, Boston, Mass.
ADLER MANUFACTURING COMPANY, 881 Broadway, New York
ADLER MANUFACTURING COMPANY, 1025 Chestnut Street, Philadelphia, Pa.
WILLIAM A. CARROLL, 801 Benton Building, Buffalo, N.Y.
ADLER MANUFACTURING COMPANY, Pittsburgh, Pa.
JAMES M. ERVIN, 490 Euclid Avenue, Cleveland, Ohio.
H. N. BUCKLEY, Grand Hotel, Cincinnati, Ohio.
S. E. LIND, 1265 West Fort Street, Detroit, Mich.
H. N. BUCKLEY, 150 N. Pennsylvania St., Indianapolis, Ind.
ADLER MANUFACTURING COMPANY, 425 So. State St., Chicago, Ill.
SPRAGUE & WARREN, 33 So. 8th Street, Minneapolis, Minn.
ADLER MANUFACTURING COMPANY, 400 Benoit Bldg., Cor. 9th & Pine Streets, St. Louis, Mo.
BLACKMAN SALES COMPANY, 17 E. 14th Street, Kansas City, Mo.
RADIO EQUIPMENT CO. OF TEXAS, 1317 Young Street, Dallas, Texas.
ROYAL SALES CO., 319 California Bldg., Denver, Colo.

ADLER-ROYAL
Phonograph and Radio
**Akron-Canton Dealers Handling Machines and Other Lines Enjoy Best Business**

Business Fair Throughout the Territory—Demand for Talking Machines Increasing. Report Dealers—Artists Appearing Locally Aid Record Sales—Trade News and Activities of the Month

**W. E. Strassner**

**Earl Miller at Canton**

Ray Miller and his famous Brunswick record orchestra played a twoweek engagement at Moonlight Ballroom, Meyers Lake Park, Canton, bringing out the largest crowds of the Spring season. Canton Brunswick dealers gave the band some nice advance publicity in their windows. Record sales following the band’s appearance were more than doubled.

**McKelvey Adds Brunswick Line**

The McKelvey store, Youngstown, has taken on the complete Brunswick line of phonographs and records. This store has given over large floor space to display and sales of Brunswick machines and in recent weeks has presented some appealing window displays.

“A year’s inspector has just finished going through your plant and we are glad indeed to inform you that he has found it in very excellent condition, both as to fire hazards and working conditions. He reports the plant to be clean, all machinery properly safeguarded, so as to protect as nearly as possible the men working there from injury; also that you are laying special stress on lighting, heat ing and ventilating. In other words, you can be justly proud of your splendid factory, which our many years of constant inspection of this and like manufacturing concerns have found it one of the finest and best managed of any in the South.”

**Pay Us a Visit at “The World’s Largest Building”**

When you are at the Music Trades Convention in Chicago drop over any time and let us extend you the hospitality of the World’s Largest Building. Where our general offices and display rooms are located. You will be interested in seeing this exhibition palace, with its Millions of Dollars worth of Fine Furnishings displayed in its acres of space.

From the Drake Hotel, a short walk south along the Lake Shore Drive, brings you direct to Building Entrance at 666 Lake Shore Drive. Then come up to our display rooms, Suite 829. We will be glad to see you and you may be interested in seeing an especially large and comprehensive assemblage of phonographs, radios and combinations. But please remember, you will be our guest and will not be asked to buy anything.

**How Adler Mfg. Co.’s Model Plant Aids Production**

N. P. Bloom, Secretary of Company, Tells of Advantage of Modern Facilities in Keeping Down Labor Turnover and Overhead

Evidence that the music-trades are keeping even pace with the world’s progress and development is contained in a very interesting letter recently received from an insurance agency by N. P. Bloom, secretary of the Adler Mfg. Co. In it the insurance agency, which underwrites fire insurance for this condition, lays special stress on the excellent condition of the plant, its splendid lighting, heating and ventilating facilities and general efficiency and excellence. The letter follows:
Tone—More Important Than Any Other Two Features

O produce the best Phonograph in its class, is the aim of every talking machine builder, and in these days of keen competition and unique selling methods every forward-looking manufacturer is on the alert to build and sell only such instruments as will do him credit and show him a profit.

Item for item and feature for feature there is no talking point or selling argument that can in any way equal "Tone Quality." It is the final argument, the one point upon which a sale is made or lost. Tone is more important than any other two or three features.

We’ve been telling you each month that Empire Tone Arms and Reproducers would enhance the tone quality of YOUR instruments, that there was a style and type EMPIRE for every Phonograph requirement — and that the complete EMPIRE line was decidedly moderate in price. What we want you to do is to prove these things to your own satisfaction, in your own plant. Tell us your requirements, we welcome comparative tests.

W. J. McNamara
President.

Makers Also of the Superb

EMPIRE 5 TUBE RECEIVING SET
"KING of RADIO"
Period Effect in New Sonora Radio Speaker

This new console speaker will make an irresistible appeal to the music lovers who take pride in their home, for beneath its graceful, classic lines is concealed the famous Sonora wood tone chamber, and the storage batteries, the B batteries and the charger may be installed within—and all unsightly wiring is cleverly hidden too.

Chicago Salesman Wins the Big Cash Award in the Second Radio Music Memory Contest of the Brunswick Co.—Other Winners

CHICAGO, ILL., May 6—Awards for the second music memory contest of the Brunswick Co. were recently announced, the first prize of $1,000 being awarded to Robert Lanyon, insurance salesman of this city. The conditions of the contest were for participants to listen in over the radio to the five concerts broadcast by Brunswick artists during the month of March and identify the artists and the selections which they sang. An additional requirement was that the writing of a brief essay on the voice of Mario Chamlee, Brunswick artist and Metropolitan opera star.

Robert Lanyon graduated from the Chicago University in Liberal Arts last June. He worked his way through college and for some time acted as usher at the Auditorium, thus gaining the foundation of a knowledge of good music. The second prize of $500 was given J. A. Daniels, of Butler, Ind.; third prize of $300 was gained by Mrs. Eva Hamilton Butler, of Des Moines, Iowa, and the fourth prize of $200 was awarded to Elmina Rupert, a thirteen-year-old school girl of Pittsburgh, Pa.

There were ten $100 prizes, awarded as follows:

Forty fifty-dollar prizes were distributed as follows:
- Irving Babka, Brooklyn; Beverly R. Rhodes, Jr., Colusa; S. A. Arthur, Salem; Brooklyn; Ada M. Miller, New York; Mrs. Leslie Atwood, Jacksonville; Fred Sanger, New York; Mrs. M. L. Dixon, New York; Willa G. Roosevelt, New York, Mrs. H. J. Ackerman, New York; Miss Hilda Zeiser, New York; Mrs. H. W. Hills, New York; Mrs. L. W. Gladstone, New York; Mrs. J. H. Pope, New York; Miss Helen Smith, New York; James B. Theroux, New York; Mrs. E. C. Cox, New York; and Piano Parlor of Stewart's, N. Y.; Mrs. Howard H. Murray, Saddle River; Barbara Kempf, Newark; Mrs. John S. Johnson, New York; Mrs. W. H. F. New York; H. A. Whitaker, New York; Mrs. C. C. and M. H. Stein, New York; Mrs. F. M. Thornes, New York; and John Parlor of Stewart's, S. Y.; Mrs. C. M. Murray, Fort Worth; Mrs. Harry Hargstein, Brunswick artist who has arranged for a brief essay on the voice of Mario Chamlee, Brunswick artist and Metropolitan opera star.

Free of charge. The judging of this contest was supplied by the Vocal Arts Laboratory, has been secured to plan and direct the indirect illumination for this studio.

Artists broadcasting from this new super studio will not experience that general knowledge of good music which is entertained by the audience. In their experience with the microspeakaphone and is constantly before the artist performing. The Grand opera stars have enthused over the arrangement and have voiced their whole-hearted approval. In connection with the program there will be a reception room for artists awaiting their time for broadcasting. Soft-cushioned rugs and sound-proof walls prevent sounds from reaching them and provide a restful atmosphere for guests. All broadcasting will be by remote control from the studio in the Straus Building, through the station located thirty miles from Chicago. WJAZ will be on the air within the next few weeks.

Phlipitt Opens New Store

MILAN, FLA., May 5—The formal opening of the new store of the S. Ernest Philpitt & Sons Music Co. was held recently in the building just completed at Lincoln Road and Jefferson avenue, which is located on the Beach. The interior of the store is artistically arranged.

Phonograph Parts and Supplies

THE VAL'S ACCESSORY HOUSE, Inc.

110 No. Broadway
St. Louis, Mo.
Station H-O-M-E broadcasting—stand by

IT'S station H-O-M-E and they are asking for the name of the music merchant selling the new Federal in their neighborhood.

Thousands of letters have been received at Federal offices—thousands of letters written by people who want to buy the new Federal.

Tune in on this business. Write us now—for new illustrated Federal catalog and prices. Ask us to show you the new Federal in its table type and beautiful console models.

Let us show you the dramatic demonstration features of this astonishing radio set. Ask about the enclosed amplifying unit that saves service. Ask about the Federal iron-clad performance guarantee that protects you and your customers.

Write for the NEW Federal catalog NOW.

FEDERAL TELEPHONE MFG. CORP.
Buffalo, N. Y.

Federal
Standard RADIO Products
Plans for MacMillan Trip to Arctic Are Perfected

U. J. Herrmann, Member of the Board of Directors of the Zenith Radio Corp., and Eugene F. McDonald, President, to Go On Expedition

As announced recently in The Talking Machine World, Eugene F. McDonald, Jr., President of the Zenith Radio Corp., and Donald MacMillan, famous Arctic explorer, are coming North Pole expedition sponsored by Commander Donald B. MacMillan, President of the Zenith Radio Corp., Chicago, will be in charge of radio activities on the forthcoming trip. The accompanying illustration presents Commander Donald B. MacMillan, E. F. McDonald, Jr., and Mr. Herrmann. They are all members of the U. S. N. R. F. and the U. S. Navy Department is co-operating actively with Commander MacMillan in his endeavors to make this trip epoch-making in the annals of Arctic exploration. Naval aircraft will be utilized in connection with the trip and reports from Washington, D. C., that the planes will proceed north from Maine, skirting the Labrador coast to the Davis Strait, which they will fly across to the Greenland shore. The party also plans to visit Cape Columbia, the “jumping off” place of Commander Peary, and to obtain there copies of the vitally important records which he left there.

A dispatch from Washington says that plans are being made by the Bureau of Aeronautics of the Navy Department, to dispatch the dirigible Los Angeles or her sister ship, Shenandoah, to Arctic Are Perfected.

The outlook for the balance of the year 1925 looks very bright indeed for a big volume of business for those dealers that are alive to the thought behind extensive advertising, canvassing and truck sales work.

Lund & Co., of Seymour, Conn., is now handling the Victor in conjunction with the Edison line.

Winslow’s Music Shop, Church street, Naugatuck, Conn., is closing its store and will confine its activities entirely to the new store recently opened in Milford, Conn, where Columbia, Victor and pianos are featured, together with other musical instruments and sheet music.

E. Kolakoski, 200 Bridge street, Union City, Conn., has joined the Columbia family and will feature now new Columbia Phonographs and New Process records.

New Crosley Sales Plan Protects Its Dealers

CINCINNATI, O., May 4.—The Crosley Radio Corp., announced recently to its dealers and jobbers that its new selling plan would obviate the present system of the appointment of authorized dealers everywhere, and it is believed that the distribution of Crosley radio merchandise by authorized retailers will result in increased business for the dealer and later will undoubtedly provide more profitable outlets for the jobber and manufacturer.

Crosley salesmen and distributor representatives are signing up dealers as quickly as possible and forwarding the appointments to the Crosley executive offices, who are responsible for the issuance of franchises. The executives of the company are working in close co-operation with every factor in the selling organization, and sales suggestions from the dealers are receiving immediate consideration.

Ralph S. Peer Visits Important Points South

Ralph S. Peer, director of Okeh record sales for the General Phonograph Corp., New York, returned to his desk a few days ago after a very interesting Southern trip. Accompanied by P. C. Brockman, sales manager of James K. Polk, Atlanta, Okeh jobber, Mr. Peer visited Okeh dealers throughout the State of Florida. Both he and Mr. Brockman were highly gratified to find that Okeh records had achieved considerable popularity throughout this State, and they offered important sales suggestions to Okeh dealers that will undoubtedly be reflected in the retailers’ activities during the next few months.

Victor Artists Give Concert

WASHINGTON, PA., May 5.—The Eight Popular Victor Artists gave a concert at the State Theatre on April 30 under the auspices of the G. W. P. Jones Music Co. These artists appeared before a capacity audience and greatly stimulated the sale of their recordings.
Milwaukee Dealers Looking Forward to Good Portable Business This Summer

Demand for These Small Instruments Increasing Steadily—Annual Milwaukee Music Analysis Gives Some Interesting Facts—Radio Jobbers Organize—Records Continue in Good Demand

MILWAUKEE, Wis., May 7—Demand for talking machines was not particularly brisk during the month of April, according to local jobbers and wholesalers. Portables are just beginning to figure in wholesale business and interest already evidenced in these smaller machines is considered very encouraging locally. The record business holds up very well and the appearance of recording orchestras and various artists of note has helped to stimulate the demand in this line.

Milwaukee Music Analysis

Some interesting figures regarding phonographic owners showed an increase of 26 per cent in the past five years, bringing the figure up to 68 per cent of the total number of families in the city. The year 1920 marked the greatest sale of upright models, while since that time there has been a steady increase in demand for consoles, while uprights have decreased in popularity. Total sales of phonographs reached their highest point during 1923, but the total dropped in 1924.

The number of phonograph owners increased by 100 per cent during the month of April, according to the Milwaukee Journal. The survey was made at the end of 1924, and figures were compared with similar figures in 1920. The number of phonograph owners showed an increase of 26 per cent in the past five years, bringing the figure up to 68 per cent of the total number of families in the city. The year 1920 marked the greatest sale of upright models, while since that time there has been a steady increase in demand for consoles, while uprights have decreased in popularity. Total sales of phonographs reached their highest point during 1923, but the total dropped in 1924.

The survey showed a marked increase in the number of commercial set owners in comparison to those who own homemade sets. Three tube sets are owned by the greatest number of phonograph owners, ranking second. To the question of what kind of programs the majority liked, the answer was in preference of music rather than jazz.

Brunswick Sales Make Good Showing

"Business has been very hard to get, but my figures for the year are ahead of last year up to the end of April," stated Carl Lovejoy, Brunswick representative in Milwaukee and this territory. "Dealers in Sheboygan and Fond du Lac are showing a great increase in business the year before many of them are complaining, but some of them are finding the business if they go after it hard enough."

Brunswick record business has been going along very well, although there have been no outstanding hits but rather a demand scattered along very well, although there have been no complaints, but some of them are finding the business if they go after it hard enough.

Brunswick record business has been going along very well, although there have been no outstanding hits but rather a demand scattered along very well, although there have been no complaints, but some of them are finding the business if they go after it hard enough.

Brunswick Sale Department Makes Good Showing

Business at Yah & Lange for the month of April will run into satisfactory figures due to the drive on all straight phonograph models by Yah & Lange, wholesalers for Sonora in Wisconsin and Michigan, who have been offering these discontinued models to their dealers throughout these two States. Hereafter, Yah & Lange will concentrate on the Sonora line of combination instruments as well as those adapted to use with radio.

Reilly, new district sales manager of Sonora Co., was in Milwaukee for a short time to assist with some of the sales.

Introduces New Models

The Badger Talking Machine Co., Victor jobbers in this territory, have been showing the two models recently put out by the Victor Co. Interest has been shown in the table model, according to Harry Goldensmith, secretary of the Badger Co., who states further that dealers are already beginning to show interest in portable phonographs, and he expects this business to be very good.

Radio Jobbers Form Organization

Twelve radio distributors of the State attended a meeting called by David M. Kasson, vice-president of the Interstate Sales Co., which handles De Forest, Fried Eissman and Operators, for the purpose of forming an unofficial organization which is to be entirely informal and will be used as a means of discussing various merchandising problems which arise in the radio field. From the standpoint of distributors they will consider such questions as advertising, credits, merchandise exchange and other problems. Mr. Kasson was selected to act as unofficial chairman as the organization will have no other officers. The firms represented at the meeting were Julius Andrea & Sons Co., Yah & Lange, Lenke Electric Co., G-Q Electric Co., Badger Radio Co., Shadbolt & Boyd, Taylor Electric Co., Madison Radio Specialty Co., American Radio & Equipment Co., Alexander Kailing Co. and the Interstate Sales Co.

A. J. Seyffert, formerly of the Seyffert Radio Corp., has joined the force of the Interstate Sales Co. and will act as its representative in Fox River Valley and northern Michigan territory.

Satisfactory Carryola Demand

"Business conditions as far as our company is concerned are very good," stated D. F. Allen, vice-president of the Carryola Co. of America. "Our production is up to and beyond normal at the present time."

Mr. Allen mentioned particularly the Carryola Master which the company is getting out in several colors this Spring to add variety to the line. He states that dealers are taking considerable interest in the new model. In fact, the Carryola line is going over big everywhere.

Brief But Interesting

Radio will be one of the prominent features of the new store which is being opened in Kenosha, Wis., under the name of the Zabel-Marlin Drug & Radio Co. R. O. Martin, formerly head of a radio distributing and service agency, is in charge of the radio end of the business.

In order to cope with its growing business, the French Battery Co. of Madison, Wis., has announced plans for floating a $750,000 bond issue which has been underwritten by Paine, Webber Co.

The Rudolph Wurtele Co. has opened a new store in Fond du Lac, Wis., handling all lines of musical instruments. A. J. Hook, formerly with the Milwaukee store, has been appointed manager.

Bollinger Co.'s Attractive Gulbransen Window Display

Fort Smith Co., Illustrates Its Faith in the Value of Artistic Windows

W. A. Willson Resigns

W. A. Willson, for many years manager of the educational department of the Columbia Phonograph Co., Inc., resigned this position May 1, and will take the entire Summer for rest and recreation. Mr. Willson is planning an extensive automobile tour in his "faithful Franklin" to Pikes Peak, Grand Canyon, California, Oregon, Washington, Yellowstone Park, Denver, Chicago and Niagara Falls, after which time he will announce his future plans.

Fire Damages Eclipse Stock

The basement of the building owned and occupied by the Eclipse Talking Machine Co., Inc., 108 Main street, Paterson, N. J., was recently gutted by fire. The Eclipse Co. purchased the building about two years ago and has since remodeled it.

RADIO CABINETS

In our 46 years of Building Furniture

Let Us Build Your Radio Cabinets

Aside from our regular line of cabinets, we are building them by the thousands for large users of cabinets. With substantial orders, we build special, exclusive designs.

BURT BROS., Inc.

2000 S. 9th St.

Sell EAGLE RECEIVERS for GOOD business

Mr. Radio Merchant

ASSETS

Guarantee Service Proved Performance Satisfied Customers Profits

Get on the Right Side of the Ledger

Copy of Eagle-Life sent on request. A helpful, interesting and amusing monthly. Get on the mailing list.

EAGLE RADIO CO.
22 Boyden Pl., Newark, N. J.
"Bruno

Means

Security"

Distributors of Victrolas and Victor Records — the world’s greatest musical combination.

Distributors of Eagle Balanced Neutrodyne Receivers — highly efficient, dependable and guaranteed.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York, N. Y.
We Welcome You to Chicago and “The World’s Largest Building”

—where our offices and display rooms are located

You will find many things to interest you about this World’s Greatest exposition palace which is probably the most advanced idea in a wholesale display exposition that the commercial world has ever known. With its magnificent entrance, beautiful corridors and display rooms, unique club rooms and restaurants atop the building, we feel sure your time will be well spent in inspecting it.

A short walk south from The Drake brings you to the door, 666 Lake Shore Drive. Then come up to our display, Suite 829. You will see an exceptional showing of phonographs, radio and combinations, but please remember you will be our guest and will not be asked to buy anything.

Oscar O. Krause

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Oscar O. Krause

Oscar O. Krause, vice-president, secretary and general manager of the Eagle Radio Co., Newark, N. J., manufacturer of Eagle neutrodyne receivers, has some very decided views on the functions of radio besides the ability to render musical programs. These are really more than views, in most instances, they are facts, and as such are of interest to every seller of radio goods because they relate to the avail-

ability of receiving instruments for many purposes. In the aggregate they are a series of facts that should be part of every retailer’s sales arguments.

For instance, Mr. Krause believes that the old-fashioned home life is fast returning, due to the fact that radio wins over the competition of many outside forces for the leisure hours of Americans. An impressive instance of this is related by him of a friend with seven children who for over twenty years, until he had a radio set, did not have the pleasure of having his entire family at home for an evening.

“There are enough features in radio to make it possible to sell receivers in every season,” says Mr. Krause. “Passing by the well-recognized functions of a receiver to bring in stock reports, prices and baseball and other amusements, the possibility of listening to history in the making is not to be slighted—the inauguration, the voice of our President several times a year, and the reporting at first hand the details of momentous gatherings. When an airship broke loose the news was broadcast; when an earthquake shook a mountain listeners thousands of miles away were informed before the last quiver had died; when the President’s loved son was ill the whole nation listened anxiously for reports of the boy’s progress, and when a tornado swept the cities of the South radio listeners were apprised of it within a few minutes. The furtherance of these news features is assured by the vote of the directors to the Associated Press at the last annual meeting in New York, who decided to lift the ban on important news. The smallest church community with its tiny meeting house struggling under a mortgage with an undertaxed and over-worked pastor handicapped by limited assistance and opportunities can bring to these impoverished souls through radio the voice of someone like Dr. S. Parkes Cadman, Raymond Foster, Dr. Jefferson and Dr. Steinmetz. The voices of cardinals and bishops are available to the smallest community.

“There is really something of special interest available through radio for every taste: This is apart from the well-recognized functions of radio as are known by the man on the street. During the war the need for physical training of our growing youth was impressively demonstrated. Over a year ago station WOR started a physical training course and other stations have added this excellent feature. Now the Metropolitan Life Insurance Co. has a well-paid director who puts one through the paces in a morning drill broadcast from the Metropolitan Tower.

“Nations will soon be called together in international conferences participated in by every civilized country. Held in a common language the actual conferences will be available for every receiving set. Thus it will be impossible for any overambitious head or stupid and selfish government to set the stage. It is a fact that radio will create many, many sales in any season. The trade should discount at once the absurd notion of the fellow who says, ‘I wait until radio attains greater perfection before making his purchase.’ There are too many things now coming in on programs for him to miss and they come in with good quality on present-day receivers. The first automobile was far from perfect, but we bought them and they gave us a thrill, when the awkward things would go. To-day those obsolete specimens look ungainly and stupid. In 1925, however, one gets into a car with ball-loom tires, presses a button and it starts, even at that the 1926 model is by no means a finished article and the 1930 car may make the present-day model look old-fashioned.”

Mr. Krause and Franklin B. Kellogg, president of the company, have been in the radio business for many years, and their product attains a prominent place in the list of radio receivers. They entered the field early as it is known to-day, and have built their organization and their distribution on a standard one-price policy. What is more, every Eagle is sold with a guarantee and these things with the merit of the Eagle neutrodyne set as the basic asset assure a future for the company.

Witzmann-Stuber, Inc.,

“Plans to Open Music Store

NEW HOLLAND, PA., May 8—J. F. Werner is moving to a new and more central location in the new Peabody Hotel. The new store will have a frontage on Union avenue of fifty-four feet, about the same amount in the hotel lobby and still another street frontage on Third street. Brunswick phonographs and records and Brunswick Radiolas are featured by this establishment.

Plans to Open Music Store

NEW HOLLAND, PA., May 8—J. F. Werner is remodeling his property on East Main street, prior to the opening of a complete music store. The entire lower floor of the building will be turned into a showroom and two large display windows are being installed.

Wide Appeal of Radio an Aid to Dealers in Putting Over Strong Selling Talks

Oscar O. Krause, Vice-President, Secretary and General Manager of the Eagle Radio Co., Emphasizes That the Variety of Broadcasting Programs Holds Something of Interest for All

Oscar O. Krause, vice-president, secretary and general manager of the Eagle Radio Co., Newark, N. J., manufacturer of Eagle neutrodyne receivers, has some very decided views on the functions of radio besides the ability to render musical programs. These are really more than views, in most instances, they are facts, and as such are of interest to every seller of radio goods because they relate to the avail-

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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.

Write your jobber or our nearest office for Liberal Discounts.

GILFILLAN BROS. Inc.
KANSAS CITY 1815 W. 16th St., LOS ANGELES, CAL.
2525 W. PENN WAY

NEW YORK CITY
225 WEST 57th ST.
Discusses Construction and Acoustical Features of the Brunswick Radiola

Dr. Alfred M. Goldsmith, Chief Broadcaster Engineer of the Radio Corp. of America, Is the Author of an Interesting Article Entitled "Radio Engineering and Phonograph Engineering"

One of the very interesting articles in Highights of Radio Broadcasting, a publication written in its entirety by Dr. Alfred M. Goldsmith, chief broadcaster engineer of the Radio Corporation of America and widely known in radio circles throughout the world, is entitled "Radio Engineering and Phonograph Engineering." This article, which is devoted to a most important discussion of the constructional and acoustical features of the Brunswick Radiola, reads as follows:

Engineering forever widens its scope, and new fields which are at first developed by a

Brunswick Radiola
hit-or-miss method gradually become the subject of orderly and rapid development by skilled engineers. No devices more fully illustrate this evolution from chance trials to systematic technical improvement than those two related instruments: the radio receiver and the phonograph. The nature of the music originally put out by phonographs, and later by the first radio loud speakers, "designed" by a wild guess, is too notorious to require comment. When it is contrasted with the superb effects which can be obtained to-day under suitable conditions, the debt owed to engineering becomes evident and the possibilities of the future are seen to be even more attractive.

Up to the present the acoustic problems in the production of desired sounds have been very similar for the radio receiver and the phonograph. Each uses a small vibrating sheet or diaphragm to produce the sounds. In the case of the phonograph, the diaphragm is generally a circular piece of mica mounted in the reproducing head of the phonograph and vibrated by mechanical connection to the needle resting on the record. In the case of the radio loud speaker, an iron diaphragm (or one of other suitable material) is vibrated electromagnetically through the agency of currents which are produced by the radio receiver and its amplifiers. The defects of such diaphragm systems may be very serious unless every feature of the dimensions, mounting and control of the diaphragm is thoroughly understood and accurately carried out. These productions produced by the diaphragm in each case passes through and is modified by a horn, and here again is ample room for the exercise of good design and objectionable or desirable results. The material of the horn, its size, shape and mode of attachment are all of importance, and require careful study and experiment to get the best results. The radio receiver has the best of the problem, in one way, because one can, after all, increase the amount of available power for vibrating the diaphragm as much as may be desired by radio-tube amplifiers, whereas the power obtainable from a needle riding in the groove of the phonograph record is strictly limited. Each field has found its own acceptable solutions, and satisfactory results are now being obtained.

The output of a phonograph and that of a radio receiver are not so much alike nor so competitive as is sometimes believed to be the case. A phonograph record is of course a reasonably permanent article. Even if the record is worn out, it can be replaced by the purchase of a duplicate. It represents the result of a considerable number of rehearsals of the artist, and may fairly be assumed to be the best recording possible of the particular selection. The broadcast performance is, generally speaking, final—that is, if it is not quite what the broadcaster desired, it can nevertheless not be recalled or modified. And, as a general rule, it is heard once, and is not available for indefinite repetition. A phonograph record can also give the auditor music or speech from persons who are unavailable at the time, either through absence or death. The broadcaster must confine himself to personalities and performances of the present unless he too uses records for his "raw material" for broadcasting. Unless one has a great number of broadcasting station programs at his choice, the phonograph will be more likely to furnish exactly the type of music which is wanted at the very moment it is desired. So, likewise, it is possible that the user is financially very solvent and willing to purchase the assortment of records required for his desired range of entertainment.

The capabilities of a radio receiver are unique in a number of respects. An important speech is to be delivered on a given evening. It can reach a million homes by radio, with all the timeliness and personal interest which attaches to it. It can carry to the radio audience the words of the greatest statesmen or leaders in other fields of activity at the instant they are spoken, and with all the delicate individuals which make such speeches so interesting. This is not possible of achievement in the form of a permanent record. The psychology of the response to the record being quite different from that of the reaction to the actual broadcast speech. Broadcasting can carry the best concert or group of cities even at considerable distance from each other, to all residents of the great area surrounding these cities, and at the very instant that the concert takes place. It can give performances lasting for many hours, where the trouble and expense of gathering approximately the equivalent entertainment in phonograph records would be prohibitive even if, indeed, it were not frequently impossible to assemble the desired program in the form of records. The continuity of the performance of a play or an opera is not disturbed in radio broadcasting, and it is an admirable means of bringing the most recent operas and approaching the entire public and probably before their efforts have been in part stabilized in record form. The recent rapid development of the radio drama and of political broadcasting indicates other fields which will in all likelihood remain exclusive to radio. The romance of radio is replaceable in no other way. Through the miles of darkness, carried by no visible force, come the concert and speeches which entertain and instruct the radio listeners. There is and must always be a thrill in the knowledge that an annihilator of space has been placed at the disposal of mankind. Men have always felt the cramping limitations of their own slow capabilities of travel. The task of carrying oneself to a distant city is sufficiently trying to make its elimination by radio a permanent and stable human asset. It is therefore logical to expect that radio and the phonograph will work, mutually supplementary. Each will supply its quota of enjoyment in its own way and utilize its own capabilities to the full. The combination of the two fields of endeavor is, in fact, rapidly reaching in the technical directions. The first of the accompanying photographs shows a radio receiver specially designed for inclusion in the cabinet of a certain portable phonograph. The most noticeable and unusual feature of this receiver is its careful adaptation to the phonograph requirements and, in particular, its careful panel arrangement. The appearance of the combined phonograph and Radiola receiver is shown in the second accompanying photograph. The possibilities of such an instrument are indeed striking. One listens to one's favorite broadcasting station concert and then, deciding to hear some particular favorite dance or song, one has only to play the desired record on the same instrument and to hear the music coming from the same horn. The scope of each instrument is therefore widened by the combination. It seems likely that the development of the radio field will again show, as has repeatedly been the case, that new scientific devices do not necessarily supersede existing agencies but that they supplement them and broaden their usefulness.

J. F. Hilliard Made Manager

HOLLYWOOD, CAL., May 4—J. Fred Hilliard was recently selected as manager of the local branch of the Platt Electric Motor Co. Hilliard has been identified with the Platt organization for three years and has had wide experience in the handling of musical instruments. He is well-known to the Coast trade.

The Paper Radio Corp., Jamaica, L. I., N. Y., has been incorporated to manufacture at a capital stock of $5,000. The incorporators are W. F. Pape, C. D. Heckman and W. B. Philibar.

THE SHELTON Electric Motor

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

SHELTON ELECTRIC CO.,
THOMPSON AND MANLEY STREETS
LONG ISLAND CITY, N. Y.
Without previous pledge, Mr. George E. Brightson has granted a merchandise rebate to all True Blue Dealers affected by the recent price reduction from $6.00 to $3.50. Jobbers and their excessive discounts and credits compelling a $6.00 price have been eliminated.

60-Day Written Guarantee
Every individual True Blue Tube can be replaced within 60 days, if due to mechanical defect it does not operate perfectly.

10-Day Return Privilege
Unless users are satisfied with True Blue Tubes they need not keep them. We refund purchase price if tubes are returned within ten days, without demanding proof of defects.

Order a Demonstration Set
Power Plus True Blue Tubes give 6 volt results from 3 volt sockets, helping you cash in on summer demand for superheterodyne and other 3 volt loop sets. Storage battery required.

Terms cash—Write or telephone our nearest office for details and discounts

BRIGHTSON LABORATORIES
Waldorf-Astoria Hotel 16 West 34th St., New York

PHILADELPHIA OFFICE
50 N. Eleventh St., Philadelphia, Pa.

JERSEY CITY REPRESENTATIVE:
Triad Sales Co., Trust Co. of N. J., Blvd., Jersey City, N. J.

MILWAUKEE REPRESENTATIVE:
Yahr & Lange, 207 E. Water St., Milwaukee, Wis.

BOSTON REPRESENTATIVE:

DETROIT REPRESENTATIVE:

SAFETY CASED
Standard Socket Type Tubes are packed one, three and five in a safety case. Power Plus Type Tubes one, three, six and eight in a safety case.

BRIGHTSON TRUE BLUE TUBES
Unaccountable Depression Felt by the Trade Throughout St. Louis District

Fact That There Is No Logical Reason Why Depression Should Exist Is the Cause for Feeling That Improvement Is Due—Stanwood Miller Gets Control of Smith-Reis Co.—Important News

St. Louis, Mo., May 8.—Early May talking machine business was not materially better than April business, and April business was considerably short of satisfactory, but the most encouraging thing about the situation is that there is no cause for it. Being without cause, business logistics point out that it cannot continue that way. In other words, the conditions are right for good business. But business, therefore, is an anachronism, and again, therefore, it must pass away. Whether or not the logic is sound, it is a fact that nobody can account for the depression. The favorite indoor pastime along Olive street is trying to account for it. And, as suggested above, the very failure to account for it gives encouragement.

Trade Throughout St. Louis District

The Music Box, 415 North Seventeenth street, was closed April 30 because the building occupied by it is to be torn down. The closing was preceded by a clearance sale of talking machines and records.

Columbia Portables Lead the Demand

General Manager C. R. Salmon, of the Columbia Distributors, reports that business in the three branches operated by that company is exceptionally good. The movement of portables is said to be especially heavy, dealers having placed good orders in anticipation of a lively demand as soon as the weather warms up.

Voice Memories Are Evoked

The Talking Machine World

A Note About the Talking Machine Trade

Andrew K. Nevin, secretary of the American Phonograph Dealers Association, in his address to that body in New York, gave some figures on the talking machine business, and declared that there was no indication of a decline in the business. He pointed out that the demand for records is increasing, and that the records are being played and enjoyed more than ever before. He also stated that the talking machine business is growing, and that the future of the business is bright.

The Minnelli Tone Arm

The Minnelli Tone Arm can be placed on any kind of machine, in both dealers and manufacturers.

THE TALKING MACHINE WORLD

MAY 15, 1925

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

MINNELLI PHONOGRAPH CO., Inc.

Pittston, Pa.
The Truth About Portable Radio
A Timely Message to the Radio Retail Trade

For the past three years, The Operadio Corporation has centered all its efforts on the development and production of one style of set—the self-contained, or so-called portable type. Today this organization is by far the largest producer of six-tube portable radio receivers in the world.

The remarkable growth in business which the company has enjoyed in this comparatively brief time is due entirely to the fundamental merits of the product and to the unceasing efforts of Operadio engineers to improve this unique set.

During the course of this progress, other portable sets have, of course, appeared. Each Spring witnesses many such announcements. But no set of this type has ever challenged or even approached the popularity of the Operadio. This is because the public realizes that as specialists, Operadio engineers have had an advantage over manufacturers of big lines of sets, who naturally can devote but a portion of their time and attention to designing a really successful portable—wherein extreme compactness must be secured without sacrifice of efficiency.

When "Light Weight" is Underweight

The 1925 Operadio has won an enviable reputation in comparison even with large, costly stationary receivers for splendid performance. Its tone quality, razor-sharp selectivity, volume, easy tuning and uncanny ability for long-distance reaches have attracted wide comment and enthusiastic praise.

But right now when rumors are afloat of sets of extremely light weight and great power, it is significant to note that Operadio engineers are building a 1925 set which, though slightly smaller, weighs eighteen pounds more than their thirty-three pound model of a year ago.

Ample Battery Supply and Good Loud Speaker

The added weight of the 1925 Operadio is due to increased battery supply, which gives more economical operation, and adds to the serviceability of the set.

The public has learned that to replace batteries every week or two, is far less desirable than to carry a few pounds more weight. Moreover, they have found that with small batteries, the set operates at maximum efficiency only a short time, as the voltage begins to diminish almost immediately.

The Operadio has four of the largest "B" batteries built, providing more than 400 hours' service, and the "A" batteries deliver a minimum of 150 hours' service. This is unquestionably one of the biggest reasons why the set has given such universal satisfaction, and has proved so phenomenal a success.

It has taken three years to learn how to put so big a battery supply into so small a space, and at the same time improve every other quality. And it is the firm conviction of the Operadio Corporation, based on three years' experience, that no portable receiver can be a complete and lasting success with a smaller battery supply.

The marvelous clarity and fidelity of tone for which the Operadio is noted is the result of the most exhaustive research in loud-speaker development. Tests lasting over periods of months were made, and innumerable units were designed before one that was up to the high specifications of the engineers was accepted.

What makes the 1925 Operadio such a remarkable achievement, however, is that while offering portability, it also provides every other advantage found in radio. It meets every requirement, whether at home, touring or on vacation.

Now on the threshold of the biggest selling summer in radio history, investigate portable radio thoroughly. It will pay you to consider more than the weight of the set, the size of the case and the number of tubes. Look into experience; look to the proven results that such experience has produced. Then, we feel sure you will do as thousands are doing profitably—turn to the Operadio, the pioneer portable set of the radio industry. Write for further facts and details of the Operadio proposition to dealers.

THE OPERADIO CORPORATION
8 SOUTH DEARBORN ST., CHICAGO, ILLINOIS

Reg. U. S. Pat. Office

$189 Complete (East of Rockies)
Intensive Campaigns of Buffalo Dealers Effective in Overcoming Lagging Sales

When Record Sales Commenced to Slow Up Dealers Inaugurated Drives Which Were Instrumental in Overcoming Lethargy—Brisk Radio Sales Continue—Local House Suffers Heavy Fire Loss

BUFFALO, N. Y., May 7.—When record sales began to lag early in April, dealers and jobbers inaugurated campaigns which stimulated sales to an appreciable degree, later in the month, consequently carrying on a volume of record business that almost equals that of the earlier months of the year. Buffalo recordings on Okeh records have reached the peak of expectations here. Dance records of the Yankee Six have been placed on special accounts and lead to first-class new business for the Iroquois Sales Corp. The new Buffalo Polish records, made by three Buffalo Polish artists, broke a record in this district for volume of one-day sales, after they had been released. Jos. Dombrowski, Okeh dealer and artist, put on a campaign on Saturday preceding Easter, selling more than 500 records of local artists during the day. Three musicians, who took part in making the Polish records, played in Mr. Dombrowski's store window, proving one of the best attractions the dealer could have conceived. Records made by the Blue Ribbon Syncopators, local colored orchestra, have also broken the sales records in this district for race recordings. The artists appeared behind the counters of dealers in the colored district and handed out their records as fast as the money could be received, during that day.

Outing Portable machines are selling in good volume, according to Mr. Clare, of the Iroquois Sales Corp. The new Victor models, No. 1-1 retailing for $15 and No. 1-2, listed at $18, are two of the most popular models, particularly in the Buffalo district, according to C. E. Siegsmund, sales manager for Curtis N. Andrews. "The Flapper Wife" is decidedly the best selling record from this catalog at this time, Mr. Siegswound declares.

Samples of the Victor—Lumiere loud speaker, on display in showrooms of the Buffalo Talk- ing Machine Co. and Curtis N. Andrews, are creating much enthusiasm among dealers, who have called to see the instrument and hear it demonstrated.

Radio is selling in better volume than had been anticipated for this time of year. The Iroquois Sales Corp opened several Work-Rite accounts since the first of April, one of which is with the Kenyon Brothers, Syracuse. While Curtis N. Andrews did not expect to do such a great volume of A. C. Dayton radio business when he took these sets over for distribution early in March, his list of accounts for these sets, numbering twenty-five, is said to be good for this time of year. The sets applicable to upright phonographs are selling especially well.

Brunswick records made by Snodgrass, the famous "convict pianist," are leading everything else in the Brunswick catalog, in sales here, according to C. W. Markham, new district manager, with headquarters in Buffalo. Other record sales have slowed down somewhat. Orders for the Brunswick Radiola are coming to the Buffalo office in pleasing volume. The model No. 60, retailing at $400, is one of the best sellers in the Buffalo territory. William Carroll, manager of the local office of the Adler-Royal Products, is busy breaking into virgin territory in this section and is reporting some real live accounts in western New York. Buffalo dealers handling the Royal, particularly the J. N. Adam Co., and the Adam, Meldrum & Anderson Co., report a good turn-over in these machines.

The latter company has moved its music department from the mezzanine floor of its annex to the fourth floor of the new building. The department now occupies double the amount of floor space formerly used and is particularly attractive through a well-planned decorative scheme. Two elevators give direct access to the department. Another valuable feature is that the phonograph and piano departments are separated, each having been given an allotted space in equal attractive positions. Detailed arrangements for the departments were made by its manager, Mrs. Loretta Spring, who was given complete co-operation of the executives of the store.

The Robert Loud Music Co. suffered heavy loss when the store in 569 Main street was destroyed by fire on April 19. A large stock of pianos and phonographs on the second and third floors was completely wiped out. Instruments on the first floor of the warehouserooms were made valueless through smoke and water. The fire originated in the furniture store of the F. G. Goellner Co. in Washington street, which was also completely destroyed. It carried a large stock of C. N. Andrews, and was partly covered by insurance. Loud's have opened temporary quarters in 667 Main street and business is uninterrupted.

Goed Bros. Inc., has sold part interest in its Niagara Falls store to C. E. Campbell, who for many years has been the store's manager. Tom Goold, member of the firm, said that the Niagara Falls store was one of the few retail music stores in this section to make a good profit last summer and much of this was due to the capable management of Mr. Campbell. The store name has been changed to the C. E. Campbell Music Co. Goold Bros., however, retain a financial interest in the stock of the store.

C. N. Andrews, Victor jobber, has returned to his desk after several weeks' illness, contracted after his return from Miami.

Roy G. Robinson is a new member of the sales staff of the Buffalo Talking Machine Co.

Thermiodyne Radio Is Featured in Canada

The C. W. Lindsay Co., Montreal, Que., devotes Unusual Window Display to Radio—Intensive Sales Promotion Is Resultful

The C. W. Lindsay Co., Montreal, Que., one of the leading retail music houses in the Dominion of Canada, has been attaining very pleasing success with the Thermiodyne TF-6 receiving set. This company operates several retail stores in Canada, employing twenty-five salesmen, and

C. W. Lindsay's Thermiodyne Display through the use of intensive, energetic sales methods, has built up a very large following among radio enthusiasts for the Thermiodyne product. The accompanying illustration shows one of the many attractive windows that the Lindsay organization has featured in behalf of the Thermiodyne receiving set.

Burt Bros., Inc., Enter Radio Cabinet Mfg. Field

PHILADELPHIA, Pa., May 7—Burt Bros. Inc., of this city, well known as manufacturers of high grade furniture, are now featuring in an energetic manner their line of radio cabinets. In the production of this line Burt Bros. have employed cumulative knowledge of forty-five years of furniture production. The line is varied in scope and presents a wide range of finishes and designs. Perhaps the outstanding feature of the line number 2400, which is made in solid American walnut, with antique finish, gold leaf and hand-painted carving. This number is of the wall cabinet style. Other wall cabinet models are to be found in 1100, 2300, 2200, 700 and 1000. Models 1200 and 1400 are of the radio table type.

Each model of the line provides ample room for the radio set and with the ingenious use of removal panels all openings around the set are filled in, giving a finished appearance. A loud speaker compartment is provided for the horn and adequate space is also provided for batteries in all models.

The executive staff of the company is as follows: C. H. Burt, president; H. C. Burt, son of the president, vice-president and general manager, and F. M. Livezey, secretary.
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. 517 Chicago, Illinois
Retail Trade in Baltimore Brisk

Columbia Wholesalers, Inc., Enjoying a Busy Season—Braiterman-Fedder Co. Enters the Wholesale Field—Other News of the Month

Baltimore, Md., May 9.—"April phonograph business was extremely satisfactory, being ahead of last month and almost equal to April, 1924," said William H. Swartz, vice-president of the Columbia Wholesalers, Inc., when asked about business conditions here.

Columbia Wholesalers Are Optimistic

"Actual dollars and cents volume of business was about 25 per cent ahead of April, 1924, which is all the more remarkable in view of the reductions in price of machines and the additional discounts allowed dealers. The biggest proportion of this increase has come through the regular Columbia dealers, who are pushing sales because of the exceptional profit on both machines and records, and not from new dealers. The 10 per cent profit and 10 per cent returns plan, coupled with the exceptional sales demand for Columbia records, are chiefly responsible for this showing.

"Material increase in advertising by our company and dealers in Baltimore and Washington has done much to stimulate business. We have been using more space in the local papers every week than ever before, and one of the dealers in Washington advertised more extensively during April than during the month of December.

"This has also been true of dealers in the smaller towns in our territory. One firm, the Boggis-Rice Co., of Bristol, Va., ran twenty-five three-column ten-inch ads during a twenty-three-day period and reports excellent results, business for the month averaging $2 for each person in the town. This shows conclusively what I have always maintained," concluded Mr. Swartz, "that business is there if the dealers will only go after it."

Other Cheerful Reports

This appears to be the consensus of opinion of the trade, according to a canvas of both jobbers and retailers here. W. C. Roberts, manager of E. F. Droop & Sons Co., Inc., Victor jobbers, "While business in Victorola did not by any means come near equaling the previous month it was very satisfactory, and record sales showed a very material increase. Dealers are now buying records in larger quantities than for several years and are anxiously waiting for the reported return plan to be put into effect. This is going to have the effect of greatly stimulating the record business, and I look for a still greater increase in record sales as soon as the plan becomes operative."

"The Brunswick keeps moving right along, and we have no cause for complaint about business," declared Charles F. Shaw, manager of the local branch of the Brunswick. "Our business continues to show a very gratifying increase over the corresponding period of 1924, and I look for this condition to continue. We have just taken over the distribution of the Vocalion records in Washington from the O. J. DeMoll Co. and will supply the trade in connection with our own records."

Braiterman-Fedder Co. New Distributor

A new distributing organization in the talking machine field has just been formed in this city, which will be known as the Braiterman-Fedder Co. Attractive headquarters have been opened at 1100 Laurens street and will specialize in talking machine repair parts and phonograph accessories. The company has been appointed distributor of Valley Forge main springs, Valley Forge microphones and phonograph repair parts. This line is made by the J. A. Fischer Co., Philadelphia, Pa.

William Braiterman, founder and one of the executives of the firm, has taken complete charge of sales. Mr. Braiterman has had many years' experience in the field as a traveling representative and has looked forward for many years to the time when he could execute his own merchandising plan and make use of the many ideas which his selling experience had taught him.

Mr. Braiterman has associated with him William Fedder, who, although engaged in another field in the past, has marked executive ability and has followed the talking machine field closely.

Dealers Add New Lines

More and more dealers are lining up right with Brunswick, the latest being B. Marks, of Roanoke Rapids, Va.; Charles L. Whitman, Mount Airy, N. C.; W. S. Raich & Son, Elkin, N. C., and Reins Bros., of North Wilkesboro, N. C.

We have just received three new upright models of the Brunswick-Radiola, No. 217, 212 and 210, and they are making quite a hit with the trade in this territory.

New Columbia agencies opened by the Columbia Wholesalers, Inc., during the past month include Martin Music Co., Rocky Mount, N. C.; Charles L. Whitman, Mount Airy, N. C.; W. S. Raich & Son, Elkin, N. C., and Reins Bros., of North Wilkesboro, N. C.

We have just received three new upright models of the Brunswick-Radiola, No. 217, 212 and 210, and they are making quite a hit with the trade in this territory.

The convention of the music teachers held here the first of this month has greatly stimulated the sales of educational records. During the convention many of the records were played and discussed. W. H. Swartz, of the Columbia Wholesalers, attended one of the meetings and (Continued on page 96).
"Tubes Make or Mar the Performance of Your Broadcast Receiver"

Quoted from our full-page advertisement directed to nine million Americans—readers of the May 2 issue of the Saturday Evening Post—this sentence is of paramount importance to the music radio dealer.

Tone character and rigid fidelity of reproduction are inbuilt qualities of the Cunningham Radio Tube which the music merchandiser can best appreciate because of his training and experience. He realizes that Radio sets are first and foremost musical instruments—not electrical devices.

He knows that safety and profit go hand in hand when he recommends and sells

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
Baltimore Trade Activities (Continued from page 94)

made an address in which he told what the Columbia Co. was doing in the way of educat-
ing the public in music.

Dealers here report large sales during the month of the complete recordings of Dvorak's New World's Symphony which was played at the Lyric and voted one of the most popular
by Baltimore music lovers.

Good Radio Business

"The radio business has been fairly good the past month considering the number of cut-price sales that have been held for some time back," said L. L. Andrews, president of the Columbia
Wholesalers, distributors of the Fada and Croxley sets. Mr. Andrews expressed satisfaction on the fact that his company had been appointed exclusive distributor for the Fada in
Maryland, Delaware, Virginia and the District of Columbia, which was formerly covered by five
jobbers.

Mr. Andrews said he believed the policy of the company in limiting the number of dealers in each town or city was a very good one and one which was bound to work to the benefit of both the jobber and dealers.

New Exhibits

After complete tabulation of the business for the month the Mueller Music Shops, one of whose
radio parts and accessories.

rated with a capital stock of $100,000.

for the G. & H. Radio Co. has been appointed receiver in the circuit court

W. Hamilton Gemmill, partners, J. Harry Schad
wick-Balke-Collender Co., was a visitor to the

and $6,100 worth of records during the cam-

sales force, Miss Edna Jenkins, carried off first

prize, announces that they sold 126 machines

during the campaign in March.

Robert Bensinger, treasurer of the Bruns-
wick-Balke Collender Co., was a visitor to the
local branch this month.

Because of irreconcilable differences which have arisen between S. Marshall Harrell and W. Hamilton Gemmill, partners, J. Harry Schad has been appointed receiver in the circuit court
for the G. & H. Radio Co.

The National Radio Corp. has been incor-
porated with a capital stock of $100,000. The
company is authorized to manufacture and sell
radio parts and accessories. J. M. Mann, J. M.
Milis and G. D. Adler are the incorporators.

Winslow Music Shop, Church street, Naugatuck, Conn., is closing its store and will confine
its activities to the wholesale line. A store recently opened in Milford, Conn., where Columbia,
Victors, and pianos are featured.

Announcing!

have been appointed distributors of

Valley Forge Main Springs
Valley Forge Repair Parts
Valley Forge Mica

Inquiries from Southern Houses for our latest price lists are especially solicited since we are in a position to best serve you from this point.

1110 Laurens Street
Baltimore, Md.

Preliminary Programs for National
Convention Are Announced From Chicago

Chicago, Ill., May 10.—The program for the Annual National Music Industries Conven-
tion, scheduled to be held at the Drake Hotel
during the week of June 9 to 11, is now being whip-
ped into shape, and already many of the de-
tails have been handled.

The program as it now stands sets aside three
two-day, Tuesday, Wednesday and Thursday,
for the business sessions of the various associ-
ations affiliated with the Music Industries Cham-
ber of Commerce and for the general meetings
of the latter body. The opening day, Monday,
will be given over to registration and to getting
exhibits in place and other incidental matters
in shape.

Of particular interest this year will be the
exhibit held at the Drake under official sanc-
ction and already there are prospects of over
100 manufacturers exhibiting. Visiting dealers
will therefore have an opportunity of viewing
the latest period model pianos, the new cases
in two-tone finishes, reproducing and playing
mechanisms, musical merchandise, phonographs
and radio. In short, it is expected to be in a
large sense a selling convention.

While an important business program has been
planned arrangements have also been made
to offer the visitors to this year's gathering
something unusual in the way of entertain-
ments. In addition to the official entertain-
ments, such as the noonday luncheons and the
Merchants' banquet, which will have all of the
features of former years, there will be a special
entertainment for the lady visitors at the large
store of Marshall Field & Co., Tuesday, June 9,
with a program of sports, and a golf tourna-
ment on Friday, June 12.

The Frolic

The third annual Piano Club Frolic will be
the climax of a week's business and fellowship.
This party will be given on Thursday, June
11, for the convention guests by the Piano Club
of Chicago under the personal direction of Gor-
don Laughhead, secretary, and his committee.

Orchestra and artists from the leading
phonograph companies will entertain, with sing-
ers from current musical shows. Decorations
and lighting effects will be by Edward Moore
of the Chicago Civic Opera Association.

The main dining room and avenue of palms
of the Drake Hotel for this party will be trans-
formed into a double theatre with two stages
and two dance floors. The stages and dance
floors are operated very much as a large the-
atre. The orchestra and artists will all work on
a schedule which is synchronized with the lights,
stages, scenery and properties.

"Make America Musical"

The slogan of this convention is "Make America Musical" and all the advertising will
carry the emblem for which this slogan stands,
and will feature the idea of a drive to inspire
the entire nation with a further love and ap-
preciation of the product of our industry: Music.

The tentative day-by-day program for the
convention as at present laid out is as follows:
Sunday, June 7—Meeting of special train
from New York and Pacific Coast by Recep-
tion Committee and escorting of visitors to
their respective hotels.

Monday, June 8—Registration of members of all associations who are in turn members of the
Music Industries Chamber of Commerce. Ex-
hibits open all day, except between hours of 2
and 4 P. M.Official luncheon at noon under
direction of Music Industries Chamber of Com-
merce. Richard W. Lawrence presiding. Eve-
ning, private entertainments and exhibits.

Tuesday, June 9—Ladies entertained at the
store of Marshall Field & Co. by special con-
cert, style revue and luncheon. Business meet-
ing 10 A. M. to noon, and 2 P. M. to 4 P. M.
during which hours exhibits will be closed.

Official luncheon at noon. Private theatre
parties and dinners in the evening.

Wednesday, June 10—Business meetings 10
A. M. to noon, and 2 P. M. to 4 P. M. Official
luncheon at noon. Banquet of National As-
sociation of Music Merchants in the evening
with W. W. Smith, president, presiding. Prin-
cipal speaker to be announced later.

Thursday, June 11—Business meeting 10 A.
M. to noon, and 2 P. M. to 4 P. M. Official
luncheon at noon. Meeting and dinner of Na-
tional Piano Travelers' Association at 7 P. M.
Eleven P. M., third annual Piano Club frolic.

Friday, June 12—Exhibits open all day,
Convention Golf Tournament under personal
direction of Kenneth W. Curtis at Olympia
Fields Golf Club, for forty elaborate prizes.

Mu-Rad Triplex

3 Tube—Dry Cell Receiver

$75

ADVANTAGES that ordinarily cost twice the price of the Mu-
Rad Triplex Receiver. That's value—value that speeds turnover, increases
profits, and builds good-will.

Four-tube efficiency with only 3 tubes. Sweeps the continent. Can be
logged; highly selective. Most conveniently portable; all batteries con-
tained inside the handsome mahogany cabinet.

Plenty of "cheap" sets but the Mu-
Rad Triplex Receiver is the quality product of a quality manufacturer,
selling at a popular price.

Other dealers have had to repeatedly reorder their stock of this receiver to
keep up with demand. You're miss-
ing some valuable business.

Write for details of the Mu-Rad
Dealer Policy NOW

MU-RAD LABORATORIES,INC.
113 TITHE AVENUE, ASBURY PARK, NEW JERSEY
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.
Many Music Features at Gotham Ass'n Frolic

Annual Banquet and Ball of Talking Machine and Radio Men, Inc., Attended by Trade Leaders of the Metropolitan District

The 1925 banquet and ball of the Talking Machine and Radio Men, Inc., although not as well attended as usual, due to the fact that the event was held on a religious holiday, drew a representative crowd of talking machine and radio men from New York, New Jersey and Connecticut to the grand ballroom of the Hotel Pennsylvania on the fifteenth of last month.

As usual the feature of the evening was the appearance of many famous recording artists, who entertained until the wee hours. Leading orchestrists, who have achieved national fame through their record making, furnished the music for dancing.

Those present included representatives of various manufacturers, wholesalers and of course the retail trade of the Metropolitan district. The Brunswick Co. was represented both on the stage, where several of its artists played an important part in making the evening a success from the entertainment standpoint, and at the banquet.

H. Emerson Yorke and H. A. Beach, sales manager of the Eastern phonograph division of the company, were present. Other manufacturers present were the Emerson Radio & Phonograph Co., represented by President Benjamin Abrams and his brother, Max, Henry J. Leeming, vice-president and general sales manager, accompanied by Mrs. Leeming.

The Grimes Radio and Cameo Record Corp., E. P. H. Allen, general sales manager; Mrs. Allen and Miss Henrietta Maxin. The Fred-Eisemann Radio Corp. was especially well represented by Joseph D. R. Freed, president; Alex Eisemann, treasurer; Arthur and Leo Freed, N. I. Tatts, Frederick McIntyre, Edgar K. James, Edward Freed, James Gibson, P. V. D. Stern and Eric H. Palmer, head of the publicity division of the company. Frank Walker, of the recording department of the Columbia Phonograph Co., Inc., who secured the service of several of the Columbia artists who entertained; James P. Duffy, Columbia advertising manager; F. W. Schmirring, recently appointed advertising manager of the Sonora Phonograph Co.; Eugene A. Widmann, president of the Pathé Radio & Phonograph Corporation; this firm also being responsible for the appearance of several of its leading artists.

Among the wholesale representatives present were Charles B. Mason, sales manager of the New York Talking Machine Co., accompanied by Lester E. Francis and Ernest Fontan. Included in this group was Albert M. Blackman, son of J. Newcomb Blackman, of the Blackman Radio Co.; Herbert Weil, Sr., Joe Kerr and Herbert Weil, Jr., of the Herbert-Weil Corp.; B. J. Stailman and H. A. Brennan, of the Gross-Brennan Corp.; P. A. Ware, of the L. R. Donohue Co.; Bernard D. Colen, president, and Murray Grobn, secretary, of the Musical Products Distributing Co.; H. A. Linde and Mrs. Linde, of the Triangle Radio Supply Co.; Edward Freed, James Gibson, P. V. D. Stern and Frank Walker, of the Columbia Phonograph Co., Inc., according to Mr. Gould.

The Freed-Gallant Phonograph Co., Ralph S. Howells and the Misses Slinger and Hubner were present. Others were Phil Silverman, William Wielage and Miss Barrett, of C. Bruno & Son, Inc.; Paul W. Carlson and Joseph May, of the wholesale talking machine department of Charles H. Ditson & Co.; Walter J. Brunner and S. W. Lucas, who take care of Adler: Royal distribution; Maurice Landay, president, and Arthur Morris, secretary, of the Greater City Phonograph Co.; Edward Bie, secretary and sales manager of the Progressive Musical Instrument Corp.; Louis Unger, sales manager of the Reflexo-Brillantone needle business, and his fiancée; P. Paul Graef, metropolitan sales representative of the Radio Distributing Corp.; Herbert Weil, Sr., Joe Kerr and Herbert Weil, Jr., of the Herbert-Weil Corp.; Benjamin Gross and H. A. Brennan, of the Gross-Brennan Corp.; P. A. Ware, of the L. R. Donohue Co.; Bernard D. Colen, president, and Murray Grobn, secretary, of the Musical Products Distributing Co.; H. A. Linde and Mrs. Linde, of the Triangle Radio Supply Co.; A. E. Wildermuth, president of the firm bearing his name, and Mrs. Wildermuth; Morrie Salzman and Q. P. Grage, Wholesale Radio Equipment Co., and others well known to the trade.

Of course the music publishers were interested and Irving Mills and Jimmy McHugh, of Jack Mills, Inc., had the pleasure of hearing several of their numbers played by the record artists. In charge of the music for dancing was Mr. E. B. Marks Music Co., another publisher who graced the "frolic."

G. R. Gould Appointed Sleeper District Manager

To Cover Pennsylvania, Delaware, Maryland and Virginia in Interest of Sleeper Monotrol Radio Sets—Is Well Known to Trade

The Sleeper Radio Corp., Long Island City, manufacturer of Sleeper Monotrol receiving sets, recently announced, through Gordon G. Sleeper, president of the company, the appointment of G. R. Gould as district manager for the company in Pennsylvania, Delaware, Maryland and Virginia. Mr. Gould was formerly employed by the Sleeper Radio Corp., and has been engrossed in the radio industry from the pioneer days. He has recently completed a trip through the territory, getting acquainted with the trade. He will maintain headquarters in Philadelphia, Pa.

The new type 31 Sleeper Monotrol is selling in a more constant volume since the first of the year than ever before and a large volume of this increase was contributed by the talking machine dealers in the Pennsylvania territory. Dealers are enthusiastic about the performance of the set and also the protective dealers policy of the Sleeper Radio Corp., according to Mr. Gould.

Now Gennett Artist

Artists who recently contracted to record for Gennett records include the Ritz Male Quartet, vendiveille headliners, who will make old-time tune records, and Razaf, the Melody Man, who will record novelty songs, accompanying himself on the ukulele. Publicity helps will be prepared for dealers' use.
INTER-OCEAN Radio Corporation Products

A Fast Selling Profitable Line

Inter-Ocean Radio Products are fast profitable sellers. Their high quality brings satisfied customers and friends. This means bigger business, quicker turnover and more profits. Every Inter-Ocean Product is guaranteed. Stock Inter-Ocean Products. Display them. They'll mean money in your pocket.

Here's a Money Maker

"It Speaks for Itself"

This speaker eliminates metallic tones and distortion. Black or Mahogany Crystal finish. Silver-plated base with disc adjustment. Special adjustable unit mounted on non-vibrant base. A popular, fast selling number that assures a good profit.

List Price . . . . $20.00

Units That Sell!

Inter-Ocean Type "A" and type "B" units are the greatest value in radio today. Specially designed diaphragm. Die cast cases. Distortionless. Send today for samples of these profitable, fast-selling units.

Type "A" List Price . . . . $3.50
Type "B" List Price . . . . $5.00

Feature This Operola Big!

"It Speaks for Itself"

More than a Speaker—a musical instrument. Unusual mellow tone, quality and clarity. Beautiful Golden Brown fiberoid leather cabinet, embossed in yellow Gold. Special high grade adjustable unit mounted on Bakelite base. When the best in loud speakers is desired, first show the Operola cabinet to your customers.

List Price . . . . . . $18.00

Another Big Seller!

"It Speaks for Itself"

The 14-inch goose neck horn assures beautiful tone and exceptional volume. Highly polished silver-plated base, enclosing highest quality special disc adjustable unit. Mounted on non-vibrant base. Grained oak or mahogany finished inside, black crystal outside.

List Price . . . . $20.00

Reverso Plug

No More Changing Wires

Polarity instantly reversed. Simply press button like an electric light switch and know in a second if the polarity of head set or speaker is correct.

List Price . . . . . $ .75

DEALERS AND JOBBERS—Write or wire today for an unusual sales proposition with special discounts and sales promotion literature

INTER-OCEAN RADIO CORPORATION

FACTORY NO. 1:
Mfrs. of Radio Horns and Loud Speakers
205-215 Tenth Street
Jersey City, N. J.

FACTORY NO. 2:
26-28 Prospect Street
Newark, N. J.

FACTORY NO. 3:
243 Mercer Street
Jersey City, N. J.
Art Gillham Given Big Reception by Coast Trade

"Whispering Pianist," Columbia Artist, Makes Trip From Los Angeles to P псих не рекомендуется. Предлагайте текст на русском языке.

San Francisco, Cal., May 5—Art Gillham, known as the "Whispering Pianist," exclusive Columbia artist, received a most enthusiastic reception upon his arrival in this city recently to fill engagements in the local radio broadcasting stations. After leaving Los Angeles, Mr. Gillham covered Bakersfield, Fresno and Stockton. He was met in the latter city by A. J. Schrade, of the Columbia organization, and after calling on the Stockton dealers it was necessary to make a hurried trip to San Francisco to fill a radio engagement. Arrangements were made to make the journey by taxiplane and Mr. Gillham, together with Mr. Schrade were the first passengers to use this unique form of service. The flight was made in forty-eight minutes and Mr. Gillham was given an elaborate send-off by the mayor of the city, Chamber of Commerce officials and other dignitaries.

While in San Francisco, Mr. Gillham appeared at stations KGO, KOP and KFRC. An interesting meeting for Columbia dealers was held during his visit to San Francisco and Mr. Gillham gave a splendid talk regarding Columbia recordings and other phases of the music industry. Newspaper copy was used in the local papers and numerous window displays featured his appearance in this city.

New Gennett Recordings

The Gennett record division of the Starr Piano Co. recently released a new and modernized version of "Casey Jones" and "There'll Be a Hot Time in the Old Town Tonight." These two old popular numbers are played in fox-trot and a Hot Time in the Old Town To-night." These new Columbia recordings are an improved version of "Casey Jones" and "There'll Be a Hot Time in the Old Town Tonight." Mr. Gillham covered Bakersfield, Fresno and Stockton. He was met in the latter city by A. J. Schrade, of the Columbia organization, and after calling on the Stockton dealers it was necessary to make a hurried trip to San Francisco to fill a radio engagement. Arrangements were made to make the journey by taxiplane and Mr. Gillham, together with Mr. Schrade were the first passengers to use this unique form of service. The flight was made in forty-eight minutes and Mr. Gillham was given an elaborate send-off by the mayor of the city, Chamber of Commerce officials and other dignitaries.

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New Brunswick Department

Youngstown, O., May 7.—The McKelvey department store has completed the installation of a complete line of Brunswick phonographs and Radiolas in an attractively equipped new department.

Music Master Corp. to Hold a Radio Congress

Plans Completed for Third Annual Event to Be Held at Bellevue-Stratford Hotel, Philadelphia—New Policies to Be Announced

The success of the various radio congresses held in Philadelphia in the past, under the auspices of the Music Master Corp., of that city, has made them become an important feature in the radio field. The third annual radio congress to be held by this progressive company will open at the Bellevue-Stratford Hotel, Philadelphia, on May 28. The forthcoming congress takes on a very important aspect, for at this time and thought of the session. The corporation has long been experimenting to secure absolute synchronization between the receiver and the reproducer. The corporation will demonstrate its new "A" storage battery, and further demonstration of the Music Master Multi-Cell "B" batteries will also be made.

The future merchandising and sales policies for the whole industry will command much of the time and thought of the session. Leaders in the industry will be the principal speakers on these topics. The matter of service will be an especially important topic and the announcement of the corporation's service policy will show the guests the length to which the corporation is ready to go to assure satisfaction to every purchaser of a Music Master product.

New Jewett Console Unit Superspeaker on Market

Recent Model Superspeaker Contains Many Refinements, Notably a Cadmium Plated Interior and Special Grill Design

Detroit, Mich., May 7.—The Jewett Radio & Phonograph Co. recently placed on the market the Jewett Superspeaker console unit of Vemco design, containing many refinements over previous models. The notable improvements are the cadmium plated interior, which eliminates all sweating, and a new method used in the winding of the two-pole pieces, eliminating all wire stretch and consequent breaking down of the enameled insulation.

The horn in this unit is made of identical materials and by the same process as the regular Jewett Superspeaker horn, with the exception of the final finish coat which, being encased, is not necessary. The horn floats within the cabinet, being thoroughly padded on three sides with piano felt, there being a resonance chamber below the horn, naturally adding to the tonal qualities. The grill is not made of wood but of a patented secret process. It is removable by turning the two thumb buttons on the bottom and may be bent and twisted without damage. Other improvements are the inlaid top and the adjustment knob, which is handled the same as in the Superspeaker model.

Adds Battery Eliminator

Ford Radio & Mica Corp., with executive offices at 38 East Eighth street, New York City, announces the addition of a battery eliminator to its line of Super Tram and P. M. C. audio frequency transformers for the coming radio season. The Ford Co., which is well known in the industry for its mica products, has sold its factory building at 14 Christopher street, New York City, and will make an announcement shortly of its new factory quarters, which will contain much larger floor space, made necessary by the constantly growing business of the firm.

Exact Size of The New No. 50 ORO-TONE Arm and Reproducer

Price $1.50 In Quantities
Send for Sample on Approval

THE ORO-TONE COMPANY
1000-1010 George St., Chicago, U. S. A.
important news!
... the BIG 3
IN PHONOGRAPH NEEDLES COMBINED!

Quality plus Quality plus Quality! That summarizes the recent consolidation of these three famous Bagshaw-made Phonograph Needles.

Concentrate your buying on Gilt Edge, Reflexo Blues and Brilliantone Needles—always the three biggest sellers in the field. It will mean increased sales and satisfied customers, not to mention the added convenience of prompt delivery on “hurry-up” fill-in orders.

BRILLIANTONE
STEEL NEEDLE COMPANY OF AMERICA, Incorporated


370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK
W. H. Bagshaw Co., Export Dept., 44 Whitehall St., New York City. Cable Address: “Brillneed”

SOLD THROUGH JOBBERS EVERYWHERE

Self-selling Display Stands and Display Cartons—attractive, convenient—are but one of scores of sales-aids furnished by Brilliantone.
Improvement in Industrial Situation in Detroit Has a Marked Effect on Business

Continued Improvement a Source of Satisfaction to Dealers—People's Outfitting Co. to Expand Department—Weil & Co. Constructing New Store—Other Trade Activities of the Month

Detroit, Mich., May 9.—Talking machine business has not been booming the past three days, yet as compared to last year it has more than held its own. True, the first three months did not fare so well, but we can say with authority that since the first of April the improvement has been a decided one. The fact that the labor situation has improved and that the dealers themselves have made a more concerted effort to create sale is responsible for “better business” conditions. The special campaign conducted some time ago by the Victor Co. proved not so well, but we can say with authority that only the Victor dealers but to all retailers regardless of the line they handle.

Good Edison Business

The Edison Shop on Woodward avenue has had very good April business, according to Peter Sweeney, manager there. He states that Edison phonographs and records have been selling very actively and that the radio sales have jumped ahead of all expectations.

Adds to Lines

The Artonian Piano Co., at Grand River and Bagley avenues, recently added the Victor and Brunswick lines, having taken an entire store adjoining its piano store to handle this new department. The new store has been attractively fitted up with booths and is already enjoying good business. This store, in reality, takes over the franchise for both Victor and Brunswick lines formerly handled by the Henry S. Dore Co., on Washington boulevard, which discontinued business.

People's Outfitting Co. to Expand

The addition to the People's Outfitting Co., on Michigan street, of an enlarged talking machine and piano department, according to Manager Reddaway, of these departments, “We certainly need the room, as these departments are very crowded,” he declared. Mr. Reddaway is one of the few managers who report an increased business for the first four months of this year.

Local Orchestras Record Artists

Detroit now has at least four or five orchestras who record regularly for the national talking machine companies. We refer to the Jean Goldkette Orchestra, the Finoled Orchestra and the Goldkette Orchestra, the Finzel Orchestra and others. This week the Emerson Gill Orchestra, which records for Okeh records, is playing an engagement at the Capitol Theatre, prior to opening the season at one of the Summer roadhouses. This orchestra has been playing all Winter in Cleveland.

Big Call for Audak Record

Demonstrating Product

A. Hospe & Co., of Omaha, Pays Tribute to the Merits of This Equipment

The Audak Co., 555 Fifth avenue, New York City, manufacturer of the Audak record demonstrates how the demand for this equipment has greatly increased during recent months. This is, no doubt, due to the rearrangement of many stores in order to care for enlarged departments devoted to radio, which often necessitates the curtailment of space previously given to records. Dealers, find that the Audak record demonstrating tables allow for the care of many customers in a minimum of space. To-day with space so valuable in retail establishments this method of conservation is welcome. The attractiveness of these Audak units has served in many cases to renew interest in records and increase sales.

A. Hospe & Co., the well-known talking machine dealers of Omaha, Neb., recently installed a series of Audak units with exceptional results. In a letter to the Audak Co., William Zitzme, vice-president of the Hospe firm, said: “We were able to cut down our overhead, less rent, less help and bring in more customers.” These are facts that must be given consideration in what is to-day a highly competitive field.

Kameraphone De Luxe Is Introduced to the Trade

The Specialty Trading Co., New York, manufacturer of Kameraphone portable talking machines, has recently placed on the market a new model which will be merchandised under the trade name of the Kameraphone De Luxe.

“The Kameraphone De Luxe will embody several new features, the most notable being that it has a real photograph tone arm and sound box. The method of reproduction is by means of using the 1/d of the machine as an amplifier. This feature has been patented by the Specialty Trading Co., in the United States, and we will vigorously prosecute all infringements on this patent,” declared Emil Bornstein, president of the company. “In addition to the sound box and tone arm, the machine has a solid plish-covered turn-table. The new Kameraphone is very simple to assemble and is in preparation for playing, each component part has a definite place provided for it so that it may be instantly prepared to play or assembled and closed for carrying. It is about the same size as an ordinary camera and is very light in weight,” said Mr. Bornstein, in discussing the new product.

A number of jobbers have been appointed in the phonograph trade and an excellent volume of business is being anticipated, in addition to the orders already on hand for the new model.

Second Radio World's Fair Plans Maturing

The Second Radio World's Fair is making very rapid progress, and the majority of its exhibits have already arranged with the welfare bureaus of eleven well-known industrial institutions in New York territory to purchase large blocks of tickets which they will then sell to their employees at slightly below box office prices. Orders for 26,000 of these admission cards have already been distributed. Three unique features have been arranged for the Second Radio World's Fair, whereby one night will be designated as a "Radio Factory Employee's Night," the second a "Radio Salesmen's Night" and the third as an "Amateur Radio Club Night." For the last, a number of the local radio clubs of the city will be represented. The 258th Field Artillery Armony, at Kingsbridge road and Jerome avenue, is going to house the Second Radio World's Fair, and James F. Kerr, manager of the exhibition, states that the space reservations to date assure the success of the enterprise.
Thermiodyne

—Aladdin of Radio

Wants to Meet YOU at the MUSIC CONVENTION June 7-10, 1925 HOTEL DRAKE—CHICAGO

Make it a point to see Thermiodyne! Compare it—for distance, selectivity, clarity, ease of operation, and quiet performance—with any other set on the market. No other Receiver—regardless of price—equals it.

Thermiodyne Policy

SELL through Music Distributors.
Advertise extensively, both nationally and locally.
Maintain prices firmly at all times and under all conditions.
Co-operate, through trained experts, in teaching dealers how to sell Thermiodyne and to give service.
Supply advertising literature to Distributors and Dealers, liberally and without charge.
Back every Thermiodyne with an absolute guarantee to perform as advertised.
Make it possible for every Distributor and every Dealer to reap real and continuous profit by selling a Receiver of genuine merit to a public that refuses to be humbugged.

There may be distributor's territory still open that you can obtain.
Now is the time to get it!

THERMIODYNE RADIO CORPORATION - 1819 Broadway, NEW YORK CITY
Reasons Back of Music Master Corp.'s Growth

Walter L. Eckhardt, President of Company, Largely Responsible for Development of the Enterprise Which Is a Leader in the Field

In the man behind the product is often found the basic cause of the success of an organization. In the case of the Music Master Corp., Philadelphia, it is no secret that the untiring efforts of Walter L. Eckhardt, its president, have contributed to raising the talking machine to its present high position and it may also be said that the results of his efforts have not alone been confined to his own corporation but have benefited the entire radio industry as well.

Mr. Eckhardt is well known to the talking machine industry. Twenty-five years ago he joined the Pathe Shop in Philadelphia, which did a million-dollar business in 1917. He later managed the general sales for Pathé and it is said that within a period of three years had raised the figure of sales from $1,200,000 to $10,000,000. Upon the development of radio, Mr. Eckhardt saw the same element of promotion which had impressed themselves upon him concerning the talking machine, and in 1922 formed the General Radio Corp., which was later superseded by the Music Master Corp., and the remarkable growth and expansion of this latter company is a matter of common knowledge throughout the length and breadth of the talking machine industry.

One of the most important contributing factors to Mr. Eckhardt's merchandising success has been his peculiarly fine sense of the responsibility which devolves upon a seller of merchandise and an equally fine appreciation of the type of merchants who should be allowed to offer certain merchandise to the public. He has already formulated and proved the soundness of the merchandising quality which will be back of all Music Master products.

Mr. Eckhardt's plans for the coming season are more extensive than ever before and at the forthcoming congress of his distributors and dealers he will outline the merchandising plans of the company for the coming year.

Special Window Display Material for Pal Portable

The Plaza Music Co., 10 West Twentieth street, New York City, is forwarding to the trade some special window display material for use in making exclusive window showings of the Pal portable. This material is in seven colors showing the availability, by illustration, of the portable machine in the home and for outdoor events. This layout is of good size and allows for the insertion of an actual machine in one of its panels. In addition, the advertising department of the company has issued a two-color broadside which is appropriate as a window hanger or can be placed in a conspicuous position in the interior of the store. The above sales helps together with consumer circulars should create many sales for Pal portables.

Now—

You can sell Okeh Needles in packages imprinted with Your Name!

This new Okeh service has a two-fold value. First, it is real advertising for you. Your name imprinted in bold type on the needle envelope gets into the home and registers your name on the mind of the purchaser. Secondly, by selling these superior needles you are giving greater customer satisfaction and consequently protecting your record sales. Write at once for prices and complete information.

Okeh Needles
A Product of the GENERAL PHONOGRAPH CORPORATION
25 West 45th St. OTTO HINEMAN, Pres. New York, N. Y.
While MacMillan Charts the Arctic
Zenith Broadcasts to the World!

Between Alaska and the North Pole stretches an unexplored area one million square miles in extent—the last remaining "blind spot" on the face of the globe.

Over this vast area will fly, this summer, two great planes of the amphibian type, piloted by U.S. Navy air pilots and equipped with the most highly perfected scientific apparatus obtainable by the United States Government. This entire expedition, which has rightly been described as the greatest expedition of modern times, is under the direction of Commander Donald B. MacMillan.

The purpose of the expedition is the study and photographic charting of this unknown area—and new tests in radio transmission and reception of unparalleled importance. The section to be explored has never been heard from by radio. Communication will of necessity be daylight communication, for in this area the days are six months long.

On an expedition representing so great a risk, both in capital and human life, only the best in radio equipment can possibly command a place. Once more, therefore, MacMillan chooses ZENITH exclusively, both for his ships and for the two great planes flying across uncharted seas of ice.

Thus, while the world awaits reports from this greatest expedition of modern times, it is worth remembering that the only way these reports can possibly be transmitted is by Zenith radio.

Never in all your life, it is safe to say, will your customers require of a radio set such outstanding performance as MacMillan requires of ZENITH in the Arctic. But can you imagine a more powerful selling point than the fact that Zenith receiving sets can deliver such performance, any time they're called upon to do so?

The tremendous publicity which Zenith has received and is destined to receive as a result of its pioneer work in the Arctic will mean a great deal to merchants who are fortunate enough to possess an exclusive Zenith franchise. Write or wire today regarding Zenith opportunities in your territory.

ZENITH RADIO CORPORATION
310 S. Michigan Ave., Chicago, Ill.

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. Patent 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—45 inches long, 11 inches wide, 10 inches high. Compartments at either end for dry batteries. Price (exclusive of tubes and batteries)............ $240

**SUPER-ZENITH VIII**—Same as VII except console type. Price (exclusive of tubes and batteries).................. $260

**SUPER-ZENITH IX**—Console model with additional compartments containing built-in Zenith loud speaker and generous storage battery space. Price (exclusive of tubes and batteries)......... $355

**SUPER-ZENITH X**—Contains built-in, patented, Super-Zenith Duo-Loud Speakers (harmonically synchronized twin speakers and horns), designed to reproduce both high and low pitch tones otherwise impossible with single-unit speakers. Price (exclusive of tubes and batteries).............. $475

All Prices F. O. B. Factory

Zenith Radio Corporation
Dept. SW
310 S. Michigan Avenue, Chicago, Illinois

Gentlemen: Please send me particulars of your dealer proposition.

Name........................
Address........................

MUSIC MEN: See our exclusive display and meet our representatives, who are all old music men, at the Piano Convention, Drake Hotel, Chicago, June 7th to June 12th

Following are a few of the music houses actively behind Zenith:

Wiley B. Allen
Bissell Weisert
Bradford Piano Co.
Cable Piano Company
Cleveland Talking Machine Co.
Otto Grau Piano Co.
J. W. Green Co.
Grinnell Brothers
Heintzman Company
A. Hospe
O. K. Houck Piano Co.
J. W. Jenkins' Sons Music Co.
Knight Campbell Music Co.

Marshall Field Co.
Silas E. Pearsall Co.
Pearson Piano Co.
Southern California Music Co.
Talking Machine Co.
Wade Twichell Co.

ZENITH RADIO CORPORATION, 310 S. Michigan Ave., Chicago
Discussion of Trend of the Broadcasting Art and Who Is to Pay for the Programs

Fear of Obsolescence of Present Radio Sets Because of Change in Wave Length and Cessation of Broadcasting Groundless, Says Charles Henry, Radio Engineer of Sonora Phonograph Co.

The music trades are vitally concerned in radio broadcasting, particularly since they are marketing radio and are keenly interested in the future trends of the art. There has been much speculation recently on the future of this new all-important factor in the American everyday life," says Charles Henry, radio engineer of the Sonora Phonograph Co., Inc.

"Two questions have become subjects of daily conversation—who is going to pay for broadcasting—what are broadcasters going to do about wave lengths?

"Our investigations into these subjects indicate clearly that no one need fear the obsolescence of present radio sets, because of a change in wave length or because of a cessation of broadcasting.

"The United States Department of Commerce is not willing to grant further licenses for broadcasting stations in Greater New York. They are besieged with demands from radio corporations, department stores, newspapers and public service companies for licenses for more broadcasting stations. Far from being unwilling to finance further broadcasting, more people are desiring to broadcast than can be accommodated.

"It is important that one large communication company wishes to establish ten huge broadcasting stations, placed at intervals across the continent. But it now appears that it will be necessary for a large future broadcast operator to purchase or lease the rights of broadcasting stations already established. The same situation is true in practically every metropolitan area in the United States. The Department of Commerce recognizes that there are already too many broadcast stations for the present wave length band.

"On the other hand, broadcasters are investing huge sums of capital in the expansion and perfection of their equipment and particularly in the increase of power which involves a much heavier expenditure than the radio public appreciates. In the past, the average so-called high power station was rated at 1.5 kilowatts. Superpower stations are now under way which have ratings of between 10 and 20 kilowatts.

"The fact of the matter is that a Department of Commerce license has become an asset. Unfortunately, there is a portion of the broadcast band which is very little used, namely, that part of the band between 225 and 270 meters. In this area there are seventeen stations in amplitude to a greater extent as the wave length becomes shorter.

"Speaking of radio channels, there are in reality only forty main channels in the American broadcast allocation, which, as is well known, takes in only the wave lengths between 225 and 550 meters. Of course this band contains forty main channels which are not considered so desirable and which are separated from other stations by the least minimum of margin. Since the wave lengths between 225 and 270 meters have not proven popular, it is to be said that there are only forty-six channels in active use by important stations.

"Any one readily appreciates the problem of the Department of Commerce in finding space for some 500 broadcasters; at the same time attention must be paid to the rapidly growing Canadian and Mexican activities. Many eminent minds have been seeking for another band of wave lengths to turn over to broadcasting, but the radio atmosphere is so crowded to-day with communication of all sorts that the only remaining possibilities are in wave lengths below 225 meters.

"Even in this area there is a great deal of new-born activity. Commercial trans-oceanic radio telegraph service companies have been employing channels between 6,000 and 16,000 meters, and it has long been recognized that this wave length area has been overcrowded and that it has been only possible to make consistent use of it through the use of very specialized equipment for the purpose of eliminating interference.

"Fortunately, as the lower wave lengths are explored for broadcasting and radio telegraphy, new radio channels are opened up.

"It is hoped that whatever low wave length band might be selected the daylight communication would be almost as favorable as that at night time. Present experiments seem to indicate that this might be possible. The daylight range of transmission seems to be as great as that during the hours of the darkness. This would be a great advantage, and from the radio dealers' standpoint it should excite no worry, since whatever is done will call for entirely new sets and will not cause his present stock to become obsolete. It will simply increase his sales, since it will be possible to sell a second set to people who already possess equipment capable of receiving the present band, since there is no indication that the present band will ever be removed."

L. C. LeVoie Opens Branch

PITTSBURGH, PA., May 9.—Lawrence C. LeVoie on May 1 became general manager of the Franklin Electric Co., of Philadelphia, Pa., and is now opening a branch of the organization in this city in which he is financially interested. The lines handled will include the Day-Fan, exclusive in Pittsburgh; the Jewett super-speakers; Crostley musicone speakers; Dicto-grand speakers; Supertron tubes; Eveready batteries; chargers, etc.

New Qualifiers in Salina

SALINA, KAN., May 7.—A new location for the piano department of the Chappell Music Co.'s store here has been chosen recently and will be over the Wiegner Shop. J. F. Chappell, of the company, stated that it is planned to operate the phonograph and radio department separate from the piano division in the future.
BALANCE is the ideal sought after in Radio sets.

Balance—perfect balance—is even more important in a loud speaker. SILVERVOICE balance—acoustical, mechanical and electrical—is already protected by 23 patents in all civilized countries (additional patents pending)—a pretty conclusive proof that SILVERVOICE is the solution of the vexing problem of eliminating distortion.

Manufactured by

RADIOTIVE CORPORATION
21st Avenue and 53rd Street, Brooklyn, N.Y.
Many Brunswick Franchises Granted Eastern Dealers

New York Division of Brunswick Co., Under Direction of H. A. Beach, Grants Many New Agencies to Leading Talking Machine Houses


Hazeltine Corp. Issues an Important Statement

The stockholders of the Hazeltine Corp. received recently a very interesting statement from R. T. Pierson, president of the company, immediately after a meeting of the board of directors. The Hazeltine Corp. is the exclusive owner of all patents and trademark rights of the new time system of radio reception. Mr. Pierson's statement, in part, said: "In view of the acquisition of your company of 80 per cent of the stock of the recently formed Latour Corp., for the sum of $275,000, which was paid in cash out of your earnings, and certain guarantees, totaling $50,000, it was voted at a meeting of the board of directors of your company held April 29, 1925, that we omit the dividend for the present quarter. "The Latour Corp. owns, subject to four non-exclusive licenses, the entire right, title and interest in and to the inventions, pending applications for United States Letters Patent and six United States Letters Patent, together with all Cuban rights to the inventions, applications and patents of Professor Marius C. A. Latour, the famous French scientist and inventor. Your directors are unanimous in the opinion that the Latour inventions will have a far-reaching effect in the radio industry, and that the purchase thereof will ultimately prove to be a position or growth of our business. "The directors were further influenced in omitting the dividend by the fact that the industry is passing through a process of stabilization, and that in the natural sequence of an unprecedented and rapid development. It is not surprising and need not shake confidence in the future, but rightly viewed spells for a larger industry on a better and sounder basis."

Will Sell With a Ten-Day Return Privilege

Brighton Laboratories, Inc., whose executive offices are in the Waldorf-Astoria Hotel, 16 West Thirty-fourth street, New York City, which recently radically reduced its five and six dollar phonograph prices, has continued this policy, makes the further announcement that all of its products will now be sold with a ten-day return privilege and a sixty-day written guarantee against mechanical defects. In both its trade and consumer announcements the Brighton Laboratories features this new sales policy. The Brighton organization recently discontinued its plan of distributing "True Blue" tubes through jobbers. It will continue to have representatives in some of the largest trade centers, but through the elimination of jobbers it is now possible to market its product at the lower prices.

A. Atwater Kent Honored

A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, Pa., is an executive of exceptional ability, as is visualized in the great Atwater Kent organization which has had such tremendous growth and success under his able direction. Many honors have been fittingly paid him. One of the latest is a march dedicated to A. Atwater Kent and written by Carl Bonawitz, organist of the Germantown Theatre, Philadelphia, Pa., and broadcast by him a half-dozen times or more with gratifying success. It is stated that Mr. Bonawitz is a friend of Mr. Kent and has frequently visited the big Atwater Kent plant, the operation of which, he states, furnished him inspiration for the march.

R. M. Rath and J. Meyers have purchased the Dodge City Music Co., Dodge City, Kan.
MAY 15, 1925

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.

New Canadian Distributor for the Outing Portable

R. S. Williams & Sons of Toronto to Represent Well-known Portable Talking Machine in Canada—Export Trade Is Growing

The Outing Talking Machine Co., Mt. Kisco, N. Y., manufacturer of the Outing portable talking machines, has recently announced through A. J. Cote, president of the company, the appointment of R. S. Williams & Sons, Toronto, Canada, with branches in Montreal and Winnipeg, as distributor for the Outing products in the Dominion of Canada.

We are busily engaged in the manufacture of phonographs and anticipate doing a substantial volume of business in the Outing portables throughout the Dominion of Canada.

"The Outing portables, both junior and senior models, have always been in great demand for export to foreign countries, particularly during the last several months, and we have made substantial shipments to New Zealand, Australia, Africa, South America, and other foreign countries. We attribute this to the fact that until recent years there has been very little phonograph business carried on in these countries and as most of them have a population which is very musically inclined it would necessarily follow that once the talking machine was introduced it would win instant popularity. The Outing portable ideally meets the requirements of any country or climate and the fact that it may be used either as a table machine or out-of-doors as a portable has gone far towards establishing it as a best seller in these markets. We are busily engaged in the manufacture of both the junior and senior models in order to take care of the demands for Outing abroad as well as in the United States," said Mr. Cote, in discussing the export business done by his company.

Feature Starr Phonographs

KNOXVILLE, Tenn., May 6.—An intensive sales campaign featuring the Starr phonographs and Starr combination unit phonographs and radio sets was recently waged by the Henry G. Trent Furniture Co. for one week. During this period a wide-spread advertising campaign was indulged in and the various models of Starr instruments were featured in displays. Other Starr dealers in the principal cities of eastern Tennessee co-operated with the Trent organization in making this week a brilliant Starr success.

Health Builders, Inc., Move

Health Builders, Inc., makers of the Health Builder record sets of Walter Camp's Daily Health Record, have moved their headquarters to 254 W. Thirty-fourth street, New York City.

AUTOMATIC LID SUPPORT Finished in Nickel and Gold

For Playing All Needle Records on the Edison Diamond Disc

NICKEL ORO-TONE No. 5-E GOLD OR OXIDIZED $6.00 $7.50

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

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 K 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.

Cyrus L. Adler Discusses Radio, Present and Future


When the "Leviathan" of the United States Lines sailed Saturday, May 2, on her voyage to Southampton, England, she carried as a passenger one of the leading members of phonograph and radio manufacturing circles, Cyrus L. Adler, president of the Adler Mfg. Co., Inc. of New York and Louisville. Mr. Adler is on his way to London to join Mrs.

Cyrus L. Adler, who has been abroad for several weeks, in a tour of England and the Continent. In a chat with The World at the New York offices of the Adler Co. shortly before embarking, Mr. Adler made many interesting observations regarding the present conditions of the industry and the future outlook.

"It believes all of us to take a perspective view of the present situation," Mr. Adler remarked, "and gaze into the future, carefully and seriously. Present conditions in the radio business particularly are the most logical that could be expected when one considers the many errors of commission and omission which have been made on the part of nearly everyone in the industry.

"It is high time that the manufacturer, distributor and dealer get together. A good old-fashioned set-to around a big stove with a cracker box handy, where the whole problem could be thrashed out and some suggestions made for mutual betterment would be the best thing that could possibly happen. But of course that is impossible. Failing in that, then it looks to me as though the responsibility for taking the initiative is placed definitely upon the shoulders of the manufacturer. He is the original source of both product and policy. From him must come the first action toward the bettering of conditions.

"Most modern manufacturers worth talking about, realize that their interests are closely bound with those of the dealers who form the final link in their merchandising chain to the consumer. It is impossible to overlook that fact, and the manufacturer who deliberately does so is riding for a fall, make no mistake. No manufacturer can hope for anything approaching lasting success unless he shapes his policies in such a manner that the dealer, as well as himself, will profit thereby. Mere quality of product is not enough. Indeed, the product is merely the beginning. Any experienced manufacturer with a good plant and personnel can build more or less salable merchandise.

"In addition, and of fundamental importance, there must be a merchandising plan which embodies protection to the dealer, close co-operation and service to him, careful, thoughtful consideration of his needs and requirements, and the advancement of liberal, living discounts which will enable the dealer to earn a fair and just return on his investment and labor.

"The Adler Mfg. Co. feels that it has hit upon the answer to the problem. That answer is embodied in our merchandising policy which protects the dealer by giving him a franchise and insures his profits by allowing him better discounts."

Ressler in New Quarters

Possum, Calif., May 6.—The Ressler Music Co., formerly located at 365 West Second street, has taken new, modern quarters in the Investment Building. The piano warehouse and retail hall have been adequately decorated for the display of such pianos as the Baldwin, Eltington, Hamilton and Gulbransen. In addition, two-hour-minute shortenings and stereo graph departments have been created, the latter featuring the Brunswick Radiola as the leader of its line.
To Our Friends in the Industry:—

A re-organization of the United Manufacturing and Distributing Company has been effected and we are now in better shape to take care of your phonograph motor and radio needs than ever before.

A company well financed. A large modern, well-equipped plant. A product of recognized superiority. An organization that knows every angle of the business thoroughly. A management that is strong and experienced. The new organization starts with these advantages.

It will be our aim to work earnestly for the upbuilding of the phonograph business as a whole. We believe in the future of the phonograph business. It will be our endeavor to co-operate with the other branches of the industry to the end of accomplishing the greatest good for the greatest number.

UNITED MANUFACTURING
AND DISTRIBUTING CO.

9705 Cottage Grove Avenue, Chicago, Ill.
Chicago, Ill., May 10—Business in retail talking machine circles in the Chicago territory during the month of April and the first ten days of May seemed to maintain about the same pace as was experienced during March. Firm executives in almost every line of business are complaining of a slump in the volume of sales, and the causes named in each case are many and varied. Talking machines, records, radio sets and combination instruments are not classed as absolute necessities of life, hence a falling off in certain instances of the amount of business transacted at this time of year is not to be viewed either with surprise or as a calamity.

Cold and inclement weather for the past several weeks has slightly retarded the sale of portable phonographs, which started so auspiciously about three weeks ago. Dealers are devoting considerable window space to attractive displays of portable machines and, judging from the number of sales made during the very few warm days which the Middle West has experienced, they should capitalize upon the outdoor season to the fullest extent this summer. A number of dealers report a nice volume of business already despite the fact that a delayed summer is hindering their progress, and are enthusiastic over the prospect of a profitable summer on the small machines. Portable phonographs are approaching a high degree of perfection, for the manufacturers have improved their models both in appearance and mechanical detail.

Jobbers and dealers in almost every case state that the record business is holding true to the mark set in previous months, or only slightly behind the first quarter, and this condition is no doubt the result of consistent dealer advertising and tie-ups with late hits and records. The demand seems to be slightly greater for records of the lighter type, dance selections, musical comedy and light opera hits, although recordings of the higher type have their steady monthly following and are consistently gaining in sales volume.

Considers selling for a low price and the combination talking machine and radio set continue to be the most popular instruments, according to the sales figures of the majority of jobbers and retailers. Direct refutation of the oft heard remark that the talking machine industry is in the midst of a disastrous slump is found in the statement of several local talking machine manufacturers, who, during the past four months, have built up a volume of sales which far outshadows that of the corresponding months last year. The factories of these concerns are employing their full quota of men, and are increasing, rather than decreasing, production.

The month of April was marked by several important events in local manufacturing circles, among them being an important merger of large talking machine motor and radio inter- \[...\]
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

Earl Rickard, widely known in vaudeville and musical comedy circles and an exclusive Okeh artist, is attaining exceptional success as the feature performer at the Moulin Rouge, a popular cabaret in the Chicago loop. Mr. Rickard is appearing at the Moulin Rouge for twenty weeks and it is a well-deserved tribute to his ability and popularity that the cabaret has been drawing capacity audiences since his first appearance eight weeks ago. Earl Rickard’s Okeh records are proving active sellers in the Chicago market and the dealers in this territory are keenly enthusiastic as to the sales possibilities of future recordings by this well-known singer.

Kimball Co., Report Sales Increase

The first quarter of the year 1925 has been very encouraging for the W. W. Kimball Co., manufacturers of Kimball phonographs, for according to J. V. Sill, assistant secretary of the company, the first three months of the present year have exceeded the corresponding months of 1924 in volume of phonograph sales. The trend of business took no downward slide in April, for that particular months’ figure was considerably larger than a year ago. The W. W. Kimball Co. has been sponsoring a progressive sales campaign during the past few months and dealer tie-ups with national advertising by the use of local newspaper space, together with direct business solicitation, have been directly responsible for the increase in business.

F. S. Spofford Again at Helm

F. S. Spofford, Sonora and Cheney dealer, located on the seventh floor of the Republic Building, returned April 24 from a four months’ vacation. Mr. Spofford was quite seriously injured in an automobile accident last December and he has spent a large portion of his time recuperating at his Winter home at Sarasota, Fla. His many friends in the trade will be glad to learn that he has returned to his desk in Chicago, feeling fit and in the best of health.

Neutrowound Co. Introduces New Model

The Neutrowound Radio Manufacturing Co., 1721 Prairie avenue, this city, recently introduced to the trade the 1925 model six-tube set. The new model Neutrowound is said to be the first receiving set ever made with an all metal case. The “shielding principle” has been developed and perfected by Neutrowound engineers so that the metal case not only serves as a protection for the vital parts of the receiving set but acts as an electro-magnetic shield against outside interference.

The Neutrowound is a six-tube set, shipped completely sealed, and weighing twenty-three pounds. The Neutrowound Radio Mfg. Co. is a division of the Advanced Automobile Accessories Corp. of Chicago.

Important Blood Announcement Coming

An announcement which will keenly interest the talking machine trade will soon be made by the Blood Tone Arm Co., 222 West Madison street, according to E. Roetsch, president of...
NOW, the quality-built, pure-toned Caswell can be had in a de luxe model—the Aristocrat.

The outside covering is the highest grade of Dupont Fabrikoid handsomely embossed, then hand rubbed with color, bringing a delightful and unique duotone effect of soft color tones shot with old ivory. The panels are embossed in a simple though beautiful design. May be had in Blue, Gray and Old Ivory.

Altogether an example of inspired craftsmanship, the Caswell Aristocrat will hold a place of honor among the other fine furnishings of the finest homes, either as a table decoration or as a piece of Swagger luggage.

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 "Microtone" 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 variety of tone with vibration eliminated. Specially constructed album, a part of the cover, holds 18 records or 36 selections. Unique with Caswell.

This new model makes the Caswell line, more than ever, the greatest value line of portable phonographs for the distributor. The Caswell line supreme in quality and workmanship is truly the leader in distinctive beauty as well.

Successful distributors whose experience with the Caswell Gypsy has convinced them of Caswell value are finding that the Aristocrat is opening up a profitable, virgin market. The Caswell full line is now being shown by appointment only.

Write for details.

List Price Aristocrat Model $30
$32.50 in Far West and South

Caswell Manufacturing Co.
PORTABLE PHONOGRAHS OF DISTINCTION

MILWAUKEE, WIS.
U.S.A.

ST. PAUL AVE.
AT 10TH STREET

Western Sales Office: Oakland Tribune Tower, Oakland, Cal.
THE TALKING MACHINE WORLD

MAY 15, 1925

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

THE ALTO Automatic Stop

For Phonographs.

Nothing needs to be screwed onto the tone arm. Simply turn the knurled knob upward and it is securely fastened to the tone arm. Our customers say it is the most accurate stop they have found yet. In spite of its low cost, this firm. Plans are now being made which will provide for increased manufacturing facilities and the Blood organization within a short time will be in a position to render the trade even more valuable service than in the past. Mr. Rietch also announced that several new Blood products would soon be on the market.

Tonofone Co. in New Quarters

The Tonofone Co., manufacturer of Tonofone needles, formerly located at 110 South Wabash avenue, is now settled in its new quarters on the fifth Floor of the Champlain Building. The new offices, which are very attractive and modern in appointment, include two stock-rooms, one on the fifth and a second on the sixteenth floor.

Sol Strauss Now a Benedict

Sol Strauss, one of the proprietors of the Strauss Bros. Music Shop, Columbia dealer at 9098 Commercial avenue, South Chicago, recently resumed his standing as a bachelor and joined the happy ranks of the benefic. This popular retailer is one of the most enterprising phonograph men in the city and the announcement of his marriage brought him letters of congratulations from his friends throughout the trade.

Eagle Radio Co. Opens Branch in Chicago

The Eagle Radio Co., 16 Boyden Place, New York, N. Y., has opened a branch sales and service department at 2447 South Michigan avenue, Chicago, for the purpose of furthering the interests of its Eagle neutrodyne receivers in the mid-West. This new factory branch will be under the personal direction of D. A. Betts, a prominent in the phonograph industry, and was a large producer of receiving sets, panels and parts. The United motor, which is of unique construction, being entirely enclosed and self-lubricated, has been in recent years in great favor in the trade. Early in their work of marketing motors United executives launched a campaign to secure consumer acceptance for their motor, and how well they succeeded in accomplishing this task the above statement of their production schedule clearly indicates. The officials of the organization have faith in the future of the phonograph industry, and under the new organization this effort will be carried on with greater zeal than in the past.

The management is vested in strong, able hands, with H. L. Mills, general manager, at the helm, backed by many years' experience in the industry. He has made a host of friends in the trade and is known and recognized as an able executive and an aggressive leader. Frank F. Paul, who has had charge of the sales department of the firm for several years, will continue to maintain that position. He is also a man of wide experience in sales work, is possessed of a winning personality, and enjoys a large following in the trade.

The United plant includes 60,000 square feet of manufacturing space, all on one floor, and the property covers an area of eight acres. The machinery, which is modern in every respect, representing an investment of considerably over a half million dollars, is so arranged as to se-
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

Quickly and easily attached to the gooseneck in place of the regular Victor soundbox.

Jewel Tone Needle Equipment for the New Edison

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.

The Jewel Tone Automatic 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.
on the left and an interior on the right. The first named represented a woodland scene, with flowers and trees in the background. A campfire was pitched with a brightly burning campfire in front of it. An Operadio portable receiving set rested upon a tree stump, while nearby was a Swanson, Jr., portable phonograph. The DeLuxe Operadio receiving set, shown in both Tudor and Empire models in walnut cabinets, formed the center of the interior display. On the left were shown pictures of operatic, moving picture, musical comedy and athletic stars, each enjoying music from their Operadio sets. The set itself, surrounded by every part used in its construction, completed the display.

Ajax Co. Establishes Jobbers in South

The Ajax Record Co., of this city, recently launched a campaign to secure State jobbers for its popular race records and a few days ago added the names of the "Arto" Musical Sales Co., Baltimore, distributor for the State of Maryland and Sterchic Bros., Knoxville, Tenn. The new jobbers are reporting a fine reception of the popular Swanson, Jr., portable phonograph. The Albion Portable Phonograph Co. of Detroit manager, several weeks ago, no appointment has been made, but the activities of the firm are being carried on by the other executives.

Mr. Fearn returned from a Southern trip several weeks ago during the course of which he established several new jobbing connections for the popular Swanson, Jr., portable phonograph. The new jobbers are reporting a fine reception in the trade for the Consolidated product and have been placing large repeat orders.

Death of E. G. Sabelli Regretted

News of the death of E. G. Sabelli, export manager of the United Mfg. & Distributing Co., on April 23, came as a shock to his many friends in the trade. Mr. Sabelli suffered an attack of heart trouble, was ill for a very few days, and died suddenly at St. Luke's Hospital, Chicago. He was born in Italy forty-nine years ago, received a fine education in Italian schools and rose to the position of captain in the army of his native land. About two years ago he accepted the position of export manager of the United Mfg. & Distributing Co. and lived up to his reputation of being one of the best export men in the United States. According to executives of that firm, Mr. Sabelli succeeded in building up the foreign business to a surprising figure. He was a man of wide experience and acquaintance, had circled the globe many times, was a fluent linguist, and had the faculty of winning and holding friends. His loss will be keenly felt by his business associates and his vast circle of friends.

Establishes New Jobbing Connections

E. A. Fearn, president of the Consolidated Talking Machine Co., spent several days during the latter part of April at the Detroit Consolidated branch. Since the death of John P. Fearn, Detroit manager, several weeks ago, no appointment has been made, but the activities of the firm are being carried on by the other executives.

Mr. Fearn returned from a Southern trip several weeks ago during the course of which he established several new jobbing connections for the popular Swanson, Jr., portable phonograph. The new jobbers are reporting a fine reception in the trade for the Consolidated product and have been placing large repeat orders.

Okeh Race Records Featured

The General Phonograph Corp. has attracted much attention to its race records through the intensive advertising campaign which it is waging in the Chicago Defender, the publication devoted exclusively to the news and interests of the colored population of this city. Full-page advertisements, featuring the different colored artists, appear once a month, in addition to the space used in the regular issues.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

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 8¼" or 9½" length. Money back guarantee covers all sample orders.

Fletcher "Straight" and Fletcher "Universal" still made and carried in stock

FLETCHER- WICKES COMPANY
116-122 WEST ILLINOIS STREET, CHICAGO

The sales messages contained in these advertisements are exceptionally high-type dialect, especially prepared to appeal to the colored race. Artists recently featured were "Butterbeans and Susie" and Sippie Wallace.

Espenhains Featuring Columbia Line

Among the recent important deals closed by W. E. Pugh, of the sales staff of the local Columbia branch, was the appointment of Espenhains Fine Columbia Window displays, well-known department store in Milwaukee, Wis., as a Columbia dealer. The accompanying illustration shows how this successful establishment is featuring Columbia records (Continued on page 118)
CIRCUMSTANTIAL evidence has proven the high character of the service rendered to dealers when promptness was a necessary feature for the sale of a release and that Okeh Records are the most easily sold.

It is therefore announced because of this reputation that the best distributor to do business with is Consolidated Talking Machine Co.

If you are not familiar with the varied programs of music released monthly on Okeh Records write us for samples of Okeh literature and for information regarding an Okeh Record Agency. Okeh music consists of

THE GREATEST DANCE and VOCAL HITS
RARE IMPORTATIONS of CLASSICAL MUSIC
NATIONALLY FAMOUS RACE ARTISTS
OLD TIME TUNES

227-229 W. Washington St., Chicago, Ill.

Branches:
2957 Gratiot Avenue, Detroit, Mich.
1121 Nicollet Avenue, Minneapolis, Minn.
New Oto-Tone Arm

A new tone arm and sound box outfit designated as No. 30. This tone arm was designed to meet the demand of the trade for a dependable low-priced outfit. It is particularly suitable for use on portables and is meeting with great favor among the Oto-Tone elclentes. P. L. Deutsch visiting Pacific Coast.

LAKESIDE TYPE M SPEAKER

Furnished complete, or units and horn separate. Write for prices.

LAKESIDE FRICTION SLIDE

For radio and phonograph cabinets, prevents accidental dropping of covers. Write for samples and prices.

Lakeside Supply Co.

73 West Van Buren St.
Chicago, Ill.

The Hartman Furniture & Carpet Co. has just erected a new store at the corner of Adams street and Wabash avenue, the formal opening taking place on May 2. The phonograph and radio department is admirably located on the mezzanine floor, in well-arranged space, overlooking the main floor. The demonstration benches are so situated as to allow the patrons quiet and freedom from distraction.

Miss Bess B. Jackson holds the position of assistant manager and has charge of the record department. Miss Jackson is formerly connected with John Elliott Clark, Victor wholesalers in Salt Lake City, Utah.


Extensive Mohawk Billboard Campaign

The Mohawk Electric Corp., manufacturer of the famous Mohawk "One dial to tune" radio receiving sets, located in this city, recently contracted for an extensive billboard campaign to begin early this Fall, according to an announcement made recently by Gustave Frankel, president of the company. The Chas. W. Wrigley Co., one of the leading outdoor advertising firms of Chicago, has obtained the account and is now planning the campaign. Through this medium the Mohawk one-dial five-tube receiver will be displayed on the principal thoroughfares of Chicago as well as in a number of other large cities.

"Billboard advertising," said Mr. Frankel in speaking of the coming campaign,"is most effective when backed by liberal newspaper and trade paper advertising. It serves as a constant reminder to the public and aids materially in institutionalizing a product."

Axel Nordlund, president of the Excel Phonograph Co., 400 West Erie street, left this city on Sunday, April 19, for an extended European trip, accompanied by Mrs. Nordlund. Stops were made at Philadelphia and other Eastern points and the couple sailed from New York on April 25, landing at Goteborg, Sweden. Mr. Nordlund has been absent from the land of his birth for thirty years and plans to spend about three months with relatives and friends and in visiting the scenes of his boyhood days.

On April 18 a farewell dinner was tendered (Continued on page 117)

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.

CONSOLIDATED TALKING MACHINE COMPANY

Manufacturer of

High Grade Talking Machines—Day Records

237-229 W. WASHINGTON ST. CHICAGO, ILL.

Fraser-Wells, "CO.

2702 Grand Ave., Detroit, Mich.

1133 Nicollet Ave., Minneapolis, Minn.

U.S. PAT. OFFICE.

IN INVENTIONS-CERTIFICATE OF INVENTION.
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.

Write for our new 1925 catalog and price lists.

The Broadcaster Corporation
2414-2420 W. Cullerton Street
Chicago, Illinois
Established 1913  Incorporated 1923
to Mr. and Mrs. Nordlund at the Excel plant by the executives and employees of the firm.

Harry L. Weedon a Visitor

Harry L. Weedon, president of the Harry L. Weedon Co., of Denver, Colo., spent two days about the middle of April at the offices of the Caswell Manufacturing Co., Milwaukee, Wis., with L. B. Casagrande, president of that firm. Mr. Weedon's organization acts as Inter-Mountain distributor for the Caswell portable phonographs.

Jay L. Kraus, Vice-President of Harmony Co.

Jay L. Kraus recently succeeded J. R. Stewart as vice-president and treasurer of the Harmony Co., manufacturer of musical instruments. William J. T. Schultz remains as president of the company and L. M. Vining as secretary. It was announced that there were no changes either in the policies or personnel of the company with the appointment of the new official.

Piano Club Hears Noted Singers and Speakers

The Piano Club of Chicago at its Monday noontime luncheon is steadfastly maintaining the reputation it has earned for fine entertainment and good fellowship.

J. Kapp and good fellowship. Preparations for the coming music trades convention are being pushed to completion and individual members, as well as the club as a whole, are taking a leading part in an endeavor to make the convention an event never to be forgotten by the delegates and visitors.

At the April 13 meeting, members of the club were entertained by Earl Rickard, Orel record artist, who is now appearing at the Moulin Rouge, one of the leading loop cafes, where he is meeting with tremendous success. He was assisted by Jack Edwards, also appearing at the Moulin Rouge. Johnny Black, the writer of "Dardanella," and Joe Lewis, appearing at the Trocadero, North Side supper club, completed the bill.

The program of April 20, arranged by J. V. Sill and Ben Duval, of the W. W. Kimball Co., included a stirring address by Hal S. Ray, director of Personnel and Public Relations of the Chicago, Rock Island and Pacific Railway Co. Mr. Ray chose as his subject, "Friendship" and exhorted his listeners to forget political, religious and social differences in both their business and social life. His address ranks as one of the best ever delivered before the Piano Club.

Henry A. Otis, president of the Phonograph Manufacturers' Association, was a guest of honor at this meeting and outlined the work of the new organization briefly to the club members. Jack Kapp, manager of the record department of the Chicago office of the Columbia Phonograph Co., Inc., had charge of the program given on Monday, April 27, and presented an unusual galaxy of musical talent. Ford & Glenn, radio stars, who broadcast from Station WLS, Chicago, and who are Columbia artists, sang "Lullaby Time" and other sections made famous on the air and on Columbia records.

Serge Borowsky, also a Columbia artist of note, sang two selections: "Song of the Volga Boatman" and "On the Road to Mandalay." Other entertainers were Billy Cripps, of the J. H. Remick Co., Joseph Santley, Robey Cowan, radio star, who is at present making a country-wide tour of broadcasting stations, Jack Irving and Art Linick, radio star, Irving Mills, publisher of the song hit, "American Beauty," and H. Davis, managing director of the D. Davis Co., Ltd., Brunswick distributors of Sydney, Australia, were guests of honor at this meeting.

The Piano Club membership drive, under the leadership of Henry Hewitt, vice-president, is resulting in the signing of many new members, among them a number of men prominent in local talking machine trade circles.

W. Braid White to Preside

William Braid White, associate editor of The Talking Machine World has been appointed to preside over the annual Spring meeting of the forest products (wood-using industries) division of the American Society of Mechanical Engineers to be held on May 19, at the Hotel Pfister, Milwaukee, Wis. At this meeting there will be present a number of representatives of manufacturers' associations in the wood-using industries as well as officials of the Forestry service of the Government and of the Department of Commerce. The piano industry will be represented and an invitation has been sent to representative officers in the phonograph industry, inviting them to send technical men to attend the session.

The principal subjects to be taken up during this important session are:

1. The uses of substitutes for expensive grades of wood.
2. The new policy of the Government toward conservation of our forest resources, as set forth in the recently passed Clark-McNally act.
3. Practical means for the elimination of waste in lumber using factories.

Since the formation of a division of the American Society of Mechanical Engineers to deal with the wood-making industries, which took place only three years ago, the importance of these industries from an engineering standpoint has been continually increasing and today it is universally recognized that the wood-working profession has essential and even vital interests in all that pertain to the commercial use of wood. Results of the highest importance and advantage to manufacturers of phonographs, pianos, and musical instruments generally have already occurred through the operation of this division and there is every reason to believe that the meeting on May 19 will be one of the most important and valuable that has yet been held.

Enjoying Her Aristocrat Portable Phonograph

"Sell them on the phonograph while they're young," seems to be the motto of Harry L. Weedon, president of the Harry L. Weedon Co., Denver, Colo., for here we see his baby daughter, Mary Patricia, aged ten months, seated on the veranda of the Weedon home enjoying the music of her Caswell Aristocrat portable phonograph. Mary Patricia has not definitely decided whether she prefers operatic selections or the music of her Caswell Aristocrat portable phonograph.

30. Superior Spring Balanced Lid Support

Manufactured under patent of Louis K. Scotford. Plays all makes of records. Famous for use—without the usual metallic sharpness and without the weight. Standard length 8½ inches center of base to woodpin. Can be made to order longer or shorter. Base opperates 2 inches diameter.

Fine quality Nickel and Gold Plate finishes

Barnhart Brothers & Spindler Superior Specialties for Phonographs

Monroe & Throop Sts., Chicago

Enjoying the Caswell Portable

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3. Practical means for the elimination of waste in lumber using factories.
RADIO-MASTER
Combination Radio- Phonographs and Radio Cabinets

ALL RADIO MASTER RADIO CABINETS USE NOTHING BUT WARD QUALITY VENEER

MODEL No. 15
Console Radio Cabinet; will accommodate any panel size up to 8 x 24. Complete, with built-in loud speaker and famous Blood Master-tone Unit. Space for "A" and "B" Batteries. Doors of beautiful butt walnut, two-toned and gold striped.

MODEL No. 40
Radio Speaker Table, furnished in mahogany or walnut; size of top, 15 x 37; built-in horn and speaker unit.

BLOOD TAPERED SPEAKER-TUBES AND UNITS USED IN ALL MODELS

MODEL No. 215
Combination Phonograph, with Radio compartment—butt walnut doors. Gold-plated phonograph equipment.

MODEL No. 14
Mahogany Radio Console; panel size 7 x 20. Complete with horn and loud speaker unit.

RADIO-MASTER CORP.
OF AMERICA
BAY CITY, MICH.

F. B. WARD, President
the intention of fostering better acquaintance and good fellowship among the executives and employees. Those who qualify in the elimination rounds will go to the Healy estate at Lake Geneva, Wis., for the finals on May 21.

File Suit Over Name

The Vasmuth-Goodrich Co., Peru, Ind., filed suit recently in the United States District Court against the Emerson Radio & Phonograph Co., of New York, involving the trademark patent rights in connection with the name “Emerson.” The petition asks for an injunction restraining the defendant from using the name “Emerson” in connection with phonographs or a combination phonograph and radio instrument known as the “Radiograph.”

R. H. Meade a Business Visitor

R. H. Meade, advertising manager of the Adler Mfg. Co., Inc., of New York City, manufacturer of Adler-Royal phonographs and neutrodyne radio products, spent the first week in May with Allan Strauss, factory district manager, at the local Adler offices, 400 South State street. They devoted most of their time in going over the territory together, visiting the Adler-Royal dealers and making a first-hand survey of mid-West business conditions.

C. F. Summy Co. Chartered

The Clayton F. Summy Co., of this city, was recently incorporated to manufacture and deal in musical instruments and to publish and deal in sheet music, with a capital stock of $75,000. The incorporators are Clayton F. Summy, M. M. Hyland and F. Bruce Johnstone.

Attractive Gulbransen Exhibit

The Gulbransen Co., of this city, manufacturer of Gulbransen Registering pianos, maintained a very attractive exhibit at the Woman’s World’s Fair, held recently in this city. The Gulbransen exhibit itself was given an atmosphere in keeping with the spirit of the Fair, for its outstanding feature was the display of a panel picturing “What One Woman Accomplished.” This panel showed Mrs. Zonah Borg, of Superior, Nebr., who in 1924 sold eighty-three Gulbransens in spite of various handicaps, such as poor business conditions, terrible roads and a limited market. The Gulbransen booth was one of the most attractive in the entire building, and the co-operating dealers were Glick’s Music Shop, the Reichard Piano Co. and the Riviera Music Shop, all of Chicago.

Braid White to Be Music Week Judge

William Braid White, associate editor of The Talking Machine World, was chosen as one of the judges of the Music Week Contest, sponsored by the Cable Piano Co., of Chicago. Fifty dollars in gold, divided into prizes of twenty-five, fifteen and ten dollars each, was offered for the best compositions written by a Chicago boy or girl on the theme “What Music Means to Chicago.” The winning contestants broadcast the prize compositions over radio soon after the decision was made. Serving with Mr. White were Miss Olga Menn, president of the Junior Friends of Art, and William B. Owen, principal of the Normal Schools. Chicago Music Week was sponsored by the Chicago Federation of Women’s Organiza-

Ask any reputable radio engineer and he will tell you that in order to secure positively best results in loud speaker construction a metal neck or throat attached to the unit is most necessary—

We have made it possible for you to build a successful radio speaker with our own original TAPERED SPEAKER TUBES.
Brunswick Representatives Trained to Aid and Instruct Dealers in Selling

Company Has Developed a Plan Covering Every Phase of Selling Brunswick Products, and Travelers Have Been Instructed to Spend Their Time in Helping Dealers Promote Sales

CHICAGO, ILL., May 7—All representatives of the Brunswick-Balke-Collender Co. have recently received instructions to spend practically all their time with dealers, to assist in placing active selling plans in actual operation. Before instructing its men to do this sort of intensive work, the company developed a complete plan covering every phase of retail selling. For months several of its representatives experimented with various methods of demonstration, and as a consequence a very excellent and productive system was evolved. So that every Brunswick dealer may have an opportunity to benefit from this plan upon an equal basis, special portfolios, with full instructions, have been placed in the hands of each representative of the Brunswick Co. This portfolio presents a quick practical sales drive, consisting of four definite and necessary steps. It is a complete effort, and step for step can be made to develop public interest, individual consumer interest, etc., to the point of closing retail sales transactions.

The Brunswick sales division believes that the first and most important move is the proper sort of demonstration, because at this point the prospective purchaser finally is asked for a decision. "The Demonstration," contained in an illustrated book, is one that has been thoroughly tested and found to be most effective. The Brunswick salesman will not only discuss this method very fully with the dealer, but at the same time will conduct an actual demonstration before him and his sales organization.

Recognizing that some dealers have not as yet built their prospect lists to the degree where they would like to have them, the second step in the presentation is a tested direct-mail campaign. This unit, too, is most complete, and the representative not only places before the dealers a very excellent direct-mail series, but explains a definite method by which the series can be productively used.

The third item in this complete retail sales campaign is entitled "Follow-Up By Canvass." In this part of the plan the Brunswick representative is not only equipped to assist the dealer in musterings his canvassing forces, but also to be of real assistance to him in planning the schedule and follow-up which is most economical and effective. His job is to impress upon the dealer the fact that shipment of all sets will be made from the Chicago warehouse; a stock, sufficiently large to meet any emergency, will be carried at all times.

Eric Palmer, of Freed-Eisemann, to Test Reception

The Brooklyn Chamber of Commerce on its "Trade and Good Will Trip Through the Golden West" will never, throughout its 10,000-mile journey, be out of touch with the happenings of the day, as an elaborate radio installation with receiver and radio speakers for each car being put into the special train. Eric Palmer, of the Freed-Eisemann Radio Corp., will be along with the delegation on May 15, and he expects to listen to the traffic from top of mountains and depths of valleys, from caverns and in forests, from trains and from automobiles, so as to test summer radio reception from every possible vantage point. The Freed-Eisemann Co. has installed a powerful receiving set in the assembly cars of the train for the entertainment of the travelers.

Greater Sales Through Greater Values

Defense is a larger share of the public demand for the Combined Radio and Photophone by offering unusual values. Clementsian Radio-Phonographs were designed to attract the buyers of your locality. Their rich beauty and outstanding quality will draw the interest of your trade and make sales easy.

Clementsian Radio-Phonographs are equipped with high grade phonograph instruments, and have a radio compartment containing 122 tubes in an oil-sealed pack, 352,530,1680, 221,012,005,015 and 161,016.80 till deep. Can also be further extended to 122,012,005,015, 221,012,005,015 and 161,016.80. The radio unit is especially designed and fully finished, embodying excellent workmanship and select materials. Our aim is to give the trade something better at a reasonable price, and the popularity of Clementsian Radio-Phonographs has proved our success. Ask us for the facts.

Let Us Send You Our Catalog and Trade Prices on the Complete Line of Clementsian Radio-Phonographs

Anton Clemetsen Co.
4223 W. Lake St., Chicago, Ill.
Tonofone Performance Brings Repeat Sales

Tonofone needles have built a reputation for themselves during the past ten years by bringing satisfied customers back to the Tonofone dealer's store. Accurate tonal reproduction and elimination of surface noises are the qualities sought in needle purchases and the Tonofone embodies both.

TONOFONE NEEDLES ARE SOLD BY OVER 8,000 DEALERS AND 30 WHOLESALE DISTRIBUTORS

THE TONOFONE CO.
Manufacturers

Chicago, Ill.

H. Davis, Brunswick Distributor, in Australia and New Zealand, Makes Interesting Comments on Business During Chicago Visit

CHICAGO, Ill., May 9.—H. Davis, known to his friends in the trade as "Bert" Davis, managing director of D. Davis & Co., Ltd., Queen Victoria Buildings, Sydney, New South Wales, Australia, spent several days at the offices of the Brunswick-Balke-Collender Co. during the latter part of April. Mr. Davis' organization operates much along the same lines as does the talking machine representation of surface noises are the qualities sought in needle purchases and the Tonofone embodies both.

Mr. Davis states that his firm was one quarter of a million records behind on orders, so over-schedule. He began operating on Sept. 23.

Mr. Davis had risen to be by far the most popular conductor in Australia and concerts by his orchestra brought forth overflow crowds. He is now conducting the Minneapolis Symphony Orchestra, and while his loss is keenly felt by Australian music lovers, they feel recompensed in some measure by being able to hear selections by the last named organization upon Brunswick records.

D. Davis & Co. received a Brunswick record pressing plant in July, 1924, and immediately began operating on a twenty-two-hour-a-day schedule. On March first of this year Mr. Davis states that his firm was one quarter of a million records behind on orders, so overwhelming is the demand in his country. He arranged for the shipment of another pressing plant while in Chicago, and with this additional equipment the output will be greatly increased.

D. Davis & Co., Ltd., is one of the oldest music houses in Australia, having been founded by D. Davis, father of the present managing director, forty years ago. The founder is now retired from active business, and acts only in an advisory capacity.

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Brunswick for Dwyer Co.

NEW ORLEANS, La., May 2.—The Dwyer Piano Co., 131 Carondelet street, has stocked a complete line of Brunswick Radiolas and phonographs. This is the Dwyer concern's initial participation in the radio field. Display advertising was carried in the New Orleans Sunday papers April 26, informing the public of the advent of the line, the response indicating the Brunswick goods are being received enthusiastically by the public.

Brunswick goods are being received enthusiastically by the public.

Heads Retail Bureau

C. G. Campbell, head of the Knight-Campbell Music Co., Denver, Colo., was recently elected president of the Retail Merchants' Bureau. This institution represents the leading retail establishments of Denver.

Close Out of a limited quantity of high quality phonographs.

Price way below cost of manufacture

BROADCASTER CORP.
2414 W. Collerton St., Chicago, III.

Write or wire

MAY 15, 1925

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)
Tone Quality—Volume

A New Exclusive Idea in Loud Speakers
—Improved Reception at a Price That Means Big Quick Sales and Profits.

Act Quick — Stimulate Sales Now — Be the First in Your Town to Offer This Innovation

Here it is—a neat, compact and trim speaker—that gets distance, gives beautiful tone—volume—and you can offer it at a price that will amaze your customers. Only Utah offers it.

The Utah Super Reflex Speaker is built on a new principle. Utah Radio engineers have perfected it. It attracts immediate attention. Every radio fan is interested in seeing just how it works. It is a real radio loud speaker—not an adapted phonograph horn. It perfectly meets all of the peculiarities of radio reception.

You have never seen or heard a speaker at equal price that will equal Utah Super Reflex reception. Its tone is sweet and clear. We cannot over-emphasize the perfect reception of the Utah Super Reflex Speaker. After hearing it you might easily expect it to sell for much more than it is priced. You can easily sell a large number on excellence of reception alone. Its popular price is an extra and added inducement.

You know the instantaneous response of the public to a radio innovation.

The Perfecting Principle

Utah engineers have carried loud speaker efficiency one step further. By three added deflections of sound they have produced a tone quality unequalled. The Utah Super Reflex stands just 8½ inches high and measures 6 inches across at the base. By principles of deflection it provides in small compact space a tone chamber the equal of a long horn loud speaker. It is an exclusive Utah idea.

This is one of the most notable improvements in the development of loud speakers. It has already won approval from coast to coast. Listeners everywhere have been amazed at the finer reception of the Utah Super Reflex Speaker.

The famous Utah guarantee stands in back of your recommendation. Every Utah must sell and stay sold on merit. Read the guarantee.

We invite comparison of any Utah with any other speaker. The Utah line is built to help you build business and make money. With the Utah line you can meet every customer's requirements. Write today for the Utah proposition. We will show you how to make real money selling loud speakers. It's a live wire line for a live wire dealer.

Utah Standard Loud Speaker

There's a reason for the popularity of this old reliable. Sold from coast to coast on the strength of our usual guarantee. Real merit keeps it sold—makes those who hear it want one. Wonderful tone depth. Profits are big. There's real money for you in the Utah agency. A good-will builder for your entire line.

Utah Radio Products Co.  Dept. T. M. W.  1427 Michigan Ave., CHICAGO
John Graham Appointed to Important Position

Made Manager of Radio Division at New York Headquarters of the Stewart-Warner Speedometer Corp.—Well Known to the Trade

John Graham, well known in the metropolitan radio and phonograph trade, has been appointed manager of the radio division at the New York headquarters of the Stewart-Warner Speedometer Corp., 37 West Sixty-fifth street. This company is one of the leaders in American industry and its entrance into the radio industry has been received with enthusiastic approval by all factors of the trade.

Mr. Graham for the past three years was identified with the Federal Telephone Mfg. Corp., and while associated with this organization visited jobbers and dealers throughout the Eastern territory. He is recognized as one of the most popular and efficient sales executives in the Eastern trade and Stewart-Warner radio sets will receive aggressive representation in New York under his protection.

Greater City Co. Launches Sales and Publicity Drive

An intensive sales and advertising campaign has recently been launched by the Greater City Phonograph Co., Sonora distributor for New York City, New Jersey and the lower Hudson Valley. The campaign is based upon the new line of radio receiving sets which will be manufactured by the Sonora Phonograph Co.

"The dealers throughout the territory are particularly pleased with the fact that the Sonora Co. is manufacturing radio sets in addition to its loud speakers and radio-phonograph combinations. Sonora dealers realize that in the new Sonora radio receiving sets they will have a product which will give them the same protection as far as clean-cab merchandising policies are concerned, as all Sonora products have been given since the beginning. The Sonora Phonograph Co. has always stood firmly behind its products and has been particularly careful to protect dealers. This same policy, of course, will be carried out with the new radio sets so that dealers may feel assured as far as other merchandising policies are concerned, as all Sonora products have been given since the beginning. The Sonora Phonograph Co. has always stood firmly behind its products and has been particularly careful to protect dealers. This same policy, of course, will be carried out with the new radio sets so that dealers may feel assured as far as clean-cab merchandising policies are concerned, as all Sonora products have been given since the beginning.

E. M. Henderson & Son, Cedar Rapids, Ia., have opened a music store on Third avenue.

A. H. Grebe Co. Plans Another New Building

A. H. Grebe Co., Richmond Hill, N. Y., manufacturer of the Grebe Synchrophase receiving set, and owner of radio broadcasting station WAGH, plans to shortly erect a new building adjoining the present one, which will approximately double the floor space and in activity more than double the production. The building plans call for the same modern fireproof construction that is to be found in the present building, which itself is only a few years old. The A. H. Grebe Co. is one of the pioneers in the radio field, and its history has been one of continuous and remarkable growth. A comparatively few years ago the entire production facilities were in a small frame factory building. The popularity of the Grebe Synchrophase set has created an exceptional demand, a demand so strong that it well warrants the erection of the new building at this time to cover the future growth of the business.

Upon Alfred H. Grebe, president of the company, and Douglas Rigney, treasurer and general manager, has rested the management of the affairs of the organization from its beginning, and no small credit is due them for the remarkable success which it has enjoyed.

Cases and Imports of "Talkers"

WASHINGTON, D. C., May 7.—In the summary of exports and imports of the commerce of the United States for the month of March, 1925 (the latest period for which it has been compiled), the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during March, 1925, amounted in value to $39,893, as compared with $32,898 worth which were imported during the same period of 1924. The nine months' total ending March, 1925, showed importations valued at $336,809, as compared with $470,734 worth of talking machines and parts in the same period of 1924.

Talking machines to the number of 5,134, valued at $164,993, were exported in March, 1925, as compared with 5,893 talking machines valued at $218,706, sent abroad in the same period of 1924. The nine months' total showed that we exported 54,224 talking machines, valued at $1,894,858, as against 50,985 talking machines, valued at $1,999,768, in 1924.

The total exports of records and supplies for March, 1925, were valued at $161,123, as compared with $145,662 in March, 1924. The nine months ending March, 1925, show records and accessories exported valued at $1,230,023, as compared with $1,050,670 in 1924.

The companies to which these instruments were sent during March and their values were as follows: France, $815; United Kingdom, $3,719; Other Europe, $9,207; Canada, $3,662; Central America, $9,820; Mexico, $2,281; Cuba, $12,663; Argentina, $10,459; Chile, $1,425; Peru, $6,809; Other South America, $25,762; China, $3,905; Japan, $1,755; Philippine Islands, $8,909; Australia, $17,494; New Zealand, $3,430; Other Countries, $21,549.

Start the Portable Season Right

SELL THE IMPROVED KAMERAPHONE—(De Luxe)

Made in U. S. A.

Special Features of Kameraphone De Luxe

1. Newly patented sound chamber employing cover as amplifier.
2. Real throwback tone arm and regular mica diaphragm sound box.
3. Plush covered solid turn table—plays any size record.
4. Easy to assemble, with ample space for each component part when closed.
5. Every machine carries a full guarantee against all defective parts.
6. Has the tonal quality and volume equal to any cabinet phonograph.

JOBBERS: A few choice territories still open.
DEALERS: Communicate with your jobber to fill your order, or

Write or Wire Sample Order to

KAMERAPHONE CORP. OF AMERICA

Formerly SPECIALTY TRADING CO.

New York, N. Y.
Newspaper Advertising Help-J. A. Fischer Appoints Distributor-News of the Month

Trade throughout the Philadelphia Field

Talking Machines Especially Benefit From Vigorous Campaigns—Special Window Displays and Appliances have been offered at concessions that department line. So the trade enjoyed a betterment all along the line. It be more active as a result of the concentrated promotion. Much attention given by other concerns to sales were centered around the Victor there also was that was placed behind them by the manufacturer. Stimulated by the campaign talks given by the experts of the Victor forces who conducted the campaign in co-operation with the distributors. The distribution of the portables in the coal regions was facilitated by the visit of general sales manager E. Bauer, who had just returned from these parts enroute to a trip through the Southern territory, including Washington, D. C., and Baltimore, where he will feature the sales of the Guarantee portable for the Summer requirements.

Demonstration Through the Window

M. Grass & Son held window demonstrations all during the month when on Fridays and Saturdays weekly an employe stood in the display window and practically showed the usage of the radio in the Victor combinations.

Adds to Lines Handled

Mortons, Inc., is now confined to a single business with headquarters at 5010 Germantown avenue. In addition to talking machines a full line of musical merchandise is carried.

New Adler Royal Console Arrives

Initial shipments of the new console table model Royal phonograph with the built-in speaker and place for batteries were made in the Philadelphia branch territory coming under the local headquarters of the Adler Mfg. Co. with offices in the Jefferson Building during the past month. The local territory covers eastern Pennsylvania and southern New Jersey and the shipments were distributed over the field, among the trade. Since opening up the Philadelphia branch with W. A. Hanst in charge, the Royal phonographs have been gaining headway in this section.

Apportions Distributor for Valley Forge Line

J. A. Fischer, president of the J. A. Fischer Co., of this city, manufacturer of Valley Forge main springs and mica diaphragms, and a full line of talking machine repair materials, has announced the appointment of the Braiterman-Fedder Co. of Baltimore, Md., as a distributor of its line.

The Braiterman-Fedder Co. is a well-equipped organization which has adopted as its slogan "Desire to serve plus ability" and has already taken up the wholesaling of the Valley Forge line with much enthusiasm. The announcement of this new distributor is in line with President Fischer's plan for the establishment of representative distributing channels in the important trade centers of the country.

Firm Changes Hands

Control of the South Ninth Street Talking Machine Co., 938 South Ninth street, during the month passed into the hands of Joseph Coroley, who took over the interests of his former associate, Anthony Gallo. The firm deals in the Columbia, Victor and Okeh products and string instruments.

Stages Shout Exhibit

Exhibition of the Starr phonographs and the Gennett records and other musical instruments manufactured by the Starr Piano Co., was held in the final week of April at the Ben Franklin Hotel. The exhibition was under the direction of the W. W. Musical Instrument Co., of which Ben Witlin is president, local Starr distributor. During the week concerts, with the Starr phonographs and Gennett records and Starr pianos and accompanied by vocal and instrumental.

(Continued on page 128)
mental were given for the purpose of demonstrating the good qualities of the tone and rendition on these instruments. Dealers were invited to attend the demonstrations and to view the newest "School" phonograph which has been added to the line. This new school type is adapted for educational purposes. Other Starr instruments included in the exhibit, which was freely patronized by the dealers and educators in musical institutions, were the loud speakers and radio combination phonographs. This display was productive of orders from Supervisors of Music who attended the show and from the trade generally for the Starr and Genest instruments and records.

Increases Line of Products

The Cheney Sales Corp., with offices in the Jefferson Building, during the month introduced Gennett instruments and records. This display was productive of orders from the dealers and educators in musical institutions, were the loud speakers and radio combination phonographs. This display was productive of orders from Supervisors of Music who attended the show and from the trade generally for the Starr and Genest instruments and records.

A new dealer was added to the talking machine trade during mid-April when the store of Lupinacci & Gallo opened its doors for business at 763-765 South Eighth street as retailers of the Victor and Columbia lines. The members of the firm are Anthony Lupinacci and Anthony Gallo.

Big Okeh and Odeon Record Sales

Greatly increased sales of the Okeh and the Odeon records have been effected through the recent offer of the General Phonograph Co., which permits the cutting out of 400 numbers that are returnable at the rate of one of the old numbers for any other which the company manufactures. That this offer has been productive of greatly expanded demand for the records is verified by the business which the record division of Everybody's Talking Machine Co., 810 Arch street, distributor of the Okeeh and Odeon, is enjoying under the management of Sig mund L ehrman. Since annexing the records to their stock the owners of the Everybody's Co., Samuel Fingrudi and Philip E. Grabcask, have materially increased the number of dealers. Among dealers who were added in late April are Strawbridge & Clothier, People's Talking Machine Co., F. Rosen, the Humbosky Music Store and F. Boyer Smith, of Philadelphia and the H. E. Minkler Store, 36 Maple avenue, Trenton, N. J.

Home From Successful Trade Trip

Irvin R. Epstan, sales manager of the J. A. Fischer Co., of this city, manufacturer of the Valley Forge main spring, has just concluded a successful business trip to the near future. Mr. Epstan was greatly encouraged by the reception accorded the new organization by the many friends of J. A. Fischer. Edwin H. Mobley, head of the service department, is glad to announce the addition to his family of a little girl named Edwina.

Ernest R. Mobley, also associated in the service department, has just returned from an extended trip in the interest of his health.

Fine Poolely Publicity

The Poolely Co. of this city, has issued an attractive broadside in colors on Poolely radio combination phonographs with Atwater Kent and A-C Dayton Phono Sets. The message is based upon the national advertising campaign conducted by the Poolely Co. and is headed "Build Your Business on a Firm Foundation." The front covers of the group of magazines used visualize the extent of this publicity. Various Poolely-Atwater Kent distributors are sending these broadsides out to the dealers with their imprint.

Fine Guarantee Portable Publicity

The Guarantee Talking Machine Supply Co., manufacturer of talking machine parts and supplies and also manufacturer of the Guarantee portable, has issued an attractive circular on the latter product. This leatherette-covered portable is well equipped and has been produced at a price that has given it a strong position in the popular price market. The circular illustrates the Guarantee portable and gives its various specifications. Space is also left for the dealer's imprint.

It is reported that the demands for this portable have necessitated an increased schedule of production extending well into the future.

New Brunswick Dealers

New dealers who have been added to the list of the Quaker City branch of the Brunswick Co. are the D. Tattersdale Co., Camden; J. H. Lansterman, E. Stroudsburg, Pa.; Bennett Piano Co., Wilkes-Barre, Pa.; Prince Furniture Co., Hacketon, Pa.; and the B. B. Todd Co., Philadelphia. Manager E. B. Shidell attended the opening of the new store of Reifsnyder, Inc., of Reading, during the month, when the firm took possession of its new home at 951 Penn street in a formal opening and entertainment program consisting of concert and reception to a large crowd of patrons. A complete Brunswick department was installed and the Carl Fenton Orchestra, Brunswick artists, accompanied the musical numbers on the program. The firm is preparing to tie up with the local appearance on May 4 of Nick Lucas, Brunswick guitar and vocal artist.

Jos. W. Jones

J 80

Upright Victrola Receiver


H. A. Weymann & Son, Inc.

1108 Chestnut Street

PHILADELPHIA

VICTOR WHOLESALERS
Pooley Co. Introduces a New Radio Table to Trade

The newest product of the Pooley Co. and one which gives great promise of becoming the most popular number of the Pooley line, is the new Pooley radio table, particularly designed for use with the cabinet models of the Atwater Kent line. It is equipped with a battery compartment and a built-in loud speaker of marked merit. It also has a sliding shelf which contains on one side the Pooley log for listing dial settings. In addition to its general utility it constitutes a handsome piece of furniture, matching well with the set which is placed upon it and it is well built and attractively finished with a two-tone effect.

At the present growth of the Pooley Co. and the volume of business it is doing, it is to be gleaned from the report that present business is 100 per cent over the same period of last year. Big business is being planned for the coming Fall season. In anticipation of this big business a new building is being erected adjoining the present Pooley building, which will provide extra mill capacity, storage and garage. These added facilities will allow greatly increased production. The name of the company has been changed from the Pooley Furniture Co., Inc., to The Pooley Co. While the department for Pooley radio cabinets and Pooley radio phonographs constitutes the biggest end of the business, the manufacture of Pooley bedroom furniture will be continued as hitherto.

Additional attractive literature continues to be issued by the Pooley Co. for the use of its distributors. Another broadside was recently presented entitled "Come with Pooley into the Living Room." The distinctive design presented in the previous broadside was maintained, with a change in the message presented.

B. R. Stauffer, treasurer and general manager, states that the Pooley Co. will be prepared for the Fall season with a line well destined to build big business for the Pooley retailer.

The Music Master Corp. Augments Radio Products

This Development in Line With Policy of Company to Make Everything in Radio

Coincident with the annual radio congress of Music Master retailers and distributors, the Music Master Corp., of Philadelphia, Pa., has made public announcement of the expansion of the Music Master line. Back of this augmented line will be placed an advertising campaign greater than ever before in the history of the organization.

The Music Master loud speaker, with which the Music Master Corp. originally entered the radio field, is well known from coast to coast, and the quality of this horn has given a high standing to the name Music Master. This same quality is preserved in all the new Music Master products which are announced and all of which bear the Music Master name. The Music Master radio reproducer is now presented in the familiar horn type, also the cabinet model, and two other styles which are newly introduced—a metal cabinet with mahogany finish, and a pedestal model of solid mahogany.

The recent announcement of the Music Master B battery in 45 volts upright and horizontal is followed by the announcement of the B battery in 22½ volts, C battery in 44½ volts, and dry cell A battery in 1½ volts. At this time announcement is also made of the new Music Master storage A battery.

Perhaps of greatest importance is the announcement of Music Master receiving sets. These are presented in a wide range of prices and are a decidedly popular-priced set to the set enclosed in cabinets representing the highest types of aircraft furniture construction.

In the radio parts field there are presented Master condensers, potentiometers, rheostats, transformers, dials, phone plugs, porcelain sockets, loop antenna, head sets and phonograph attachments.

Upon the acquisition of the manufacturing plant of the company at Berks, Pa., it was hinted that before long the Music Master Corp. would make everything in radio. From its recent announcement it would seem that this is rapidly coming to pass.

The Carritt Music & Furniture Co., Detroit, Mich., has been incorporated with a capital stock of $30,000.

Edison Dealer in Java Finds Canvassing Pays

Rural Districts Covered and Instruments Left on Approval—Truck Specially Constructed for These Campaigns

Larsen, De Brey & Co., Edison dealers in Batavia, Java, in the Dutch East Indies, are attaining considerable success in selling Edison phonographs, not only to the residents in Batavia but also through an intensive canvassing campaign to those people who live in the country and outlying towns.

So implicit is the faith of this concern in the appeal of the Edison that it leaves the instruments in the homes of prospects on approval, feeling that a few evenings' enjoyment with the phonographs will clinch the sale.
New Jewett Sales Policy
Gives Exclusive Franchises

Jewett Radio & Phonograph Co., will lessen number of jobbers and dealers by granting exclusive territories—five-tube set announced.

T. F. W. Meyer, general sales manager of the Jewett Radio & Photogroph Co., Pontiac, Mich., manufacturer of the Jewett Super-Speaker, Highboy and other radio products, was a visitor to New York last week and while here announced the advent of the five-tube radio set. In connection with this important announcement Mr. Meyer also set forth in detail the new Jewett sales policy, which will undoubtedly prove of keen interest to the radio industry as a whole. A statement by Mr. Meyer regarding this new distribution plan was as follows:

"With the advent of the Jewett set, which becomes part of our line this summer, the Jewett products enter a new era of distribution. Its basis will be one of protection to the distributor. To effect this a highly restrictive policy will be put into effect. The number of our distributors will be greatly reduced; likewise the number of dealers.

"Those to whom will be issued a franchise to merchandise Jewett products will be the fortunate possessors of an iron-clad contract, guaranteeing them a specific territory in which to do business unhampered by competition with any other Jewett distributor.

"They will be protected absolutely against any price-cutting or any other practice which will tend to lessen the value of their franchise. They will be supported by the soundest merchandising practice and a sound and consistent advertising and publicity policy in addition to A-1 grade of product.

"This policy is certain to reap rich rewards for the distributors and dealers to whom the franchise is awarded. Naturally the Jewett Co. must pick as its representatives distributors and dealers whose standing is such as to make the most of this plan. It goes without saying that our whole idea is to eliminate what the radio trade commonly refers to as the 'gyp.' The distributors and dealers we want to enfranchise are those whose financial standing, whose past trade practice and whose future prospects make certain that they will handle the Jewett line with the care and energy that is necessary to insure a profit right down the line from manufacturer to distributor to the dealer—and finally to insure satisfied customers.

"How close we are going to have to the line we have laid out is quickly apparent when we say that in such big metropolian centers as New York and Chicago there will be only one distributor to serve the trade.

"It will be the duty of this distributor to allot the franchises to the dealers, but the Jewett Co. reserves the right to pass on each such franchise before it is accepted.

"Just as each distributor in his respective territory is protected against competition, so will each dealer be protected against competition in the trade zone he serves.

"This policy of merchandising Jewett radio apparatus is a forerunner of what ultimately will become standard radio merchandising practice. It follows the trade policy of selling automobiles, a policy that has proved immensely satisfactory in that field and will certainly prove to be so in the radio field. It will eliminate unfair practice, at least so far as Jewett products are concerned, and will protect twelve months in the year every radio merchant who holds a Jewett franchise.

"Our line this Autumn will include the Jewett five-tube set, in two models: the Jewett Super-Speaker, both in the familiar $30 model and in the new $40 console model; the Jewett Highboy, an extraordinary piece of fine furniture containing the Super-Speaker and selling at $100; the Venuco Unit, the Micro Dial and the Parkay cabinet."

Sonora Co. Announces a Radio Receiving Set

Important Announcement in This Connection
Made by Frank V. Goodman, General Sales Manager—Trade Enthusiastic

Frank V. Goodman, general sales manager of the Sonora Phonograph Co., Inc., announced this month the Sonora radio receiving set. The advent of this set has been awaited by keen interest by dealers everywhere and the first announcement has met with the enthusiastic approval of the entire Sonora selling organization.

The same Sonora channels of distribution that have applied to Sonora phonographs, radio

OUR LATEST ADDITION!
Non-Adjustable Units!

Attention—

Horn, radio cabinet and radio combination phonograph manufacturers. Our new non-adjustable unit, the Peer of them all, is ready for deliveries now.

Supplied both ADJUSTABLE and NON-ADJUSTABLE in any finishes required. UNFINISHED ALSO.

You'll understand why our units are such big sellers when you compare them with others selling for double the price.

JOBBERS, write today for details of the MUTUAL exclusive proposition.

Address our Executive Office at 149-151 Lafayette Street
New York City

AMALI PHONOGRAPH STAG, C. R.

DISTRIBUTORS

Canadian Acme Street & Gray, Ltd. 1301 King St. West, Toronto, Can.

Miketone Graftings, S. A. Argonaut Building, Chicago City, Ill.

Sta Tja & Otter Music Co. 220 W. Randolph St., Chicago, Ill.

Arthur Brand & Co. 346 W. Vincennes, Ohio.

Waltzer Hardware Co. 311 S. and Washington Ave., St. Louis, Mo.
Third National Music Week
Celebrated Week of May 3

May 15, 1925

THE TALKING MACHINE WORLD

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The Zimmermann-Bitter Co.
Equips New Landay Hall

Artistic Creation Wins Praise of Critical Visitors and General Public

The Zimmermann-Bitter Construction Co., New York, designer, manufacturer and installer of equipment in music stores, has recently completed the installation of the handsome new Landay store known as Landay Hall at Forty-second street and Sixth avenue, New York, the formal opening of which is referred to elsewhere in this issue.

The installation consists of the first floor, which is equipped as a display room for pianos.

Edison Denver Distributor
Has First Anniversary

Edison Phonograph Distributing Co. Completes First Year as Jobber—In This Period Increases Number of Dealers Eleven Per Cent

DENVER, Colo., May 6.—William R. MacDonald, of the Edison Phonograph Distributing Co., Edison distributor for this territory, in commenting on business for the past year, the period for which this concern has distributed Edison products, states that "the first year is the hardest." The past twelve months have seen, however, this progressive company increase the number of its dealers by eleven per cent, not including dealers located in additional territory recently allotted it.

Mainly responsible for the success which the company is encountering is the dealers' sample system of "Try before you buy," which has been installed extensively and which has resulted in a considerable increase in new release sales.

Remo Corp. Is Marketing Junior Radio Tube Reviver

MERIDEN, Conn., May 7.—The Remo Corp., of this city, has just placed another new product on the market which is to be known as the Junior Type Remo radio tube reviver. This device revives one standard tube of the 201A type, or 199, or by the use of an adapter two tubes of the 199 type.

L. Groener has purchased the Glattville Music Shop, of Glattville, Wis.

One handle handles it

TRADE MARK
"Master of movable music"

4 YEARS HAVE PROVED
OUTING PORTABLES
ARE THE BEST

SENIOR, $37.50
JUNIOR, $25.00

DISTRIBUTORS
A. C. ERISHAN CO. ..........175 Tremont St., Boston, Mass.
GENERAL PHONOGRAPH CORP........25 West 14th St., New York, N. Y.
EVERYBODY'S TALKING MACHINE CO., INC., 580 Arch St., Phila., Pa.
10000 CO. ............318 Franklin St., Buffalo, N. Y.
JAMES C. FOLK CO., INC. ..........1106 South Broad St., Richmond, Va.
HELMAN HARDWARE & MFG. CO. ....111 E. Main St., Louisville, Ky.
STERLING ROLL & RECORD CO. ....137 West 44th St., Cincinnati, O.
OLNEY MUSICAL SALES CO. ........1747 Chester Ave, Cleveland, O.
C. L. MARSHALL CO. ...........315 Griswold St., Detroit, Mich.
TARG & DINNER MUSIC CO. ........299 West Randolph St., Chicago, Il.
EDWARD G. HOCH CO. .......27 No. 4th St., Minneapolis, Minn.
MAJESTIC MUSIC SHOP ..........16 South 7th St., Minneapolis, Minn.
RINER MUSIC HOUSE .......545 Main St., Dubuque, Iowa
MARKS PHONOGRAPH & RADIO CORP. .2215 Pine St., St. Louis, Mo.
SCHMELZER CO. ..........210 Franklin St., Buffalo, N. Y.
CARL FLORENCE ..........514 Charles Bldg., Denver, Colo.
WALTER S. GRAY & CO. ...2004 Mission St., San Francisco, 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, Australia; Brisbane and Perth, Australia; Wellington, New Zealand.

Contact Us
bart@theroom.com
(203) 267-9059
70 Mountain Road, Wilton, CT 06897

Shipping Information
Free Overnight Shipping with FedEx on all new orders.

About Us
The Room is a premier destination for music lovers and audiophiles. We specialize in high-quality, vintage and antique musical instruments, turntables, amplifiers, and more. Our collection includes rare and collectible items from around the world. Whether you're an expert or a novice, we have something for everyone. Come visit us in person or shop online today. Thank you! The Room Staff.
Montreal Radio Trades Association Is Formed to Wage War on Trade Evils

Protest Against Proposed Amendment of Copyright Act to Be Forwarded to the Prime Minister—C. W. Lindsay, Ltd., Decides to Pay Bonus After Very Successful Year—The News

MONTREAL, CAN., May 7—Suppliñt radio stocks in the hands of various manufacturers still have a bad effect through being dumped on the market at auction prices. Buyers who purchased from the same manufacturers in good faith are forced to meet retail prices below their costs, and no improvement is expected until the public takes up the cut price items now available. In order to cope with the situation, dealers are showing more interest in products of manufacturers who have more stable prices, and who apparently refuse to add to the disturbed conditions by slash¬ing prices. Standard parts and sets of several leading manufacturers have not been as seriously affected as those made by firms who have been attracted to the radio field, and who went ahead on production programs far ahead of the ability of the market to absorb their output. Hope for improvement is displayed by a section of the trade, and a slightly more optimistic tone is in evidence. The public appears to show some doubt about quality of low priced articles even when marked at auction prices.

To combat the various evils in the local trade as they become established as a staple line because of the quality of low priced articles even when marked at auction prices, the public appears to show some doubt about quality of low priced articles even when marked at auction prices. The Question of affairs by slashing prices.

In order to cope with the situation, dealers are showing more interest in products of manufacturers who have more stable prices, and who apparently refuse to add to the disturbed conditions by slashing prices. Standard parts and sets of several leading manufacturers have not been as seriously affected as those made by firms who have been attracted to the radio field, and who went ahead on production programs far ahead of the ability of the market to absorb their output. Hope for improvement is displayed by a section of the trade, and a slightly more optimistic tone is in evidence. The public appears to show some doubt about quality of low priced articles even when marked at auction prices.

Protest against the proposed amendment to the Copyright Act which would enable copyrights being broadcast by radio will be forwarded to the Right Hon. W. I. Mackenzie King, Prime Minister, by the Electrical Club of Montreal. Unanimous decision to do this was made at a recent weekly luncheon of the club in the Queen's Hotel.

Second reading has already been given to the amendment, copy¬right music being broadcast by radio will be forwarded to the Right Hon. W. I. Mackenzie King, Prime Minister, by the Electrical Club of Montreal. Unanimous decision to do this was made at a recent weekly luncheon of the club in the Queen's Hotel.

The Ouellette Brunswick Shop, Windsor, Ont., carries a bonus of 50 per cent of common stock. The Dynergy Radio Co., Ltd., has been incorporated under a Dominion charter to acquire the Canadian-manufacturing rights of the Lavenburg Corp., of the United States, inventors of the Dynergy radio receiving set, and the Dynergy power unit, which enables any and all makes of radio now on the market to operate without batteries; and to carry on the manufacture and distribution throughout Canada of these two separate products.

Clever Stunts and Tie-Ups of Toronto Retailers Create Interest in Their Lines

Sonora Phonograph Replaces Orchestra in Theatre Tie-Up—Brunswick Radiola Popularity Continues—"Canadian" Portable Makes Debut—Radio Window Makes 'Em Stop and Look

Toronto, Ont., May 7—A clever stunt was recently staged by Manager Leonard Bishop, of the Regent Theatre, Ottawa, in cooperation with the C. W. Lindsay, Ltd., branch of that city during the presentation of the clown tragedy, "He Who Gets Slapped." In place of the usual orchestra overture a phonograph selection of appropriate nature was played.

The machine was placed in the centre of the orchestra pit and actual accompaniment was played on the pipe organ, the organ and the phonograph being synchronized as to key, volume of tone, etc. The quick change was a complete success.

The Ouellette Brunswick Shop, Windsor, Ont., has removed to new and more commodious premises, located at 20 London street, where it now has at the disposal of its increasing number of customers one of the finest and most complete music stores in the Dominion. Mr. Ouellette claims the largest and most healthful record business in Windsor, and points with pride to the exclusive selection of Brunswick artists as one of the main reasons for this growth.

Wm. F. Hitchcock, head of the Phonomotor Co., Rochester, announces that he was advised recently by the Hydro-Electric Power Commission of Ontario, that the Phonomotor had been approved by the Commission's laboratories and distribution permitted in Canada. Mr. Hitchcock is naturally highly elated with the recognition accorded his electric motor.

V. B. Hodges, sales manager of the Brunswick phonograph division, states that the sales of radio trades of Canada are now undoubtedly realizing the tremendous possibilities of the Radiola line, and are aware that the Brunswick policy of permitting dealers is thoroughly appreciated.

He states they are well satisfied with the efforts put behind the Brunswick Radiola by the music trades, and is of the opinion now that the combination model has been properly introduced to the music trades and the public, the returns will be even greater.

C. R. Fraser Co., Ltd., Canadian representative of F. A. D. Andrea, Inc., has distributed to its jobbers and dealers a beautiful and very effective window display featuring FADA neutrodyne receivers.

A new Canadian-made portable phonograph, to be known as the "Canadian" and to retail at $30, has just been placed on the market by W. E. Field & Sons, Limited, Sales Co.

Perser Bull & Co., Ltd., radio distributors, have removed to the Radio Building, 445-447 King street, West, where they have more space available for their ever-growing clientele.

At the recent annual meeting of the Burndet of Canada, Ltd., S. B. Trainer was re-elected president, and H. B. McKenzie was elected to the office of general manager.

Robertson Pingle & Tilley, Ltd., Ottawa, in order to direct and attract attention to their radio sets, recently placed in their show window a handsome receiving outfit in which were placed electric light bulbs of small size which were attached to the electric service, these lights were allowed to burn all day and all night and gave the idea to the general public that the radio tubes were being used up. More than one passerby stopped and notified this firm that they were ruining their batteries by leaving the set on all night.

The Harry Whitehouse Music Co. has opened in the Musica Block, Port Arthur, Ont., carrying phonographs, records, etc.

The R. S. Williams & Sons Co., Ltd., have secured the Canadian distributing sales rights for the Outing portable phonograph machine, which is well known on the American side through its up-to-date slogan: "One handle handles it." They expect to place a large number of these machines throughout the Dominion.
THANK YOU MR. ADVERTISER FOR LETTING US KNOW OF THIS INTERESTING RESULT OF YOUR ADVERTISING.

Mr. Lee M. Robinson
Advertising Manager
Talking Machine World
New York City.

Dear Mr. Robinson:

The attached postal card, embodying a request from a Victor dealer in Austria for information relative to our Weekly Victor Record Display Card Service, as advertised in a recent issue of your publication, is eloquent of the extent to which your paper is read and not at all unfavorable as evidence of a widespread circulation.

The ad referred to appeared in the November issue of the World and was successful in bringing numerous new "domestic" subscribers into our fold aside from producing this European request.

Very truly yours,
MUSICAL INSTRUMENT SALES COMPANY

Budapest, January 2d, 1925

MUSICAL INSTRUMENTS SALES Co.,
673 Eighth Avenue,
NEW YORK CITY.

Gentlemen:

Having read your advertisement in The Talking Machine World, number of November 15th, we would like you to send us samples of your painted show-cards respectively to give us information about the M. I. S. service.

We are therefore awaiting your samples as well as a description of the service and hoping to enter into profitable business relations with you, we are,

Yours faithfully,
ROZSAVOLGYI & Co.

The "Big Book with the Orange Cover" has maintained a paid circulation and a world-wide influence for over 20 years.
Radio Corp. of America Announces Two Portables

New Radiola Portable Super-Heterodynes Have Many Interesting Features—Expected to Meet Summer Need for Small Radio Set

The Radio Corp. of America has just announced two new Radiola portable super-heterodynes which are also being announced to the general public in the Saturday Evening Post.

The new model 24 employs six of the standard UV-199 Radiotrons and a specially designed horn, "snake" type. The portable set proper has the necessary space for three standard size "A" dry batteries, four intermediate size "B" batteries and the tubular type of grid batteries. The home battery box provides space for the use of external batteries of the larger size.

The Radiola 24, when fully equipped, including batteries, weighs approximately forty pounds, and measures 213/4 x 16 x 71/2". The new instrument, complete with six Radiotrons but without batteries, lists at $195. The Radiola 26 portable super-heterodyne is enclosed in a grained walnut cabinet, 141/2" x 13" x 9 1/2". It also has a home battery box finished to match a portable set proper. The circuit and tuning controls are of the general type employed with the Radiola 24, and other super-heterodynes. The loop is specially designed so that it may be removed from the front door frame and attached to the rear of the cabinet, thus permitting the set to be operated while it is being carried. The Radiola 26 employs six of the standard UV-199 tubes and has a specially designed horn, "snake" type. The portable set proper has the necessary space for three standard size "A" dry batteries, four intermediate size "B" batteries and the tubular type of grid batteries. The home battery box provides space for the be operated either from the shorter life batteries in the cabinet proper or the longer life batteries in the home battery box, and also contains the antenna tuning element with binding posts for connections to an aerial or ground wire. With the addition of either an indoor or outdoor aerial, Radiola 26 provides loud speaker operation over very great distances.

The Radiola 26, complete with batteries for portable use, but without the home battery box, weighs approximately forty pounds. The list price of the new instrument, complete with the home battery box containing the antenna couple and six UV-199 Radiotrons, is $225.

Unusual Numbers in Edison Record Release

The new releases of Edison records for the current month include a record by the distinguished artist, Anna Case. On one side is "The Indian Love Call" by "Rose Marie," and on the other, "Indian Dawn," by Zanzerk. There is also another organ record which is a recording of ("Most of All") "I Want Your Love." On the reverse side is "I Found a Way to Love You," sung by the well-known tenor, James Douglierty.

The vaudeville headliner, Ben Smith, also is included in the new releases in a number entitled "I Am Looking for a Union Sweetheart." On the other side Bill Jones, the popular tenor, sings "I'll Make the Pies Like Mother Made." Among the important orchestra releases is a record by Mel Craig's Orchestra, well known in vaudeville, who on one side play "By the Waters of Minnesota," and on the other, "In the Garden of To-morrow."

Distinguishing Features in Utah Loud Speaker

Chicago, Ill., May 7—The engineering department of the Utah Radiator Co., city, has just announced an interesting development in loud speakers, representing a new principle of sound deflection. In a speaker that stands only 8 1/2 inches high and six inches across at its base, the Utah engineers have compressed a tone chamber that they state is equal to the chamber found in the usual long horn type of speaker. This is accomplished by three deflections of sound, each deflection amplifying the sound volume.

The Utah Super Reflex Speaker, as the instrument is called, incorporates the advanced Utah unit which has already attained wide popularity. This unit is self-adjusting to all radio receivers and eliminates all need of diaphragm adjustments. No springs are used and it is of Utah non-metallic construction. The speaker is finished in a beautiful dull mahogany brown and fits into a very small space. Production facilities at the Utah plant will enable the company to co-operate with its dealers to excellent advantage.
Attention Dealers and Jobbers

In the upper left-hand corner of this page is a reproduction of an advertisement that appeared in the Kansas City Star on April 5th. We want to call your attention to three things in this add.

First—The Retail Price—$8.48
Second—The Picture—it is Not a Peter Pan
Third—The Words—“Peter Pan” in Large Type

As to the first two we have nothing to say as we make no pretense of competing with the cheaper types of machines.

BUT AS TO THE USE OF THE WORDS “PETER PAN”

in connection with such machines we must protest and take exception.

The name PETER PAN when used in connection with any musical instrument including the RADIO has been filed with the U. S. Patent Office by the PETER PAN GRAMOPHONE CO. and we shall prosecute its use by any other concern. This ad. is run in response to protests from DEALERS who, having seen it, believed the price of the GENUINE PETER PAN was being cut.

The PETER PAN GRAMOPHONE sells at one price EVERYWHERE and we are doing our utmost in having this price maintained—mainly by supplying a machine that is worth the money.

Take a good look at the pictures of the REAL PETER PAN GRAMOPHONE and don't confuse with any other make.

Black Imitation Leather $20
De Luxe Brown Leather or Imitation Crocodile Leather $25

One Price Everywhere F. O. B. New York
Dealers Discount 40% From List Price

PETER PAN GRAMOPHONE CO.
342 Madison Ave., New York
There were great expectations in the trade for the coming year, and the plans for the year, was put into effect. The sales for the previous year, were reduced, and the designs of the sets, cabinet work, etc., will not be seasonal additions. While the new sets will carry some radical improvements they will be identical in all essentials. The new Priess "Straight Eight" will enclose within its cabinet every needed accessory, making it self-contained. This will include dry batteries, loop operation, five stages of audio frequency, tube detector and two stages of audio amplification. The price of the new sets will range from $10.00 to $15.00, depending on the model and the features included.

Dealers Know Newport Is Balanced Properly

The Newport Radio Corp. of New York City, manufacturer of the Newport radio receivers, of which William H. Priess is the head, has announced a new product to be known as the Newport "Tonal Quality". The sales for the coming year are expected to be high, and the company directors remain deaf and announce that victory is near.

In all prior years it had been impossible to satisfy the demands of the trade at the Christmas season. The sales for the coming year are expected to be high, and the company directors remain deaf and announce that victory is near.

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

The Newport emphasizes no particular reception factor. It is the remarkable Tonal Quality, for example, is not sacrificed to Volume. The Newport is a good receiver, built in a piece of fine furniture.

Death of Miss Elsie Buehn

PHILADELPHIA, PA., May 9.—After many months' illness Miss Elsie Buehn, daughter of Mr. and Mrs. Louis Buehn, passed away on Wednesday evening of last week. Her father, Louis Buehn, president of the Philadelphia Victor Distributors, Ltd., is one of the most prominent members of the talking machine industry. His host of friends throughout the talking machine trade learned with sorrow of his illness and extend to him their sincere sympathies in the loss which he has suffered.

Miss Buehn was the oldest of the children and is survived by, in addition to her parents, a sister, Adeline, and brother, Louis Buehn, Jr.

Ira Greene, well known in radio circles and who recently placed on the market the new Power radio receiving set, is receiving the congratulations of his many friends in the trade upon the birth of a son, Roger Horace Greene, who was born on Monday, May 4.
Declaration of Principles in Radio Merchandising Adopted by Association


At a meeting of the Executive Committee of the Talking Machine and Radio Men, Inc., held on May 8, the most dominating business transacted was the adoption of a comprehensive schedule of recommendations on the matter of handling radio apparatus designed to aid the retailer in selling radio on a profitable basis and to help the manufacturer in so adjusting his affairs as to assist in the stabilization of the industry.

The schedule, which contains a number of interesting and pertinent suggestions, both for the dealer and the manufacturer, is in a sense the outgrowth of two meetings of radio manufacturers and their representatives with the members of the Executive Committee of the Association in the last couple of months, wherein an effort was made to reach some general understanding of merchandising policies that would prove advantageous both to the manufacturer and his dealer.

It was largely through the efforts of Irwin Kurtz, president of the Association, that this body has been effective in a marked degree. The schedule of recommendations as adopted by the Executive Committee and submitted for ratification to the membership at a large gathering held on May 13 read in full as follows:

A Few Lines Rather Than Many

1. Suspend all contests from concentration. It is therefore that we recommend that the general handling of sets by dealers should be discontinued. A dealer should handle the products of no more than three manufacturers, and these products should cover the field in price, style, and mark-up, by keeping themselves to four or five product lines, the proper presentations and sales pitch can be put behind the products of the manufacturer. Proper representation to manufacturers will encourage them in their future development. In selling the four products we correctly urge that the dealers employ every precaution to select manufacturers who use proper merchandising methods and whose past can commend itself to the dealer, to the end as rapidly as possible he should put on a real business basis and take himself out of his gold mine of a day.

We believe that a real dealer's franchise propositions, backed by an earnest endeavor by the manufacturer to make the franchise a valuable one, may be the solution of the difficulties of the trade. At this time, however, we make the recommendation that there be a general suspension of franchises.

Handle Receivers of Reputation

2. For the dealer's own protection, he should handle only such sets as are standard, nationally advertised and whose past can commend itself to the dealer. Such merchandise becomes practically valueless as soon as the height of the crest is passed and his profits thereby are destroyed. Still, another manufacturer's inventory on which great hopes are taken. Very frequently the dealer makes a handsome profit during the name and gives it all back in the way of loss on inventory at the end of the season, having got nothing more than a mere living out of his hard work. Standard merchandise purchased at a living discount and backed by a manufacturer of reliable standing, honestly advertised, affords the greatest assurance.

The Question of Service

3. We recommend that all dealers be prepared to give proper service upon sets sold, and that the service portion of their business be stressed in advertising and window displays, so that the public have an assurance that after a set is sold in their house the dealer will stand behind the set, and not to the contrary. To continue service given to a customer will develop the dealer's good will and bring him an endless amount of reputation. Further building in the reflection of his past and present overhead and the increase in his net profit. An investment made in service work and advertising will reap a big return. In less of a home service department, arrangements can be made with certain well-known service organizations now being used by some of the leading retailers.

4. We recommend that an immediate effort be made to train ourselves and your clerks so that intelligent service and advice shall be given not only to purchasers in regard to the operation and maintenance of their sets, but also to all prospective purchasers.

We recommend that all sets that are advertised for sale be displayed in suitable window or in store, be advertised and marked under their "stripped" price only and never equipped unless the set is one of those in which the parts are made by the manufacturers of the set, in which event the set shall be marketed under its complete price, fully equipped. When advertising complete sets, all accessories should be named.

Pertinent Suggestions to Manufacturers

5. We earnestly recommend to the manufacturers of the country that there be only one discount price offered to dealers, regardless of the quantity purchased, and that the price offered should enable a dealer to make a fair profit; also that at no time should the manufacturer offer further discounts for quantity purchases, thus putting all dealers on an equal footing.

6. We desire to call the attention of the manufacturers of the country the fact that more jobbers do not necessarily mean more business, that there should be fewer and better jobbers. That they should currently endeavor to see to it that those receiving jobbers' discounts are real jobbers and not the operators of corner stores, department stores, etc.

7. We further recommend to all manufacturers that if they change their models or their prices they notify their jobbers and dealers in writing at least ninety days in advance of the change and at termination of said ninety days a satisfactory adjustment be made.

Copies of the schedule will be sent to all the associations in the radio trade throughout the country, as well as to a number outside the field, with the suggestion that they ratify it in whole or in part, suggest additions, and endeavor to make the move for better radio merchandising a national factor.

New Radio Freight Rates Suspended Until Sept. 14

Interstate Commerce Commission Orders Suspension of Increased Rates Until That Date to Await Results of Pending Cases

WASHINGTON, D.C., May 11.—The Interstate Commerce Commission has ordered the suspension until September 14 of a proposed classification of radio sets under which railroad freight rates would be substantially increased.

The new classification would have become effective May 17. The Commission now has before it a similar case, in which a proposed classification of radio sets was suspended until next week in order that an investigation might be made. Hearings were held on this case last month, and attorneys for the various parties interested were given until May 15 in which to file briefs.

Brandeis Gotham Office Moved

C. Brandes, Inc., manufacturer of brand-name radio receivers and head sets, has moved its New York office to the Woolworth building. The office is under the direction of M. C. Rypinski, vice-president in charge of sales. The growth of Brandes popularity in England is also notable. Two and a half years ago, W. A. Bartlett sailed for England as a sales representative for the products of a subsidiary company, Brandes, Ltd., which has been formed with a large manufacturing plant in Slough, Bucks, England and office headquarters at London.

New Music Store Opens

A new music store has been opened in the Baker Building on Limestone street, Gaffney, S. C., by Gaffney Willis & Smith, handling a general stock of music goods.
Thomas A. Edison, Home From South, Gives Views on Vital Trade Questions

Famous Inventor Expresses Confidence That the Phonograph Is Certain to Increase in Popularity—Remarks on Installation Selling Essential to Trade Prosperity—Discusses Rubber Growing

Thomas A. Edison, the world-famous inventor, returned from his Winter vacation in Fort Myers, Fla., on April 20 and again assumed active charge of the company bearing his name, of which he is president. When seen by the representative of The World, Mr. Edison seemed to have benefited greatly by his sojourn South, being in the best of health as well as in the best of spirits.

In chatting with The World, he said that the Edison company during the past six months has conducted a very extensive and detailed survey in the phonograph industry and that, as a result of the data which has been secured, he is thoroughly confident of the future of the phonograph.

Now that radio has passed through its initial boom, Mr. Edison feels that the phonograph is certain to become increasing popular, as a type of musical instrument which can be depended on at all times to deliver an essentially satisfactory musical result, and an opportunity to listen to exactly what one desires at any given time. Mr. Edison has, therefore, the greatest faith in the future public demand for high-grade phonographs backed by service.

When queried about the recent vigorous propaganda being conducted by savings banks to discourage installment selling, Mr. Edison stated that in his judgment there is no likelihood of there being any great curtailment of installment selling in the musical instrument field or, for that matter, to a great extent in other fields. He regards the installment method of selling as the one means by which the great mass of working people and others of moderate income can acquire those things which they desire to own, and he takes the well-grounded stand that if the majority of the American people must wait to acquire the full purchase price before they can enjoy their desires, they will still be realized. Hence, he concludes that, not only will installment selling continue on an extensive scale, despite any propaganda to the contrary, but that this form of selling has blessed many people with the only means by which the median man can own the products of America.

Mr. Edison has blessed many people with the only means by which the median man can own the products of America.

However, he is thoroughly confident of the future of the phonograph industry and that, according to the opinion of the Edison company, the Thermiodyne Corp. has at its disposal one of the most comprehensive distributing organizations in the country.

The national advertising campaign featuring Thermiodyne sets opened in New York a few days ago and simultaneously with the appearance of advertising material in numerous newspapers, other forms of advertising are appearing in all of the 500 United stores in greater New York. The instrument itself is being displayed in over eighty of these stores, while serial demonstration of the Thermiodyne in all of the branches in which the United Cigar Stores Co. maintains its principal radio departments is adding materially to the success of the campaign.

The Thermiodyne set has made very rapid progress during the past year, necessitating the material expansion of its factory facilities at Plattsmouth, Neb. The company has never introduced a cut in price since the instrument was placed on the market, and it is expected that the deal with the United Cigar Stores Co. will give the product exceptional popularity. Mr. Potter states that the contract was closed after conversations with several of the leading phonograph jobbers and retailers, who advised him that they would welcome the new idea of distribution because the prestige, advertising and publicity of the United Cigar Stores Co. will add another dimension to the activities of the Thermiodyne Corp.

New House Organ Issued by the Adler Mfg. Co.

The "Adler-Royal" is the name of the new house organ just issued by the Adler Mfg. Co., of New York and Louisville, manufacturer of Adler-Royal phonograph and recording and gramophone products. While Adler-Royal is officially designated as the name, it is a new name for which a new name will be chosen for this very attractive house organ. All Adler-Royal dealers and their employees are eligible to compete and the prizes include an Adler-Royal phonograph, a 200-console radio speaker, and a number 100 speaker.

Ralph H. Meade, advertising and sales promotion manager of the Adler Mfg. Co., is responsible for the new house organ, and also for the number and any indication of future editions, this publication is going to be of real value. The manufacturing article, written by Lambert P. Scudder, vice-president and general sales manager of the company, is entitled "What the Adler-Royal Franchise Holds For You." And a double-page spread presents the officers of the Adler Beef Ball Manufacturing Co., including the entire executive personnel and factory heads. Dealers are invited to contribute to the new house organ, which is going to be issued twice a month, and as consideration, it is planned, will contain much that is helpful in a merchandising way.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC. REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

OF THE TALKING MACHINE WORLD, published MONTHLY, at NEW YORK, N. Y., for April 1, 1925.

Published at Brooklyn, N. Y., by the Talking Machine World Corp., a corporation of New York.

For the period ending March 30, 1925.

The object of publication of the Talking Machine World is the dissemination of news and information relative to the phonograph industry.

Known to the public by the title of "The Talking Machine World," and to the subscribers as "Machine World," the publication of the Talking Machine World is going to be of real value.

Every "Murdock" set is backed by our 20 years of success in the phonograph business.

DEALERS: You can offer this well-known set WITH-OUT the built-in loudspeaker for only $29.50—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 Neon Thermiodyne is a set of outstanding value. It is an exact reproduction of the Thermiodyne standard since 1904. It is encased in a handsome mahogany cabinet, complete with shelf, listening room inclosure, and the cabinet for your "B" batteries. Batteries and tubes are the only accessories necessary.

WM. J. MURDOCK COMPANY

Branch Offices: NEW YORK LOS ANGELES WASHINGTON SAN FRANCISCO CHICAGO SEATTLE

MURDOCK RADIO PRODUCTS

Standard since 1904

138 THE TALKING MACHINE WORLD

May 15, 1925
Improvement in New England Business
Creates Better Feeling in the Trade

Music Week Largely Responsible for Stimulation of Sales—Columbia Dealers Looking Forward to
Good Business—Brunswick Dealers' Gathering a Great Success—Other Trade Activities

BOSTON, MASS., May 8—Business has shown a little improvement these past two weeks, and the houses that are carrying radio have been the first to feel the effects of the improved conditions. Of course a spurt is due to Music Week—the second music week is under way and the programs have begun very well. All the music quarters are stressing these seven days, and making as much as possible of them. Demonstrations are going on all around and many of the houses have arranged to have their programs broadcast. Thus, while many persons will hear all kinds of concerts, vocal and instrumental, a vast army of others are receiving their programs via the air. Judging by the way the week has begun it looks as if the second Music Week was going to be a profound success.

Columbia Trade Optimistic

William S. Parks, manager of the New England department of the Columbia Co., was down in Maine a week or so ago and he reports that he found conditions improving and, with everyone looking for pretty good business the next few weeks. Mr. Parks also was in New York a few days ago, his trip over being primarily to procure a stock of French and Portuguese recordings, which he says is an end of the business that has been neglected. The trade, which caters to the Portuguese, and who are large in mill centers, are most enthusiastic over the prospects of getting something that can be sold readily, and several large orders already have been placed. Mr. Parks has just had here at his request Arthur Burgh, the supervisor of the recording laboratories, who was in town for a few days.

Great Gathering of Brunswick Dealers

The tremendous success of the gathering of Brunswick retailers held recently in this city under the direction of Harry L. Spencer, branch manager of the Brunswick-Balke-Collender Co., is best evidenced by the telegram that Mr. Spencer forwarded to A. J. Kendrick, general sales manager of the phonograph division of the Brunswick-Balke-Collender Co. This telegram reads as follows: "140 New England dealers met at Boston office to-night; wonderful success; most enthusiastic meeting ever held. Watch Boston go from now on."

This gathering of 140 music merchants was accomplished within forty-eight hours by telegram and personal communication and the response was almost spontaneous. A buffet luncheon was served at 6 o'clock and the meeting was opened by Mr. Spencer, who introduced Wm. R. Piper, special representative of the Brunswick sales division in Chicago. Mr. Piper made an exceptionally forceful and interesting address that gave the dealers present an intimate idea of the sales and musical importance of the Brunswick Radiola product.

Commenting upon this very successful meeting, Mr. Spencer said: "It was indeed gratifying to secure such a large gathering in view of economic conditions as they exist at the present time. It showed us that the average music merchant in the New England States will be able to see the light of day without any delay and intelligently understand the selling and merchandising of the Brunswick line as well as its possibilities."

In connection with this very interesting meeting, the Boston Herald-Traveler carried in its Sunday edition a complete account of Mr. Piper's address, using photographs of both Mr. Spencer and Mr. Piper. The dealers throughout the New England States are keenly enthusiastic as to the practical results secured at the meeting, and Mr. Spencer has been congratulated upon the program presented to the retailers under his direction.

Featuring the Operadio

The A. C. Erisman Co., of this city, is now focussing attention on the Operadio, for which it is finding large sales. Advertised as the "original self-contained radio set," it is being heralded locally as the "truly wireless radio." Mr. Erisman has a mass of good literature on this set and the trade is being well-informed as to its merits. Dealers, therefore, are looking into the proposition carefully and many of them have decided to carry it in stock.

Fire in Walter Gillis' Store

Walter Gillis, the Boylston street talking machine merchant, suffered a slight fire a few days ago and he is now advertising a fire sale. Walter was sitting at his desk when he saw a volume of smoke roll up from the basement and upon investigation found a brisk blast in a closet. He grabbed a fire pail and doused the blaze with water. While his stock of Victor and Brunswick lines suffered no actual damage from fire there was a smoke damage.

Platt Spencer Injured

Platt Spencer, of the sales force of the Brunswick Co., is going around these days with his right hand bandaged and his friends are full of words of compassion and sympathy. Platt was fooling not long ago with one of his friends and in attempting to jokingly deliver a broadside he broke several of his fingers, thus necessitating medical attention. However, Platt keeps right on the road, gets things in order, and thither, and by persistence and personality selling the Brunswick line.

The East Boston Music Store in Meridian street has lately taken on a line of the Brunswick goods and already has found a good demand for them.

The Brunswick headquarters in Kingston street are replete with a big and striking sign in green and gold, which runs vertically on the front of the building. No one can possibly miss the sign, which is an unsual one.

Widener's Made Music Master Distributor

Widener's, of this city, has been appointed New England distributor for the products of the Music Master Corp. of Philadelphia, Pa. This firm, under the able direction of J. S. Widener, president, is a well-organized distributing organization and is well and favorably known among talking machine retailers throughout the entire New England territory. The nationally known Music Master products at the present time include the Music Master loud speaker, in both horn and cabinet type, Music Master phonograph unit and head set, Music Master radio.

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?
Trade News From Boston
(Continued from page 139)

parts, and the latest addition to the line, the Music Master "B" battery of the dry cell type. It is further expected that in a comparatively short period of time the Music Master line will embrace everything in radio. The tie-up with this nationally known product and efficient New England distributing organization is, therefore, destined to prove particularly valuable to the New England radio retailer.

Cheney Sales Corp. Busy
According to Manager G. Donbar Swellow, Jr., the Cheney Sales Corp. has been meeting with good fortune as to business these past few weeks, all the specialties that the house carries having found many purchasers throughout the trade. Mr. Swellow spent several days over in New York and Philadelphia recently.

Achieving Success in New Post
Since taking hold of his new job Archie Chamberlain has been meeting with encouraging success with the Stromberg-Carlson line. His offices at 930 Little Building are centrally located. He refutes the theory that Summer is an unfavorable season for radio and he is, accordingly, looking for a good business from now on through the warm months.

Henderson Closes Branch
Henderson, who has operated an additional store at 2½ Park Square for a couple of years, where a full line of talking machines and records has been carried, closed this place the first of the month, and has consolidated with his other store at 22 Boylston street.

Unique Music Week Tie-Up
As a feature of Music Week observances the C. C. Harvey Co. on Boylston street entertained the passing throng each noon that week with a concert by the Clarion Trumpeters, who played from the balcony over the first story. It proved a very entertaining feature.

Good Sonora Business
Manager Joe Burke, of the Musical Supply & Equipment Co., reports having closed a very good April with the May prospects quite encouraging, and he hastens to add that the talk-machine business, that is, Sonoras, is looking pretty good. Joe is planning to run over to New York in a few days to confer with the factory people relative to the Summer plans for forwarding goods, as the firm expects to enjoy brisk business the next few months.

Radio Trades Assn. Formed
MEMPHIS, TENN., May 4.—The radio wholesalers and dealers of this city recently met to form the Radio Trades Assn. of Memphis, to the end of safeguarding the interests of the public from unscrupulous dealers, to protect the legitimate dealers and to promote interest in radio. All of the leading music dealers and radio merchants participated in the meeting and the following officers were elected: R. S. Dimmock, president: B. F. Riley, vice-president; and L. D. Semmes, secretary and treasurer.

“A PERFECTION” Reproducers and Attachments
11 Years of Quality
Prices Right

N. E. Distributors of “GRIMES” Inverse Duplex Radio Sets
Valley Chargers—Philo Batteries
L. S. Brach Antenna Outfits
Fleron Accessories & Equipment
93 Federal Street, Boston, Mass.

“Stromberg-Carlson Week” Celebrated by Retailers
Special Window Displays and Extensive Advertising Marked the Event

The week of April 20 was celebrated throughout the radio trade as "Stromberg-Carlson Week" and dealers handling Stromberg-Carlson neutrodyne sets and loud speakers prepared special window displays that proved of keen interest to the buying public. The Stromberg-Carlson Telephone Mfg. Co. is co-operating with its dealers in every possible way and the week of April 20 was utilized to splendid advantage by the retail merchants who featured the product exclusively.

Cross-Brennan, Inc., 342 Madison avenue, New York City, Stromberg-Carlson representatives in this important territory, were particularly active in making Stromberg-Carlson week a success in the metropolitan district. The executives of this company and the members of their staff worked in close co-operation with the dealers, preparing window displays and other timely publicity material that helped "put over the week" in great shape. Many of the dealers used newspaper advertising to tie up with the Stromberg-Carlson publicity in seven of the leading metropolitan newspapers, and the windows in this district were particularly impressive.

Walter Haensch a Benedict

Walter Haensch, one of the chiefs of the Brunswick recording laboratories, surprised his friends recently by deserting the ranks of bachelors and "committing" matrimony. Mr. Haensch was married to Miss Rose Anna Genevieve Hussey, and they are now away on a honeymoon trip to California. It is understood that this trip will also be utilized by Mr. Haensch in the interests of Brunswick recordings, and it is expected that when he arrives on the Coast he will arrange for new recordings by Abe Lyman and other orchestras recording exclusively for the Brunswick library.

A petition in bankruptcy has been filed against the Ramatone Corp., New York, manufacturer of Ramatone radio receiving sets. Liabilities were listed at about $40,000 and assets at about $29,000.

OUR PROSPERITY CAN BE YOUR PROSPERITY
Okeh Records
show no partiality—they cater to the taste of a buying and selecting nation.

Our carefully planned features of classified music are keeping other dealers on a straight road to PROSPERITY.

The signs of this success are: Okeh popular records, Rare Importations, Race Records and Old-time Tune Records.

A request for information regarding an Okeh Record Agency will place us at your immediate service.

General Phonograph Corporation of New England
126 Summer Street
Boston, Mass.
Argus Corp. Announces Power Six-Tube Radio Set
Ira Greene and Dr. Marcel Wallace Form New Radio Manufacturing Organization—Already Marketing Power Radio Products

Ira Greene, prominent figure in the radio industry who, as it was announced last month, was busily engaged in the preparation of a new radio set which would be of much interest to this field, has now made formal presentation to the trade of this product.

Mr. Greene has become actively identified with the Argus Radio Corp., with headquarters at 25 West Eighteenth street, New York City, and is now ready to place on the market the Power six-tube set. This set uses neither “A,” “B” nor “C” batteries but takes the current directly from the electric light socket of the house, whether AC or DC current is used and without any extra attachments or the use of rectifying tubes. A wide range of artistic cabinet models has been prepared. In addition this set is being produced in phonograph panel form for those who wish to make a combination instrument out of their talking machine. The set is of two-dial control and may be effectively used with indoor aerial or loop.

Mr. Greene and Dr. Marcel Wallace, the inventors, have been busy on this set for a long period of time but held off the actual announcement until every part of it had been developed to the high standard which had been originally set. Mr. Greene needs no introduction to the trade. His many years of successful radio merchandising have fitted him for his duties with the new company. Dr. Marcel Wallace, Mr. Greene’s associate, is a chemical and electrical engineer of many years experience. Mr. Greene and Dr. Wallace will actively cooperate in the conduct of the affairs of the new company and their present extensive plans would seem to insure its rapid development.

Col. S. H. Mapes Home From Middle West Trip

Col. S. H. Mapes, vice-president and general sales manager of the Jos. W. Jones Radio Mfg. Co., recently returned from a two weeks’ trip to Chicago. During his stay Col. Mapes spent considerable time with jobbers and dealers in the city and reports having closed several very satisfactory deals in behalf of his company.

In commenting on the rapid growth of the radio industry and the results that have followed it, Col. Mapes said, “At the present time the dealers have no traditions to hold to and they must formulate a definite policy as to how best to merchandise and sell radio at a profit. The dealer will have to determine a number of important facts in order to have a policy that will stand up to the test which it must necessarily meet. He will have to decide what type of set is most suited to the requirements of his clients and just how many different lines he will carry.

Trade-Mark Violation

The Greater Atlantic & Pacific Radio Co., New York, was recently charged by Magistrate Simpson, sitting in the Commercial Frauds Court, with a violation of the law prohibiting illegal use of trade-mark. The company was accused of advertising neonutady radio sets, without right to do so.

The Radio Silver Corp., New York, has been incorporated at Albany with a capital stock of $5,000 to deal in radio merchandise. The incorporators are H. Klein, E. S. Blackstone and T. J. Kane.

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.

FOR RENT

Piano department, 25t East, Trenton, N. J., 20x50 ft., in well established music house. Heat, light and set of window included. Will be cleaned. This is a wonderful opportunity for a real piano dealer. Address E. F., 42 E. State St., Trenton, N. J.

ARE YOUR INVOICES CORRECT?

Just out, Commercial Discount Book, printed in large type, showing extensions of any amount from one cent to $1,000, arranged consecutively, and then in multiples of $100 to $2,000, carriage discounts one cent to $1,000, arranged consecutively, and then in multiples of $100 to $10,000, arranged consecutively, and then in multiples of $1,000. Eliminates 85% invoicing, saves money. Purchases printed on it, not necessarily printed.

ATTENTION!

Manufacturers, phonographs, radio and cabinet have perfected and patented an amplifying sound chamber, which has made it possible to produce 10 different models of phonographs, six model phonographs combined with radio. Also phonographs with radio. Cabinet radio loud talkers. The acoustical room is serving as one of the wonders of the phonographic world. Ready for manufacturing on a cash or royalty basis. Address “Box 1505,” care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED

Phonographs and records, best cash prices for quantity and job lots. Address 1736 Burnham Building, Chicago, Ill.

FOR SALE


WILL BUY FOR CASH


Radio and Electrical Parts

"The Line Complete" From Insulator to Ground Clamp

Manufacturers of Sets have access here to a line of more than a hundred parts. One source of supply; one standard of engineering correctness. 35 years experience in electrical manufacturing behind our present developments in Loud Speaker Units, Transformers — Audio and Radio, Rheostats and H. R. Leads, Condensers — Variable and Fixed Potentiometers and Switches, Sockets — Bakelite and Porcelain, Headsets, Plugs, Jacks, etc.

They are all stock; the\*\*\*\*\*rade; interconnectable, radio; electrically balanced.

Your needs for parts in any quantity will be backed by unexcelled delivery; your order will be accompanied by a guarantee of first quality. In many sized contract. What may we quote you on?

Radio Division of The Hart & Hegeman Mfg. Co.
Hartford, Conn.

THE TALKING MACHINE WORLD

May 15, 1925

Tone Reproduction Is Important Point to Emphasize in the Radio Sales Talk

Robert W. Porter, Vice-President and General Sales Manager of the R. E. Thompson Mfg. Co., Urges the Need of Selling Radio on

In speaking of the mistake made by radio manufacturers in the early days of the trade in merchandising the radio receiver as a scientific electrical machine rather than a reproducer of music, Robert W. Porter, vice-president and general sales manager of the R. E. Thompson Mfg. Co., New York, touched on the betterment which has occurred in the same field when the music stores took over, to a large extent, the merchandising of radio receivers. In part, Mr. Porter said: "Until the music trade came to its rescue, the radio receiving sets was conducted in a manner which greatly limited its sales field. Receiving sets were presented to the public as scientific electrical machines instead of as musical instruments. Indeed, there was no alternative, because the quality of reproduction obtainable with the early apparatus was so low that it was not interesting to any true music lover in the idea of possessing one.

"The technical trend which the radio industry has taken has been mainly toward the improvement of long range, selectivity and sensitiveness, which is largely in the hands of the music stores. At first, radio was considered as a technical hobby, appealing particularly to those who enjoyed experimenting with electrical apparatus. Naturally, most of the business was done through radio and electrical stores. When a deliberate limitation to the sales field has had scientific appeal been? The search for 'new circuits' and greater range of electrical apparatus. The present developments in loudspeaker units, transformers, and other parts, have been greatly advanced. Radio has become a more liberal merchandising of radio receivers. The day is already here when the complete receiver, made with scientific accuracy and beauty of finish and possessing quality of tonal reproduction, coupled with the ability to meet existing broadcasting conditions, is available at a price which removes the principal incentive for home construction. The result is an increasing proportion of total sales for complete radio receivers with a waning proportion in parts and components."

Fighting Misleading Peter Pan Portable Advertising

The attention of the executives of the Peter Pan Gramophone Co., Ltd., of New York, manufacturers of the Peter Pan phonograph, was called recently to an advertisement that appeared in the Kansas City newspapers, wherein the advertiser showed an illustration of a Peter Pan phonograph, but which was false and misleading. The cut that was illustrated shows the Peter Pan instrument, as it is one of the names under which this phonograph has been sold. The price listed was far below the standard retail prices of Peter Pan instruments, and the company has taken steps to protect its interests in this way.

During the past few months Peter Pan phonographs have been attaining exceptional success in all of the leading trade centers throughout the country. Jobbers have been appointed to market the instrument and in turn they have established dealers who are exploiting the work to splendid advantage. The executives of the company are doing everything possible to cooperate with their clientele.

Registration of Trade-Marks Should Be Watched

WASHINGTON, D. C., May 11—Trademarks registered in 1905 under the act of February of that year will expire during the current year and must be renewed if continued protection is desired, since the law provides that registrations continue in force only for a period of twenty years. The first trademarks to be registered are now maturing and a large number will hereafter expire each year. It is necessary for owners to watch closely the dates of their registrations.

The law provides not only for expiration of trademarks issued in this country, after twenty years, but also for their expiration in the United States, in cases where trademarks were previously registered in a foreign country. The law has been interpreted in such cases to mean that protection will end in this country also twenty years after the registration in the foreign country. Registrations may be renewed for periods of twenty years, and applications for renewal may be made at any time within four months prior to their expiration. If application for renewal is not filed before the expiration of the period, a new application for registration must be filed.

Failure to renew registrations of trademarks leaves the owner without any protection other than that which can be secured under the common law, in cases of infringement.
Eastern Manufacturers of String Instruments Meet

Name of New Organization to Be "Musical Merchandise Manufacturers Association—Eastern District"— Committees Named

A meeting of the Eastern manufacturers of string instruments and accessories was held recently at the Hofbrauhaus, New York. Walter Grover was in the chair and spoke most optimistically concerning the future of the Association. The principal business of the meeting was the adoption of the constitution and by-laws.

The name of the Association was accepted as "Musical Merchandise Manufacturers Association—Eastern District." The purposes of the Association shall be the improvement of the products and methods of manufacture, betterment of business relations among the members of the trade and the fostering of all movements to increase public interest for music in the home and in schools.


Hohner Dealers Cashing in on Philadelphia Contest

Harmonica Contest in Quaker City Aroused
Unusual Interest—William J. Haussler Present—Retailers Benefit Through Publicity

Philadelphia, Pa., May 6—Hohner dealers in this city have reported an unprecedented demand for Hohner harmonicas during the past month. Events leading up to the great harmonica contest held in this city on April 30 created extraordinary interest throughout the entire city. The interest manifested by the mayor and his staff gave the contest an official standing and the daily press of Philadelphia through illustrations and stories developed tremendous interest during the time preceding the event.

On the night of April 30 William J. Haussler, general manager of M. Hohner, Inc., with a party visited the Quaker City and attended the event. The great wave of harmonica popularity that has spread over the country is due in no small way to the unerring work of Mr. Haussler. He returned enthusiastic over the quality of the playing and it seems likely that the interest aroused by this event will be felt by music dealers for a long time to come.

Vega Banjo Gets Some Fine Publicity in London

Boston, Mass., May 6—The Vega banjo, made by the Vega Co., Inc., this city, has received considerable publicity in London through the playing of Joseph Brannelly, Vega artist. Mr. Brannelly is a pupil of Bert Fandell, head of the banjo department of the Vega Co., and left this country for England several years ago to play with the Hotel Savoy Orchestra, London. He took his Vega banjo with him and has been using this make ever since, building an enviable name and reputation for himself. He has recorded a number of records for His Master's Voice Co., Vocalion records and the Columbia Graphophone Co.

In this country among the many ways in which the Vegaphone is being featured is through Eddie Peabody, feature artist of radio broadcasting station WTAM, operated by the Willard Storage Battery Co. Mr. Peabody is a Vega enthusiast and uses a Vegaphone banjo in his broadcasting work. He has further featured the Vega banjo on appliance cards which contain his photograph and that of the Vegaphone he uses.

Duet Named After the Bacon Silver Bell Banjo

Groton, Conn., May 8—The Bacon Silver Bell banjo, made by the Bacon Banjo Co., of this city, has been honored through having a recent musical composition named after it. May Singi Breen, ukulele and banjo artist, well known to vaudeville and radio fans, has long been a user of Bacon banjos and recently purchased another B. & D. Silver Bell banjo in gold and silver. Her accompanist, Peter de Rose, was so enthusiastic over the tone of the banjo that he composed a banjo and piano duet which has been named "Silver Bell Tricks."
IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 143)

Weymann Banjo Featured in Broadcast Programs
David Berend Uses Weymann Orchestra Banjo in Radio Work—Fans Indicate Interest

The Weymann orchestra banjo was recently featured on the air, through radio broadcast courtesy of the New York Band Instrument Co., distributor of Weymann products and other musical merchandise.

The program was broadcast on Tuesday, April 21, from 8:25 to 8:55. The banjo artist of the evening was David Berend, who is a Weymann enthusiast and uses a Weymann Keystone State tenor banjo. He was formerly connected with Vincent Lopez's Hotel Pennsylvania orchestra, and is now director of the Berend School of Music, New York. Mr. Berend obliged with a number of banjo solos on the Weymann instrument. Applause cards received indicate that the concert proved popular with radio listeners and that both the artist and Weymann banjo will be heard again on the radio before long.

Ohio Band Contest May 21

AKRON, O., May 6.—An all-Ohio band contest will be held in this city from May 21 to May 23. Approximately twenty-five entries have been received as against eight last year. Ten of those entering the contest are high school bands, four being junior and grammar school organizations. A State school band association has been formed in Ohio, with J. W. Wainwright as president. This body is doing much to promote band organizations in the schools.

"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.

George W. Marsh Visits Plant of Leedy Mfg. Co.

Drummer of Paul Whiteman Orchestra, Who Uses Leedy Products Exclusively, Inspects New Model Floating Head Drum

INDIANAPOLIS, IND., May 5.—One of the strongest boosters for Leedy drums, made by the Leedy Mfg. Co., is George W. Marsh, drummer

George W. Marsh at Leedy Plant with the Paul Whiteman orchestra, who is shown in the accompanying photograph, inspecting the new Leedy Professional (floating head) drum. The drums and drummer's accessories used by Mr. Marsh in his professional capacity are all supplied by the Leedy Co. The new professional model Leedy drum has received much favorable comment from drummers throughout the country.

It so happened that Mr. Marsh visited the Leedy factory on the exact day that the company produced its first model of the new Leedy "Professional" drum, which will be announced to the trade shortly in the new Leedy catalog now on the press. It is stated that the floating head, which is the paramount feature of this new drum, has never been used heretofore in the manufacture of an orchestra or band snare drum.

Fred J. Bacon Scores at Schenectady Concert

SCHENECTADY, N. Y., May 8.—Fred J. Bacon, president of the Bacon Banjo Co., Groton, Conn., was soloist at a recent concert held in this city. Mr. Bacon, in addition to being the chief executive of the firm, is one of the foremost banjo soloists in the country. The concert was held in a large auditorium and was well attended. Mr. St. John is a live wire in the musical merchandise field and has a number of large orchestras under his direction.

Ludwig & Ludwig
World's Largest Drum Manufacturers
1611 No. Lincoln Street
Chicago, Ill.
Annual New York City Harmonica Contest

Arouses Enthusiasm and Draws Crowds

Thousands of Young Musicians Take Part in Preliminary Contests in the Mall in Central Park to Determine City Champion—Interest Benefits Retailers of Harmonicas

For the past three weeks thousands of aspiring young musicians, exponents of the harmonica as a musical instrument, have met in contests, striving to be chosen to compete in the finals of the annual New York City harmonica contest. This year’s contest, which is the third annual event, will be held Saturday, May 16, at playgrounds on the East Side and more than five hundred contestants were present when the bus provided by William J. Haussler, general manager of M. Hohner, Inc., arrived at the playground. Mr. Haussler has been very active in promoting this event and more than 95 per cent of the harmonicas used were Holners.

The complete list of prizes is not yet available but the music stores are expected to donate prizes, as usual, and the winning youngsters should be well rewarded for their efforts. It is probable that the winner will be booked for a vaudeville circuit as in former years. An interesting sidelight of the manner in which the harmonica has taken its place in the life of the people of the city is shown in the editorial comment which the New York World made on the opening day of the contest. The editorial read in part as follows:

“It is gratifying to learn that 5,000 boys have entered the elimination contest for the harmonica championship of New York City. The harmonica, more properly called the mouth organ, is one of the noblest inventions of man because of its capable of nuance, of shading, of contrapuntal subtleties utterly impossible, say, to the piano. It is, in addition, a fine developer of tiny, lips, tongues and lungs.”

“But haven’t the promoters of the contest overlooked one important feature? At the end, when the champion has been proclaimed, there should be a grand gala concert, to be given in the open air, and at which all 5,000 contestants

SPECIAL Combination Offer

Make 100% Profit

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

The Most Prominent Banjos are Playing Weymann Instruments

J. J. FRATINGER

of the Art Kahn Orchestra

Chicago

Write to us

H. A. WEYMANN & SON, Inc.

1108 Chestnut Street


Increasing Demand Noted for Armour Music Strings

Armour & Co., manufacturers of music strings, report a large demand for their product because of the increasing popularity of stringed instruments and the additional business that these instruments enjoy, especially the ukulele line, during the Summer.

According to H. O. Gable, manager of the music string department, surveys and data gathered recently would tend to show that there are about seven and one-half million ukulele owners alone throughout the country. These instruments are in great demand for Summer outings, beach parties, etc., and naturally demand a replacement of strings from time to time whether they are used or not.

Dealers Making Good Use of New Gretsch Catalog

The new catalog announced by the Fred Gretsch Mfg. Co., Brooklyn, N. Y., last month has had a hearty and enthusiastic reception in the trade. A special edition of this catalog has also been prepared with space for the dealer’s imprint. As only the retail prices are mentioned dealers are making good use of this catalog to good effect as sales literature.

Scouts Select King Bugle

CLEVELAND, O., May 6—R. M. White, secretary of the H. N. White Co., of this city, manufacturer of “King” band instruments, announced this week that his company had secured the contract for the Boy Scout Official Professional Bugle. The company is preparing a campaign to help dealers make the most of this opportunity.
IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 145)

Sales Policy of Ludwig & Ludwig Praised in Article

Growth of the Business of This Prominent Manufacturer Described in Interesting Article in Recent Issue of Printers' Ink

In the April 23 issue of Printers' Ink, the authoritative advertising publication, an interesting description is given of the growth and expansion of Ludwig & Ludwig, makers of drums and drummers' accessories, with headquarters in Chicago. Under the caption "This Plan Kept Sales Growing in a Thin Market," subtitled "Ludwig & Ludwig Add Thickness as Well as Breadth to Their Market," the article explained in detail and at length the policies of the company which supplies the professional market with its instruments and takes care as well of the musical desires of the school children, with the object not only of effecting immediate sales, but also to cultivate the future buyers of drums, banjos and kindred lines.

In an interesting vein the writer tells how William F. Ludwig originally started to manufacture drums. While playing as drummer in a Chicago orchestra, he found it impossible, with the equipment at hand, to satisfy the demands of the conductor for quick drum beats. He set about devising a foot pedal which was successful and at the request of other drummers he manufactured several of them and took out a patent on his device. From this humble beginning grew the firm of Ludwig & Ludwig, which now has 6,000 retail dealers and sells annually a million dollars' worth of drums and banjos.

The Larkin Music House, of Albany and Binghamton, is organizing a band at Central Bridge, New York. A meeting of those interested was held recently and plans are going forward rapidly.

Large Increase in Imports of German Harmonicas

During the Year 1924 3,488 Tons of Mouth Organs Imported Into This Country From Germany—Substantial Increase Over 1923

WASHINGTON, D. C., May 6—The popularity of the harmonica in this country is evidenced in a report on the German music industry recently received at the Department of Commerce. These figures showed that enough harmonicas are exported from Germany to the United States to supply each American child with one. As this is the only branch of the music industry maintaining a high volume of sales in the United States, the average value of German musical instruments imported into the United States is very low. Exports of mouth organs, however, increased from 2,448 tons in 1923 to 3,488 tons in 1924.

Uses Weymann Banjo in Washington, D. C., Concert

WASHINGTON, D. C., May 7.—At the recent Georgia State Club reception held at the Washington Club, George McCauley, tenor banjoist,

George McCauley

was one of the featured performers. Mr. McCauley gave a very interesting musical program, using the Weymann tenor banjo and the Weymann mandolute. During several of his selections Mr. McCauley was accompanied by the Ampico in the Knabe piano. The artist appeared through the courtesy of the Homer L. Kitt Co., Weymann representative in the District of Columbia.

King Band Instruments for Santa Fe Troubadours

CLEVELAND, O., May 7—L. L. Fox, of the H. N. White Co., manufacturer of King band instruments in this city, reports the sale of a full set of King instruments to the Santa Fe Troubadours, Topeka, Kan. The sale was made through Fox & Cochran, Kansas dealers in Topeka. The Troubadours are well known throughout the Middle West, and the Santa Fe Railroad is sponsoring this very popular organization. Mr. Fox states that the sale was made after keen competition and the H. N. White Co. is very well pleased to enroll the Santa Fe Troubadours as King users.

The Hohner on Broadway

Borrah Minnevitch, well-known harmonica soloist who uses Hohner instruments, has added greatly to his reputation through his performance in "Puzzles of 1925." The artist and the Hohner have both come in for their meed of praise because of the manner in which metropolitan audiences have received the playing of Mr. Minnevitch.

A Leedy Drum Department

IN YOUR STORE MEANS REPEAT BUSINESS

"THE SATISFIED DRUMMER ALWAYS COMES BACK"

The "POPULAR" outfit at $40.00 retail is only one of seven wonderful sellers at prices from $25 to $100.

Leedy helps the dealer with—newspaper ads—mats and electrocuts of all items—broad-sides for mail and counter use—display cards—catalogs, etc.

WRITE TO US.

Leedy Mfg. Co. INDIANAPOLIS INDIANA

Large Increase in Imports of German Harmonicas

During the Year 1924 3,488 Tons of Mouth Organs Imported Into This Country From Germany—Substantial Increase Over 1923

WASHINGTON, D. C., May 6—The popularity of the harmonica in this country is evidenced in a report on the German music industry recently received at the Department of Commerce. These figures showed that enough harmonicas are exported from Germany to the United States to supply each American child with one. As this is the only branch of the music industry maintaining a high volume of sales in the United States, the average value of German musical instruments imported into the United States is very low. Exports of mouth organs, however, increased from 2,448 tons in 1923 to 3,488 tons in 1924.

Uses Weymann Banjo in Washington, D. C., Concert

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Whiteman Orchestra Is Royally Entertained

Visit of World-Famous Orchestra to Buescher Band Instrument Plant Occasion for Day of Festivities—Town Decorated for Occasion

SALT LAKE CITY, May 7—The recent visit of Paul Whiteman and His Orchestra to this city to play at the new Lerner Theatre was a gala occasion. The “king of jazz” and his party were welcomed by cheering townfolk in streets dec-

F. A. Buescher Welcomes Paul Whiteman

Orated for the occasion, and hospitality was the keynote of the day. The visiting musicians were greeted at the station by F. A. Buescher and a representative detachment from the Buescher Band Instrument Co. plant, including Otis E. Heers, assistant manager; F. O. Williams, superintendent; Robert L. Shepherd, advertising manager; F. D. Dennis, of the advertising department; E. L. Best; A. J. Scanlon; F. Beardsley; R. H. Tainter; A. O. Steimer; W. W. Wagner and W. G. Gruvaus.

The first of the series of events in honor of the visitors was a motor trip to the Christiana Country Club for a luncheon given by Mr. Buescher. The Buescher Orchestra, with Albert Steimer leading, supplied the music. The afternoon was spent at the Buescher plant and a banquet was given at the Elkhart Hotel prior to the evening’s concert. Following the concert the Buescher boys gave Mr. Whiteman and his men and their wives a dance at a popular roadhouse. This ended a day that was enjoyed by the utmost by all who were fortunate enough to have participated.

Request Reduction of Freight Rates on Drums

Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, recently appeared before the Official Classification Committee in New York, with reference to the request for a reduction of freight rates on drums. After a preliminary discussion was indulged in the committee postponed the hearing until the next docket in July, at which time the Chamber will have collected and tabulated the statistics necessary to support its claim that the rates should be reduced.

L. L. Fox a Gotham Visitor

L. L. Fox, of the H. N. White Co., Cleveland, O., manufacturer of King band instruments, was a recent visitor to New York, calling on his friends in the trade and also visiting the offices of the Bankers Commercial Security Co., which is co-operating with the H. N. White Co. in the new finance plan recently introduced to King dealers. Dealers who have tried the new plan are very enthusiastic regarding its features, and Mr. Fox states that the company is receiving applications for the service from King dealers throughout the country, who have been quick to recognize its merit.

Frettred Instrument Concert Given at Aeolian Hall

Associated Musical Instrument Dealers of New York Sponsor the Event to Stimulate Interest in This Type of Instrument

One of the first steps taken to stimulate interest in fretted instruments was the concert given at Aeolian Hall, New York, the early part of this month by The Serenaders. This organization is a group of fretted instrument players who have banded together for the purpose of furthering interest in this type instrument. The concert was sponsored by the Associated Musical Instrument Dealers of New York.

"An Evening With The Serenaders" was the title of the concert, under the direction of William E. Foster, nationally famous mandolinist. Incidentally, it is the fifteenth anniversary of the founding of The Serenaders. The following artists appeared on the program: Shirley Spaulding, banjoist; William Foden, guitarist; Alice Y. Conklin, mandolinist; Samuel Siegel, mandolinist; William E. Foster, mandolinist; Gurney and Magee, banjo duetists; Dorothy Howard and Smith, Kamikil Hawaiian trio, and a banjo ensemble under the direction of W. D. Kennedy.

Haussler Addresses Teachers

William J. Haussler, vice-president and general manager of M. Holmer, Inc., New York, manufacturer and importer of Holmer harmonicas and accordions, recently addressed the graduating class of Teachers’ College of Columbia University. Mr. Haussler gave an interesting talk on the value of the harmonica as a force for developing musical appreciation, and the means it offers for self-expression musically.

Leedy Reliance Drums Featured in Ad Campaign

New Moderate Priced Line of Bass Drums Offered to Meet the Rapidly Increasing Demand for This Type of Instrument

INDIANAPOLIS, Ind., May 7—Special advertising material featuring the Leedy Reliance lines of bass drums is being distributed by the Leedy Mfg. Co., manufacturer of drums and drummers’ accessories. This line is being placed on the market to meet the demand for a moderate-priced instrument. The drums have laminated reinforced shell, rock maple fleshy and counter hoops, pressed steel rods and good quality heads.

These models supersede the Special and Reso-tone bass drums shown in the Leedy catalog, which have been discontinued. Leedy is also featuring a new drummers’ trap, known as the Egyptian Fangingle, and a new double rattle for drummers.

Landau Co-operates With Music Memory Contest

HAZLETON, Pa., May 7—To stimulate the interest in music appreciation among the pupils of the Hazle township high school, Landau’s Music & Jewelry Store is donating a silver loving cup to be awarded to the winner of the music memory contest which is being held this week. The contest consists of some fifty selections being placed on a talking machine, the records to be played being those of the best artists and composers. The pupil having the most or all of the selections correct will be awarded the cup. Landau’s offers to co-operate with any school desiring to stage a music memory contest to the extent of loaning talking machines and records and will also donate prizes.

New Vega Literature

Two circulars describing in detail the Vega line of trumpets and wind instruments were recently issued to the trade by the Vega Co., manufacturer of Vega banjos and other instruments. The literature contains a number of endorsements of Vega instruments by artists.
C. Bruno & Son Announce New Tenor Banjo to Trade

A new tenor banjo outfit, known as the "Glee Club," was recently placed on the market by C. Bruno & Son, Inc., wholesalers of musical merchandise, New York. The instrument has an eleverhach head with mahogany finish rim and resonator, attractively inlaid with choice woods, twenty brackets, hooks and nuts and imitation ivory patent pegs. The resonator is detachable, fastening with one bolt through the dowel stick. The case, which is included in the outfit, is of triple veneer, Keratol covered and linseed-lined, with nickleclad clamps and locks. C. Bruno & Son have been enjoying a very satisfactory business.

A Sales Source

"De Luxe" Vegaphone

Aiding Vegaphone Sales

LEADING artists have selected the Vegaphone Banjo as the finest instrument obtainable. Their choice has dominating influence which, combined with their enthusiastic praise, forms a decided sales aid.

Typical of the many artists who use the Vegaphone are: Eddie Peckody, radio banjoist; the Mitchell Brothers, exclusive Victor artists; Joseph Brannelly, recording in London for Victor; Peabody, Peabody and Columbia. Also Vic Carpenter, Otis Mitchell and Brent Hayes, premier vaudeville artists.

Established Retail Prices

The VEGA Co.

155 W. Columbus Ave.
BOSTON, MASS.

The "Eye of the Store" as a Means of Stimulating Musical Merchandise Sales

With the public interest in musical merchandise and band instruments at a high pitch, as it has been for the past several years, and, continuing to increase because of the steadily growing popularity of dance orchestras and the theatrical appearances of such aggregations, it is evident that the music dealer who offers a line of musical merchandise and band instruments has an exceptional opportunity of cashing in on this public interest. There are unripted exploitation possibilities in pushing this merchandise, chiefly tie-ups with the local appearances during concert tours of such world-famed orchestras as Whiteman, Lopez and Specht, in addition to others, almost equally well known, as well as the activities of local organizations with whom the dealer should always work in close co-operation.

The chief factor in such a tie-up is the proper display of the merchandise in the windows of the music establishment. Too often a dealer is prone to overlook the value of his display space, forgetting that the message contained in the store's windows is that which is mostly often seen by the public, and as the face is that part of a person by which he is judged so the windows are the face of a store, and a prospective customer is attracted or repelled by the appearance of this all-important factor. The accompanying illustration is a good example of an attractive window dressing with the full line of the musical merchandise and band instruments being featured. Yet, despite the fact that there are fully two dozen different

Striking Display of Adams Music Co. instruments in the display, the cluttered effect which is so often seen in displays of this sort has been avoided by the judicious use of drapes and by arranging the instruments in arc formation at the rear of the display space. The center of the display is given over to printed messages and the front has photographs of famous orchestras who use the instruments which are featured in the display. This exhibit occupied the windows of the Adams Music Co., of Fort Worth, Tex., during the period of the Southwestern Exposition and Stock Show, held there recently. The display attracted a great deal of attention and resulted in much favorable comment.

Band Instruments for Newly Organized School

HAZLETON, PA., May 6—Landan's Music & Jewelry Store recently equipped the newly organized Nesquehoning School Band with over one hundred Conn band instruments. The organization of the band was due largely to the efforts of Prof. Clarence Toole, supervising principal of the Nesquehoning public schools, who, knowing that Landau's specializes in the matter of organizing the school band was due largely to the efforts of Prof. Clarence Toole, supervising principal of the Nesquehoning public schools, who, knowing that Landau's specializes in the organization of bands, turned over to the store the matter of organizing the school band. The instruments were purchased individually by each member of the band, which included boys from seven to eighteen years of age and ten girls who desire to learn to play musical instruments.

Plan Complete Display of Leedy Line at Convention

INDIANAPOLIS, Ind., May 6—The Leedy Mfg Co., of this city, manufacturer of drums and drum products, will be well represented at the music trade conventions in Chicago next month. A. W. Kierst, secretary and treasurer of the company, and Charles Selbert, assistant sales manager, will make their headquarters at the Drake Hotel during convention week with a very comprehensive display, including many new instruments. George H. Way, sales manager of the company, together with Mr. Selbert, will attend the Shriners' Convention at Los Angeles, the week of June 2, and Mr. Selbert will jump from Los Angeles to Chicago in time for the opening of the music convention.

Hohner Harmonica Has Part in Broadway Modern Drama

The Hohner harmonica is now playing a featured part in two Broadway productions, Bora Minnivitch, harmonica soloist, being a featured artist in "Puzzles of 1925," and Gareth Hughes, the lead in "The Dunce Boy," showing at Daly's Theatre, plays the Hohner harmonica soloist, being a featured artist in "Puzzles of 1925," and Gareth Hughes, the lead in "The Dunce Boy," showing at Daly's Theatre, plays the Hohner harmonica, being a featured artist in "Puzzles of 1925," and Gareth Hughes, the lead in "The Dunce Boy," showing at Daly's Theatre, plays the Hohner harmonica, being a featured artist in "Puzzles of 1925," and Gareth Hughes, the lead in "The Dunce Boy," showing at Daly's Theatre, plays the

BACON BANJOS

Played by Leading Musicians and Orchestrasi

Sold by Representative Musical Merchants

BACON BANJO CO., Inc.
GROTON, CONN.
Sheet Music Dealers’ and Music-Publishers’ Associations Meet in New York in June

National Association of Sheet Music Dealers and Music Publishers’ Association of the United States to Discuss Matters Vital to the Trade at Their Annual Conventions

The twelfth annual convention of the National Association of Sheet Music Dealers will be held at the McAlpin Hotel, New York City, on June 8 to 10 inclusive. On June 9 the thirty-first annual gathering of the Music Publishers Association of the United States will be held at the Belmont Hotel, New York City. Both of the coming gatherings are considered among the most important in the history of these associations. During the past year, on the recommendation of the Federal Trade Commission, all standard music publications, including copyrighted, reprints, classical and teaching pieces, have been published with a marked net selling price. With one or two minor exceptions the entire industry has followed the recommendation concurred in by its associations at the previous annual gatherings.

Through the constructive work carried on by both these publishers’ and dealers’ bodies the retailing of sheet music has become a more profitable business to many sheet music establishments and to a large number of music stores which carry sheet music as an adjunct. To-day both sheet music and books, with the exception of popular numbers, carry a standard price, and such goods are marketed in all parts of the country at the same retail figure.

At the coming gathering of the National Association of Sheet Music Dealers a number of important questions for the advancement of the retail sheet music business will be acted upon. New ideas covering business methods are to be presented and plans to further the cause of music and commercial activities relating thereto are to be analyzed and acted upon and where feasible will be given the association’s support. The value of sheet music departments as an adjunct to the general music store will be given consideration. Methods for making such business highly profitable and encouraging more thought and attention to sheet music departments as a legitimate business will be outlined.

E. Grant Ege, head of the sheet music department of J. W. Jenkins’ Sons Music Co., Kansas City, Mo., is president of the dealers’ Association. Active members include such important organizations as Sherman, Clay & Co., Grinnell Bros., Lyon & Healy, S. Ernest Phillips, Whaley Royce & Co., Nordheimer Music Co., W. J. Dyer & Bro. and others of equal prominence in the retail field.
New Berlin Novelty Song, “Suite Sixteen”
Together With “The Whole World Is Dreaming of Love” in Firm’s Active Catalog

Irving Berlin, Inc. has issued a new novelty called “Suite Sixteen.” The number is being introduced in vaudeville and is also heard by prominent orchestras. This, together with “The Whole World Is Dreaming of Love,” has been placed in the active catalog of the company and will be featured by the band and orchestra, professional and other departments of the company. The songs “When You and I Were Seventeen,” “Yearning,” “Ukulele Lady,” and Irving Berlin’s “Listening” and “All Alone” continue to lead the Berlin catalog in point of sales.

Marks Music Co. Buys European Song Success

The Edward B. Marks Music Co. has purchased from the Edition Brull, the well-known German publishing house with headquarters in Berlin and branch offices in Paris and New York, the European success “Wenn Du Meine Tante Siehst,” or “Si Tu Vois Ma Tante,” as it is known in France.

This song has been one of the biggest successes ever emanating from Europe. Its success was the means of its publishers opening up a Parisian branch and its sales have reached very heavy totals. As the song will appear in a production which is to have its premiere early in the Fall, it is understood that no attempt will be made at this time to issue the American version. Undoubtedly, however, the foreign editions will be available through the American publishers to meet the demand which has been created through returning tourists.

The song is copyrighted in all countries and its sales possibilities are of such caliber that many of the leading popular American publishers were interested in the possible purchase of the American rights. The music is by Rudolph Nelson and the words are by Rudolph Schanne of this love song. The Edward B. Marks Music Co. has already received heavy orders on this number and present demands will undoubtedly continue for the foreign editions until the early Fall when the production, of which the song is a part, and the American version of the number are both produced simultaneously.

“Honey, I’m in Love” Hit of “Mercenary Mary” Show

“Mercenary Mary,” the new musical comedy which recently opened at the Longacre Theatre, New York City, has one number that is already acknowledged as a hit in both song and dance form. It is entitled “Honey, I’m in Love.” Here is a love song with a new syncopated style that will set it apart from all past offerings of this character. There are two other songs that will be equally popular in the weeks to come. The first of these is “You and I and the Baby,” a bewitching little melody carrying a lyric that has universal appeal. The other song is called “Beautiful Baby.” Another number that does not stand so well as a song but can be described as an absolute knockout in dance is called “Charleston Mad.” Leo Feist, Inc, are the publishers of the music.

Informal Organization of the Copyright Interests

Sub-Committees Being Appointed to Endeavor to Reach Agreement on Proposed Statute

A conference was called recently by Congressman Sol Bloom to adjust difference of opinion among the elements interested in the proposed new copyright bill, to the end that the Committee on Patents may have a bill in which there will be substantial agreement. Frederick W. Hume, secretary of the National Publishers’ Association, was elected president of an informal organization of representatives of the various lines of industry interested. The idea is to have separate conferences on each controversial subject attended by representatives of those interested. Mr. Hume will then be notified of the success or failure in adjusting their differences, and a final consolidated report will be sent to the Committee on Patents.

The mechanical companies belonging to the Music Industries Chamber of Commerce were represented at an open discussion of the Perkins Copyright Bill at the New York Bar Association, April 22, by General Manager Alfred L. Smith, of the Chamber; George Beatty, attorney for the Aeolian Co; John G. Paine, of the legal department, Victor Talking Machine Co.; Arthur Garmine, copyright attorney of the Columbia Phonograph Co; Henry Lasonian, general counsel of Thos. A. Edison, Inc, and David Goldman, Treasurer, General Phonograph Corp.

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

Irving Berlin Number Is Very Popular in Florida

Miami, Fla., May 2.—The biggest record sale of the season was obtained by the dealers in this territory on Florida’s new song “When the Moon Shines in Coral Gables,” published by Irving Berlin, Inc. The Victor Talking Machine Co.’s special record on this number attained widespread popularity. Millions of visitors are carrying back to their homes in the North and West the melody of this love song. Jan Garber’s orchestra, which was one of the features of Coral Gables during the season, has won further prominence not only through the popular rendition of “When the Moon Shines in Coral Gables” but from other fox-trot numbers as well. Dealers tied up with the drive on the number.
Big National Newspaper Campaign
Running in 800 North American Cities

On the Song and Story

"THE FLAPPER WIFE"

The story will run in serial form sixty-eight days.
The song is of hit calibre, music by Carl Rupp, words by Beatrice Burton, author of the story.
The song will be broadcast everywhere.
Eight hundred newspapers will run thematics and illustrations.
Photoplay houses will play the song and use song slides.
Vaudeville performers will join in the local tie-ups, with newspaper reports of their singing "The Flapper Wife."
It is a local campaign.
It is a national campaign.
Free title pages, streamers and other material.
Make it a sales feature. Give it a window display.
Do your share in tieing up with this the biggest publicity and sales drive ever accorded an individual song.

Order the Sheet Music, the Records and Player Rolls

We Are Exploiting the Song Nationally, You Can Exploit It Locally and "Cash in" With Big Returns

Sam Fox Publishing Co., Cleveland, O., U. S. A.
New York Address: 158-160 West 45th St., New York City
Sam Fox Publishing Co. Begins Big National Campaign on "The Flapper Wife"

Story on Which Number is Based Now Appearing in Newspapers in 800 Cities in the United States and Canada—One of the Finest Tie-Ups Ever Placed at Dealers' Disposal

What is undoubtedly the most widespread and intensive co-operative campaign on a single song has just been inaugurated by the Nea Service, Inc., an association of hundreds of newspapers in North American cities, and the Sam Fox Publishing Co. of New York and Cleveland, O.

In some eight hundred cities in the United States and Canada Nea Service is running a series of tie-ups known as "The Flapper Wife." The Sam Fox Publishing Co., in conjunction and co-operation with this service, has issued a song of the same name, the music of which is by C. F.会给 and the words by Beatrice Burton, who is also the author of this story, "The Flapper Wife." Apart from this tie-up of international scope, the song undoubtedly would be a huge success as both the words written by the author from the same inspiration which produced the story and the music by this well-known orchestra leader and composer are of a popular standing that assures success. The title, too, is quite timely and undoubtedly would produce an immediate public interest.

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The story, "The Flapper Wife," which will appear in these 800 newspapers, will not only run in serial form and be illustrated profusely, but its message and the interest it arouses will run in serial form and be illustrated profusely, but its message and the interest it arouses will be supplemented substantially by written contributions from world-famous artists, theatrical stars, judges, civic bodies and women's organizations throughout the country. These written contributions, analyzing the message that is contained in the story "The Flapper Wife," will help build up the public interest in the story itself and the song which will be featured in its company. These 800 newspapers throughout the United States and Canada will in every way co-operate with the publisher in giving publicity to the song. In many cases illustrated stories on the song alone, supplementing the serial novel, will be featured on the pages, and much comment will be aroused on the song in conjunction with the story.

While this publicity on the song and story is international in scope, the activity on both these offerings will be localized through the hook-up with the newspapers and the music stores. All of the retail and wholesale music dealers, their manufacturers, the player-roll producers, their jobbers and dealers, as well as the sheet music distributors and the sheet music trade in general, have all been urged to prepare to hook up with "The Flapper Wife." For the purpose of adding to the interest and assuring sales of "The Flapper Wife" while the interest is at its greatest height, all of these factors in the music trade will issue special trade letters, literature, window hangers, streamers, and, in the case of the music publishers, will have available title pages, cut-outs and other publicity material. Nothing will be left undone to make this sales drive with these unusual connections a tremendous success.

Dealers' Aids

Nothing before has ever been attempted with so many and so valuable connections. Reproductions of a page from this article will appear in two columns in space of the papers throughout the country. The orchestras in every city will feature the number and local singers will join in the campaign. Illustrated slides and some containing the chorus will be available for the motion picture houses. The broadcasting stations everywhere will also take part in this exceptionaly original and intensive campaign.

It is up to the music trade everywhere to do its share in carrying out this enterprise business campaign and not only assure sales of the song records and rolls, but, what is more, will bring people into the store at a season when business houses will welcome this additional clientele. This one feature of arousing the interest of the general public in music and enticing customers into the store should redound to the benefit of not only the sheet music and record and roll departments, but, properly taken advantage of, should result in the sale of musical instruments of all kinds, assuring re-tailers of increased sales totals from what is, after all, a minimum effort. As a matter of fact, the campaign is daily gathering momentum and, all these allied publicity channels being used, it will produce sales and the dealer's part in the small effort of hooking up with the campaign.

In some territory it may be wise for the dealer to see that the photo-play houses in his city have the song slides and that the orchestras which can do the campaign the most good have the free offerings that are available.

Dealers' Co-operation

In some cases the leading dealers, and this applies to the piano merchants as well as those exclusively sheet music houses, should get in touch with the paper running the story and see that it co-operates with the music dealer and the trade co-operates with the paper. It is just as important for a piano house add its efforts to the campaign, as it is for the sheet music, talking machine record and player-roll dealers because, after all, it is propaganda for the cause of music and many sales of a musical instrument should be created through this international publicity.

Special Drive on Record of the Number

The Victor Talking Machine Co. is making a special drive on its record of "The Flapper Wife" made by the International Novelty Orchestra with a vocal refrain by Gene Austin. It has suggested to its dealers that they get in touch with the newspapers and show the utmost co-operation in the drive. Victor dealers are being induced to make special window showing of this record and to place the slides in the theatres, photo-play houses, dance halls, as well as radio stations, in adding to the sum total of publicity.

In many cases Victor dealers will give a prize to the sales person selling the largest number of "The Flapper Wife" records. In conjunction with this it may be pointed out that the Sam Fox Publishing Co. has available for all retail store caps and sashes carrying out the flapper idea, which will add to the atmosphere on the campaign. These can either be obtained direct or through the talking machine or sheet music distributors.

Success Assured

No detail has been overlooked in arranging this sales drive. Its success is assured and it only remains to see who will get the most out of it. There are profits for all and no detail should be overlooked in adding to them. It is more than a campaign—it is a farce, which, at its greatest height, will border upon a mania.

New Issues Announced by the House of Feist

Among Them Are Two New Songs by Al Piantadosi—Seven Numbers Are Included in Feist Introductory Offer

In the new issue list of Leo Feist, Inc., are seven songs. These appear in the Feist introductory offer which expires May 31. They are "Let Me Linger Longer in Your Arms," a song by the writers of "June Night" and said to be of the same standard; "Rose of the Evening," a story ballad with a waltz melody, with music by Al Piantadosi and lyrics by N. T. Granlund, of radio fame; "Pal of My Cradle Days," another Piantadosi number described as a ballad mother song; "Madeline," a new fox-trot song of which Paul Whiteman is the co-author; "Off and Gone," a dance tune by Art Kahn, with lyrics by Haven Gillespie; "Jing-A-Ling-A-Ling," another "Doodle Doo Doo," by Ralph Williams, one of the creators of "We Don't Talk About Philip with comedy lyrics and many special choruses called "My Gal Don't Love Me Any More." Both "Rose of the Evening" and "Pal of My Cradle Days" make the history of Al Piantadosi in the writing field. He will be remembered for "Curse of an Aching Heart" and "That's How I Need You," two numbers which achieved considerable popularity.
Continuation of Good Business of the Past Few Months Creates Trade Optimism

Off-Season of Previous Years Conspicuous by Its Absence—Concentrating on Portable Instruments—No Music Section at Wembley Exhibition—Dealers' Association Meeting—Other News

LONDON, E. C., May 3—A survey of the gramophone trade field shows the sales activity mentioned in my last two letters fully maintained, which, in contrast with the "off-season" slumps which obtained at this time in previous years, is very encouraging. Concentration, as in previous years, is being mainly given to portable machine sales, but cabinet and period model sales have been far from disheartening. There seems little doubt that one of the contributing causes to general gramophone activity is the increased taste for popular music occasioned by broadcasting. The advent of the cheap wireless receiving set has appeared to stimulate the demand for reproduced music, and particularly that provided by the gramophone record, which permits the reproduction when and where the individual likes. So far from broadcasting having an adverse effect on gramophone record sales, it appears to have an increasing stimulus. The gramophone and record companies are one and all making strenuous efforts to reap the fullest advantage of this and other factors for the maintenance of sales, and it is not at all unlikely that Spring and Summer sales this year will amount nearly equal last Autumn and Winter bulk sales.

The British Empire Exhibition
The Federation of British Music Industries announces that, in view of the fact that the support on offer was not adequate to a thoroughly representative display, they will not organize a Music Section at Wembley this year. At the time of writing only the names of the following firms have been announced as taking space: Representing the Pianoforte industry: the Harper Pianoforte Co., Ltd., and Triumphanto, Ltd. The talking machine industry will be represented by Perophone, Ltd., which had such a tremendous success last year with their "Pixie Grippa" and "Grippa" portables; the "Peter Pan" Gramophone Co., Ltd., and the Gramophone Co. (His Master's Voice). Individual firms last year had a considerable success, but opinion in the trade this year inclines to the view that the success of last year is not likely generally to be repeated.

Other music trade firms participating are: Besson & Co. and Boosey & Co., band instrument manufacturers; and two Canadian pianoforte manufacturers; the Williams Piano Co., Ltd., of Oshawa, and the Sherlock-Manning Piano & Organ Co. of London, Ontario.

The Gramophone Co., whose exhibit last year was adjudged the best in the Music Section, intends to make an even larger and finer display this year. As usual with exhibitions, a number of entrants at the last minute is anticipated. I hope to be in a position to give full details in my next report.

Window Display Competitions
There is no question of doubt as to the value of effective window display, and the encouragement given by the leading companies here is wholehearted and continuous. "His Master's Voice" Co. was to the fore in this form of publicity, and such was the success of former displays that it is now announcing the ninth of its series of Window Display Competitions. A special subject, namely, the "Gilbert & Sullivan Operas," is being featured, and prizes awarded as follows: First, £25; second, £20; third £15; fourth, £10; fifth, £5. In addition there will be a number of consolation prizes of £1 each.

Meeting of Dealers' Association
Co-operation between the Gramophone Dealers' Association and the Manufacturers' Association here has always been cordial, and the Dealers' Association, at their monthly meeting on the 7th of April, adopted the suggestion of the Manufacturers' Association that a joint conference be held every three months between delegates of the two associations, at which matters of mutual interest are to form the agenda. A special sub-committee was formed to represent the dealers at these conferences.

The manufacturers have intimated to the Association their intention of strongly urging members to adopt the proposition of the Dealers' Association in reference to controlling supplies.

(Continued on page 154)
TERRITORIES AND THEIR PRICES F.O.B. NEW YORK

LIST PRICES

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<th>Type</th>
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<tr>
<td>Oak or Leatherette</td>
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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. P. O. B. NEW YORK

THE PORTABLE GRAMOPHONE COMPANY, Ltd.
Manufacturers and Merchants

Albion Works, Albion Street
KINGS CROSS, LONDON, N. 1. (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

acquiring an important interest in the Columbia Phonograph Co., Inc., of New York, the successor of the original American company, and to restore the cash resources of the company temporarily applied in such purchase.

The lists closed just after 10 A.M. on the opening day (the 20th of April), the issue having been heavily over-subscribed. The statement accompanying the announcement gives the approximate profits, based on the figures to the 28th of February, as considerably in excess of £100,000. Profits for the year ended March 31, 1924, were £76,367.

Settlement of "Patent" Action

Just over a year ago the Disque Cabinet Co., Ltd., brought an action against Messrs. Kingfisher, Ltd., for an alleged infringement of the Disque patent of record filing cabinets. This action, I understand, has now been settled out of court, the defendants having given an undertaking not to make or sell any of the articles complained of. The Disque Cabinet Co., Ltd., has also acquired the whole of the Kingfisher stock of cabinets and fittings for existing pedestal gramophones.

Death of Dr. E. Euting

Just as I close this report for mailing comes the news that Dr. Ernest Euting, proprietor and editor of the German Music Trade paper, "Deutsche Instrumentenbau-Zeitung" is dead.

U. S. Music Rolls Featured in Clever Window

The question that often arises in making window displays is "Will the display pay?" It is doubtful if Stout's Music House, of Kirksville, Mo., sold enough copies of the roll, Peter Pan, to make the display illustrated herewith a great many people were attracted to Mr. Stout's window by this very good display who might have been interested in buying anything from a jews harp to a reproducing piano, and as a consequence there is no doubt but that the display did pay.

The music dealer's window is one of the very best advertising mediums he has and whether he displays cleverly a ten-cent seller or a grand piano, if he can attract favorable attention to his wares through his window he has accomplished his purpose.

Activities in Winnipeg

Retail Trade Circles

WINNIPEG, MAN., May 8.—The New Edison Shop has removed from its old quarters in the Sterling Bank Building to Portage avenue, close to Carlton street, in the heart of the retail district.

Roy Finch, of the phonograph department of Wray's Music Store, has left to fill a lucrative position at Portland, Ore.

Thieves recently burglarized the store of Fletcher Bros., Ltd., Vancouver, B. C., and stole two radio sets. Drawers were pulled out, apparently in search of valuables, but no attempt was made to open the safe.

John Ambrose, expert phonograph repair man in the Brunswick department, of Farquhar & Shaw, Winnipeg, recently put one over on his friends when he stole away quietly and got married.

To Broadcast Requested

Selection From England

At the request of Eric Palmer, of the Freed-Eisenmann Radio Corp., Brooklyn, N. Y., W. F. De Mornys, director of music in the Hotel Savoy, London, has agreed to play "A Perfect Day," when his orchestra plays for broadcasting to America through 2 LO. Mr. De Mornys writes Mr. Palmer, saying, "I agree with you that it is nearing a 'perfect day when we can commune with each other via the ether."

Radio Incorporation

The Pacent Radio Corp., New York, was recently incorporated at Dover, Del., with a capital stock of $1,000,000.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS


This invention relates to phonograph horns. Objects of this invention are to provide a phonograph horn in which a natural rendition of the original tone qualities is approximated in which the harsh, offensive sounds, such as that due to scratching or scraping, are not reproduced in the reproducing horn of the numerous musical sounds recorded, and in which means are provided whereby the amplification of the sound is attained in such a manner that the full resonant characteristics are secured.

An embodiment of the invention is shown in the accompanying drawing in which—Figure 1 is a longitudinal, sectioned view of the horn, such view corresponding to a section on the line 1—1 of Fig. 2. Fig. 2 is an end view of the horn with a portion broken away. Fig. 3 is an enlarged fragmentary plan view of a portion of the inner wall of the horn.


In carrying out this invention in the preferred form, records are produced by impressing upon the record a sound groove having two distinct but synchronous series, much in the way that multiple strings for the same notes accomplish this purpose in pianos and also as to such tones as may be expected to appear particularly in one type of groove than the other of sound waves, one of the zig-zag type and the other of the hill and dale type. In producing this record, two diafragm members are used, transmitting its vibration to a single cutting tool and each diaphragm operating upon the tool independently of the other diaphragm. In this way the sound groove is perfectly formed so as to reproduce vibrations in two diaphragms, one from the side motions of a reproducing needle and the other from the vertical motions of such a reproducing needle. In this way the side walls of the groove may be utilized for producing vibrations and at the same time the bottom of the groove is utilized for producing synchronous vibrations in a second diaphragm. The result of this combination of vibrations and their translation into sound is to amplify the sound produced by a single needle and utilize all the working surface of the groove for this purpose. Not only this but in this manner slight errors that may occur in one of the sound producing series of waves may be corrected to a slight extent through the other series.

With a record so produced it is obvious that it can be utilized for reproducing sound with machines adapted to reproduce the records of the hill and dale type of groove will be capable of reproducing sound with records operating on the zig-zag type. Further, the apparatus for reproducing sound illustrated in this invention is, without adjustment in the position of the disk, capable of reproducing sound from either type of record. Where the zig-zag record is used the zig-zag waves are translated into vibrations of the diaphragm corresponding to these waves alone. On the other hand if the needle is operating on the hill and dale record motion is transmitted to the diaphragm corresponding to the vertical motion only. In this way a universal record is produced and a universal sound-producing apparatus provided.


This invention consists of a novel construction of a combined radio and phonograph amplifier, wherein the radio and phonograph elements are collocated at conveniently accessible points, and a common amplifier is provided having a novel modulating device, which is frictionally retained in its desired extreme or intermediate positions, so as effectively to control both the radio and phonograph reproductions.

It further consists of a novel construction of a rear casting or amplifier element having opposite positively directed branches, whose upper and lower flanges contact with the motor board and radio support, so as to form an effective brace thereof.

It further consists of a novel construction of a valvular element or tone modulator common to the radio and phonograph elements, and a novel means of pivotally mounting the same in the amplifier casing.

It further consists of novel means for arresting its movement in change in the positions, and of novel frictionally retained locking device for actuating the tone modulator and retaining it in the desired position.

Figure 1 represents a perspective view of a cabinet employed in carrying out the invention. Fig. 2 represents a vertical section on line 2—2 of Fig. 1. Fig. 3 represents a vertical section on line 3—3, Fig. 1. Fig. 4 represents an enlarged scale a horizontal section on line 4—4, Fig. 6. Fig. 5 represents a front view of Fig. 4, showing the grill and the manner of guiding the tone modulator adjusting device. Fig. 6 represents a section on line 6—6, Fig. 4, showing the manner of hinging and actuating the tone modulator. Fig. 7 represents a vertical section of a modification. Figs. 8 to 12 represent details.


This invention relates to phonographs and has particular reference to improved turntables used thereon, and is a division of a preceding application Serial No. 609,694, filed Dec. 29, 1922, for phonographs.

The primary object of this invention is to provide a portable phonograph having a turntable so constructed as to permit easy access to the interior of said phonograph, for the purpose of repair, oiling or the like.

A phonograph horn, preferably in part in section in a phonograph embodying the invention; and Fig. 2 is a fragmentary top plan view of a phonograph embodying the invention.

The invention has special reference to a horn connection for devices of this description. In the construction of phonographs one important object to be attained is the prevention of sound waves by vibration in parts of the casing of the machine which tend to destroy the purity of the tone and timbre sought to be reproduced. Experience has shown that one of the most frequent causes of bad reproduction lies in the connection between the tone arm and the amplifying horn in phonographs since at this point there is not only a considerable looseness which tends to produce improper vibrations but the metallic character of this portion of the device itself sets up certain vibrations in the material of the connection which produce injurious results.

One important object of the present invention is the provision of a novel character of connection between the tone arm and the amplifying horn, which connection will practically form a portion of the amplifying horn itself and which will prevent all improper vibrations of the connection itself as well as to dampen or absorb any vibrations produced by looseness in the connections between the connector end of the tone arm and amplifying horn, respectively.

Figure 1 is a vertical median section through a phonograph showing the connection constructed in accordance with this invention. Fig. 2 is a section on the line 2—2 of Fig. 1. Fig. 3 is a detail perspective view of the connection removed from the casing.

Three bandits, known to the police as "The Hotel Gang," recently robbed the apartment of Signor Frisco, the famous xylophonist, who is an exclusive Edison artist. The desperados secured considerable cash and jewelry, after forcing entrance at the point of guns.
Columbia Phonograph Co.

DANCE MUSIC

103-D Lady of the Nile—Frothe. Louis B. Jim Jones, and His Orch. 10
104-D Rose of the Moonlight—Frothe. Louis B. Jim Jones, and His Orch. 10
340-D Doodleday—Frothe. Los Angeles Yorkers 10
341-D A Broad for Heaven—Frothe. California Rambler 10
345-D All Aboard for Heaven—Frothe. California Rambler 10
347-A The Chain Gang Song—Tenor Solo. The Bundle Benders 10
337-D Continually—Vocal. Ken Stimpson and His Orch. 10
343-D Second Hand Love. Ken Stimpson and His Orch. 10
349-D She's My Sheba, I'm Her Sheik—Fox-trot. Ken Stimpson and His Orch. 10
327-D Jimtown Blues—Fox-trot. Van and Schenck 10
344-D Moonlight and Roses—Fox-trot. Van and Schenck 10
336-D Who Told You—Fox-trot. Heroes and Villains 10
322-D The Original Charleston—Charleston. Frank Munn 10
338-D That Little Old Sweetheart of Mine—Tenor Solo. Kitty O'Connor 10
310-D Hesitation Blues—Tenor Solo. Carl Fenton's Orch. 10
305-D I Had Someone Else Before I Had You—Waltz. Carl Fenton's Orch. 10
326-D We're Gonna Have Weather—Weather or What Do We Get From Boston?—Comedians 10
324-D Love Song (from "The Love Song")—Waltz. Art Gillham 10
314-D Oh, How I Remember—Waltz.}
“When the One You Love Loves You

The Waltz. In the Air Everyday!”

by Gus Kahn

Music by Reed Flanagan

Lead Kindly Light (Julian B. Dykes)—Organ.

15156 Norton’s Golden-Gate Trio—Mandolin, Violin, Banjo, and Guitar.

15157 Norton’s Golden-Gate Trio—Mandolin, Violin, Banjo, and Guitar.

15159 Hindi Strings—Violoncello.

15160 Hindi Strings—Violoncello.

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15247 Hindi Strings—Violoncello.
If It Wasn’t For You

I Wouldn’t Be Crying Now

A Great Song

Dandy Fox Trot

With a Great Melody

If I Can’t Come In, Please Don’t Let Nobody Come Out. (Continued from page 159)

Don’t Bring Lulu—Fox-trot

Isn’t She the Sweetest Thing?—Fox-trot

All Aboard for Heaven—Fox-trot

When I Think of You—Fox-trot

I Had Someone Else Before I Had You—Fox-trot

Everything Charleston Clarinet Blues—Clarinet Solo. November

At the End of the Road—Violin Solo, Piano Accompaniment

Alabamy Bound—Baritone Solo, Orchestra Accompaniment

At the End of the Road—Fox-trot

Oh Those Eyes—Fox-trot

Take Your Time (Gilrod-Lebedeff)—Tenor, with Orchestra Accompaniment

You’re Talking to the Wrong Man Now (Smith—Haskell)—Baritone, with Orchestra Accompaniment

I Can’t Come In, Please Don’t Let Nobody Come Out

Everyday My Sweetie Does—Cantilliano

Sweet River—Fiddle

Low Down Daddy Blues—Cantilliano, Novello Accompaniment

Listen—Tenor Solo, with Orchestra Accompaniment

The Chain Gang Song—Solo, with Novelty Accompaniment

The King Isn’t King Anymore—Comedy Solo, with Orchestra Accompaniment...Billy Jones

Wide Open—Tenor, with Novelty Accompaniment

Suggestion—Tenor, with Novelty Accompaniment

VOCAL

Titina—Tenor Solo, with Orchestra Accompaniment

The Chain Gang Song—Solo, with Novelty Accompaniment

Yiddishe Vokal Songs—Comedy Solo, with Orchestra Accompaniment.

VOLINS

Flora Dale

Listen—Tenor Solo, with Orchestra Accompaniment

Rosemary—Tenor, with Novelty Accompaniment

Say It to Your Ma—Tenor, with Orchestra Accompaniment

Let Me Call You Sweetheart—Tenor Solo, with Orchestra

Mamie—Fox-trot

Alabamy Bound—Baritone Solo, with Orchestra Accompaniment

Let Me Call You Sweetheart—Tenor, with Orchestra

Billy Jones

Alabamy Bound—Baritone Solo, with Orchestra Accompaniment

Sidney Mitchell

Missouri Jazz Band

I Had Someone Else Before I Had You—Fox-trot

Mamie—Fox-trot

I Had Someone Else Before I Had You—Fox-trot

Florida, Florida—Fox-trot

Let Me Call You Sweetheart—Tenor, with Orchestra

I'm Dreaming of You—Tenor, with Orchestra Accompaniment

I Found My Sweetheart—Sally, with Orchestra

Sally on a Boat-Fox-trot

Sam Lanin’s Dance Orchestra

Cross Words Between Sweetie and Me—Fox-trot

Florida, Florida—Fox-trot

When I Think of You—Fox-trot

I Found My Sweetheart—Sally, with Orchestra

Brenda’s Dance Orchestra

You’re Talking to the Wrong Man Now (Smith—Haskell)—Baritone, with Orchestra Accompaniment

I WOULDN’T

BE CRYING

NOW

A New Ballad by

the Writers of “Why Should I Cry Over You?"

You Can’t Go Wrong With Any FEIST PROGRAM

U. S. Music Co.

AUTOGRAPH

(These Rolls for Standard Recording Trackers Only)

INSTRUMENTAL ROLLS—MUSIC ONLY

FERNAN DUDLEY—MUSIC ONLY

LIBRARY EDITION—WORD ROLLS

LIBRARY EDITION—MUSIC ONLY

RACE RECORDS

AJAX RECORDS

BANNER RECORDS

REGAL RECORDS

DOMINO RECORDS

U. S. Music Co.
Dates of Association

Meetings Are Announced

Supply, Band Instrument and Musical Merchandise Associations Fix the Schedules for Their Respective Meetings

Preliminary announcements regarding the meeting dates of various associations affiliated with the Music Industries Chamber of Commerce, during the convention period in Chicago, in the west of which are due just made.

The schedules of three of the associations follow:

The Musical Supply Association will hold its annual meeting and election of officers on Tuesday, June 9, in Room D of the Drake Hotel, Chicago, and an intensive program has been mapped out with the idea of clearing up all the business of the meeting in one session.

The Band Instrument Manufacturers’ Association will hold its annual meeting and election of officers on Tuesday, June 9, in Room C of the Drake Hotel, Chicago, Monday afternoon, June 8, at 2:30. The present schedule calls for the cleaning up of the association business in one session.

The National Association of Musical Instrument and Accessories Manufacturers will hold its first session at the Drake Hotel, Chicago, Tuesday afternoon, June 9, this to be followed by sessions on morning and afternoon of the following day. This will be the first annual meeting of the organization, which was formed in Cleveland in March of this year.

Entertains Prisoners

Philadelphia, Pa., May 9—Vincent Rizzo and His Hotel Sylvania Orchestra, prominent Okeh record and radio broadcasting artists, recently visited the Eastern Penitentiary of this city. Mr. Rizzo made life pleasant for the many inmates of this institution by playing a number of selections and songs that these prisoners formed one of the most enthusiastic audiences before whom he had ever played.
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