

*The* TALKING  
MACHINE  
WORLD

*For the  
makers &  
sellers of  
talking  
machines*

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



BRUNSWICK PHONOGRAPHS  
BRUNSWICK RECORDS  
BRUNSWICK RADIOLAS



*The Sign of Musical Prestige*

*Brunswick*

PHONOGRAPHS · RECORDS · RADIOLAS

THE BRUNSWICK BALKE-COLLENDER CO.

*Manufacturers—Established 1845*

General Offices: CHICAGO      Branches in All Principal Cities  
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



*will present*

## New Ideas in Radios : Phonographs : Speakers



*THE CHATHAM—A new phonograph designed to meet the new demand. It is radio-adapted, of course—\$125.*



*THE SONORA RADIO RECEIVING SET—A beautiful musical instrument that is as famous for its tone quality as the Sonora Phonograph—\$90.*



*THE SONORA CONSOLE SPEAKER—Combines beauty of tone with beauty of design—equipped with mica-diaphragm and balanced with armature reproducing unit—\$50.*

*that will secure Sonora dealers new business on a "secured profit" basis.*

The fall season will find the Sonora dealer in an ideal position. There will be a selection of radio receiving sets that will not only have a selling advantage of excelling in tone quality, but will reveal the newest ideas in radio cabinet artistry—cabinet, period design and highboy models that reflect the craftsmanship of the master cabinet makers who create the Sonora de Luxe phonograph cabinets which are world famed for their beauty. New and artistic designs in phonographs too that will unquestionably stimulate new business. In thorough accord with the new demand—radio-adapted, of course.

With the presentation of the Sonora Radio Receiving Set, the phonograph brings its richest legacy to radio—the Sonora merchandising policy—the policy which always secures the dealer a substantial profit—a policy that will establish a definite value for radio as it has for the phonograph.



*THE SONORA DE LUXE SPEAKER—Famous for its mellow resonance because it has the identical tone chamber of the Sonora Phonograph—\$30.*

SONORA PHONOGRAPH COMPANY, INC.  
279 Broadway New York City

# The Talking Machine World

Vol. 21. No. 6

New York, June 15, 1925

Price Twenty-five Cents

## New Important Post for Edward B. Lyons

Becomes Sales Manager of the Cheney Phonograph Sales Co. and the Record Sales Co.—One of the Best Equipped Men in the Trade

CLEVELAND, O., June 5.—Thomas R. Buel, president of the Cheney Phonograph Sales Co. and the Record Sales Co., 1965 East Sixty-sixth street, in this city, two of the best known wholesale organizations in the State, announced this week the appointment of Edward B. Lyons, as sales manager of both companies. Mr. Lyons



Edward B. Lyons

needs no introduction to the dealers throughout this territory, as for many years he was general manager of the Eclipse Musical Co., Victor jobber, winning the esteem and friendship of the retailers in all of the trade centers in this section of the country. He is thoroughly familiar with the retailer's problems, and will be a valuable asset to the Cheney Phonograph Sales Co. and the Record Sales Co.

The complete line of Cheney phonographs has been distributed for a number of years in this territory by the Cheney Phonograph Sales Co., and this well-known product is being marketed by representative dealers throughout the State. The Record Sales Co. is a distributor of Okch and Odeon records, manufactured by the General Phonograph Corp., as well as Slepcer A-C Dayton and Thermodyne radio receiving sets and accessories.

## Reynolds Music House Gets Zenith Radio Line

MOBILE, ALA., June 6.—The Reynolds Music House, of this city, one of the leading Victor dealers in the South, has been appointed a Zenith representative by the Zenith Radio Corp., of Chicago. This popular and successful radio receiving set will receive aggressive representation by this well-known dealer, which has a very large following in Mobile territory, and which is splendidly organized to develop a demand for such a high-class product as the Zenith set.

The A. G. Reynolds & Son Music Store, Fargo, N. D., formerly located at 403 N. P. avenue, has moved to larger quarters at 407 N. P. avenue. The Cheney line of phonographs is featured.

## Jewett Distributing Co. Formed in New York

Charles W. Noyes Heads New Organization to Have Exclusive Jewett Distributing Rights in Metropolitan Field—To Carry Complete Line

With the advent of the new merchandising policy announced recently by the Jewett Radio & Phonograph Co., Pontiac, Mich., a new organization has been formed, known as the Jewett Distributing Co. of New York, Inc., comprising as its executives Charles W. Noyes, president and treasurer; Harry Cashmore, vice-president and Clinton F. Ostrander, as secretary. This new organization will be ready to start actual business July 1, acting as sole distributor of Jewett radio sets, Superspeakers and other Jewett radio products in the following territory: five boroughs of New York, Brooklyn, Long Island, Fairfield County, Conn.; Westchester, north in New York State to include Newburgh on both sides of the Hudson River, west in New Jersey, including Phillipsburg and then south, excluding Trenton. This territory will be served from two warehouses, one in Newark, N. J., and one in New York City, where a complete line of Jewett quality products will be carried.

Starting about June 15, the offices of the Jewett Distributing Co., Inc., will be located at 16-22 Hudson street, New York City. The executives of the company are planning to leave nothing undone to co-operate with Jewett dealers in carrying out the aims and ideals of the new Jewett sales and merchandising policy.

## F. T. Williams Now Music Master Sales Manager

Was Formerly Manager of the Chicago Office of the Company—Experienced Merchandiser and Well Known to the Retail Trade

PHILADELPHIA, PA., June 2.—The Music Master Corp., of this city, manufacturer of the well-known Music Master radio reproducer and now also manufacturer of everything in radio, has announced the appointment of Fred T. Williams as sales manager of the organization.

Mr. Williams has been manager of the Chicago office of the company for some time. He is thoroughly familiar with every phase of the merchandising plans of the Music Master Corp.

The recent remarkable expansion of the Music Master Corp. in size, manufacturing facilities and scope of product, has created the need of an executive of marked ability to direct its sales in merchandising. Mr. Williams' qualifications and experience particularly fit him for the important post which he now assumes. The efficient manner in which he has worked with Walter L. Eckhardt, president of the company, in the past presages close co-operation between president and sales manager in the future, working toward the steady advancement of the business of the firm with which they are identified.

## Washington, D. C., House Distributing Atwater Kent

WASHINGTON, D. C., June 8.—The Southern Automobile Supply Co., 1519-21 "L" street, N. W., has been appointed distributor for Atwater Kent receiving sets and radio speakers in the territory in which it operates. This company is a well established distributing organization and has taken on the Atwater Kent line with much enthusiasm. William E. O'Connor is president and treasurer of the company.

## Kenneth Reed to Cover New England for Pathex, Inc.

Widely Known Executive of New England to Cover That Territory in Interest of Pathé Motion Picture Camera and Projector

The many friends in the trade of Kenneth Reed, one of the most popular members of the New England wholesale trade, will be interested to learn that Mr. Reed is now associated with Pathex, Inc., as New England representative. This company manufactures the Pathé motion picture camera and projector, and its active head is Henry C. Brown, for many years one of the



Kenneth Reed

foremost Victor executives and a sales executive of exceptional ability.

As New England representative for Pathex, Mr. Reed will have unlimited opportunities to work in close co-operation with his many dealer friends in the trade, for the Pathé motion picture camera and projector will be marketed extensively through talking machine dealers. For many years Mr. Reed was Victor wholesale manager for the M. Steinert & Sons Co., Boston, Mass., and in this important post won the esteem and friendship of the dealers throughout New England. He is well qualified to attain an outstanding success in his association with Pathex, Inc., and the results of his work to date have been very gratifying.

## Music Master Corp. Takes Over Ware Radio Production

Important Announcement to This Effect Made by President Eckhardt of Music Master Corp.

Walter L. Eckhardt, president of the Music Master Corp., Philadelphia, Pa., made a very important announcement this week to the effect that his company had taken over the entire production of the Ware Radio Corp., New York, one of the country's leading neutrodyne manufacturers. Mr. Eckhardt stated that arrangements had been concluded whereby the Music Master Corp. takes the complete output of Ware neutrodyne, including a special Super Seven, which Mr. Eckhardt states will startle the radio world. The Ware sets will hereafter be known as the Music Master-Ware products.

An involuntary petition in bankruptcy was recently filed against the J. F. Brandies Corp., Newark, N. J., manufacturer of radio head sets, Herbert W. Royal has been appointed by the court to act as receiver. The assets and liabilities have not been announced.

# Small City Dealer Harvests Rural Trade

## Poughkeepsie, N. Y., Dealer Finds That Rural Sections Are Rich in Sales Possibilities and Cashes in by Advertising and Canvassing

In the city of Poughkeepsie, N. Y., the half-way point between New York City and the State Capitol, Albany, there is an enterprising talking machine dealer who has achieved success in the face of some pretty stiff competition by utilizing business methods which have made him known within a radius of many miles of his store, and while his establishment is by no means the largest in that city or neighboring communities he gets more than his share of the business. The name of this dealer is D. Friedman and his methods are an excellent illustration of how the dealer in the small town surrounded by rural districts can make the most of his opportunities.

### Rural Trade Worth Going After

A large share of Mr. Friedman's business is with farmers and during the three years since he opened his store he has steadily increased his rural clientele. "There are two ways of reaching the farmer," points out Mr. Friedman. "One way is by canvassing and the other is through advertising. We do both, although we have found advertising the most economical way of securing business. In most small towns in which a dealer is located or perhaps in a nearby town there is a weekly newspaper and this is the medium we have found to be most effective. Poughkeepsie is a fairly large city and of course we advertise in the local daily papers. However, about twenty-five miles north is the village of Rhinebeck, which boasts a weekly paper with an excellent circulation among the rural dwellers. We run an ad in this every week and we find it well worth while."

Many dealers fear to do business with farmers during poor crop years and at other times while

the crops are growing. They work on the theory that prior to the harvest the farmer needs all of his money to keep going and if the crop is not up to expectations or he does not get a high price for his produce he is broke and in debt. What is lost sight of is the fact that the

Are you located in a small town? If you are, you will be interested in this story of how a live dealer surmounted obstacles which may be similar to those you contend with. Perhaps you too have a "harvest" waiting to be garnered.

farmer is a property owner and all farmers are not in debt. The average farmer usually has some money in the bank and if he so desires he can undertake to purchase a talking machine, records or radio set.

Mr. Friedman, in his extensive business with farmers, finds them the best credit risk. "The farmer does not depend upon a job in a factory for a weekly salary and he is never thrown out of work," said this dealer, in pointing out why the rural dweller is a good credit risk. "It is true that sometimes the farmer is pinched for

money and he finds it hard to meet his obligations. But this condition is temporary and while it may slow up the payments for a time the money is sure to be paid. In my three years' business dealings with these people I have never had to repossess a machine and in rare instances has a payment been allowed to lapse even temporarily."

### Mail Order Competition

Regarding mail order competition, Mr. Friedman points out that almost all rural dwellers receive mail order catalogs, but the competition which these concerns created, say, ten years ago, is gone. When the automobile replaced the horse on the farm as a means of traveling to town the mail order houses suffered. The farmer, like other normal people, likes to inspect what he intends to buy before closing the deal and naturally when he desires a talking machine or other expensive product, he wants to see it and hear how it reproduces before coming to a decision.

The small town dealer must carry some cheap line to compete with the cheap instruments offered by the mail order houses. This is so not because he will sell many of these instruments in comparison to the more expensive standard-make machines, but simply so that he has some merchandise that compares favorably with that offered in the mail-order catalogs. If he is able to offer the farmer something along this line the result is that when that individual is in the market he will visit the store. What happens after that is up to the salesman. Of course, the object should be to sell the prospect the standard-make instrument. This should not be hard

(Continued on page 12)

# NYACCOFLEX

R. P. 1.



Dealers, write your jobber for details, or address

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

WE  
MAKE IT  
YOU  
PREPARE  
FOR BIG  
DEMAND



All orders up to July 1st will be received at this price. After that date the list price will be \$65.00.

LESS USUAL DISCOUNTS

## Radio Panels for Console Phonographs

R. P. 3

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

List .....\$45.00

R. P. 5

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

List .....\$65.00

# New York Album & Card Co., Inc.

23-25 Lispenard Street, New York



# Keeping Abreast of the Times, Musically



BRUNSWICK RADIOLA NO. 460  
*"The new musical instrument"*  
 Phonograph and Radio in One

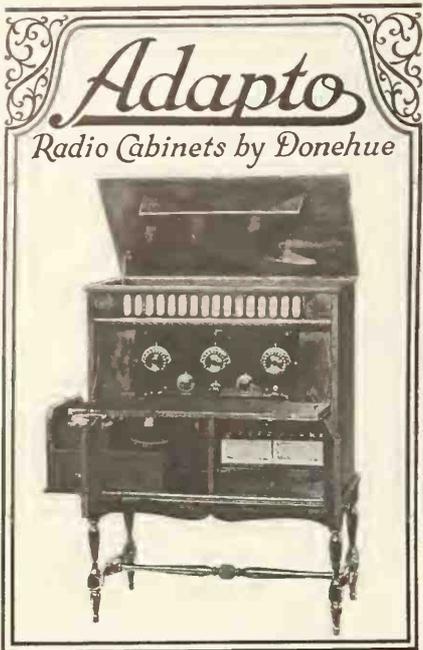
No outside wires  
 No exposed horn  
 No acid batteries  
 Complete in itself

*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

# Columbia President Makes First Official Statement of Company's Aims and Ideals

H. C. Cox, Recently Elected President, Gives an Interesting Outline of the Future Merchandising Policies and Plans of the Columbia Phonograph Co., Inc.



*Retail Prices Maintained*

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

Protected patented features, combined with the very finest workmanship, make the Adapto an easy seller. Adapto Cabinets accommodate any radio receiver having a dial panel not larger than 10½ in. high and 3½ in. wide. Equipped with compartment for enclosing batteries, battery charger, and especially designed horn. Made in mahogany and walnut. Price, \$110. West of Rocky Mountains, \$120.

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

DEALERS  
Write your nearest Distributor or us direct.

DISTRIBUTORS  
Some profitable territory is still open.

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



The annual meeting of the stockholders of the Columbia Phonograph Co., Inc., was held May 25 at the company's executive offices, 1819 Broadway, New York, and the following were elected members of the board of directors: George R. Baker, Mortimer N. Buckner, George L. Burr, Henry C. Cox, William C. Dickerman, William C. Fuhri, Fred W. Shibley, Louis Sterling, H. Mercer Walker and Horatio L. Whitridge. The organization meeting of the board was held on Wednesday, May 27, at which time the following officers were elected: Chairman of the board, Louis Sterling; president, H. C. Cox; vice-president, W. C. Fuhri; secretary and treasurer, F. J. Ames; assistant secretary and assistant treasurer, T. Allan Laurie. None of these officers needs any introduction to the talking machine trade for they have all been identified with the Columbia organization for many years, and in fact, Mr. Sterling and Mr. Fuhri have been associated with the phonograph industry for a quarter of a century. Mr. Cox has won recognition as an executive of exceptional capability and efficiency, and he is attaining marked success as the head of the Columbia organization. In a chat with The World Mr. Cox gave a most interesting resumé of the ideals and aims of the Columbia Phonograph Co., Inc., stating as follows:

"Our advertising and distribution policy will be extensive, whole-hearted, consistent and continuous. We hope to develop dealer-helpers that do help; and that will be sought after and productively used by the trade. We are certain that there is a large public demand for Columbia phonographs and records. If dealers will utilize the advertising and pulling value of store windows, and the effective sales material furnished to them, they will not only cash in



H. C. Cox, President, Columbia Co., Inc.

"This is 1925 and I am speaking about the new Columbia Phonograph Co., Inc., now controlled by phonograph capital and phonograph men. Many persons have informed me that the phonograph trade is waiting with interest for a statement from me concerning the future policies and plans of the Columbia Phonograph Co., Inc. I have been reluctant to give out such a statement, as certain of our plans have not yet matured to a point where an announcement can be made. However, there is not any hesitation or indecision in the policies of this company, and I am pleased, therefore, to make our views known.

on the existing demand, but will create a new and increasing demand.

"The new Columbia Co. stands for a fair deal for everyone—jobbers, dealers, and the buying public. Our prices will always be competitive and will be placed as low as is consistent with the highest quality. Our prices to dealers will be the same for all—no favorites. We will market Columbia products through the phonograph trade. There will be no cut price sales to 'gyp' specialists. If Columbia can at any time make a price concession on any product, the benefit will be given to regular Columbia dealers. I mean 'a fair deal for everyone,' and there is nothing equivocal intended.

"We do not intend to go into radio. It is true we have announced the Columbia loud speaker phonograph attachment. That is a device to be used in utilizing the phonograph tone chamber as a radio loud speaker. It is high-grade and priced low. Further developments may come along later, but for the present we are convinced of the wisdom of confining all of our efforts to our real business.

"We intend to produce and market products of only the highest quality. Our entire organization has been lined up with that thought. We believe we have employed the best men in the world for quality production and the sale of quality products. From time to time dealers will have an opportunity to see and examine and sell new Columbia products as developed, and will have an opportunity to judge for themselves. I'm sure that every move and every decision will be tested by this question—"Does this improve Columbia quality?" Listen to a Columbia record now and compare it to one issued last year. Try this month by month. We feel quite sure on this point.

"Now that I have talked several minutes on various topics, I find that I could have covered the whole ground by simply stating that we have every confidence in the future of the phonograph industry and, therefore, in the success of Columbia. We are in the game to stay. We have invested our time, money and brains in this great enterprise and we intend to make good in every sense of the word. That covers the whole ground because, of course, to do that we must play a fair game, must have a product of outstanding merit at a reasonable price, must keep up to date and must consistently promote the sale of our goods in a way that will be helpful to the trade and attractive to the public.

"Columbia will always be in the van of new developments. We intend that every development of value to the phonograph and record will be obtainable or exceeded in Columbia products. Here, too, our organization of phonograph men of long experience will not be found wanting. We have started: Witness the Masterworks sets of complete symphony orchestras and beautiful chamber music; witness the Glee Club records. Our slogan is 'Columbia for Good Music.'

"In return I ask from the phonograph trade in 1925 an open mind and a fair show for Columbia. Our good friends, the trade journals, will contain our announcements from time to time. The Columbia salesmen will carry the message to dealers from Coast to Coast. They will always have something of interest to say to everyone in the phonograph industry; to everyone who loves this game and makes a life work of good music, and who believes, as we do, that there is profit and happiness in the phonograph business."

A new music store, the Thiery Music Co., recently opened at 872 Third street, Milwaukee, Wis., with a full line of musical instruments, including phonographs and radio. The company has also taken over the business of the Thiery Piano and Phonograph Co., and the business of the J. B. Thiery Co.

THE BRUNSWICK-BALKE-COLLENDER CO.  
623-633 SO WABASH AVENUE  
CHICAGO

EXECUTIVE  
OFFICES

TO ALL BRUNSWICK DEALERS:

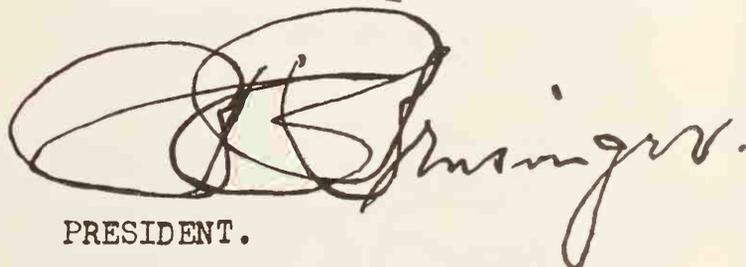
The announcement by the Radio Corporation of America of their having consummated arrangements to sell to the Victor Talking Machine Company, Radiolas for use in the manufacture of combination instruments, is regarded by this Company as having a most constructive influence on the Radio and Phonograph industries.

The Victor Company is to be congratulated in the wisdom displayed in selecting the Radiola, manufactured by the Radio Corporation, which is, unquestionably, the best radio receiving set manufactured, and, by so doing, following the procedure adopted by this company one year ago, and, the Radio Corporation is also to be complimented upon its having successfully completed negotiations with the Victor Co.

This arrangement will in nowise affect the agreement between the Radio Corporation of America and The Brunswick-Balke-Collender Co., who will be supplied by the Radio Corporation with the same receiving sets as those contracted for by the Victor Co.

Very truly yours,

THE BRUNSWICK BALKE COLLENDER CO.



PRESIDENT.

BEB EM

# Selling Radio Service Pays Germain's Rent

Application of Common-Sense Merchandising Principles in Giving and Selling Radio Service Makes Department a Profit-Producer

Is the cost of servicing radio sets which you have sold and the overhead of the service department eating into your radio profits? Many dealers claim that the cost of giving service to their radio customers is making serious inroads on profits from the sale of sets and some of them feel that the situation is hopeless. The fact remains, however, that there is a solution to the problem and that solution lies in placing the service department on a real merchandising basis—in other words, service can be sold at a price which permits of a profit. At the present time, probably due to the keen competition among retailers of radio sets, dealers are going far out of their way to extend service—costly service, which kills profits.

## Makes Service Income Pay Rent

Concrete evidence that the service department can be made not only to pay for itself, but return the dealer a substantial profit, exists in Germain's Radio Shoppe, Inc., which operates a store in East Orange, N. J., and another in Montclair, N. J. S. G. Holbrook, who has charge of the Montclair store and who is a member of the firm, states that the service department of this concern is not only paying for itself but is going far toward paying the rent of the entire establishment. "The answer to profits in the service department lies in placing it on a purely merchandising basis. Service should be sold and not given away," he pointed out. "When we sell a radio set we do not give service over a period of time, say from one to three months, as most dealers do. We explain to the customer that we will make three service calls without charging for same and we also take good care to make the fact clear in the customer's mind that we will not replace parts which have been broken or make repairs necessitated by mishandling of the set by the customer. We inspect the set and if we find any trouble due to a fault in the set we make good without charge. On the other hand, work and parts necessitated by carelessness we make a charge for. After the three calls have been made as per agreement, we make a charge of \$1.25 per hour when we are compelled to send one of our men out on a job. It is impossible to make a flat rate for the reason that some jobs take longer than others; the men are compelled to waste time traveling, etc. If, for example, a man visits a home ten minutes' traveling time from the store and spends a half hour at work we charge less than where the man is compelled to spend an hour in traveling to and from the

store and spend the same time in actually working. This is the only fair way to base charges because it is the only way in which the dealer can protect his interests and prevent loss.

## Soliciting Service Business

"There is a real opportunity for keeping the service men profitably busy by actually trying

Many talking machine dealers who handle radio complain that the cost of servicing sets which they have sold practically eliminates profits. Dealers have experimented along various lines and some of them have succeeded in cutting the cost of service considerably. Probably one of the principal faults in connection with service is that dealers have been inclined to go too far in order to close sales, at least that is the opinion of S. G. Holbrook, of Germain's Radio Shoppe, Inc., who tells in the accompanying article how he has succeeded not only in operating this branch of the business in such a manner as to eliminate loss but he actually makes the service department show a profit. The secret, according to Mr. Holbrook, is to use intelligent merchandising methods in the operation of the service department.

to sell service to patrons. We keep a card index of all our customers, whether they purchased a radio set from us or whether we were called out to do some work on a set which had been purchased elsewhere. We solicit for business for the service department in the same businesslike way in which we go out after sales. Here is how it works out: Through experimenting I discovered a simple method of eliminating the blast which is common where a certain type of loud speaker is used. I knew, by looking through my file just what customers were the possessors of this type of speaker. I selected three names and sent them a note telling them what I could do about the blast. Two of these people called me up immediately upon receipt of this note and asked that a man be sent out to make the necessary changes. The result was an extra income of \$6.00, which we never would have had had we not gone out after the business. Another example: A customer complained that his receiving set was not giving him the results he expected. I went over per-

sonally and found that this could be remedied by installing a new aerial. I sold him on the need for this and the work was done at a charge which gave us a satisfactory profit. Another man's property was so situated that if an aerial was installed in accordance with the facilities at hand his reception would be mediocre. We sold him on the idea of erecting a steel mast on his garage. It cost him twenty dollars. We sold the mast, did the work and made a nice profit. That is what I mean by merchandising service. It can and must be done if the dealer expects to make the service department a profit producer instead of a profit eater."

## Service Men as Salesmen

There is another angle to this service question which may be made a power for profits, or at least go a long way to pay for the operation of the service department. That is by encouraging the service men to be observant when out on calls, noting what accessories the customer is in need of. A report along these lines will open the way for sales effort. Then, too, the service man, if he is of the right type, will often find opportunities to make sales of accessories. This can be encouraged by the payment of commissions on sales. There is no doubt that by paying more attention to the purely business phase of the service department the dealer can largely eliminate losses which are killing profits on radio set sales.

## Crosley Distributors to Hold Convention in June

Auditorium of Crosley Radio Corp. in Cincinnati to Be Scene of Important Gathering

The third annual convention of distributors of Crosley radio sets and Musicones will be held in the auditorium of the Crosley Radio Corp. in Cincinnati, Tuesday and Wednesday, July 7 and 8. These conventions are always held after Independence Day because at that time the radio season opens and the sales curve commences to climb.

Merchandising plans, including the new "Crosley Sales and Service Stations" idea, will be presented in detail. A new standard for values in radio apparatus will be established. Distributors will have an opportunity to see the increased facilities of the three plants which makes it possible to manufacture 6,000 radio sets a day.

For the Profitable Sale of Records—

## The Audak System

The modern method of demonstrating and selling records

Without the Use of Booths

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

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

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



# The Portable Season

*Creates Sales for the*

## PEERLESS RECORD CARRYING CASE

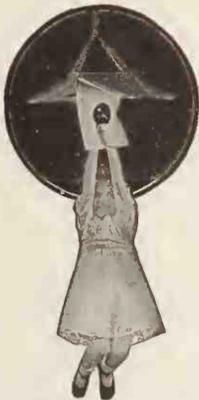
*Get Your Share*



Every portable sale should include a Peerless Record Carrying Case. Each carrying case also induces the sale of more records. Encourage record sales with Peerless Record Carrying Cases.

## 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

\* \* \*

### PEERLESS PRODUCTS MEAN PROFITS

*Here's Another One*

#### 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.

\* \* \*

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

## PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

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

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



(Registered in the U. S. Patent Office)

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**NEW YORK, JUNE 15, 1925**

### *The National Music Trades Convention in Chicago*

ALTHOUGH the talking machine interests were not in any sense strongly represented at the National Music Trades Convention held in Chicago last week, there were a number of discussions of a general nature during the course of the meetings of direct interest to all retailers in the music field, including talking machine merchants. These subjects covered matters of a fundamental nature and included among other things the consideration of the question of substituting a flat carrying charge on instalment sales for the practice of charging interest on deferred balances.

So far as the talking machine trade is concerned, this procedure has developed far beyond the experimental stage, and on the Pacific Coast the Southern California Music Dealers' Association has already adopted and put into force a well-balanced schedule, providing for carrying charges on talking machines and radio outfits, varying according to the terms of the sale. This schedule has been in effect for some time, and dealers report that it is operating very successfully.

The main point is that a simple, normal interest charge upon instalment accounts does not properly recompense the merchant for the time and trouble of handling such accounts or provide a proper return on the amount of capital tied up in paper. Business success depends chiefly upon turnover, and with a large per cent of his capital tied up in instalment accounts the retailer is frequently hard put to realize sufficient cash to take care of his business demands. Adopting the carrying charge idea, he does not in any sense offset his loss in stagnant capital, but he at least realizes something more than savings bank interest.

There are some retailers who admit frankly that they hesitate about adopting the carrying charge, because of competition. They are of the opinion that the dealer who continues to charge flat interest on unpaid balances will have the best of the argument when approaching customers and thereby capture the bulk of the business. Perhaps in some cases this may be so, but the dealer will find upon investigation that though there are still some talking machine houses which do not charge interest at all the great majority who do demand a fair interest on balances continue to do business and prosper. So much for the carrying charge discussion.

A number of other matters of general trade interest were handled at the same meeting, prominent among them being the campaign instituted by the Better Business Bureau of the Associated Advertising Clubs of the World against the users of "bait" advertising at the instigation of the Music Industries Chamber of Commerce. Talking machine and radio dealers suffer quite as much from this type of advertising as do dealers in other branches of the trade, for the offering of supposedly standard goods at prices ostensibly below the market serves to give to the public a generally false idea of values and tends to disturb the entire industry.

Numerous other matters of general importance and interest were handled during the convention period, and although the results cannot be expected to be revolutionary, they should tend to accomplish much for the betterment of the trade as a whole.

This year the Chamber of Commerce officials again sanctioned the official exhibits at convention headquarters, with the result that the score or more concerns engaged directly or indirectly in the talking machine or radio business were among the hundred or more firms which had displays at the Drake. These exhibits themselves served to attract to the convention many who came to the convention for the purpose of seeing the new offerings.

### *Lesson From Big Demand for Portable Phonographs*

A PARTICULARLY interesting and important phase of the present business situation in the talking machine trade is the strong demand for portable machines of various types reported from all sections of the country. These sales campaigns on portable models have been a feature of the Spring trade for a number of years, and the results have been distinctly satisfactory. Yet this year, when business in many cases has been declared to be off color, a strong drive by manufacturers of portable outfits, with the co-operation of the dealers, has piled up a volume of business that promises to break records before the season is over.

This big business in portable machines offers an impressive lesson to those who are inclined to complain about conditions and ease up on sales efforts because they feel that the effort is wasted. The manufacturers of portables have gone after business consistently and persistently. They have kept the portable before the public in a manner that has proved convincing and brought results, and the success of their efforts leads to the belief that similar energy put behind all lines of machines would bring at least a proportionate volume of business. These portable sales have already this season mounted well into the thousands with various individual concerns, and the total has long ago entered the realm of six figures.

Nor is the demand for the portable to be regarded as something apart from the regular line of business, for it actually proves a stimulant to the trade as a whole. In the first place, every portable sold results automatically in the sale of a library of records to go with it, this library being large or small, according to the ability of the dealer or his salesman to interest the prospect to the maximum.

Then again it opens the way for the sale of a cabinet type of machine of some sort for the home, for the portable is a great medium for introducing the true worth of talking machine music. Perhaps, even the same little portable may bring about the sale of a combination talking machine and radio outfit. This all depends upon the manner in which the dealer views the situation and its possibilities.

In every respect the portable talking machine is a live factor in the industry to-day. It is bringing an immediate string of Summer business for the dealer, and at the same time providing him with genuine opportunities for the future sales effort.

### *It Pays to Study the Field in Which You Operate*

ONE of the most successful methods that a retailer can adopt as a means for preventing the accumulation of dead or slow-moving stock is to make an intensive study of the character of the field in which he operates or plans to operate, for in this cosmopolitan nation of ours there is a tremendous variety of demand evident in different sections of the country.

In the handling of foreign records, for instance, the failure to study the local field may mean a heavy loss, for it is good sense to assume that where the bulk of the population in the dealer's territory

are from Scandinavian countries, for instance, they will be inclined to purchase records of their own music rather than those of the music of the Latin race. Likewise, there are certain sections where the modern native-born element prevail, wherein the popular records will represent the bulk of the trade, while in other sections under similar conditions the call will be for the lighter classics.

The selection of stock that is most likely to appeal to the neighborhood buyer is not in any sense a new doctrine, for we find in other lines of business concerns that operate from two to a half dozen stores in a given territory, each carrying the type of stock calculated to appeal to a definite element of the community.

The same rule applies to the selection of machine stock, and although the dealer may be inclined to carry a full assortment of styles he is showing good business judgment if he concentrates on those models which, in style and price, are likely to appeal most strongly to those with whom he expects to do business.

At the present time we find talking machine dealers with some hundreds, and in certain cases some thousands, dollars' worth of machines on their floors on which carrying charges have already wiped out any potential profit, and yet these same dealers find difficulty in getting sufficient supplies of those types of machines upon which they enjoy the bulk of their turnover. Studying the market and stocking according to the demands of that market means higher turnover, wherein the profit lies, and at the same time cuts down dead stock.

The same rule applies to the handling of radio receivers or any other article which the talking machine dealer feels he can handle profitably in addition to his basic lines. It is not a question of what the factory finds to be selling best, or what a dealer in another section is moving rapidly, but rather what the dealer can handle and sell to advantage in his own territory. What will sell on Lake Shore Drive, Commonwealth avenue or Fifth avenue is very likely to represent dead stock in the Stockyard District, South Boston, or the Lower East Side, and in actual business the lines are drawn even more sharply.

### *How Giving Musical Service to the Community Pays*

ANY retailer of musical instruments who questions the practical results of developing a public music service and the holding of musical festivals at regular intervals might well get in touch with Wm. F. Lamb, of Lamb's Music House, Pottstown, Pa., who only recently held his ninth annual music festival, supplying artists of a caliber to interest a great mass of the local public and attracting crowds who have come to associate the name Lamb with good musical entertainment.

In a city with a present population of less than 15,000, Mr. Lamb has built up a distinctly profitable music business, which he attributes largely to his willingness to go outside of regular trade channels to arouse interest in music and the instruments that produce music. At his last music festival, for instance, in addition to his own orchestra, a permanent organization which is heard frequently in Pottstown and vicinity and represents a constant advertisement for the business, there was presented the Eveready group of artists whose names and voices are familiar to practically all owners of talking machines and radio receivers. The concert filled

the local high school auditorium, which has a seating capacity of over 1,000.

In giving musical service to the community, whether the indirect object is commercial profit or not, Mr. Lamb has followed the Biblical lesson of casting bread upon the waters, and the returns have been manifold. The same experience has been enjoyed by other dealers in musical instruments who have sponsored series of concerts, such as Philpitt, of Florida, or arranged special music week celebrations as does DeForest of Sharon, Pa. The talking machine dealer is particularly fortunate in that by presenting or arranging for the appearance of noted record artists he has not only a tremendous field to draw from, but he is developing a direct hookup with the products he is selling. To the seller of pianos, or band and orchestra instruments, such concerts depend for their value on the indirect results from the interest in music aroused. To the talking machine dealer they mean direct sales of records in stock.

Lamb's annual music festival affords a concrete example of how this work may be carried on successfully, but there are many other retailers also accomplishing satisfying results along similar lines. Good merchandising does not consist of simply handing the goods over the counter, but depends largely upon creating an interest in and developing a market for those goods.

### *An Announcement of Great Trade Importance*

THE announcement made recently by the Victor Talking Machine Co. of the consummation of arrangements with the Radio Corporation of America whereby the Radiola Super-Heterodyne will be installed in Victrolas beginning in the Fall is of general interest to the trade, for it puts a definite quietus upon the many rumors that have been floating about relative to Victor Co. plans. The big thing, of course, is that the announcement affords the Victor wholesaler and the several thousand Victor dealers throughout the country an opportunity to plan for the future both in their talking machine and radio activities with a definiteness of purpose and with the element of uncertainty removed.

From the radio angle the selection of the Radiola Super-Heterodyne as the basis for the new combination product gives the assurance that the dealers will not have to deal with an unknown factor in radio and this should have a distinct effect in stabilizing the trade and making for its permanency. That the announcement was considered of general public importance was evident by the attention given to it in the newspapers of the country.

### *Optimistic Over the Business Outlook*

DESPITE the unusual spell of hot weather which ushered in the first month of Summer, it is evident that business men have been developing and perfecting plans for an early and successful Fall trade. These are the merchants who comprehend that business to-day can only be procured by strenuous work, careful preparation, and a proper study of their territory, and they have evidently determined that they are going to get a very handsome proportion of the amount of money which the American purchasing public will spend for musical instruments of all kinds the coming Fall.

## Van Veen Wareroom Equipment

### — EXPERIENCE —

This is an age of specialization. In planning your wareroom equipment and improvements it will pay you to use the services of an experienced house.

Many years of specialization in the equipping of talking machine warerooms has enabled us to render exceptional service in the planning and equipping of your warerooms and, therefore, through specialization to offer this equipment at an attractive price.

Write for details and catalog.

**VAN VEEN & COMPANY, Inc.**

413-417 East 109th Street, New York City

Phone Lehigh 5324-4540

# Stimulating Record Sales by Advertising

## E. E. Forbes & Sons Make Special Drives on Single Records and Find That It Pays—Ad Results in 200 Record Sales in Four Days

The talking machine trade has been educated to the need for advertising to move its machine stock, but records, to a large extent, have been overlooked in this respect. The reason for this apparently is that there is a general feeling in the trade that the profit on the sale of a record is so small that the high cost of advertising makes it impossible to utilize this form of stimulating interest in the product. True, most dealers send out the supplements supplied by the record manufacturers to their customers, but in the majority of instances this is as far as the sales promotion effort goes.

### Successful Drive on Single Record

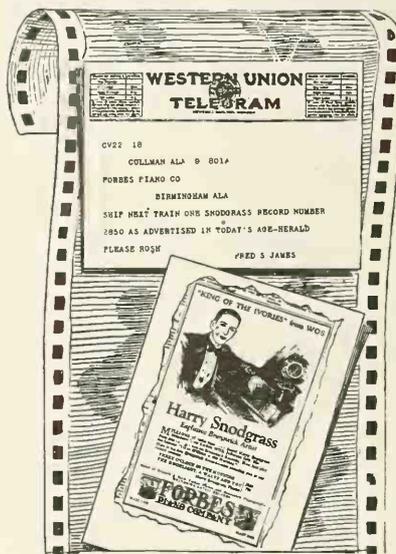
That it does pay, and that in a big way, to spend some money in advertising and other publicity to promote record sales is illustrated in a concrete way by the E. E. Forbes & Sons Piano Co., of Birmingham, Ala., which has inaugurated the plan of making special drives on single recordings of some particular merit which is likely to make them widely popular. Recently Harry Snodgrass's Brunswick record of "Three O'Clock in the Morning," and "The Moonlight, a Waltz, and You," was selected for a special drive. A special ad on this record was run in the Birmingham Age Herald. The ad was comparatively small, six inches, two columns, but the results were surprising. A noticeable stimulation in the demand for this record was immediately felt, one order being received from the town of Cullman an hour after the paper reached there.

### Getting Free Publicity

Clever advantage of the telegraphed order was taken, resulting in some really extensive publicity on this record. Briefly, the Forbes Piano Co. wrote immediately to the newspaper, enclosing the telegram to show the pulling power of its advertising. As was expected the newspaper made good use of the telegram by using it with the original Forbes ad in a whole page ad to show the power of Birmingham Age Herald publicity. Of course, the Forbes Piano Co. profited by this as it further advertised the Snodgrass record. Six days later this page ad was again used, making two complete

pages of free advertising for the Forbes Piano Co. within a period of one week.

Now, the interesting part of this incident is the fact that during the first four days two hundred of the featured record were sold. And



Part of Forbes' Free Publicity

this in addition to the many records which were sold to customers who visited the store to get the Snodgrass record. This incident shows more effectively than any amount of arguing the need for advertising in moving record stock.

### The Form Letter as a Record Sales Aid

There is another method of bringing records to the attention of the store's customers and that is through the medium of direct mail. In this connection E. E. Forbes & Sons also have been very successful. This concern does not stop merely with sending out the record supplements, according to E. E. Forbes, who says: "We find one of the quickest ways to get record business is by using a form letter mentioning

only one or two records. This is in the nature of a personal letter, signed by the manager of the talking machine department. We find that if more than two records are listed the letter finds its way into the waste basket. In these letters we describe the outstanding features of the record, impressing upon the customer that the artists who have recorded it have done better than could have been done by any one else."

Herewith is a reproduction of the letter sent out in connection with the drive on the Harry Snodgrass record:

EXTRA SPECIAL  
FROM  
RADIO STATION WOS, JEFFERSON CITY, MO.  
Record No. 2850, by Harry M. Snodgrass  
2850 THREE O'CLOCK IN THE MORNING—Piano Solo,  
Harry Snodgrass  
THE MOONLIGHT, A WALTZ AND YOU—Piano Solo,  
Harry Snodgrass

"The King of Ivories," as Snodgrass is known to millions of radio fans, plays "THREE O'CLOCK IN THE MORNING" and "THE MOONLIGHT, A WALTZ AND YOU" as his first record. We feel that there is nothing we can say that will increase the popularity of this artist.

ANOTHER TIMELY NUMBER  
12260 MIDNIGHT STRUTTERS  
SCOOKLUM BLUES  
This is Jimmy Bryant's latest Dance Record.  
Don't fail to ask for this record—it is great.  
Other good records are listed on enclosed supplement  
MAY WE SERVE YOU?  
E. E. FORBES & SONS PIANO CO.,  
1922 Third Ave., North.

## Small City Dealer Harvests Rural Trade

(Continued from page 4)

to do because the prospect will be able to see the difference a few dollars make.

"There is another thing in which the mail order houses fall down and that is service. Service is a much-abused word, but the fact remains that the dealer located in the community is in a position to extend service, which is impossible for the mail order concern. Advertise this fact and bring it home to the people who are likely to be in the market for a talking machine and the local dealer always will be given the preference.

The main thing for the small town dealer to do is to keep his products and his store in the minds of the people in his territory. This means advertising, not spasmodic publicity, but a consistent campaign. In the rural districts most of the more substantial farmers have telephones and they are listed in the phone book. Here is a ready-made prospect list for circularization. A two-cent stamp is a small price to pay to bring some new product to a possible prospect. Also, it is a small price to pay to bring to the attention of the people the latest records.

The writer recently has had occasion to meet and talk with many dealers in small communities and was surprised to discover that in few cases did those dealers he came in contact with think enough of the potential record business of the farmer talking machine owner to send him the record supplements regularly. That this is a short-sighted policy no intelligent merchant will deny. After a machine has been sold the only chance the dealer has to continue his business relations with the customer is through the sale of records. And then, too, every record sale means a profit, a small profit to be sure, but, nevertheless, worth considering. Some dealers have as many as two thousand customers on their books. Think what it would mean if each of these purchased a single record a week. Whether you have on your books the names of one hundred customers or two thousand don't overlook the profits of the small sales.

## A Window Display that actually SELLS furnished free to PAL dealers

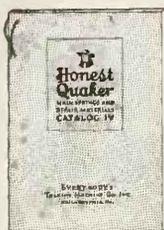


The appeal of this attractive display beautifully executed in seven colors, is so irresistible that it will bring many prospects into your store—not only for Pal, but also for your regular lines of records, and other merchandise.

# SEE PAL 'AD' on PAGES 36-37

# Honest Quaker

Main Springs  
Repair Materials



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.



## PRICE



SMALL phonograph part when you want it is priceless. Thousands of different kinds of talking machines have been made and distributed around North America, in which were built all sorts of odd parts, and for many of these Everybody's is the only source on earth.

Who made these millions of phonographs; how they are made and the wearing qualities of each is in our private information file. Applying the law of averages to this mechanical information we can anticipate and prepare for a certain demand for each part. This is the "secret" of how we are generally able to fill for you (by return mail) a mixed order comprising many heterogeneous parts.

We charge no premium just because a part cannot be obtained elsewhere. That this policy is pleasing to the trade can be visualized by glancing through our card system containing thousands of customers who originally started with an order for one part and now frequently purchase accessories and supplies totaling hundreds of dollars a month.

So you see that Everybody's Service thinks of price first for the customer, and last for itself. In bulk purchases we know our prices are the lowest, and in small lots, our customers frequently express amazement at our trifling charges.

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

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

# Forcing Payments Without Good Will Loss

Danger of Making Enemies by Forcing Collections Is a Serious Problem—How the Hoskins Music Store Solved the Difficulty

The aim of every far-sighted business man is to build good will. His success in doing this is an important factor in continued prosperity. Loss of good will means lost business and prestige and a consequent decrease in profits. The talking machine dealer, of course, does the bulk of his business on the instalment plan and consequently it is in the matter of collections that the greatest danger of losing good will lies. The problem is how can the dealer force collections and at the same time retain the friendship of his patrons and make them boosters for his store? This is especially important to the dealer located in a neighborhood section or to the merchant in the small town, who depends almost entirely upon the good will of his neighbors for his business. This type of dealer has no transient trade to aid in bringing up the sales volume. It is through repeat sales and the friendship of his neighbors that he succeeds.

## Two Ways of Handling Collections

There are two ways, broadly speaking, of handling the collection problem. One is for the dealer to be lenient in the case of delinquency and the other is to force payment or repossession regardless of consequences. The first method is dangerous because the dealer may never get his money or he may hold off on repossessing until too late. In the second case the dealer stands to lose the good will of those slow-paying customers with whom he has used harsh measures. The sale of a talking machine, radio set or other instrument on the instalment plan should be the start of a friendly relationship between the store and the customer which will mean future sales of records, accessories, etc. If it is necessary to repossess, obviously there is no chance of future sales to that particular individual and, further, the friends of the person from whom the instrument has been repossessed are likely to hear about it—and they, too, are very likely to go elsewhere for anything in the music line they may need.

## How W. C. Hoskins Has Solved the Problem

In common with many other talking machine dealers, W. C. Hoskins has faced this problem, and he has solved the difficulty in a manner which makes it unnecessary for him to worry about financing. Briefly, the services of a finance company are utilized and during the period of time this service has been used the results have been eminently satisfactory.

The Hoskins Music Store is located in Cheyenne, Wyo., and deals in talking machines, records, radio and pianos. The firm does a large business and is known as one of the most successful music houses in that section. Approximately 98 per cent of the entire sales of talking machines, radio and other musical merchandise are made on the instalment plan.

"We finance all sales through a finance company," states Mr. Hoskins, in outlining his methods of operating the credit end of the business. "This is made clear to each customer before the contract is signed and the customer is impressed with the fact that the finance

It is very important that you return this notice with your remittance, otherwise there may be a delay in crediting your account with the amount paid. We receive a good many remittances daily. Some of them come without this notice which causes delay in crediting the proper accounts. This results in needless annoyance to the purchaser.

Payments are due at our office, and therefore should be sent by bank draft, P. O. money order or personal check, in sufficient time to reach our office on or before maturity date.

Blank Finance Company

The "Notice of Payment Coming Due," which was mailed to you 10 days before the payment was due, brought no response and the account is now delinquent.

Surmising that this is merely due to an oversight, or that the notice did not reach the proper person for action, we are sending this notice with the request that you give the matter the attention it deserves, as your credit standing is worth far more to you than the amount involved.

We will expect your check, money order or bank draft by return mail so "Please give it your attention to-day." Thank you.

Yours very truly,

Blank Finance Company

We have as yet received nothing in reply to our "Notice of Payment Coming Due" which was mailed you about 10 days before the due date. The account is now delinquent.

We trust this has been merely due to an oversight on your part and now that it has been called to your attention we are expecting your check, bank draft or money order by return mail.

"Please give it your attention to-day." Thank you.

Yours very truly,

Blank Finance Company.

You seem to be inclined to let your payment get too far behind. At least we have received no reply to our two previous notices. We regret that the plan under which we operate cannot, of necessity, permit of more leniency, nevertheless,

To be straightforward about the matter, this is the way we look at it:

Remember that we have hundreds of these accounts to look out for and if a purchaser does not respond to our notices we are able to judge each account by the remittance column only.

You will readily realize that the nature and volume of our business does not allow us to spend much time in "nagging" over delinquent payments. We pay out money and otherwise shape our actions on the supposition that these payments will be met as they mature. While it might appear to be profitable for us to compel you to lose the money you have paid on your time-purchase obligation we had much rather not be forced to do so—we are aiding to sell commodities, not buy them.

It is distasteful for us to have to refer to the terms of the mortgage contract but nevertheless you will find same quoted in part, for your guidance, on the slip enclosed herewith. Therefore, to be frank with you, this is our final notice. While we hope you realize that we would much rather retain your good will, please understand that unless we hear from you on or before . . . . . we shall be compelled to consider you in default under the terms of your mortgage and shall proceed to protect our rights thereunder without further notification to you.

Blank Finance Company.

We have to date received no response from our delinquent-payment notices (copies of which have been sent you), addressed to the purchaser named on the face of this notice.

If you do not wish us to have our attorneys take this matter up with the mortgagor in this instance kindly let us have a check in the amount shown on the face hereof by . . . . . or, if you do not see fit to carry this payment for the mortgagor, you may act as our agents and replevin the ( . . . . . ), so advising us when this has been done,—keeping up the payments to us until the ( . . . . . ) is resold and paying the balance in full on such date, in which event we would refund the unearned brokerage and interest, if any.

Otherwise, on the above date, if you have not exercised either of the above options, our only alternative will be to place the account in the hands of our attorneys with instructions to collect from the purchaser both the delinquent ( . . . . . ) payment of \$ . . . . . and the current ( . . . . . ) payment of \$ . . . . ., or, failing in this, to replevin the ( . . . . . ) not later than 5 days after the current payment is due, disposing of same at sheriff's sale (or if to better our interests, in any other way), applying the proceeds to the note and costs of collection, and collecting from yourselves, as endorsers, the difference, if any, hence—

Let us hear from you regarding the above on or before the date first above mentioned.

Yours very truly,

Blank Finance Company.

company takes no excuses as a dealer will for lapse in payments. This method of financing is especially good for the little dealer who does his own selling, collecting and bookkeeping, and is to be recommended for two reasons.

"First: The dealer can talk very strongly to a delinquent and explain that a court action may result and the delinquent's financial reputation be smirched and lay the blame on the finance company's methods, and thus avoid gaining the ill will of the customer. We have found it good business to hide behind the finance company in cases of this character. They back us up and the customer expects such action from the finance company. The form letters reproduced herewith are sent out by the finance company with which we do business and indicate the methods used.

"Second: The finance company acts as a sort of special collection department for the small dealer. It continually keeps before the dealer's mind that the customers' payments are due, and the dealer is compelled to keep the payments coming in on time or else he gets in bad repute with the finance company. Small dealers find it difficult to departmentize their work and in many cases their accounts collectible lag, but with the finance company back of and prodding the dealer very few accounts lapse."

## Sliding Interest Charge

The Hoskins Music Store charges interest on all instalment sales. This interest is based on the length of the contract and on the schedule of the finance company with which this firm does business. Other companies have different arrangements. The length of contract on which the interest charge is based runs from four to twelve months. On a four-months' contract interest at the rate of 4 per cent is charged and for each month over this period up to twelve months one-half per cent is added to the interest charge so that a twelve-months' contract calls for payment of interest at the rate of 8 per cent. Of course, the legal rate of interest varies in different States but a carrying charge can be substituted for interest, thus eliminating any legal difficulties.

## Securing Credit Data and Repossessions

"We always secure a financial report from our local credit rating exchange of which we are members," points out Mr. Hoskins. "This information in the main is very accurate and thus avoiding bad accounts is a simple matter. Last year's business showed a loss of only \$35 on collections, a very small sum when the extent of our sales is considered.

"Occasionally some of our customers are compelled to leave the city on account of working conditions and when this occurs we permit them to leave their unpaid-for goods and ship them to the customer's new place of residence when they have been paid for in full. If a responsible party attempts to jump his contract, we immediately start legal action and generally are successful in having provision of the contract carried out."

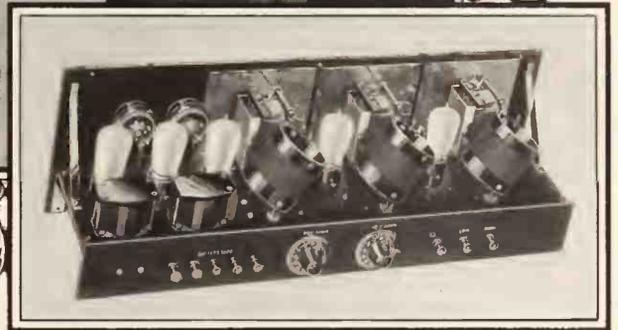
STARR PIANOS STARR PHONOGRAPHS  
GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana



No. 1 type Receiver, 5-tube, table model.  
Finished in Adam-Brown Mahogany.

## Character in Radio Equipment

A clean-cut store will add to its good name by selling Radio of unquestioned merit and definite prices.

Stromberg-Carlson Radio Apparatus has back of it the experience of over 30 years building voice transmission and voice reception apparatus. Prices are established on the basis of manufacturing only the very highest quality instruments—and will not be reduced.

*Stromberg-Carlson Radio Apparatus is sold direct from factory to dealer. Write for prices and plan of dealer service.*



No. 2 type Receiver, 5-tube, console model with built-in loud speaker. Finished in either Mahogany or American Walnut.

Stromberg-Carlson Telephone Mfg. Co.  
1060 University Ave., Rochester, N. Y.



# Stromberg-Carlson

# Moving "Slow Sellers" by Window Displays

What a Chain Store Manager Discovered About Showing Hard-to-Sell Merchandise in Windows—Profiting by Seasonable Displays

"The best use to which a window can be put is to display the merchandise which the dealer is endeavoring to push," said the manager of a large chain of retail talking machine stores, in a discussion on window displays. "To illustrate my point I will tell you of an incident at one of our stores a short time ago. It is my custom to make the rounds of the various stores at least twice each week. One evening, during a visit to one of the stores, I wandered down to the basement in which are placed instruments taken in exchange. I examined these machines, there were at least fifteen of them, and found them in excellent condition. I asked the store manager how long they had been in the basement and he told me that some of them had been there at least a year. I had one of the men bring up the best looking of the lot and polish it up. In half an hour I had that instrument in the center of the window with a large placard announcing a 'bargain' price for a used machine. Two hours later a woman entered the store, and to make a long story short, she bought the used instrument. Do you get the point? We not only sold a machine which would still be on our hands had it not been for the display, but through the sale we created a record customer.

## Reversing the Usual Process

"The usual thing for talking machine dealers to do is to put a new console or two in the window, and hope that some one will see it, be attracted by its beauty and come in to buy it," declared this executive. "That is very well as far as it goes. Displaying this merchandise does help to sell it. Of that there is not the slightest doubt, but what of the goods in which the dealer has his money tied up and which are remaining on his floor and shelves? Certainly, the very fact that this merchandise is not moving indicates that some special effort must be made to dispose of it. The answer lies in bringing it to the attention of the public, either through advertising or the window display. Both are effective in attracting the attention of people who either would not or cannot afford to pay the price for the new and expensive. Certain types of people are always on the lookout

for bargains. These are the persons who purchase a used talking machine or piano. If the dealer takes in a machine in trade or finds it necessary to make a repossession he must resell it in order to make a profit. In other words, as long as a used instrument remains on the floor the dealer has not completed the sale which resulted in the trade-in.

"I reverse the usual process of window dis-

The window display is a tireless salesman and deserves as much care in its preparation as an advertisement. Sometimes it pays to reverse the usual process and instead of featuring the bright new models which are easy to sell show the merchandise which it seems impossible to dispose of. Every dealer has machines which he has taken in trade and which represent tied-up capital. Show them to the public in your windows occasionally and see what happens. Then, too, there are many occasions when special windows will be real sales producers. Just now the Summer window will be found eminently satisfactory from the standpoint of creating interest and developing sales.

play by occasionally offering these bargains. Polish one of these machines and it looks mighty good to the bargain hunter. Of course, I do not claim that it would be advisable for the dealer to devote his windows entirely to this purpose. On the contrary, it is by occasionally offering a bargain that the best results are obtained. Then, too, no legitimate talking machine dealer desires to build up a reputation as a cheap merchant. The idea is to maintain prestige as a dealer in high-grade merchandise and at the same time move the slow-selling stock. The window display will be found efficacious."

## The Seasonable Window

That the window is a powerful force for building sales cannot be denied. However, it is worthy of note that in the talking machine business comparatively little attempt is made to

realize to the full on this form of publicity.

One of the most neglected forms of display is the seasonable window. Right now, for example, the Fourth of July is but a few weeks off. There will be all kinds of patriotic celebrations and outings. What part is music, especially talking machine music, going to play in all this? Are you, as a dealer, going to make the most of the opportunity? If so, now is the time to get busy. It pays to make an unusual effort a few weeks prior to a holiday. Here, again, the window display will be found most effective in stimulating sales, especially sales of records of patriotic airs.

Another seasonable window at the present time is the Summer window. Feature portable talking machines and radios and see what happens. Friedman, a live dealer of Poughkeepsie, sold five portable talking machines in one morning. The first customer came into the store because he saw a fine selection of portables displayed in the window. Later in the morning this customer brought two friends, who also purchased portables. Every one of these customers paid cash. That's nice business; the kind of business that is too good to overlook. Imagine, five cash sales in a single day! The Summer window can be made a real sales builder.

## Other Merchandise Should Be Displayed

All of the above applies to records as well as to talking machines and those dealers who handle small musical instruments should not overlook this branch of the business in window displays. Change the windows frequently and give the whole line a chance. Borrow some of the items from the various stores so that the setting for the display will be real enough to intensify the appeal. For example, if a camping scene is decided upon, any sporting goods dealer will be glad to loan a tent and other camping outfit for the display, provided the dealer will put a card in the window telling from whom these items were secured. So get busy and make your windows profit producers; cash in on the "eye of the store."

## The Reason for Failure

"We cannot do justice to all of the causes that occasion commercial failures without giving some prominence to the lack of an objective. So many people undertake business as an occupation and not as a vocation. They merely hope that buying goods at one price and selling them at a little higher price will give sufficient profit to cover expenses and something more. There may be no reckoning at all with the many emergencies that cross the bows of a business enterprise and may wreck it unless there is a good steersman at the wheel," according to J. H. Tregoe, executive manager National Association of Credit Men.

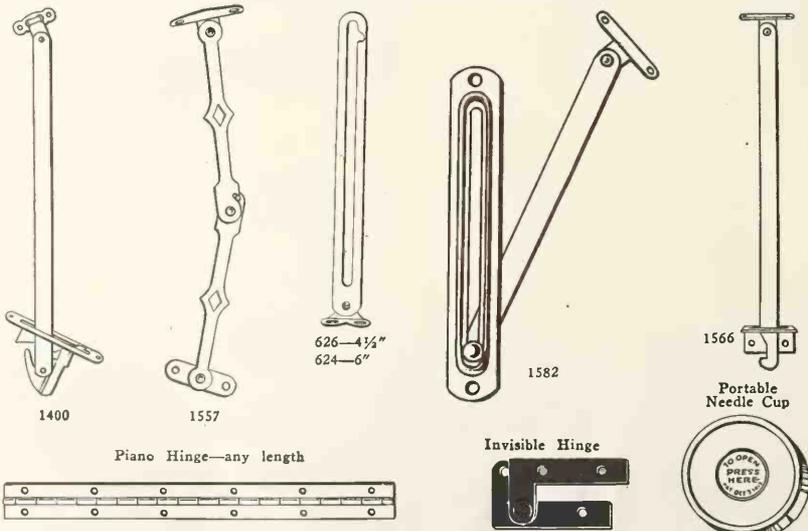
"I have never discovered a successful person in any enterprise who did not work consistently and courageously toward a well-defined objective.

"Our objective may be the pot of gold at the foot of the rainbow, but should we have pursued the objective with persistence we will have at least learned the value of consistency. There are so many aimless wanderers in the world that when we meet a person with a highly developed objective a stimulation is felt, and we are confident that here is some one who will make a mark in the world.

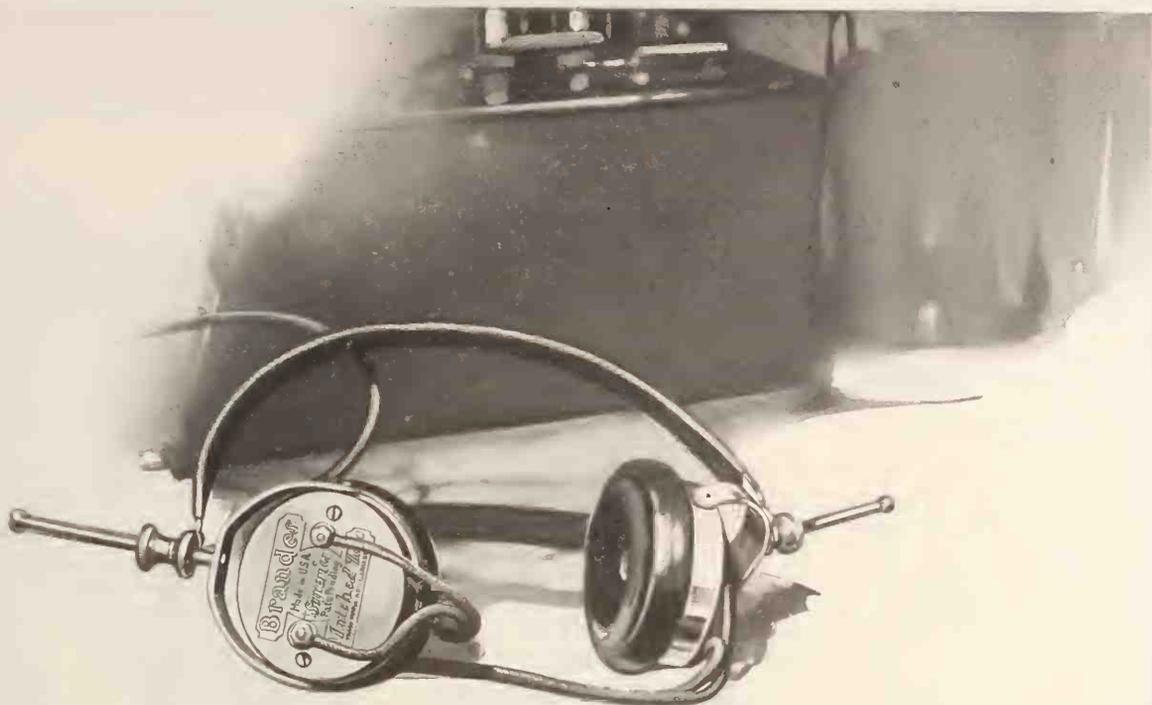
At a recent merchant show held in Port Richmond, N. Y., the Stephens Shop had an interesting exhibit of talking machines and radio sets.

## FULL LINE of HARDWARE

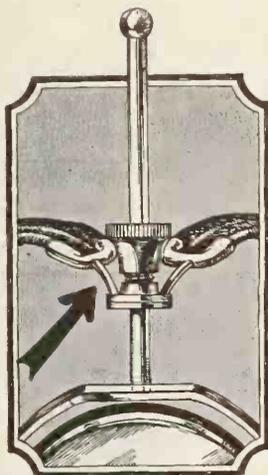
For Radios and Phonographs



**H. A. GUDEN CO., Inc.**  
227 CANAL STREET      NEW YORK, N. Y.



# Headsets are really like speedometers



The clutch on a Brandes Headset makes it possible to raise or lower the ear pieces—and to fasten them easily. It keeps the headset permanently adjusted.

An automobile isn't considered complete without a speedometer. When a man wants to know what his car can *really* do, he needs one. When the radio fan wants to find out just what distance his set can get—on goes the headset.

You can sell a Brandes Headset with every radio receiver. It is as important a part of the set's equipment as the speedometer is of the motor car's.

Form the profitable habit of selling a Brandes Headset with every radio set.

# Brandes

## Pearsall Co. Distributes Caswell and Outing Lines

Prominent New York House to Distribute Portable Phonographs Made by Caswell Mfg. Co. and Outing Talking Machine Co.

Lloyd L. Spencer, general manager of the Silas E. Pearsall Co., New York, one of the leading wholesalers in the East, announced recently that the company had made arrangements whereby it would distribute the products of the Caswell Manufacturing Co., Milwaukee, Wis., and the Outing Talking Machine Co. of Mount Kisco, N. Y. Both of these companies are recognized leaders in the production of portable phonographs, and the Pearsall organization is keenly enthusiastic regarding the sales possibilities of these instruments. Caswell and Outing portables need no introduction to the dealers served by the Pearsall Co., for the instruments have won recognition because of their excellent tone quality and attractive appearance.

The Silas E. Pearsall Co. has for several months been distributing a number of prominent lines in the radio industry with the Zenith receiving set as its leader. The company has attained phenomenal success as a distributor of radio products and the Pearsall organization is working in close co-operation with the dealers it is serving.

It was suggested to the executives of the Silas E. Pearsall Co. by many of its dealers that the company considers the desirability of adding portable phonographs to its line in view of the tremendous popularity of portables this year and because of the excellent service the Pearsall organization is giving its dealers. These retailers pointed out the fact that portables were becoming an all-year-round sales factor and that the success of the Silas E. Pearsall Co., as a distributor of radio products, coupled with the exceptional experience of its sales staff in the talking machine industry, well warranted the addition of portable phonographs. Mrs. Lydia M. Green, president of the company, together with Mr. Spencer, gave this suggestion careful consideration and finally decided to distribute the Caswell and Outing portables in recognition of the popularity of these instruments among the dealers.

## Chas. Freshman & Co. to Use Utah Loud Speakers

M. E. Schechter to Cover the East for Utah Radio Products Co.—Chas. Freshman & Co. to Use Utah Loud Speaker Units

Milton E. Schechter, head of the Artcraft Industries, 1672 Broadway, N. Y., has been appointed Eastern representative of the Utah Radio Products Co., of Chicago, manufacturer of Utah loud speakers and loud speaker units. Mr. Schechter is well known to the talking ma-

chine trade throughout the East, where he was identified with the industry for many years, and he has already closed a number of important contracts with prominent radio manufacturers who will use Utah units in their product the coming year.

In a chat with The World Mr. Schechter stated that arrangements had been concluded with Charles Freshman & Co., New York, manufacturers of Freshman radio sets, whereby Utah loud speaker units would be used exclusively by this manufacturer in his 1925 sets. This is one of the most important deals of the year, for the Freshman sets are going to be the subject of an exceptionally aggressive sales and publicity campaign this coming season. The order involves a very large production of Utah units, and negotiations were closed by Henry Forster, president of the Utah Radio Products Co., working in conjunction with Mr. Schechter.

Mr. Schechter is also producing excellent results in developing a profitable and active demand for the new Utah Super-Reflex Speaker, which was introduced to the trade a short while ago, and which is meeting with exceptional success. Mr. Forster was a visitor to New York recently, spending several weeks calling on the trade, and laying the foundation for an important sales campaign.

## Pathex, Inc., Perfecting Its Merchandising Plans

Trade Manifesting Enthusiasm in Pathé Motion Picture Camera and Projector

Henry C. Brown, of Pathex, Inc., 35 West Forty-fifth street, New York, stated this week that his company is making very rapid strides in perfecting the extensive merchandising and publicity plans which will be the foundation of its campaign this year. Pathex, Inc., is manufacturing the Pathé motion picture camera and projector, Mr. Brown, who for many years was one of the foremost Victor executives, has in his complete charge all plans pertaining to the marketing of this product. Dealers from all parts of the country have visited the headquarters of Pathex, Inc., during the past few weeks and their enthusiasm regarding the sales possibilities of this product has been reflected in the receipt of dealer applications covering practically every important trade center.

In a chat with The World, Mr. Brown stated that the opening announcements in behalf of the Pathé motion picture camera and projector, would appear through the medium of full pages in the New York newspapers about June 20. These pages will carry a convincing sales message to the New York public, setting forth effectively the distinctive features of this motion picture camera and projector, emphasizing its simplicity of operation and its very nominal cost. Mr. Brown has personally sponsored this copy, which will undoubtedly receive an enthusiastic welcome from the New York trade.

## Elected to Directorate of Sonora Phono. Co., Inc.

Warren J. Keyes and Frank V. Goodman Honored by the Company—Both Have a Wide Knowledge of the Trade

At a meeting of the stockholders of the Sonora Phonograph Co., Inc., New York, held recently, Warren J. Keyes, treasurer of the com-



Frank V. Goodman

pany, and Frank V. Goodman, sales manager, were elected to the board of directors. This will be welcome news to Sonora dealers throughout the country, as both of these executives are well known to the Sonora merchandising organization and have won considerable popularity because of their capability and efficiency.

Frank V. Goodman, sales manager, is one of the foremost sales executives in the country, numbering among his friends jobbers and dealers throughout the trade. He has worked to splendid advantage with Sonora dealers and jobbers in solving their merchandising problems, and the results of his efforts are reflected in the fact that the Sonora organization to-day is on an exceptionally sound and profitable basis. Mr. Keyes has been identified with the Sonora company for many years, and his intimate knowledge of all the matters pertaining to finance and general administration of the treasury department have gained for him the respect and esteem of the entire Sonora staff.

The Moon Radio Corp., Long Island City, N. Y., recently filed a petition in bankruptcy, with liabilities of \$29,457 and assets of \$30,333.

# National Record Albums

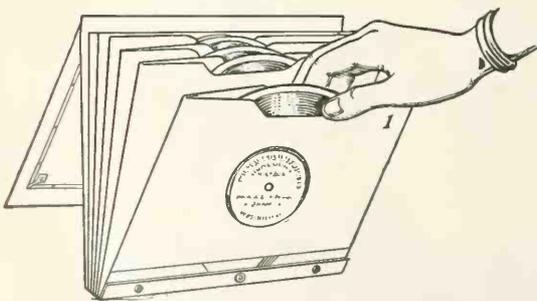
are

## Good Albums

Nationally known because they give real satisfaction.

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

Write for our list of 1925 styles and prices



NEW PORTABLE ALBUM



THE PERFECT PLAN

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

# COLUMBIA



**E**VERY Columbia representative has something constructive and specific to say to every dealer with whom he makes an appointment. This is 1925.

*H. C. Cox*

President and General Manager  
Columbia Phonograph Company



Your own customers  
have never heard  
their own phonographs.

Record { ADESTE FIDELES (*Traditional*)  
No. 50013D { JOHN PEEL (*Andrews*)

12 Inch \$1.25

This one record alone tells the story. The most remarkable recording ever accomplished—nearly 5,000 voices on one record. Two magnificent selections by the Associated Glee Clubs of America at the Metropolitan Opera House (850 voices) with an audience of 4,000 joining in one of them. Here is unapproached definition and amazing perspective for the first time in phonograph history. Let your customers hear it.

COLUMBIA PHONOGRAPH COMPANY, 1819 Broadway, New York



# Every sleeping phonograph you bring to life means record selling.

This one record alone is already bringing to life and back into use thousands of sleeping phonographs.

This one record alone will *for the first time* make record buyers out of thousands whose phonographs were originally bought solely for the amusement of the young people.

Let them hear it.

COLUMBIA PHONOGRAPH COMPANY, 1819 Broadway, New York

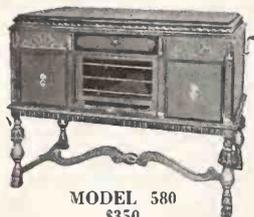


# COLUMBIA

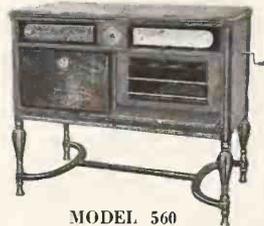
Columbia's policy  
in two words:

## SQUARE DEAL

COLUMBIA PHONOGRAPH COMPANY  
1819 Broadway New York



MODEL 580  
\$350



MODEL 560  
\$250



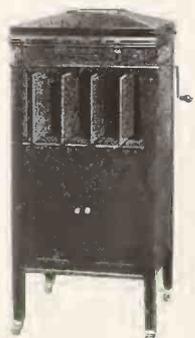
MODEL 550  
\$200



MODEL 530  
\$150



MODEL 240  
\$75



MODEL 440  
\$150



MODEL 340  
\$120



MODEL 420  
\$100



MODEL 140  
\$50



# Profit Winning Sales Wrinkles

Plan of Checking on References Given by Prospects Who Purchase on Instalment Plan—Hints on Window Changing—E. E. Forbes & Sons Make Customers Secure Prospects

In selling talking machines on an instalment basis the question of checking upon the customer's references before credit is granted is an important one. Dealers have different methods of approaching the persons given as references to ascertain the standing of the prospect as a credit risk, using letters soliciting information which will be treated as confidential, or using the telephone or a personal representative to secure the necessary information. No matter what medium is used, time and trouble are taken, with dubious results as far as securing correct information is concerned. Human nature is such that nine times out of ten the person asked for information is loath to state that the customer is a bad risk. Usually the answers received speak in the highest terms of the person seeking credit. Another factor to be taken into consideration is that many people hesitate to express themselves in any way on a matter of this sort, feeling that by so doing they obligate themselves in case of default. The International Phonograph Corp., New York, has a system of checking up on references that has worked admirably and has served its purpose without the references knowing that they are being used as a check-up on a friend's statements. Serving a clientele that is for the greater part in moderate and humble circumstances, the question of their friend's ideas as to their ability to pay is not as important as to whether the statements made as to addresses and friends' or relatives' addresses are correct. With this end in view, a prospect seeking to purchase a talking machine on time is asked to give the names and addresses of four or five relatives or

friends. Other information, such as the schools the children attend, associations the prospect belongs to and the name of his employer is also secured. The letters sent to the persons given as references, however, make no mention of the matter of the proposed sale. They simply state that the name has been secured by the store and if the party is interested in a musical instrument of any sort, or records or sheet music, a visit to the store will assure them of its ability and readiness to supply this need. The return address of the store is, of course, in the corner of the envelope, and a reasonable time having elapsed without the return of the letter, it is assumed that the prospect is acting in good faith and everything else being correct the transaction is carried through. If the letter is returned the chances are that the customer has given a fictitious name as reference and is not to be trusted. The advantages of such a system can readily be seen. It provides the necessary check-up, supplies the store with new names to be added to the mailing list as prospective customers and obviates the necessity of asking a customer's friends as to his liability.

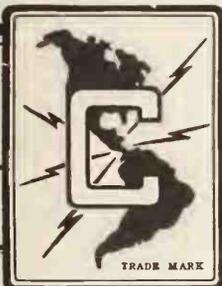
A metropolitan dealer, who has made a decided success of conducting exclusive record stores, recently commented to a representative of The World on the necessity of changing the arrangement of the store's windows every second day or so. "It is surprising," says this dealer, "the difference which the mere changing of a record or placard from one side of the display to the other makes in the general appearance of the window. It is not necessary to

put in elaborate window dressings every day or two, but the arrangement of the different instruments and records should be changed about, for the passerby notes the change and stops to see what is new. This changing about applies also to the listings of records on the windows of the store. Even though new lists are placed on the windows, if they are put in the same place they do not attract the eye of the person who passes by each day as much as though each new listing were placed in totally different parts of the window. These are small details, it is true, but it is by paying attention to these small items that I have been able to secure excellent results in building record sales volume."

A novel and surprisingly successful method of securing the names of new prospects was recently put into effect by Harry Charles, manager of the talking machine department of the E. E. Forbes & Sons Piano Co., Birmingham, Ala. To one thousand persons was sent a self-addressed postal card, requesting them to write the name of any person whom they thought would be interested in the purchase of a talking machine or a piano. It was explained that if they sent the name of any prospect who was not listed on the store's prospect list, and this party was sold within three months, five dollars would be given to the person supplying the name. E. E. Forbes, head of the concern, in commenting on the results of this campaign, states: "Out of the list of 1,000 names, approximately 100 good prospects were secured and twenty-five of them were sold either a talking machine or a piano. One lady sent in her own name and the very next day called at the store and purchased a player-piano."

## O. C. McRae in New Post

Orin C. McRae has resigned as head of the talking machine department of Scovills at Quincy, Ill., to accept the managership of the music department of Davidsons at Waterloo, Ia.



THE SYMBOL OF SERVICE

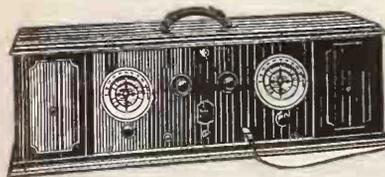
# CONTINENTAL

"New York's Leading Radio House"

## Your sales call for portable Radiolas



Radiola 26



Radiola Super-Heterodyne



Customers at this time of the year look to dealers for the best means of portable entertainment. It's performance that counts—and because the portable Radiolas perform anywhere—anytime, you can rest assured that a stock of Radiolas will bring many sales.

The Semi-portable and portable Radiola Super Heterodyne Receivers, famous for their receiving and tone qualities, offer perhaps greatest summer sales possibilities. The Semi-portable Super Heterodyne for summer camps, motor boats, resorts, etc., while the portable Radiola 26 answers the demand of tourists, hiking parties, over night campers, etc., make a most comprehensive line for every dealer to carry.

Continental Radio and Electric Corporation as R. C. A. distributors will gladly take orders and our dealer service will help you keep summer business at top notch. Write today for descriptive literature and dealer prices.

Wholesale Only

# CONTINENTAL RADIO & ELECTRIC CORPN.

Fifteen Warren Street

New York, U. S. A.

2108-Q

# Radio Selling Era Replaces Order Taking

Lazy Man's Methods Will Not Sell Radio, Says Pierre Boucheron,  
Manager of Advertising and Publicity, Radio Corp. of America

I have just returned from a business trip covering twenty-six trading centers, stretching from Atlanta to Boston and from New York to Chicago. I spoke to a great number of distributors and retailers who complained that radio sales were falling off, that the radio season was about ended, that they would cease sales effort until the Fall, that saturation had almost been reached,—fallacious, and spineless excuses.

## Merchandising "Joy Ride" Is Over

The truth of the matter is that the average radio retailer has simply been riding upon a great wave of popular demand. He has made very little selling effort; it has not been necessary up to now. People have flocked to the stores, literally begging to be allowed to spend their money for a radio set—any kind of radio set so long as it would "bring entertainment out of the air" to them. True, some retailers have advertised, have dressed their windows, have sent out circulars, have even canvassed; but it all has been more or less spasmodic. When they advertised once and did not see a more than usual rush of customers the next day, they have declared advertising ineffective and have promptly abandoned it.

For the past three years radio has seen a seller's market. The seller has had it all his way. In short it has been one grand merchandising joy-ride, and now that the retailer notices a slackening demand he is willing to ascribe it to any number of convenient, "lazy man's" reasons.

## Some Thought-Provoking Facts

Here are the facts, however. It is estimated by industrial experts that to-day there are in round numbers about 4,000,000 receivers in use throughout the United States. This means that about the same number of families are now enjoying the benefits of radio. Since there are about 24,000,000 families, it is certainly reasonable to expect that at least another 6,000,000 sets can be sold without a great deal of sales effort. This leaves us 14,000,000 families who may not be such good prospects, either because they have no money or because they are not within easy reception range of a good broadcasting station. These millions are prospects, nevertheless, as I shall point out.

## Three Classes of Prospects

While on the subject of prospects it may be well to place them in three classes; first line, second line and third line prospects.

The first line prospects for a radio set are the well-to-do, the progressive middle class, the average family which has the necessary money but so far has, for some reason or other, not felt the urge to own a radio set. After all the

sales publicity given to radio it is hard to realize that many such desirable prospects exist, but the fact remains that there are hundreds of thousands of them. In this great class are those whose life is so filled up, socially and otherwise, that radio has not seemed of compelling interest. There are those who are "sold" on radio but who, up to now, have not decided upon the particular kind of set to buy. This

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Interesting facts presented in the accompanying article indicate that a rich field for sales awaits development by retailers who really sell radio. The day of the order taker is past and now salesmanship is the crying need in merchandising radio. Mr. Boucheron points out that talk of saturation is ridiculous and he backs up this reasoning by an analysis of sales possibilities which should prove illuminating and encouraging to the retail trade. He outlines the various types of prospects, three in number, and gives other data which show clearly the present-day conditions in the radio retail field and that the reasoning which causes dealers to relax their efforts is fallacious and an alibi for inaction.

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type of prospect is probably the easiest to sell; the thing for the retailer to do is to find out who and where they are and begin circularizing or calling upon them—canvassing. Generally, the first line prospect is one who has the money, vaguely wants a radio set, is in the market for a \$100 to \$500 set and will buy if properly approached.

The second line prospects are those who already have some sort of radio set which may be anything from a simple crystal set to a 3-tube home-made affair giving more or less satisfactory service. Owners of single tube sets now want amplifying units for loud speaker results. They need, of necessity, three tube receivers for adequate loudspeaker operation. The tinkerer who formerly made his own is now satisfied that he will never become a second Marconi or Armstrong; he is through with tinkering and now wants all that broadcasting service offers him and his family. In short, he is in the market for a reliable, factory-built receiver incorporated in a good-looking piece of furniture. The second line prospect is of course not as good a prospect as the first group but he is nevertheless a very fair target for the retailer. This man must be handled intelligently, as he

thinks he now knows all about radio. In this class also we may consider the countless number of newlyweds who start housekeeping each year. It is these second line prospects who prove the fallacy of saturation. With the great universal appeal of radio, it is safe to assume that there will always be a popular demand for receivers, that radio is not going to stand still, that refinements will come from time to time in the way of better reproduction, economy of operation and simplicity. This is a progressive age and even though an individual has bought the latest loop receiver of to-day, he is likely to be in the market for the receiver of two years hence, even though it embody nothing different from the present type except a new cabinet.

The utter fallacy of saturation was brought home to me recently in a special investigation we made to determine what cycle other industries went through after the first great rush of popular demand had subsided.

First, of course, there was readjustment. The get-rich-quick artists and the patent infringers were shortly eliminated by economic pressure, leaving the well-financed, well-managed, sound organizations to carry on.

Thus to-day, I am told, more bicycles, sewing machines, pianos and other rather prosaic products are sold than in the first bloom of their appearance on the market. The difference lies in the fact that these items are an accepted every-day need or requirement, and no special romance or imagination is required to visualize ownership or to thrill the novelty seeker. They, therefore, enjoy no natural publicity, the papers have no front page yarns about them, no one talks about them in smokers, clubs or drawing rooms.

The third line prospects constitute by far the great majority. They for the most part are the wage earners, the lower strata of the middle class, the poor people who have little money for luxuries or entertainment. Price here is an important factor. It is not every member of this class who has \$100 or more to lay out for a radio set—at least to-day. But it is well for the far-sighted merchant to watch this class very closely for the following reasons:

First, they are by far the majority; there are more of these prospects than in class one and two combined, and because of their numbers they are much easier to reach through newspapers and other advertising media.

Second, while they may not have the money to-day, they will have it in time. Quantity production is bringing list prices down within pur-

(Continued on page 22)



## Wuebben Record Albums are indestructible

They are manufactured on methods of construction which are protected by the Patent Laws. It is impossible for the records to drop out.

Ask for our illustrated prospectuses and price lists

Wuebben Gesellschaft, m. b. H., Kochstrasse 60, Berlin SW. 68

## Why We Want You To Try "VALLEY FORGE" Main Springs

"VALLEY FORGE" main springs, whether they be one-half inch or two inches in width, are made with the same exactness, precaution and painstaking care.

*Here are some of the facts:*

—made only of the finest virgin ore from the greatest depths. (no surface ore used.)

—no scrap steel or remelted old iron is used by the makers of "VALLEY FORGE."

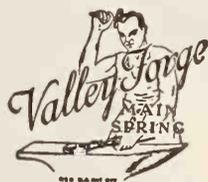
—frequent analysis while in process, insures maximum carbon content, thus preventing poor material being finished under the "VALLEY FORGE" trade mark.

—correctly tempered, insuring greatest pulling power.

—thoroughly sprayed with "Lubrill" to prevent rust, corrosion and other conditions that springs are subject to, and

—wrapped in "Mocolene"—created by us—which will always keep the spring in perfect condition until used and

—boxed under the "VALLEY FORGE" trade mark.



J. A. FISCHER COMPANY

730 MARKET STREET

PHILADELPHIA, U. S. A.

"FROM A NEEDLE TO A MOTOR"

# Radio Selling Era Supersedes Order Taking

(Continued from page 20)

chasing power of this class and the time payment plan will do the rest.

### Exploding Saturation Theory

By far the greatest eye-opener to the radio dealer, however, should be the recent experience of a certain well-known phonograph company. Consider well the phonograph industry. It is supposed to be suffering greatly from the inroads made by radio into the nation's weekly pay envelope. But here is what was done in a test territory:

A canvass was made of 25,000 homes in St. Louis and its suburbs. One out of every six homes visited allowed a phonograph or a set of records to be placed on trial. Four out of five stayed sold! Rather disproves the saturation theory doesn't it? If this astonishing result can show the great market still open for phonograph products, consider what would happen if a live radio distributor launched a similar campaign for his dealers!

Think it over, Mr. Distributor and Mr. Re-

tailer. In simple mathematics, this is what that phonograph drive shows: 16 2/3 per cent of the 25,000 cold prospects accepted the free trial offer, and four-fifths of that 16 2/3 per cent bought the merchandise demonstrated. In other words 11 1/2 per cent of the 25,000 were actually sold.

### Need for Vigorous Sales Effort

Phonographs have been sold to the number of 12,000,000; radio sets 4,000,000. Radio therefore should yield, mathematically, three times as many sales as phonographs. But dealers will find a greater total than that, due to the greater present popularity and word of mouth publicity radio is enjoying. In the face of this, Mr. Distributor and Mr. Retailer you can't blame a sales slump on "saturation." You can't ignore canvassing and wholesale demonstration. The first tidal wave of popularity is spent. It's now plainly up to you to sell—to canvass. And the pleasant part of the task will be to see how much you can help yourselves!

## Edison Phonograph and Radio in Better Home

Stapleton Music Co. Ties Up Effectively With Better Homes Week in San Antonio

SAN ANTONIO, TEX., June 5.—Taking advantage of unusual opportunities of bringing merchandise before an interested portion of the public is without question the most effective manner by which the talking machine and radio dealer can promote interest in his lines. At least this is the belief of the Stapleton Music Co., which tied up with the Better Homes Week held here recently. In the model home, which was opened during this week, in a conspicuous part of the living-room, there was placed an Edison phonograph and an Atwater Kent radio receiving set.

Both occupied a place in the model home through the efforts of Mr. Stapleton, enterprising head of the business bearing his name.

Mr. Stapleton has some decided views on the merit of his products and their necessity in the modern home. "Radio's place to-day is in the living-room of the home," he declared, "and its appearance must fit its surroundings. The day of the radio set which detracts from the appearance of a room instead of fitting in harmoniously with its surroundings is gone. As far as phonographs are concerned the Edison is a distinct contribution to the better homes of to-day. Any home is the better for the possession of both a phonograph and a radio set."

The R. L. Jones Music House, Sandpoint, Ida., recently moved to larger quarters in the Rowlands Building.

## A. Atwater Kent Enjoys Trip in Airship "Los Angeles"

Has Novel Experience With Other Prominent Philadelphians as Guests of Government Officials on Naval Airship

On the recent trip of the naval airship "Los Angeles" flying a mile above the ground over the States of New Jersey, Pennsylvania and Delaware, twenty-six prominent men of the city of Philadelphia were in the cabin. The new broadcasting station with which the "Los Angeles" is equipped was in charge of the famous announcer of Station WEAJ, Graham MacNamee, and the messages broadcast from the airship were widely received.

Among the prominent men taking this trip was A. Atwater Kent, president of the Atwater Kent Mfg. Co. of Philadelphia. Although a manufacturer of thousands upon thousands of radio sets Mr. Kent had never before appeared before the microphone until his trip on the "Los Angeles." Before going to Lakehurst to embark upon the trip Mr. Kent had installed a radio set and loud speaker in his automobile. Later Mrs. Kent sitting in the automobile had the unusual experience of hearing her husband's voice suddenly out of the sky. A signal honor was paid Mr. Kent when Captain Steel, of the "Los Angeles," offered him the post of local pilot to direct the ship over his own factory. This factory, which covers eleven acres of ground, became discernible when the ship was four miles north of Trenton. In commenting on the radio aspect of the trip in the airship, Mr. Kent said:

"It struck me as interesting that though radio enthusiasts on the ground try to have their antennas as high as possible the "Los Angeles" tries to have its antenna as low as possible. We had a single wire 300 feet long, trailing from the ship. At the lower end is a 'lead fish' which always points in the direction the ship is going and which weights the antenna."

# LATHAM

## SUMMER SALES

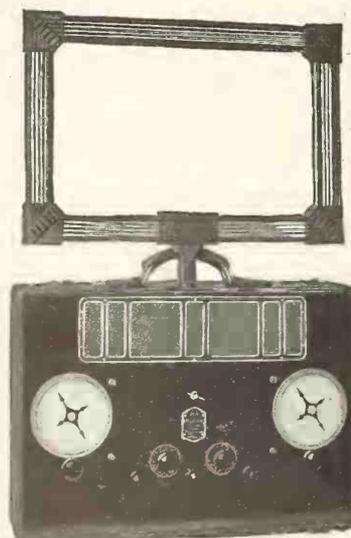
E. B. Latham & Co. are once more privileged to offer to their dealers two new and timely products bearing the famous Radiola trade mark. The Summer season is at hand and there will be an increasing demand for portable radio receiving sets. The two new portable super-heterodynes manufactured by the Radio Corporation of America will allow dealers to meet the demands of customers for portable sets. Back of these products stands the service for which E. B. Latham & Co. have become so well and favorably known throughout the industry.

WRITE OR TELEPHONE TO US AND YOUR REQUIREMENTS WILL BE FILLED.



Radiola 26 Portable Super-Heterodyne

Price complete with Home Battery Box containing antenna coupler, 6 UV-199 Radiotrons, but less batteries . . . . . \$225.00



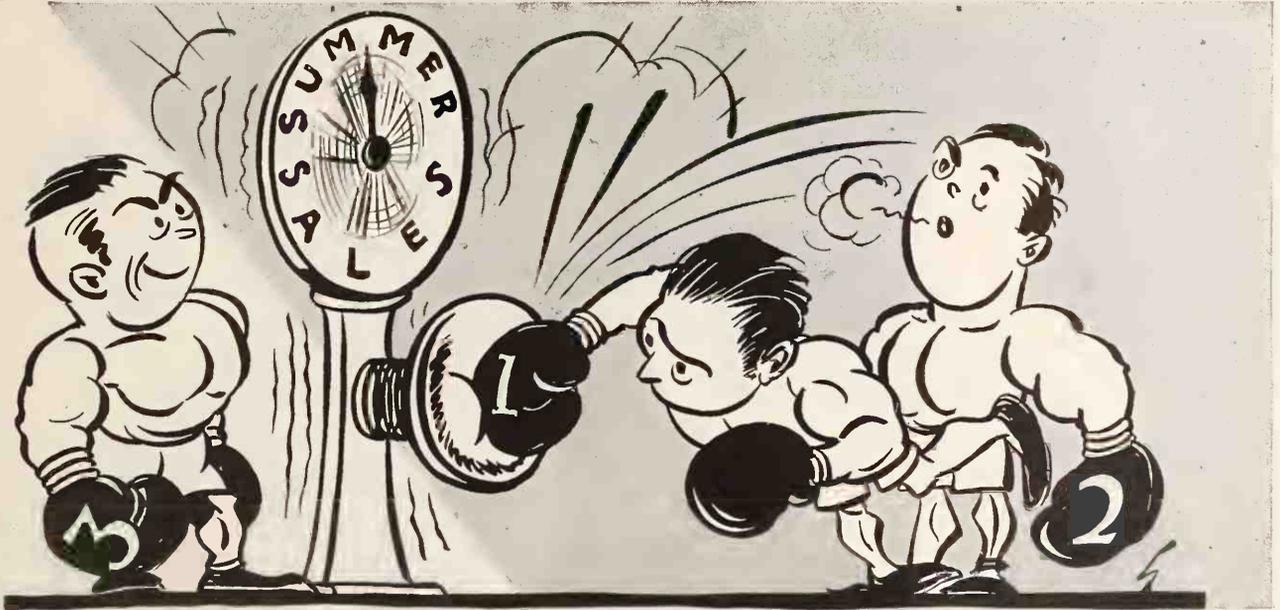
Radiola 24 Portable Super-Heterodyne

Price complete with six Radiotrons, but less batteries. . \$195.00

E. B. Latham & Co.,

550 Pearl St., New York, N. Y.

# NEW YORK



# Three BIG BOOSTS for Summer Sales

**1**

**RCA Leadership**

—which means public confidence, readier buying. This leadership is recognized not only in the quality of Radiolas and Radiotrons, but in the many contributions of RCA to radio progress—including broadcasting.

**2**

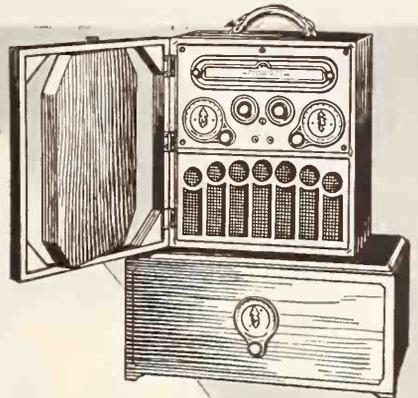
**A Summer Campaign**

that started on May 16th with a series of six Saturday Evening Post pages in five weeks. The campaign, in magazines of many types—and in newspapers all over the country—will sell Radiolas for the dealer straight through the summer.

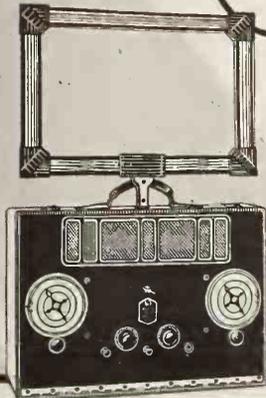
**3**

**The New Portable Radiola**

Super-Heterodyne in two models. These sets make ready prospects of the men who own motorboats, automobiles, summer homes and camps. They will open new markets—bring in new profits.



**Radiola 26,** complete except batteries: List \$225



**Radiola 24,** complete except batteries: List \$195

**Radio Corporation of America**  
 233 Broadway, New York      10 So. La Salle St., Chicago, Ill.  
 28 Geary St., San Francisco, Cal.

# Radiola

REG. U.S. PAT. OFF.

PRODUCED ONLY BY RCA



# Pushing the Records That Fit Your Trade

You Can't Sell Italian Records to a Norwegian, So Why Try—  
Analyze Your Customers' Desires and Give 'em What They Want

The factors which enter into the building of a successful record department are many and varied and while some seem of trivial import, yet for a talking machine dealer to secure from this branch of his business the full return which it should give, careful attention must be given to even the most minute detail. The location of a store is perhaps one of the most important factors to be taken into consideration in planning the record exploitation work. An establishment situated in a neighborhood where the residents are all of native stock and not of foreign birth or extraction would be spending money foolishly in making foreign records its outstanding feature. And the same holds true for the dealer who, situated in a cosmopolitan section, merely pushes the regular popular releases without making a direct appeal to the foreign population.

#### Knowledge Necessary to Sell Records

Another important item, one unfortunately that is overlooked by many dealers, is the capabilities and knowledge of the record sales staff. By far too many dealers regard the record stock as being merchandise which can be sold by any who has a bare knowledge of the catalog and can get from the rack any number which a customer requests. The record sales man or woman requires as much, if not more, training than the salesman on the floor who is selling machines or pianos. A knowledge of music and musical compositions is, of course, highly desirable but is not essential. The record salesman should, however, know his catalog in such a way that when a customer shows a preference for a type of record, he is able to suggest records with a similar appeal. This type of salesmanship is, unfortunately, all too rare.

One need not dwell on the other requirements of increasing record sales, such as advertising,

window displays and the constant use of the mails in sending out supplements, notices of special releases, etc. These are obvious and are practiced by most dealers. The two first mentioned, however, are often neglected and the quoting of an interesting example of how one dealer has built up his record business by taking full advantage of his location and using only

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This is really the story of how the New York Band Instrument Co. built up a large record business by handling foreign language records in a cosmopolitan district. But the principle in back of featuring these records is of the utmost importance as it illustrates clearly the need and value of dealers' analyzing the musical tastes of their clientele and then catering to them by featuring the kind of music they like. The importance of knowing the catalog is also strongly emphasized.

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musically educated salespeople, might best illustrate their benefits.

#### Reasons for Big Sales Gains

The talking machine department of the New York Band Instrument Co., New York, under the management of W. H. Tyler, has within the past four or five years, increased its business about 500 per cent. Up to the present month of this year, the increase over the similar period of 1924 is approximately 100 per cent. These figures are surprising. Mr. Tyler explained the success of the store, partly as follows:

"Situated here on Fourteenth street, in the midst of several foreign colonies with thousands of transients passing each day, we have an opportunity of securing a large foreign trade.

As you can see we carry a full list of the foreign record supplements and our stock includes records in practically every foreign tongue for which records have been made. All record customers' names and addresses are taken when they enter the store and placed on our mailing list and a copy of the supplement is sent them regularly. We find that the foreign-born customers are among the very best types of buyers. On instalment accounts, we have less trouble with them than with any other class of customers, and when treated decently and made friends with they show themselves intelligent music lovers and the most human of any type of customer. Their purchases in the record line aside from the music of their native land are mainly of the better class of music.

#### Store Door Playing an Aid

"We also find that playing the talking machine at the entrance of the store, in this section at least, results in stimulating the sale of a record and brings many new customers into the store. An instance of that is the record which is now being played (referring to a record from the Victor Russian catalog). Since November by playing that record on and off we have sold 15,000 of the number and it has been responsible for selling many other records of a similar appeal. We advertise extensively in all the foreign language newspapers of the city and these efforts, combined with the usual recommendations of pleased customers to their friends have resulted in our record trade being of such volume that it compares favorably, in our opinion, with any other talking machine establishment in the country."

#### How Knowledge of Music Pays

Aside from foreign records, the largest proportion of the record sales of this establishment is of real high-class music, such as the Masterworks Series of concerts and symphonies and the album sets which have been placed on the market by the record manufacturers within the past year. Taking into consideration the location of this store this is surprising, but easily explained by the fact that Mr. Tyler and his sales staff are all musicians and with a wide knowledge of musical compositions and history. A customer can enter into intelligent conversation regarding the music value of certain records with the sales force and get intelligent directions and suggestions as to the building of a music library. Expressing a liking for one type of selection, the sales person attending will suggest others of a similar appeal and with this brand of service it is not surprising that record customers from all sections of the city make the New York Band Instrument Co. their record headquarters.

It is by following these policies that this store at the present time does a record business on Saturdays running into \$300 or \$400 a day and on Saturdays and Christmas eve in December hovers about the \$1000 mark. It is not to be supposed because of the foregoing that this establishment is an exclusive record shop. Quite the contrary, the same high class policies are followed in the merchandising of talking machines, and in the well appointed warerooms a complete line of instruments with a wide price range is displayed. Mr. Tyler, in commenting upon the talking machine situation, states that he is well satisfied with the trend of affairs and looks to the future to see the volume of sales of the department show an even greater increase.

The Community Radio & Battery Shops, Brooklyn, N. Y., were recently incorporated at Albany by V. R. and L. F. Jones and E. F. Rigney.



**MAGNAVOX**

*why that mark stands for*

**Value and Quality**

We know that our success rests on the success of our distributors and dealers—

That our merchandise must be satisfactory to them and to their customers always—

That is why we have continually kept your customers in mind in the manufacture of all Magnavox products—

That is why we have devoted our entire effort to the production of merchandise of utmost value and quality—

With this result—

Today the public recognizes that the Magnavox mark means value and quality—

For this reason, Magnavox products are easy to sell and the Magnavox franchise, therefore, is an unusually valuable one.

**THE MAGNAVOX COMPANY**  
OAKLAND, CALIFORNIA

# ZENITH



## Some Summer Support

Hitch your aerial to the summer publicity and prestige of Zenith. Commander MacMillan's Pole Expedition — Station WNP, Zenith's Chicago station WJAZ and Zenith's new floating station WSAX.

Your summer profit reception will show real volume.

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

"Desire to serve—plus ability."

10 East 39th St.

New York City



**SILAS E. PEARSALL COMPANY**

Wholesale

DISTRIBUTORS

Exclusively

### J. A. Flanagan Now With New England Music Co.

To Supervise Sales Work of Prominent Waterbury, Conn., Retail Firm—Has Had Wide Experience and Is Well Known to the Trade

Joseph A. Flanagan, who is well known in metropolitan New York retail trade circles, recently became associated with the New England Music Co., of Waterbury, Conn. Mr.



J. A. Flanagan

Flanagan started his career in the music business in 1915 in the capacity of salesman with Abraham & Straus, Inc., large Brooklyn department store. Two years later he resigned to go with Landay Bros., who operate a chain of retail establishments in Greater New York. Then came a two-year period with the Blackman Talking Machine Co., one of the leading metropolitan machine distributors, as field sales representative. Following this experience Mr. Flanagan accepted the position of manager of the J. J. Cavanaugh Music Shop, of Brooklyn, a year later becoming manager of the large talking machine department of Frederick Loeser & Co. From Loeser's Mr. Flana-

gan returned to Abraham & Straus as buyer and general manager of the entire music department. Following a brief period with the Pioneer Piano Co., Brooklyn, he accepted his present post as manager of the New England Music Co., which is not only one of the oldest music stores in this section but it is also one of the most successful. In addition to the complete line of Columbia phonographs and records the New England Music Co. handles radio, musical merchandise and a fine line of pianos.

### Clever Stunt Saves Wear and Tear on Turntables

Cardboard Cut to the Size of the Talking Machine Turntable Keeps Off Dust and Prevents Fading and Other Defects

In the talking machine department of Bloomingdale Bros. a clever stunt is in use to save wear and tear on talking machine turntables. Very often where instruments are displayed and the lids are left open the felt cover of the turntable is exposed to dust and dirt. In addition customers who enter the store very often handle the turntables, leaving stains and finger marks on the felt and detracting from the salability of the machine. Another danger to the felt, especially where a machine is displayed in the window or other place where it is exposed to the sun, is through fading. All of these dangers have been eliminated at Bloomingdale Bros. talking machine department by cutting cardboard to the shape and size of the turntables, punching a hole in the center and placing it over the felt.

### Harry Hayden in New Post

Harry Hayden, who has been in charge of the Ohio and Indiana territory for "Popular Science Monthly" for the past two years, has resigned to accept the position of business manager of The Crosley Radio Corp.'s super-power broadcasting station WLW in Cincinnati.

### Northwest Ass'n Meets

EUGENE, ORE., June 5.—A meeting of the Northwest Radio Dealers' Association was held here recently, at which Prof. H. G. Tanner, electrical and radio specialist, University of Oregon, and Prof. E. Means, of the high school were guests.

### G. A. Ensenberger & Sons Erecting \$250,000 Home

Handsome Six-Story Structure to House Business of Bloomington, Ill., Concern—Large Music Department to Be Feature

BLOOMINGTON, ILL., June 8.—G. A. Ensenberger & Sons, one of the leading furniture dealers in this part of the country, have completed plans for the construction of a new six-story home



How New Ensenberger Home Will Appear

on North Center street, this city, which will cost in the neighborhood of \$250,000. A feature of the completed structure will be the music department, under the management of Otto F. Mueller, and the fine line of instruments handled, including the Edison and Victor lines of machines and records, Gulbransen and other nationally known lines of pianos, will have a most attractive setting.

The building will be a model of its kind, no expense being spared to make it up to the minute in appearance and appointments. As may be seen from the accompanying illustration the structure is extremely handsome. A unique feature will be the use of the entire first floor as the entrance to the building, really an unusually large arcade. Along each side of the arcade, extending from the front of the store to the back, will be large display windows. Between these two windows will be space twenty-four feet in width extending the length of the building. This open space will be broken by two glass-enclosed "islands," each ten by fourteen feet in size, providing further display facilities, and giving the company unexcelled opportunities for bringing its merchandise to the attention of the public.

This firm has been in business many years, in fact since 1879. Gustave A. Ensenberger, whose foresight and energy quickly brought success, founded the business in 1886 in the building which has been torn down to make room for the new structure.

### E. R. Johnson Makes Gift of 10,000 Books to Schools

Eldridge R. Johnson, president of the Victor Talking Machine Co., has ordered from the publishers 10,000 copies of Solicitor General James M. Beck's book, "The Constitution of the United States," which he plans to distribute to the schools and libraries of the State of New Jersey, particularly in small towns and sparsely populated rural districts where the book is not likely to be found.

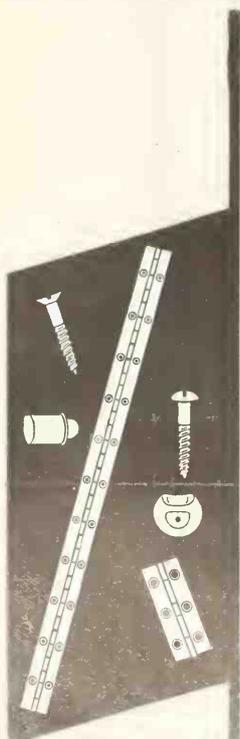
## Rockford Hardware

FROM the complete Rockford Line of Hardware you can get what you want when you want it. More than 300 hardware items for pianos, phonographs and radio cabinets are illustrated and described in our special 96-page catalog. Advantageous service is assured by the strategic locations of our large factory and convenient branch offices. You cannot know the best in cabinet hardware unless you know the Rockford Line. Write for catalog today.

### National Lock Co., Rockford, Ill.

Branch Sales Offices:

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



# Turning New Patrons Into Regular Buyers

Customers Who Visit Store Regularly for Their Musical Needs  
Are the Foundation on Which the Retailer's Prosperity Rests

During the course of a year there may be many stay-away customers, the talking machine dealer naturally often being piqued. The store operates decidedly at a big advantage when it does much advertising of different kinds, brings out attractive window-trims, places due value on expert salesmanship, and similar factors, yet there is an appreciable loss when customers do not return. And does the talking machine dealer really know just why certain customers do not come back, while others delight in returning? Here we have an interrogation begging much contemplation which may steer some establishments onto the road to greater prosperity.

Encouraging the new customer to come back—that is an important object. Therefore it is expedient at the very outset to keep a line on the new patrons. Providing a suitable record book, one that is to be used regularly, in which are to be entered the names and addresses of new customers, together with other desirable information leading to contact, solves a big problem.

### Keeping in Touch With the Customers

There comes in George Darlington. You want to keep in close touch with him. Very well, the attending salesman aims to procure his name and address. Should curiosity or objections be manifested, it can be explained: "Well, it is our desire to let you know about new records that we receive, in which we are sure you'll be particularly interested. Certain records that you particularly like we'll gladly remind you about, if you want us to."

As a matter of course the customer is flattered. He lets down the bars and obviously he is not likely to lose sight of this particular talking machine store. Remember, it is not alone the purpose to send new customers the monthly lists and other interesting sales literature; some customers will appreciate it when special records are brought to their attention by means of personal letters, postal cards, or, perhaps, by phone. This is a little extra service, which may be construed by some as only so much "trouble," but it is the kind of trouble that assures greater dividends. For there are customers who fancy popular pieces, others want all new classical records; one particularly wants all jazz records and another seeks all standard song records. Naturally if the way is made easier for the new customer the work will pave the way to many additional sales in return—sales that else might never materialize. The record book is the liaison between the new customer and those extra sales.

### Securing Data and Using It Intelligently

Salesmen should try to acquire all possible data regarding the different customers that in any way hint of utilization in bringing about more and better transactions. Such consequential matters as whether a certain customer takes exception to loud talk, may be entered, together with his name, address, as well as other worthwhile bits of information.

The work suggested will of course complement the other sales efforts of the store. To receive a personal letter is better than simply a monthly catalog right along. It is this added personal touch that commands the interest and attention of the more discriminating prospects and brings about better and larger record sales.

There is a particularly good feature embraced in the intelligent use of a record book. At times when sales lag and some of the salesmen may be idle, the golden minutes can be put to use looking it over. We may find, for instance, that Robert Gimpert has not been in the store for nearly six months! That will never do! Now, without a record book, you'd have lost

sight of this customer altogether. But now you can get hold of him. You may have his phone number. Here's one opportunity. Then you can write him a little postal, or a personal letter, somewhat along the following lines:

Dear Mr. Gimpert—It is, indeed, surprising to us that we have not heard from you for such a long time. It is almost six months since you gave us the pleasure of selling you a line of talking machine records. We are wondering why you have not returned.

We are ever ready to welcome you again, Mr. Gimpert. Just now we have a generous stock of new albums of classical pieces, which we are sure you will want to consider. Why not come down some time—make it next week at the latest!—and let us play a few numbers for you? Bear in mind, you will not be urged to buy; however, the music will do that! We are sure you'll like some of

these new classical offerings. They are remarkable recordings.

We are expecting you and will consider it an honor to play such pieces as you may desire. If you cannot come, let us hear from you, at any rate. Thank you!

In the preceding we have an appeal that will find receptivity. It is a courteous offer, one that many former customers will avail themselves of. If the customer does not come he will probably get in touch with you, a point which this letter also objectifies. Of course, if the first letter fails, there are the future possibilities. Letters can be so couched as to carry the most personal touch in each case. Find out what a record book can do for your store in the way of building sales!

## BRISTOL TRADE MARK AUDIOPHONE MADE IN U.S.A. Loud Speaker

Represented by Branches  
in  
**NINE  
PRINCIPAL  
CITIES**



Model S,  
\$25.00



Model J,  
\$20.00



Baby Grand,  
\$15.00



Baby  
\$12.50



Model C, \$30.00

Send for Bulletin 3022-BS  
showing the Bristol line.

THE BRISTOL COMPANY, WATERBURY, CONN.



# Use Radio as a Means of Record Publicity

Ludden & Bates Find Radio a Help in Promoting Record Sales—  
Sunday Broadcasting Programs Bring a 10 Per Cent Sales Gain

What is the effect of the popularity of radio on phonograph sales? This is a much discussed question at the present time. Many dealers have expressed the belief that radio has hurt the talking machine and record business. Other dealers, however, who have tied up their talking machines and sales activities with radio have profited thereby. In refutation of the arguments that radio is harmful to the talking machine business are the experiences of many dealers. For example, most of the selections broadcast are obtainable on records. Dealers who have staged tie-ups with this fact in mind have profited in increased sales, and where dealers have continued intensive sales promotion efforts in the interest of talking machines instead of ignoring this end of the business in favor of radio there has been little cause for complaint.

In this connection the following experience of the Ludden & Bates' Music House, of Atlanta, Ga., described in the Public Ledger is interesting:

"Installing a radio broadcasting station in their store gave the Ludden & Bates' Music House, of this city, the opportunity to demonstrate their phonographs and introduce their new records in several thousand homes in and around Atlanta every Sunday evening. The playing of the new records is made the feature of the Sunday evening programs, given between the hours of 6 and 7 o'clock, and this program has become the most popular of the week.

#### 10 Per Cent Record Sales Gain

"An increase in sales on records of 10 per cent is credited directly to these Sunday evening concerts. Beginning Monday morning, large numbers of persons came into the store and called for the records that were played on the program of the previous Sunday evening. Many of these records have not been advertised in any way previous to their presentation at the Sunday concert, indicating that the broadcasting of the records not only attracts attention, but induces music lovers to buy the records they have heard over the radio.

"The broadcasting of the new records has also increased the sale of phonographs, but to what extent cannot be estimated. Many persons who come into the store for the first time often to ask about phonographs, mention that their attention was drawn to the store through hearing their radio concerts. It is distinctly apparent that these concerts are increasing the popularity of phonographs within range of the broadcasting station. They induce owners to buy more records and use their machines more,

and cause many to want phonographs in their homes.

"At the other concerts, which are given every Tuesday and Saturday evening at 9 to 10 o'clock, vocal and instrumental numbers are featured. Musical instruments of all kinds are used in making up the program, which adds to

The experiences of this live Atlanta, Ga., dealer are intensely interesting, because they present concretely how the talking machine dealer can stage an effective and profitable tie-up with radio. Ludden & Bates have succeeded not only in stimulating interest in records by weekly radio programs but the result has been sales of talking machines and radio sets. Radio is now an integral part of the every-day life of a large portion of the public and Ludden & Bates have taken advantage of this fact by using it as a medium for bringing their records before radio fans. That this effort has been successful in creating sales is brought out in the accompanying article.

its attractiveness and variety, and at the same time suggests to any one who might be interested in buying such instruments that they can be found at Ludden & Bates'. Advertising is not permitted at this broadcasting station, but the name of the store is mentioned conspicuously each evening as having prepared the program being presented, and the fact that it is a music house associates it in the minds of the hearers with the musical instruments that are heard.

"A noticeable increase in the sale of musical instruments is credited to advertising obtained through the broadcasting station, but, as with phonographs, it is impossible as yet to make any estimate as to the amount of new business the station is bringing in. Many new customers mention the fact while in the store that their interest was drawn to this store by hearing the name mentioned repeatedly in connection with the programs heard.

"The broadcasting from the store naturally proves a big aid in selling radio receivers, into which line this store has gone quite extensively this season. Most of their sales are made to their old customers, who want radio entertainment to supplement the music provided by the instruments they own.

"The salesmen close many radio sales by mentioning the fact that an outfit in the home will enable the owner to hear all the new phonograph records each Sunday evening. In such cases the sale of the radio is usually followed by the sale of many records that would not otherwise have been bought as a direct result of the placing of the radio receiver in the home.

"Variety is the spice of life and we endeavor to give our listeners their share of it," says S. M. Frenkel, in charge of programs, in explaining his policy in providing radio entertainment. "Every effort is made to provide programs that will appeal to the tastes of as many as possible of those persons who own radio receivers and who will compose the audience when the programs appeal to their interest."

#### Music Predominates on Programs

Vocal and instrumental music naturally predominates on these programs. Mr. Frenkel and others in the store are in touch with the musical people of the city and are in position to give their radio audience the best musical talent the city affords.

"Of all our programs, that given on Sunday afternoon and featuring the new phonograph records is the most popular," Frenkel stated. "The Sunday afternoon programs are given chiefly for local reception, but the messages we get show that they are enjoyed in other cities and in other States within our range as much as in Atlanta. At these concerts we are swamped with request calls. While the programs are being broadcast our telephone is ringing almost constantly, and it takes most of the time of one person to answer these calls. This hour of music on Sunday evening contrasts with the general run of Sunday programs and makes a big hit."

#### Cost of Operation

This is believed to be the first music house in the South and one of the first in the United States to install and operate a radio broadcasting station in its own building. The outfit cost about \$2500 and the operating costs average \$25 a month, covering depreciation on tubes, current required and other operating expenses. An electrical jobber provided the outfit and takes care of the operating costs, while the store provides the studio and programs.

The decision of Federal Judge Knox dismissing the "wired wireless" infringement suit brought by Major General George O. Squire against the American Tel. & Tel. Co., has been upheld by the United States Circuit Court of Appeals.

Heard 70 Stations  
Between 8 and 11 P.M.

In appearance, too, the Resas compares favorably with high-priced sets. It has a handsomely finished solid Mahogany cabinet, 26½"x8½"x9½," 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.

**RESAS, Inc.**

112 Chambers Street

New York City

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.





## “Eveready Radio Batteries are the best moving products in my shop”

“ALL you have to do to sell Eveready Radio Batteries is to display them. They bring people into my shop—and the best part of it is, once a customer always a customer.”

In these words Mr. A. H. Smith, of Waukegan, Ill., sums up his success with Eveready Radio Batteries, which strikingly parallels the experience of radio and battery retailers throughout the country. Dealers everywhere who employ the simple sales policy of displaying Eveready Radio Batteries are meeting with better than good sales results.

Eveready Radio Battery national advertising creates

consumer acceptance for Eveready “B” Batteries, making it easy for you to complete the sale. And the high quality built into every Eveready Battery insures satisfying performance—“they last longer”—batteries and customers too!

Wherever there is radio there is a demand for Eveready Batteries. Order them from your jobber, stock them, display them, sell them. Get the attractive Eveready window display material.

It’s free to you for the asking. Order from your jobber.

**EVEREADY HOUR**  
**EVERY TUESDAY AT 8 P. M.**  
*Eastern Standard Time*

For real radio enjoyment, tell your customers to tune in the “Eveready Group.”

Broadcast through—

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

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

# EVEREADY

## Radio Batteries

— they last longer

# Promoting Efficiency in Delivery Service

How a Number of Dealers Have Solved Their Delivery Problems  
and the Effect of Intelligently Handled Deliveries on Business

One of the most helpful, least expensive and least difficult ways of promoting the efficiency of the delivery service of a talking machine store is to start perfecting the system of handling deliveries in the store itself—right at the point where the outgoing package or musical instrument is taken from stock, according to a view expressed by Jesse Rosenstein, president of the National Piano Co., one of Baltimore's most modern and most uniquely appointed music establishments. In short, Mr. Rosenstein's idea is to begin at the beginning.

"Too often," he said, "everybody in the store who has anything to do with deliveries is disposed to throw the entire burden of showing speed and efficiency upon the shoulders of the men in charge of delivery trucks. No thought is given to the fact that from the moment the order is given in the store that a purchase is to be delivered by a certain time every employe who has to handle the package becomes a part of the store's delivery system. They can help to get it to the customer in the quickest possible time if they are alive to their duty, or they can delay its delivery materially. The manager who sees to it that they are alive will get the best delivery results and have the greatest number of pleased customers.

"A further means of increasing the efficiency of delivery service which we have adopted," continued Mr. Rosenstein, "is to so arrange a part of the interior of the store building that when a purchase is started from one of the showrooms or the stock room it gets to the shipping room door, where the truck awaits it, by the least devious route and without disturbing or interfering with work or business in the various departments.

"After studying this problem—we realized its important bearing on our delivery system—the idea appealed to us so strongly that we went to considerable expense to lease the entire rear half of the adjoining building and did extensive remodeling in both buildings solely for the purpose of facilitating the very first operations of starting a delivery on its way to a customer. We have found it an economy in both expense

and time in handling deliveries, to say nothing of the trouble and annoyances that have been banished. It will pay any music concern to study this problem of interior arrangement with reference to any desired improvement of delivery service. It saves much lost motion. The same arrangement serves to facilitate the receipt and distribution of incoming freight.

"In a way we also use our deliveries as a means of increasing business, or at least cultivating our customers and keeping their good will. With each delivery we send a 'complaint

Often delays and trouble incident to the delivery of merchandise cause loss of good will or at least a straining of the friendly relations between the customer and the store. For this reason it is very important that deliveries be handled intelligently and that no friction develop with the customer at this end of the store's service. The store management is responsible for the proper working of the delivery system, according to the several dealers who describe their methods in this article, and passing the buck to the truckmen invites trouble. These dealers also tell how they promote good will through delivery service and give other valuable data regarding their experiences.

card' which we request the customers to return to us if after trial of the purchase they find any fault that needs correcting. Thus we make them feel that we do not consider that mere delivery on our part concludes our sense of obligation to them. It pays in creating a reputation that makes our customers bring us other customers."

#### Keeping to a Definite Schedule

Samuel Fink, head of Fink & Co., large North Howard street dealers in general music merchandise, is a believer in maintaining strict compliance with a well-planned schedule for deliveries as the surest means of attaining efficiency in delivery service.

"We operate with two light trucks," said Mr. Fink, "but if we are hard pressed with deliveries we contract for more. Under ordinary conditions we maintain two morning and one afternoon deliveries, the latter mainly for rush orders. We find it best to own our trucks. The drivers being in our employ, we think, insures more loyal service. Even though this method might mean a little more yearly expense we are convinced that the cost is repaid in increased business and more satisfied customers. The way we use deliveries to increase business is to send out advertising in each package, require truck drivers to verify addresses and then place the customer on our regular mailing list."

#### Sending a Salesman With the Goods

The Talking Machine Shop, of which Andrew J. Oldewurtel is proprietor, finds two light trucks and a touring car, owned by the establishment, gives the most satisfactory and economical service.

"Although we have two branches to look after besides the main store, we live up to our reputation for prompt delivery with our equipment," said Mr. Oldewurtel. "It requires system and a strict adherence to delivery schedules, but if you train your organization carefully along this line you can get away with most of the difficulties that arise. We use the touring car for carrying light packages and for occasions when it is helpful in a sale to send a salesman along to give instruction to the purchaser or to complete the transaction.

"In many cases this idea of sending a salesman with a delivery has brought us new business. It is a propitious time for him to pick up information that gives us additional 'prospects,' that might never otherwise be secured."

#### Private Delivery Service Best

A firm advocate of a music store maintaining its own trucks is W. L. Roberts, manager of the Kranz-Smith Piano Co., large Charles street establishment dealing in talking machines, radio, musical merchandise, as well as pianos.

"I am satisfied that we get more efficient and loyal service out of the drivers of our two light motor trucks than we could expect from drivers for a contractor whom we might employ," said Mr. Roberts. "I believe we are well repaid for any extra expense we incur for maintenance of our own trucks, and I don't think the difference in the expense is great enough to outweigh the other considerations.

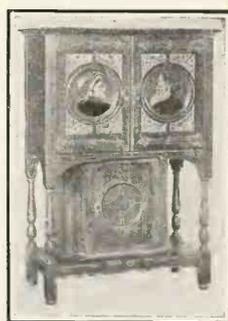
"A rule which we require our drivers to observe as part of our delivery system, and it is one that makes for greater efficiency, is that a driver must report by telephone to the main office from time to time after he starts on a route. This enables us to reply intelligently and sincerely to any call or complaint by a customer about a delayed delivery. We know the route and we have the driver's report as to where he made his last delivery and at what time. Therefore we can give the complaining customer some assurance that will save great inconvenience in case plans had been made to leave home at a certain hour."

#### Advertising Matter in All Packages

L. Klein, manager of the main store of A. Burdwise and its four branches, all of which deal in general musical merchandise, is confident that he gets more efficient service by using two trucks owned by the house.

"We have tried other methods," said Mr. Klein, "but after all you can exercise control of drivers in your own employ with better results. Besides, it saves much trouble, and sometimes delay, which occurs when you have to call up your contractor to get certain service at a particular time."

## 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.

Philadelphia, Pa.



Gulbransen Trade-Mark  
"Easy to Play"

## Is Your Turnover As Good?

Parks Music House Co., Hannibal, Mo., turned their Gulbransen stock 19 times in 1924. Nineteen times based on *cost of goods*; 23 times based on *number of instruments*! By way of comparison with what are generally supposed to be much faster-moving lines, the average turnover of department stores is 3 1-20 times; of 5-and-10c stores, 8 3-10 times.

The Parks record was made without special inducements, without special sales, at Gulbransen National Prices. The Parks organization have found, as have so many others, that maximum results are obtained by selling the Gulbransen. They have found that other merchandise *cannot* be sold alongside of and in comparison with the Gulbransen.

They sell the *Registering Piano* idea, not the "player-piano." They sell personal "touch" on the keys, through the medium of the *Registering Piano*. They are not in competition with "player-pianos" quoted at "bait" prices. Nor with "player-pianos" with which a lamp, cabinet, scarf and a dozen-and-one things are thrown in "without extra charge."

They sell, in the Gulbransen, a clean-cut, honest article, made, advertised and sold according to progressive ideas. The Gulbransen actually is responsible for a large number of dealers *remaining* in the piano business, because it *is* different, honest, progressive and handled all the way through in a businesslike way. The progressive way has proved to be the most profitable way for music merchants.

Gulbransen Company  
CHICAGO

## Times Appliance Co. Holds First RCA Dealers' Meeting

First of a Series of Meetings by Prominent New York RCA Distributor Was Marked by Instructive Talks on Service Problems

The Times Appliance Co., New York City RCA distributor, was host to its dealers at a dinner and business session, the first of a series of such meetings, held at the Cafe Boulevard, on Monday evening, May 18. A bountiful repast was served at 6.30, during the course of which "Ukulele Bailey," a ukulele artist of no small ability, entertained. E. B. Ingraham, president of the company, occupied the seat of honor as toastmaster of the affair, but due to a temporary restraint upon his speech, because of a recent operation, he relied upon C. T. Mowbray, of the Times Appliance organization, to read his speech of welcome. This speech sounded the keynote of the meeting, which was the servicing of radio, and in it the prediction

was made that as time went on service would play an ever-increasing part in the merchandising of radio sets.

Following Mr. Ingraham's address, E. C. Anderson, of the Radio Corp. of America, was introduced as the contact man between the corporation and its dealers and distributors. Mr. Anderson also spoke on the subject of servicing and emphasized the fact that merchandise was not actually sold until satisfaction was given.

Mr. Anderson introduced H. G. Beebee, head of the national service department of the Radio Corp. of America, who gave an interesting talk on "Servicing the super-heterodyne." This talk was illustrated by stereopticon slides and he interestingly took up in turn each problem which possibly might confront the RCA dealer in the merchandising of the super-heterodyne.

Following Mr. Beebee's address a general discussion took place in which those present directed questions upon the subject to Mr. Beebee. During the course of the evening there was also outlined to the dealers a new and more liberal finance plan.

There was on display the new number 24 Radiola portable super-heterodyne, the Radiola No. 3A in portable form with built-in loud speaker and reel aerial, and Radiola super-heterodyne in a period console cabinet.

Close to two hundred were present, and the gathering was a decided success both from the get-together spirit which was engendered and the great amount of valuable information obtained as a result of the addresses and discussion.

## Record Display in Booths Boost Individual Sales

Records in Special Display Racks in Booths in New York Wanamaker Talking Machine Department Make Demonstration Easy

The power of suggestion in selling has often been emphasized but it will bear repetition at the present time because now as never before it is necessary for talking machine dealers to bring all of their forces to bear to create and stimulate sales. There are many applications of "selling by suggestion." There is, for example, the application of this principle by word of mouth when the salesman is serving a patron and there is another application which strikes home just as forcibly and is equally as productive in sales, although in this case the principle is applied in the abstract. An excellent example of what might be termed "silent suggestive selling" is applied in the talking machine department of the New York John Wannamaker store. In the record booths on a small table are record display racks and in these from six to twelve records have been placed. A customer listening to the demonstration of a record cannot help but notice these racks. Curiosity does the rest. The customer glances at the titles of the records and very often there is some title which appeals. The result is, of course, that the customer places the record on a machine and if she likes it another sale is made. Most people who visit a talking machine store spend the bulk of their time in the booths. This gives the dealer a splendid opportunity for bringing records and other small accessories to the attention of patrons by displaying them where they are likely to suggest the need for them on the part of the customer.

## To Broadcast Record Music From Store Radio Station

The regular Friday evening radio programs broadcast from the Miami, Fla., store of S. Ernest Philpitt will include the latest recordings, according to a recent statement by C. R. Putnam, manager of the Tampa branch. S. Ernest Philpitt has branch stores in seven Florida cities and is one of the large retail music concerns in the South.

## George A. Eckweiler Now Sales Mgr. of Jewett Co.

New Executive Has Had Wide Experience as Operator and Aided in Extensive Experiments With Jewett Superspeaker

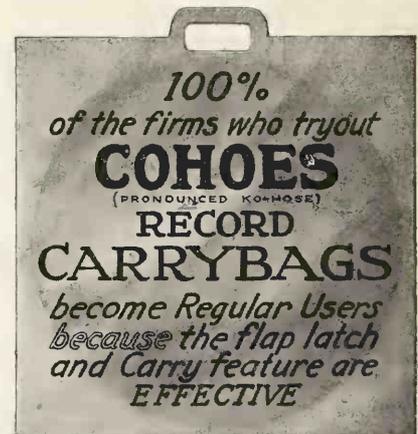
The Jewett Radio & Phonograph Co., Pontiac, Mich., manufacturer of Superspeakers, Jewett radio sets and other products, announced recently the appointment of George A. Eck-



George A. Eckweiler

weiler as sales manager of the company's manufacturers' equipment division. Mr. Eckweiler has had a wide experience in the radio industry, having been a radio operator some twelve years ago. In 1924 he was associated with Capt. Jack Irwin of the Wellman Expedition and S. S. "Republic" fame; this adventure being known throughout the country as the radio broadcast "Covered Wagon" traveling laboratory. It was equipped with suitable receiving apparatus and several Superspeakers for making various tests and to determine the efficiency of different circuits under varying local conditions. Experiments were carried out in cities, deserts, mountain tops and even in the depths of mines, and through this unusual research work Mr. Eckweiler gained a host of friends in the radio industry throughout the country.

A petition in bankruptcy was recently filed by the Boulevard Radio Shop, New York, listing liabilities of \$2,575 and assets of \$1,448.



## Cohoes Envelope Co., Inc.

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

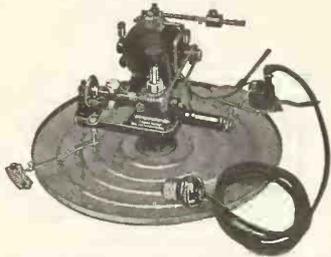
Home Office  
and Factory  
COHOES, N. Y.

## The PHONOMOTOR CO.

WM. F. HITCHCOCK, Proprietor

121 West Avenue Rochester, N. Y.

### An Electric Equipment for the PHONOGRAPH



#### Fully GUARANTEED

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

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

### The PHONOSTOP

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

STANDARD FOR EIGHT YEARS

Guaranteed.

Sold direct to manufacturers all over the world.

Nickel or Gold.

Your phonograph is worthy of the best stop.

This is the only one.

Your customers appreciate it

We also sell General Phonograph Hardware

Cable Address:  
PHONOMOTOR, Rochester, N. Y.

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

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

Trade Prices upon application

## The PHONOMOTOR

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



# Protection For You

Sales of Jewett Quality Products will henceforth be made on a basis of Exclusive Territory.

There will be but one Jewett Distributor in each Distributing Territory.

There will be but one Jewett Dealer in each Dealer Territory.

Each Distributor—and each Dealer—will thus be protected against unfair competition behind a definite territorial rampart.

Each Distributor—and each Dealer—will be further confirmed in his exclusive rights by direct contract with this Company.

Merchants of Radio who appreciate the protection implied by a Jewett Franchise are invited to write us immediately.

There will be a wider and  
an even more attractive  
Jewett Line for you to sell.

**JEWETT RADIO & PHONOGRAPH COMPANY**  
5660 TELEGRAPH ROAD PONTIAC, MICHIGAN

Factories: Allegan, Michigan — Pontiac, Michigan

Canadian Factory:  
Jewett Radio Phonographs, Ltd., Walkerville, Ont.

Export Sales Office:  
116 Broad Street, New York City, N. Y.

*The Jewett Micro-Dial*—Makes tuning 50 times as accurate. Fits any set. Needs only a screwdriver to install. Price \$3.50.

*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*—All that the name implies. Recommended by experts everywhere. Price \$30.00. West of the Rockies \$32.50.

*The Jewett Vemco Unit*—Makes a loud speaker out of your phonograph. The Reproducer used in the Superspeaker. Price \$12.00. West of the Rockies, \$12.50.

*The Jewett Superspeaker Console*—A handsome cabinet with Superspeaker performance. Enough said. Price \$40.00. West of the Rockies, \$42.50.

*The Jewett Superspeaker Highboy*—Houses Radio set and all batteries. Superspeaker built in. Takes Radio into the realm of fine furniture. Price \$130.00. West of the Rockies, \$140.

# Jewett Quality Products

## Do You Look Upon Radio Customers as Salesmen?

H. H. Roemer, Sales Promotion Manager, Zenith Radio Corp., Says "Service Is an Asset" That Can Make Salesmen of Customers

"The dealer who looks upon his buyers as 'customers' has fallen several blocks behind in the radio procession," says H. H. Roemer, sales promotion manager of the Zenith Radio Corp. "Every customer you make is a salesman. A salesman of the most enthusiastic and productive type—and he does not add a dime to your payroll.

"The more satisfied you make a customer the more loyal he becomes as your salesman. The dealer who overlooks the real good-will represented in these indirect salesmen by not rendering them service when needed automatically cuts down his greatest sales force.

"Service is an asset—an opportunity. A wise dealer will welcome service—in fact, were I a

dealer, I would 'snoop' around to locate a chance to 'service' a customer. Outside of golf, no game affords the opening for getting 'close to your man' as an evening spent in his home—with your heads together learning the set. He will share his best cigars with you—call you by your first name and go out of his way to boost your game.

"The dealer who fails to cultivate a customer's intimate acquaintance possible while servicing a set is shutting off his most productive avenue to 'sales'—he is running his business up a blind alley.

"And now allow me to again repeat that old familiar psalm of mine. Technical radio sales talk sounds to the average prospective buyer much the same as the Englishman who wanted to say—'A rolling stone gathers no moss,' but said instead—'A revolving specimen of the phalazon age collects no crastagamous.' You may excite envy and you may astonish your customer with your scientific scope—but is his order on your books when you have finished? Radio technology is all Greek to him. It throws such a scare into him that he fears his inability to cope with such a highly technical instrument.

"Stay in front of the panel. Sell confidence. Sell simplicity of operation. Sell results. Sell him out of fear and assure him of your cheerful willingness to assist him in producing results—and then follow it up with actual performance. Get into his home—talk plain terms—his language, and make of him a willing boosting salesman."

## Ernest Davis Makes His First Edison Recording

Latest Addition to the Ranks of Edison Artists Is a Tenor of Note and Is Well Known Both in This Country and Abroad

A new Edison artist made his debut with the record releases for the month of May. He is none other than Ernest Davis, whose first



Ernest Davis

Edison recording is entitled "I Look Into Your Garden."

Mr. Davis is a well-known tenor who has had numerous engagements in the recital, festival, oratorio and opera fields. He made his debut in 1915 with the Society of American Singers in Chicago, and his concert, opera, festival and oratorio appearances have been numerous both in this country and abroad. His recent operatic performances in Italy and his concert performances at the famous Queen's Hall Symphony Concerts in London had particular significance since they brought forth in these countries an American singer whose entire training and entire artistic career was achieved in America. Mr. Davis hails from the Middle West, his home State being Kansas.

## Dixie Stars, Columbia Artists, Extremely Popular

Recording, Vaudeville and Broadcasting Stars Win Praise of Record Buyers

The sales department of the Columbia Phonograph Co., Inc., New York, N. Y., has received many letters from Columbia dealers throughout the country referring enthusiastically to the records made by the popular Dixie Stars, Al. Bernard and Russell Robinson. These two artists are not only well known to owners of phonographs, but have attained wide success through their vaudeville appearances and their broadcasting. They have an original and unique delivery which enables them to give distinctiveness to popular hits of the day, and Columbia dealers report a steadily increasing demand for their records.

The Radio Pastime Corp., Dover, Del., was recently incorporated at Dover with a capital stock of \$500,000.

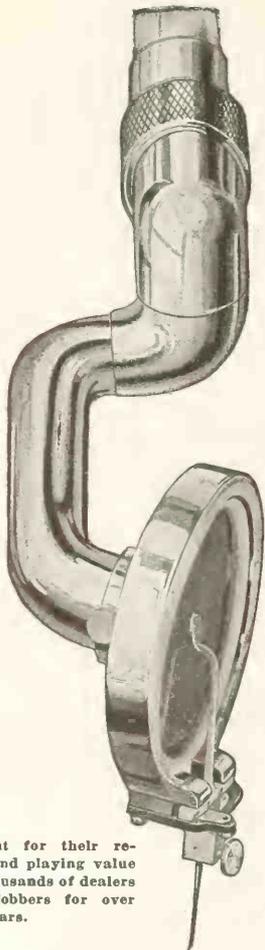
Mr. Edison Man:—

Never Say

**"KAN'T," say "KENT"**

The KENT No. 1

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



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

Write for catalog of complete line



Reg. U. S. Pat. Off.

**F. C. KENT CO.**

Irvington, N. J.

## C. Monroe Smith Member of Fada Sales Organization

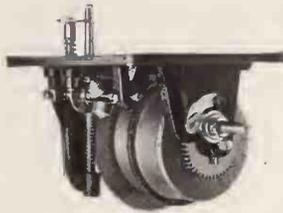
F. A. D. Andrea, Inc., New York City, manufacturer of Fada neodyne radio receiving sets, recently announced through R. M. Klein, sales manager of the company, the appointment of C. Monroe Smith as a member of the sales organization. Mr. Smith was formerly connected with the Domestic Electric Co., New York, and brings with him a wealth of sales and merchandising experience. He was for six years in the sales department of Manning, Maxwell & Moore, Inc., manufacturers of tools and brass goods for use in passenger cars and trucks. He subsequently joined the Chilton Co., Philadelphia publisher, and occupied the position of Eastern manager of that company's publications and business manager of the Commercial Car Journal. Mr. Smith was graduated from the Wharton School of Finance and Commerce, of the University of Pennsylvania, in 1906.

## W. S. Custer Opens Its Attractive New Home

CANTON, O., June 7.—The W. S. Custer Music House heralded the formal opening of its fine new store at 1818 Ninth street, S. W., recently by some extensive advertising. The new store is one of the finest in the city, and in addition to a fine line of pianos there is a large phonograph and radio department. The Sonora phonographs and Atwater Kent, Thompson and Garod radio lines are featured. Band instruments and sheet music also are handled. The firm operates another store at 229 Cleveland, N. W., and has built an excellent business by progressive methods.

**CONSTANTLY INCREASING SALES**  
 are testifying to the superior quality of our  
**COTTON FLOCKS FOR PHONOGRAPH RECORDS**  
 STEP INTO LINE WITH THE BUYERS OF "QUALITY"  
**CLAREMONT WASTE MFG. CO., Claremont, N. H.**

### The Famous Heineman Line



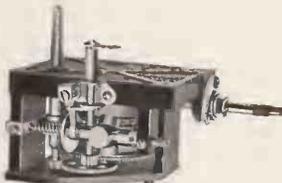
MOTOR NO. 66

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



MOTOR NO. 77

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



MOTOR NO. 37

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



FLYER MOTOR

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

## Leadership—

*from the very start!*



TEN years ago, the phonograph industry was flourishing—but with the business controlled by only the few companies who had been the leaders ever since the invention of the phonograph.

Then the famous Berliner patent expired—and with it crumbled the barrier which had excluded others from the phonograph manufacturing field.

It was a big task to induce piano and furniture manufacturers to make phonograph cabinets and install independently made phonograph motors. But, by dint of consistent work and continual proof of the superiority of our motors, our pioneer work was successful. Hundreds of piano and furniture manufacturers began to make phonographs, equipped with Heineman Motors, and the now great independent phonograph industry was founded.

Thus, from the very start, Heineman Motors of Quality took the lead in this independent industry—and have held that leadership ever since. Witness today the confidence that manufacturers and dealers have in Heineman Motors—the implicit confidence that has been responsible for over three millions of these sturdy sources of motive power being sold, for the now uncompromising insistence of dealers that the phonographs they sell be equipped with Heineman Motors.

Witness this confidence and you see the culmination of ten years' persistence in holding to a standard—steadfast, easy and noiseless operation; superior design and durable construction; highest quality materials—the standard that has given, from the very start, the leadership of the independent phonograph industry to

## HEINEMAN QUALITY MOTORS

*A Product of the*

### General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street

New York, N. Y.

**MICA  
DIAPHRAGMS**

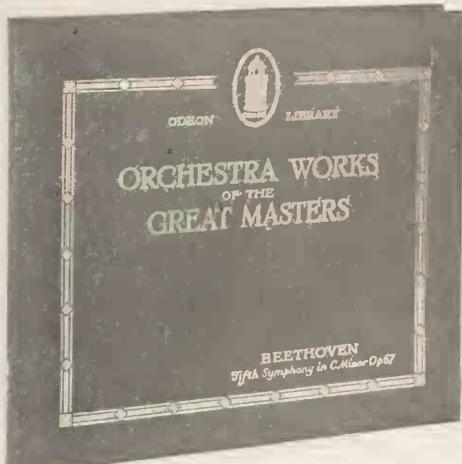
*Absolutely Guaranteed Perfect*  
We get the best India Mica directly.  
We supply the largest Phonograph Manufacturers.  
Ask for our quotations and samples before placing your order.

**American Mica Works**  
47 West St. New York

**Now the "Orchestra Works of the Great Masters"**

Latest Addition to the Odeon Library Issued by the General Phonograph Corp. Is Beethoven's Immortal Fifth Symphony

The General Phonograph Corporation, New York, has just announced to its Odeon distributors and dealers a new addition to its library consisting of Beethoven's Fifth Symphony, in an album set comprising four twelve inch rec-



Album Container of Odeon Record Series  
ords. The reording of this most popular of Beethoven's symphonies was made without the slightest abbreviation by the German Opera House Orchestra, under the direction of Dr. Weissmann. The group of records is presented in a de luxe album of light blue cloth with heavy gold stamped front cover. The inside of the front cover shows Beethoven's picture with the four movements of the symphony interpreted clearly so that everyone can get a full understanding of the music.

A number of orchestra works will be presented in a similar way in the near future, and this series of album sets will be known hereafter as "Odeon Library-Orchestra Works of the Great Masters." All the future albums will be presented in similar color schemes with attractive front cover designs.

In a chat with The World, A. Thallmayer, manager of the Odeon division of the General Phonograph Corp., stated that special care was taken to make the interpretation of the various works as they appear on the inside front cover of the album easily understandable and at the same time interesting. It is planned to not only describe the music in a general way but to interpret the spirit of the composers, thereby familiarizing the public with a true understanding of the world's greatest music.

**Victor Foreign Selections**

The Victor foreign record releases for June include selections in the following languages: German, Hebrew and Yiddish, Italian, Danish, Greek, Norwegian, Polish, Slovak, Swedish, Welsh, Russian, Mexican including Spanish selections recorded for Mexico.

**New Quarters of Mitchell Phonograph Corp. Opened**

Great Gathering Give "Send-off" to Proprietors —New Building Admirably Equipped

DETROIT, MICH., June 1.—A recent event of importance in local retail talking machine circles was the removal of the Mitchell Phonograph Corp. to its new three-story building. The opening was one of the most attractive ever held in that section of the country and visitors from all parts of the city attended. The building, located at 3000 Gratiot avenue, directly across the street from the firm's former headquarters, is of brick and stone construction, and presents a fine appearance with its unusually large and well arranged window space. The interior of the store gives the impression of spaciousness, with the entire second floor, or balcony, display being visible from the ground floor. The general offices, record and roll departments, record booths and display space for phonographs and pianos are located on the first floor. The second floor is devoted entirely to talking machines while the third contains the stock rooms and the radio manufacturing department. The Mitchell Phonograph Corp. handles its own make of phonographs, a line of radio sets of its own manufacture, the complete line of products of the Zenith Radio Corporation, and the Cable-Nelson pianos.

After the crowds had departed, a real house warming took place in the form of a two hour entertainment followed by dancing to music furnished by the A. Klein reording orchestra, formerly of New York City. A very enjoyable program was given by Kloer and Hitchcock, entertainers, and Jerry Gamble, ukulele artist, of Ringling Brothers.

Prominent among the guests were Franklin B. Ward, president; Herman Granse, sales manager, and H. S. Hyde, vice-president, of the Radiomaster Corporation, Bay City, Mich., and their wives; Gene Whelan, of the W. W. Kimball Co., Chicago, and Edward Roetsch, president of the Blood Tone Arm Co., Chicago.

**Swiss Like Gennett Records**

The Gennett records made by The Starr Piano Co., Richmond, Ind., are being handled in Zurich, Switzerland, by E. A. Berther as distributor. These records are steadily increasing in popularity abroad.

**Kitty O'Connor, Girl Baritone, New Columbia Star**

Popular Vaudeville Headliner Signs Contract to Record for Columbia Co.

One of the most recent additions to the Columbia recording library is Miss Kitty O'Connor, a native of Kansas, and widely known in the Middle West through her appearance as a headliner on the Orpheum Circuit. Miss O'Connor's voice is a round, robust baritone, and its



Kitty O'Connor

range and power are so exceptional that it has attracted the attention of several famous baritones, including Osear Seagle, who coached Miss O'Connor for a time in her stage work.

Miss O'Connor has signed an exclusive contract with the Columbia Phonograph Co., Inc., and her records will be featured to excellent advantage in the Columbia publicity sales campaign this year. Her first releases are "Yearning," and "If You Never Cry, You'll Never Know."

**Death of Henry Schwartz**

Henry Schwartz, proprietor of a music store at Morristown, N. J., died recently at the age of 73. In addition to retailing musical instruments Mr. Schwartz was an accomplished musician, having graduated from the Warsaw Conservatory of Music.

**HARDWARE**

for

**RADIO and PHONOGRAPH CABINETS**

LID SUPPORTS	BULLET CATCHES
CATCHES	STOP HINGES
CONTINUOUS HINGES	INVISIBLE HINGES
NEEDLE CUPS	

**WEBER-KNAPP CO.**  
JAMESTOWN, N. Y.

# TURN YOUR SLOW MONTHS into PROFITS

Now—with your regular lines slowing up, you can still turn the summer months into PROFIT months by featuring PAL and Regal Portable Phonographs.

Just think of the tremendous list of real prospects there is in your own neighborhood for a quality portable phonograph! Why—most everyone includes one in their vacation equipment, or takes one on outings or auto-trips. The business is there, it's up to you to reach out and get the profits.

A complete display and newspaper advertising service that actually SELLS PAL is furnished free to all dealers. The new large PAL window display, beautifully executed in seven brilliant colors, will bring many customers into your store, not only for PAL, but for your regular lines of records, and other merchandise.

*ORDER A SAMPLE PAL and REGAL TODAY.*



## ■ *Regal* ■

The POPULAR-PRICED  
PORTABLE

REGAL, our new popular priced portable, is a machine especially designed for those who do not care to spend more than \$15.00 for a portable.

REGAL is a phonograph of exceptional value, good to look at, and good to hear. You will be able to sell a great many on account of its fine tone quality and low price.

\$15.00 Retail  
\$9.00 Dealer's Price

# by Selling these two Superior Quality Portables



**\$25.<sup>00</sup>**  
*retail!*

Dealer's Price

**\$15.<sup>00</sup>**

PAL is the utmost in portable value! Its superior tone quality and appearance appeal immediately to all classes. This, together with its low retail price, has earned for PAL, among the trade, the recognition of being the easiest selling portable phonograph.

PLAZA MUSIC COMPANY, 10 WEST 20th STREET, NEW YORK



## Radio Horns Of Every Description

Cabinet Horns a Specialty

Illustrated are a few of the styles and shapes for cabinets which we have designed.

25 YEARS' EXPERIENCE designing and manufacturing sound amplifiers placed on your work.

All horns sound proof coated for full volume and clear tone

Tell us your requirements. We will give special designs and figures—Particulars free.

### STANDARD METAL MFG. CO.

Chestnut - Jefferson - Malvern Sts.  
NEWARK, N. J.

### Noted Columbia Artist to Tour Orient in the Fall

World-famous Pianist, Mischa Levitzki, Columbia Artist, to Tour Extensively Throughout Orient—Scored in Concerts Here

The Columbia Phonograph Co., Inc., announced recently that Mischa Levitzki, exclusive Columbia artist and world-famous pianist, had completed plans for a tour of the Orient in the Fall, opening at Singapore on August 27



Mischa Levitzki

and appearing at Batavia, Java, a few days later. Mr. Levitzki plans to give about twelve concerts in Java and from there is scheduled to invade British India for the purpose of giving twenty concerts. From that point this eminent artist will proceed to China, Japan and possibly the Philippines; his complete tour comprising between fifty and sixty concerts.

The concerts given by Mischa Levitzki the past season in this country were received enthusiastically by the music-loving public as well

as by the most prominent music critics in the leading cities. He is generally recognized as one of the greatest pianists of the present day, and particular interest has been centered in his recent Columbia recording of the "Air From Orfeo" and "Waltz in E Minor."

### Edison Name Misuse Is Proved by Inquiry

Fair Trade League Queries Dealers all Over Country on Question

Representative dealers in electrical and radio supplies, musical instruments and fountain pens, including department stores, retail jewelers and druggists in almost every State of the Union, whose opinions were sought by the American Fair Trade League, are unanimous in declaring that the name "Edison" attached to any of these products suggests only Thomas A. Edison, the electrical wizard.

Their replies were collected and tabulated by the Fair Trade League to ascertain the extent to which the commercial enterprises in which Thomas A. Edison is interested are being injured by the unauthorized use of the Edison name.

In announcing the results of this investigation, Edmond A. Whittier, secretary-treasurer of the league, points out that the unauthorized use of the names of nationally known manufacturers, to describe certain similar types of merchandise manufactured and sold by competitors is a growing practice which deserves the attention of the Federal Trade Commission and local authorities responsible for the enforcement of laws governing commerce and advertising.

### Colin B. Kennedy Corp. Moves Executive Offices

St. Louis, Mo., May 6.—The Colin B. Kennedy Corp., of this city, one of the country's foremost radio set manufacturers, moved its entire executive offices a few weeks ago to new quarters at 2017-23 Locust street. This move concentrates the executive offices and the manufacturing plant of the Kennedy Corp. in one of the most modern and best equipped radio plants in the Middle West, occupying a seven-story building in the heart of the St. Louis business district. The company's new home provides for maximum efficiency in manufacturing facilities, and also gives the various departments an opportunity to co-ordinate with each other to splendid advantage.

### Utilizing the Movies to Boost Portable Sales

Movie Slides Featuring Sonora Portables Are Found Effective Publicity by Dealers—Practical Sales Appeal Reaches Public

The advertising department of the Sonora Phonograph Co., Inc., is finding increased activity among Sonora dealers in the use of movie slides. The accompanying illustration shows a



Sonora Movie Slide

timely slide prepared by this department to feature the Sonora portable. This slide combines attractiveness with a practical sales appeal, and Sonora dealers are using it to advantage to stimulate the demand for portables.

### Crosley Station Features Series of Musical Concerts

CINCINNATI, O., June 5.—A new feature was introduced recently from the Crosley WLW superpower station, when the Hotel Gibson Orchestra, of this city, under the direction of Robert Visconti, began a series of dinner-hour concerts, to be held on Mondays, Wednesdays and Thursdays, from 7 to 8 o'clock Eastern standard time. Solos, trios and other combinations will be formed from the group of musicians in this ensemble orchestra, and Mr. Visconti will be heard in violin interludes when not conducting the orchestra. A special amplifying apparatus was installed on the mezzanine floor of the Hotel Gibson where the orchestra is located, and telephone lines were connected with the WLW station at Harrison, O., from which points the concerts are being broadcast.

### Monthly Popular Releases ITALIANSTYLE

Records and Player-Piano Rolls  
REPRODUCING SELECTED ITALIAN POPULAR  
SONGS, OPERATIC and DANCES

Distributed by

ITALIAN BOOK CO.

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

CATALOGUES SENT ON REQUEST

4 to 1

IN the time it takes for you to sell *one* cabinet machine (even a cheap one) it is very likely that *four* people walk in and out of your store who would buy a *good* portable.

Auto Tourists  
 Summer cottagers  
 Campers  
 Social clubs

Dwellers in crowded apart-  
 ments  
 Business girls who room  
 out



Complete the deal with the  
**Swanson Jr.** List **\$25.00**  
 PORTABLE (In Far West \$27.50)

from January to December - Indoors or Out

Has the strength and tone quality of cabinet machines. A value that amazes!  
 Weight, 12½ lbs. Case measures 12¾ by 11 by 6½". Most compact portable phonograph on the market.

**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.  
 Cheney Talking Machine Co., 24 N. Wabash Ave.  
 Consolidated Talking Machine Co., 227-229 W. Washington St.
- CINCINNATI... Columbia Distributors, Inc., 224 W. 4th St.
- CLEVELAND... Record Sales Co., 1965 E. 66th St.
- DETROIT... Consolidated Talking Machine Co., 2957 Gratiot Ave.
- KANSAS CITY... Artophone Corp., 804 Grand Ave.
- MINNEAPOLIS... Consolidated Talking Machine Co., 1121 Nicollet Ave.
- NEW ORLEANS... Junius Hart Piano House, 123 Carondelet St.  
 Columbia Distributors, Inc., 517 Canal St.
- NEW YORK CITY... General Phonograph Corp., 15 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 Ninth 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

## Max Straus Discusses European Trade Conditions and American Business Growth

Managing Director of Carl Lindstrom Organization, Germany, Manufacturer of Odeon Records, Was Guest of Otto Heineman, President of General Phonograph Corp. During Visit Here

Otto Heineman, president and founder of the General Phonograph Corp., was the host for several weeks during May to Max Straus, managing director of the Carl Lindström organization in Germany, the foremost European manufacturer of records and phonographs. The General Phonograph Corp. represents the Lindström interests in this country, and has been remarkably successful in the introduction of Odeon records to music lovers in America.

Max Straus is one of the foremost authorities on the manufacturing and marketing of phonographs and records, and in a chat with *The World* he commented as follows regarding his visit to America and conditions abroad: "On this trip I have been greatly impressed with the tremendous strides that have been made in practically every phase of American business life since my last visit here four years ago. It seems that on all sides I find increased efficiency and material advances in manufacturing and merchandising, and my only regret is the fact that I have been able to spend but three weeks in this country. Wherever I have visited during my stay here I have been received with the utmost courtesy and consideration and I am deeply grateful to my many friends in the American phonograph industry who have welcomed me so cordially both in a business and personal way.

"While it is true that apparently the phonograph industry in America is somewhat below normal at the present time, there is every reason to believe that it will revive rapidly and steadily in the very near future. There is no other form of entertainment, radio included, that can possibly take the place of the phonograph, for this instrument, coupled with good records, offers a distinctive and absolutely individual form of musical education and entertainment.

"I was very gratified to find a tremendous demand for foreign language records and I have no hesitancy in predicting that the sale of this type of record will show substantial increases year in and year out. The people from foreign lands who now make their home in America will always appreciate and buy records characteristic of their native lands, and this is especially true when we realize that European travel is increasing by leaps and bounds, permitting music lovers from foreign shores to keep in touch with the songs of their native tongues.

"At the present time our organization is recording in every country in Europe, and through our exceptional facilities we are in a position to furnish the General Phonograph Corp. with all of the latest records in foreign languages. We are increasing our vast repertoire month after month, and it is interesting to note that

among the leading American hits at the present time are such selections as 'O Katherina' and 'Titina,' which were introduced originally as recordings in the foreign language repertoires. We are delighted with the success achieved by the General Phonograph Corp. with its Odeon record division, and it is a success that is based on a thorough knowledge of marketing conditions in this country.

"As is generally known to the American public, business conditions in Europe are comparatively difficult because of after-war conditions, but our company has reached its pre-war turnover in quantity production with, of course, a very substantial increase in the moneys received for this production. More than 50 per cent of our record production consists of the better type of music, such as symphonies and standard selections, and in fact, our turnover on twelve-inch records is equally as big as our turnover on ten-inch records, if not slightly larger. We have established all of the factories which we maintained previous to the war in the different European countries, and we expect to increase our

### F. W. Burgh Is Jewett West Coast Representative

Fred W. Burgh, who has been identified with the radio industry for many years, has been



F. W. Burgh

appointed Western Coast District sales representative for the Jewett Radio & Phonograph

### ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

### EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

turnover in 1925 materially as compared with 1924. The business closed for the first quarter of this year was well ahead of 1924, both in quantity production and moneys received, so that we are very optimistic regarding the outlook as a whole. The demand for phonographs in Europe has centered, to a considerable extent, on low-priced products, but even in this direction there seems to be considerable improvement recently with an increasing demand for higher priced instruments."

While in America, Mr. Straus visited the immense Elyria factories of the General Phonograph Corp., as well as the company's plants in Putnam, Conn., and Newark, N. J., and accompanied by Otto Heineman, he called on members of the trade in several of the leading cities. Arriving here on May 4 on the "Deutschland" Mr. Straus was busy every minute of his stay, returning home on the "Leviathan" May 23.

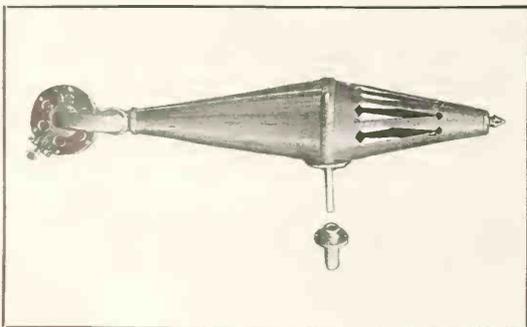
Co., Pontiac, Mich. Mr. Burgh might be called one of the pioneers in the radio field, for he started in the business when radio broadcasting was first introduced. He is keenly enthusiastic regarding the sales possibilities for Jewett products, and will co-operate efficiently with Jewett dealers in connection with their Summer and Fall campaigns.

### Badger Music Co. Buys Kremer Brunswick Stock

FOND DU LAC, Wis., June 5.—The Brunswick stock of Kremer Bros., retailers of this city, was recently purchased by the Badger Music Co., making the latter concern the exclusive representative for that line here. The deal involved the purchase of Brunswick phonographs, records and Radiolas. In addition the firm handles the Victor line.

The Badger Music Co. is one of the most prosperous retail talking machine concerns in this vicinity, and during the past few years it has enjoyed a steady growth. The band and small instruments department has made exceptional advances in sales volume in the several stores operated by this firm.

The Batteryless Radio Corp., New York, has been incorporated at Albany with a capital stock of 200 shares of common stock of no par value. The incorporators are E. Mulcahy and K. R. Raymond.



## HERE IT IS!

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

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

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

MINNELLI PHONOGRAPH CO., Inc.

Pittston, Pa.



**Sell**

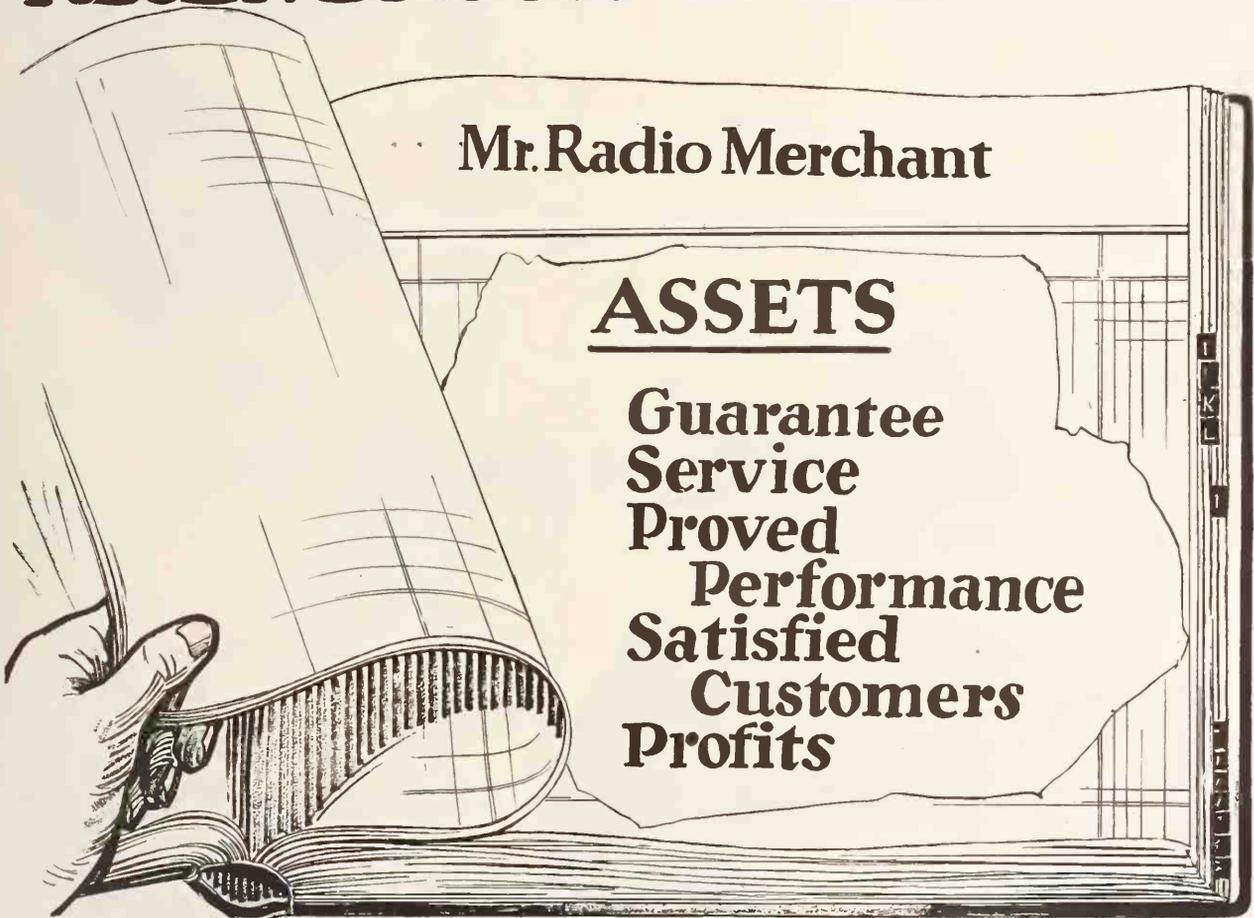
# EAGLE

**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.



## Right Kind of Merchandising and Price Stability Important in Radio Progress

A. H. Zimmerman, President of the Republic Radio Corp., Zenith Distributor for the State of Michigan, Explains How Careful Distribution Is the Key to Better Radio Business

The oft repeated statement—"The recollection of quality remains long after price is forgotten," can scarcely be applied to radio merchandising just now, for in its present chaotic condition and its wild offering of good radio merchandise for a song, the public is not allowed to forget price for a moment.

Mr. Brown has just purchased, at advertised list prices, a very satisfactory radio installation, after long and tedious all-night demonstrations and much service on the part of some reputable radio merchant. Then, one fine morning, Mr. Brown opens his newspaper to find spread across two whole pages an advertisement by a local department store offering the public the results of a very fine buy in the same product at a ridiculously low price. The manufacturer had needed the money, and decided to change models to the extent of brown dials instead of black ones, or else had just become plain panicky. Quality and value were forgotten and price was recalled to Mr. Brown as a very bitter pill.

There has been already so much of this thing that the radio industry appears ludicrous even to the layman. The automobile industry did not suffer the same tribulations in passing through the swaddling-clothes period and it is our earnest hope that the radio industry may soon see the elimination of these transgressors of ordinary good business ethics. If the intelligent radio dealership of the country is not now ready to eliminate them, then this dealership is either short on memory or long on patience.

Confidence in the unflinching support of the Zenith Radio Corp. has made the handling of the price situation in the State of Michigan not a very difficult task for us. We have only to

carefully select our dealers after classifying the prospects at hand as follows:—

1. Those who sell over the counter on price appeal.

2. Those who sell merchandise and service, foregoing the price appeal.

3. Those who sell on "Use your credit" appeal.

each class again divided between two types of dealers:—

4. The dealer who chooses his lines well, not dividing his affiliations over too many lines and who appreciates good policy and co-operates in maintaining the same.

5. The dealer who buys on whims and sells in the same manner, being imbued with the "turn-over" mania and who dumps, by means of sales, any merchandise which has been on hand a certain length of time.

In selecting dealers we never accept a first order by telephone or mail until we have made a sales call on the party for the purpose of determining if he has the proper facilities for handling our lines. We ascertain what he is now handling and in what manner.

If the dealer appears to qualify in Class 5, no matter what his buying capacity or credit standing may be, we do not entertain dealer negotiations with him. The same applies to Class 1. If the prospective dealer operates in a buying group for the purpose of circumventing established channels of distribution or is under obligation to other dealers in that group for the exchange of merchandise, we consider him dangerous as regards the general policy of the manufacturer and we will not enter into a dealer's arrangement with him. The other classes are, as a general rule, all right.

We judge the location of the prospect as relates to dealers already established in the same lines, making an effort to keep dealers out of too close competitive contact, which has a tendency to arouse jealousies and to encourage selling on price alone.

We wish to warn the distributor who contemplates following a like procedure that it will not be all clear sailing. The previous training of dealers makes it very difficult for them to understand such a strict policy, but when you do find such dealers they will prove valuable to you and safe to place your lines with. Express your policy and insist that your dealers concur in it and where you find one who will not, just pass him by.

## Sterling Mfg. Co. Places Tube Tester on Market

Device, Nominally Priced, Should Prove Popular With Owners of Radio Sets—Wide Advertising Campaign Put Behind Product

CLEVELAND, O., June 5.—The Sterling Manufacturing Co., of this city, manufacturer of radio apparatus, has just placed on the market



New Sterling Tube Tester

a new vacuum tube tester which is meeting with considerable favor among radio owners, dealers and radio service stations. This is one of the first tube testers to be offered to the public in compact form, and the company placed a nominal list price on the instrument in order to give it wide distribution throughout the country. Radio set owners appreciate keenly the necessity of keeping vacuum tubes up to their full efficiency in order to secure good radio reception, and this new Sterling product gives every indication of being one of the leaders in the company's line.

The company is using extensive publicity in behalf of its new product, featuring its list price of \$8.50, and calling attention to the fact that on the bottom of each tester is a comparative chart, giving definite instructions how to operate and telling the user when tubes are good, fair or poor. Among the company's other products are battery chargers, loud speakers, transformers, volt-meters, etc.

## Plan to Enlarge Platt Store

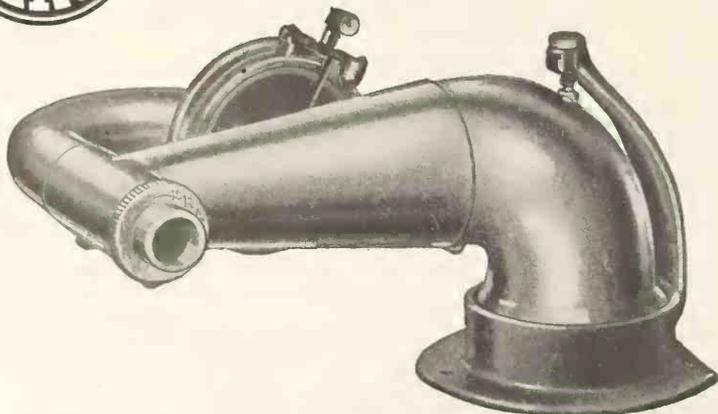
HOLLYWOOD, CAL., June 4.—The Platt Music Co. is contemplating making extensive renovations in its establishment at 6614 Hollywood boulevard. Mr. Hilliard, manager, states that the plans call for deepening the store room by forty or fifty feet. The entire front of the building will be changed so that it will have one large window, with provision made for considerable depth for elaborate window displays. The business at the local store has steadily increased, making enlargement necessary.

## On European Vacation

Anna Braunberg, of Brooklyn, N. Y., who acts as accountant and auditor for many of the talking machine dealers in Brooklyn, sailed on the S. S. Leviathan the latter part of last month, for an extended vacation in Europe.



## JERCO RADIO TONE ARM The Best To Be Had



IT WILL HELP YOU SELL YOUR PHONOGRAPHS

**Because of ITS** BEAUTY IN APPEARANCE  
TONE QUALITY AND VOLUME  
NATURAL REPRODUCTION

NOT THE CHEAPEST — BUT THE BEST  
Reproducers for Portables Our Specialty

JOSEPH E. RUDELL CO., Inc.

144 Chambers Street

New York, N. Y.

**Lorand's Odeon Recordings Reflect Her Great Ability**

Recordings Made by Famous Conductor and Her Orchestra Proving Popular—Is One of Best Known Orchestra Leaders in Germany

Edith Lorand, popular Odeon artist, is generally recognized as one of the famous orchestra leaders of Germany. The Odeon records of the orchestra which she conducts reflect her own exceptional technique and finish. In every city that the orchestra plays it attracts capacity audi-



**Edith Lorand and Her Orchestra**

ences. Among Odeon records made by Miss Lorand which have met with a very active sale in this country and which are merchandised by the General Phonograph Corporation, are selections from the operas "Beggar Prince," "Gasparone" and the "Polish National Dance." The accompanying illustration shows Edith Lorand and her orchestra making records for the Odeon library.

Reps Radio Corp., New York, was recently incorporated at Albany, N. Y., with a capital stock of \$25,000. The incorporators are M. A. Hillebrand, F. V. Hanson and G. Levitt.

**Two New Distributors for Caswell Portable in East**

Silas E. Pearsall Co. in New York and A. C. Erisman Co. in Boston Signed Up by J. G. Casagrande During Recent Trip

John G. Casagrande, vice-president of the Caswell Manufacturing Co., Milwaukee, Wis., manufacturer of Caswell portable phonographs, was a recent visitor to New York, completing a very successful Eastern trip. While here, Mr. Casagrande closed arrangements with the Silas E. Pearsall Co., New York, whereby this well-known and very successful jobbing organization will distribute Caswell portables. The Pearsall staff comprises some of the best known wholesale travelers in the East, and they are all enthusiastic regarding the sales possibilities of the Caswell product. Many dealers in the metropolitan territory have already placed good sized orders for this instrument, and the company is preparing an intensive sales campaign throughout the territory it serves.

Mr. Casagrande also announced the appointment of the Arthur C. Erisman Co., Boston, Mass., as a distributor for Caswell portables. Mr. Erisman, a pioneer in the talking machine industry, is generally recognized as one of the leading wholesalers in New England. He is making a special drive in behalf of the Caswell portable, and the results to date are very gratifying.

In a chat with *The World*, Mr. Casagrande stated that his company's sales for March, April and May were far ahead of all expectations with the factory working to capacity to keep pace with the requirements of the Caswell jobbers. He will have several other important announcements to make in the near future regarding additions to the Caswell jobbing representation.

W. L. Shaffer, formerly connected with the Interstate Music Co., Parsons, Kan., has joined the staff of Barrier Bros. Music Store.

**Stewart-Warner Corp. Has Full Radio Line on Market**

Receivers, Reproducers, Tubes, Batteries and Other Equipment Comprise Complete Line Manufactured by Well-Known Manufacturer

The Stewart-Warner Speedometer Corp., Chicago, one of the country's foremost industrial concerns and widely known in the automotive field, has placed on the market a complete ensemble of matched radio units, consist-



**Stewart-Warner Model 305**

ing of the line of Stewart-Warner radio instruments, the Stewart-Warner reproducer built especially to harmonize with these instruments: Stewart-Warner radio tubes, batteries, aerial and ground equipment.

The Stewart-Warner instrument shown in the accompanying illustration is known as model 305, a five-tube set in which is incorporated the U. S. Navy circuit. There are three tuning controls, mounted on a sloping front panel, and the cabinet is finished in dark walnut. In this instrument the special navy tuned radio frequency circuit has been developed to a high stage of perfection, and the set is especially suited for operation by radio owners who have no technical knowledge or training.

Charles Mehr's Music Store, Birmingham, Ala., has moved to larger and better located quarters at 404 North Twentieth street. A complete stock of talking machines, records and other musical instruments is carried

**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**—

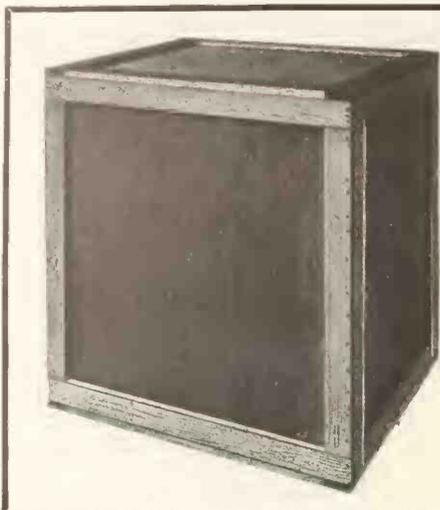
We carry a complete line. We also do contract work. Submit your specifications. Estimates furnished. Material, construction and finish guaranteed.

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





Ship in an "Atlas"

## You Owe This Protection to Your Product and Your Customers

If your product is worth making, it is worth delivering in perfect condition.

Atlas Plywood Packing Cases give the utmost protection to contents. Dust, dirt and moisture are kept out. Scientific construction makes them far stronger than the ordinary wooden box. There is no possibility of injury to contents from nails as they are driven through the plywood and clinched on the cleat.

Your product will reach its destination in perfect condition. Atlas Cases will save damages and freight charges.

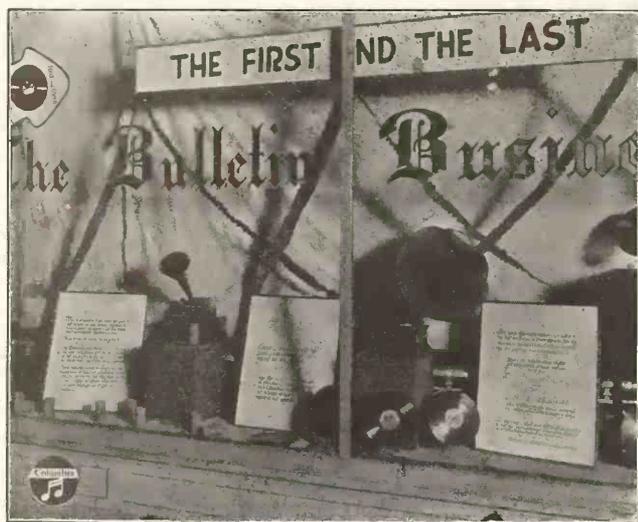
Ask for complete details of our product and our service.

**Atlas Plywood Corp.**  
PARK SQ. BUILDING BOSTON, MASS.  
*Largest Manufacturers of Box Shook in New England*

### Columbia Window Display Featured by Newspaper

San Francisco Bulletin Installs Display Showing Growth of the Talking Machine and Featuring the Columbia Instruments

SAN FRANCISCO, CAL., June 4.—The San Francisco Bulletin, one of the leading newspapers on the Pacific Coast, installed a Columbia window display during National Music Week that



Columbia Window Arranged by San Francisco Bulletin

not only attracted unusual attention from passersby but also caused considerable comment in the trade. The display featured the three stages in the growth of the talking machine, starting with the first cylinder model in 1897 and carrying through to the latest 1925 Columbia phonograph. The newspaper also mentioned the window display in its news columns daily, calling attention to some of the distinctive features of the "New Columbia" phonograph, including the automatic start and stop and other individual characteristics. This unusual publicity focused the attention of the public on the Columbia.

### Polymet Mfg. Co. Hosts to Trade at New Plant

Growth of Business Necessitated Move to Larger and Improved Quarters

The Polymet Mfg. Co., manufacturer of the well-known Polyplug and other widely used radio parts, recently entertained a large gathering of prominent members of the radio industry at a formal opening and house warming in its new plant at 599-601 Broadway, New York. Nat Greene, Otto Paschkes and Phil Lauter, of the Polymet Co., acted as hosts. Following a luncheon those present were shown through the new offices and modern production plant of the company. Otto Paschkes, president of the company, said:

"Our removal to new and larger quarters was made necessary by the steady and rapid growth in demand for our products throughout the industry. In addition to the Polyplug, for which our company is so well known throughout the trade, we also manufacture the Poly E. Z. Stat (Rheostat) which is now used by over thirty large manufacturers of radio sets; other of our products are the E. Z. Fone Plug, the Polymet Potentiometer, Grid Leak, and Mica Condenser. We feel that in the acquisition of our new factory we have taken a large stride forward in the right direction, and with this increased space we are prepared to meet the requirements of the industry for our products."

The new Polymet plant occupies twenty-four thousand square feet of floor space and runs through from Broadway to Mercer street; there is also a wing which extends north as far as Spring street. The lighting facilities are fur-

nished by a solid row of windows on each side of the building, and as the plant occupies space on the top floor of a ten-story building at the above address light is obtained from both sides of the factory without interference.

### Introduce Columbia Phonograph Attachment Unit

Enables the User to Utilize the Tone Chamber of the Phonograph as Radio Loud Speaker

The Columbia Phonograph Co., Inc., has just placed on the market the Columbia phonograph attachment unit which enables the user to utilize the tone chamber of his phonograph as a radio loud speaker. The new unit is available with two different style adaptors, one suitable for Columbia phonographs and one suitable for other makes of machines. The attachment can be used on any machine by using a short piece of rubber tubing.

One of the outstanding features of the new unit is a self-enclosed diaphragm assembly, protected top and bottom, so that it is not necessary to disassemble the unit in order to adjust it. A knurled cap on one side of the product is stamped with the directions "soft" and "loud" showing the direction in which the cap may be turned for varied reception. When this cap is adjusted it remains in position and cannot be thrown out by any vibration. The attachment is sold equipped with ten feet of cord at a list price of \$5.00. The Columbia organization reports a very favorable reception by the trade for the new unit and although the company has no intention of going into the manufacture of radio sets or parts, it is felt that this attachment is a valuable addition to the Columbia line of products.

### Popularity of Murdock Receiving Sets Continues

CHELSEA, MASS., June 4.—D. R. Murdock, treasurer of the Wm. J. Murdock Co., of this city, manufacturer of Murdock neodyne receiving sets, reports business continuing on a satisfactory basis, and stated in a recent interview with The World that there would be a probable announcement in July of the policies of the company for the coming Fall season and of a new model to be added to the line. Mr. Murdock also gave assurance that at the present time there were no contemplated radical changes in the line.

Frank Naporski, specialty salesman for the wholesale division of the General Phonograph Corp., New York, has left to spend the Summer at the Veery's Nest, Big Moose, N. Y., the Summer camp which he conducts in the heart of the Adirondack Mountains during the Summer months.

## CARTER

PORTABLE JACK

"ONE-WAY" PLUG



For use in extending loud speaker or head set

to porch, lawn, etc. A big summer seller. An accessory that every music store can sell readily.

75c.

Adopted as standard equipment by leading

In Canada—Carter Radio Co., Limited, Toronto.

speaker manufacturers. A small accessory with a volume sale that helps reduce overhead.

50c.



# NOW—The New ADLER-ROYAL Console Radio Speaker

**\$50.00**  
LIST PRICE



FRONT VIEW, showing the exquisite design, delicately fluted legs, attractive finish and roomy knee space.

Width 40½ in., depth 18 in., height 30 in.

We still have some desirable territory open for reliable dealers. Write today for details of the Adler-Royal exclusive franchise proposition and liberal discounts.

HERE is your assurance of profitable Spring and Summer business. Every one of your radio customers—every owner of a table radio set in your city is a prospect *right now!*

### Highest Quality of Construction

The Adler-Royal Console Speaker embodies all the high quality of tone, construction and appearance that 25 years' experience in piano and phonograph manufacture could build into it.

### Equipped with Unit, Cord and Plug

A beautiful furniture piece, equipped with high grade speaking unit, cord and plug and with ample space for all batteries. Furnished in mahogany or walnut to match the set

### Order a Sample Today!

Cash in on the demand for this combination of beauty and utility—send for a sample and details of our exclusive franchise today.



REAR VIEW, showing the ample space for batteries, either storage or dry cell, and the tone passage—correctly proportioned tone arm and all wood born.

ADLER MANUFACTURING CO., INC.  
General Sales Offices: 881 BROADWAY, NEW YORK CITY  
Factories: LOUISVILLE, KY.

THE INSTRUMENT OF QUALITY  
**Sonora**  
 CLEAR AS A BELL  
 presents

A Radio Receiving Set and Speaker  
 that achieve beauty in tone as well  
 as in furniture artistry

THE INSTRUMENT OF QUALITY  
**Sonora**  
 CLEAR AS A BELL

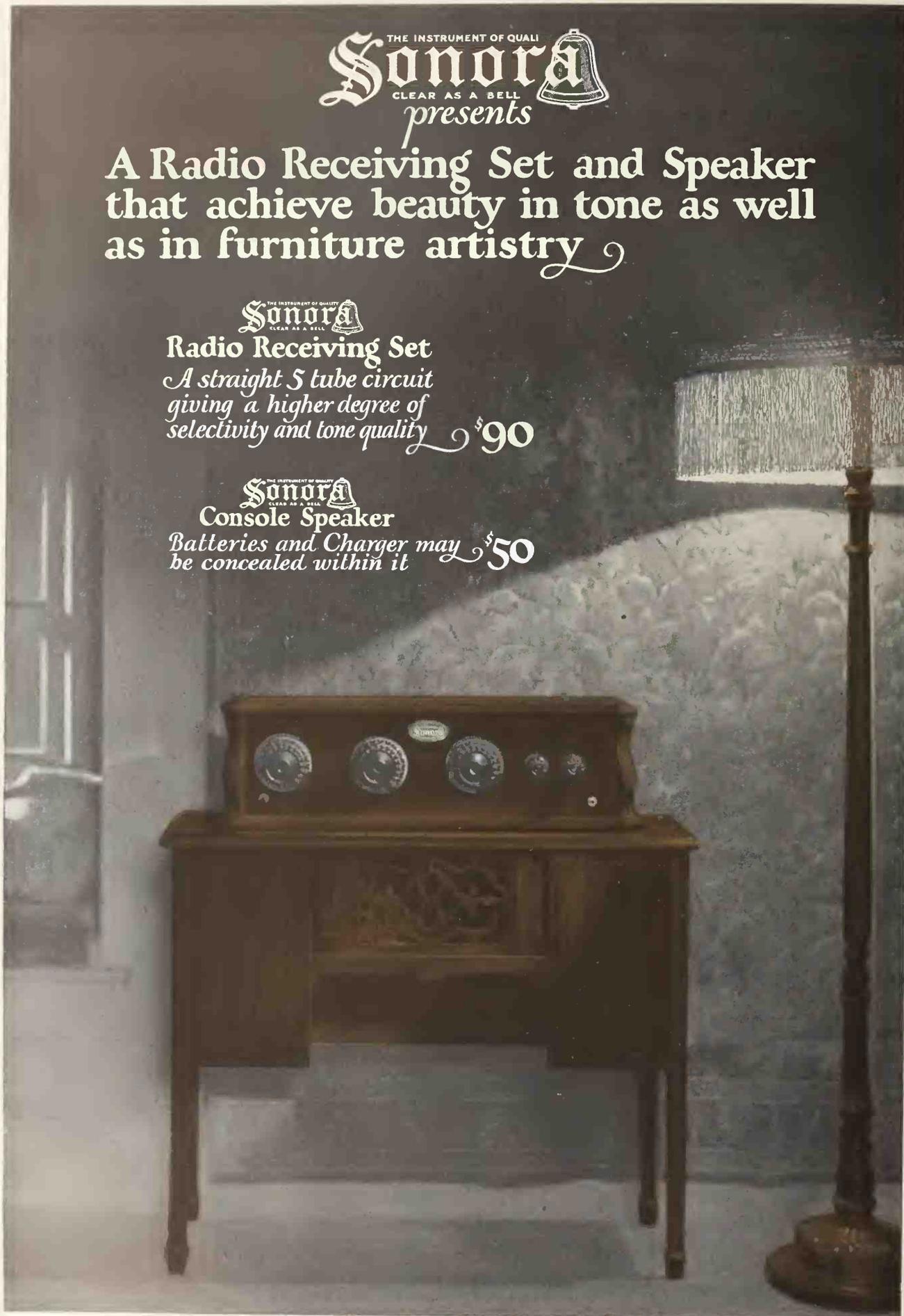
**Radio Receiving Set**

*A straight 5 tube circuit  
 giving a higher degree of  
 selectivity and tone quality* \$90

THE INSTRUMENT OF QUALITY  
**Sonora**  
 CLEAR AS A BELL

**Console Speaker**

*Batteries and Charger may  
 be concealed within it* \$50





The distributor for your territory (listed below) will be glad to show you the latest Sonora achievements

**New England States:**

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

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

GREATER CITY PHONOGRAPH CO., INC.  
234 West 39th Street, New York

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

GIBSON-SNOW CO., INC., Syracuse, N. Y.

**Brooklyn and Long Island:**

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

**Eastern Pennsylvania, Delaware, Southern New Jersey:**

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

**Maryland, Virginia and District of Columbia:**

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

**Western Pennsylvania and West Virginia:**

PENNSYLVANIA PHONOGRAPH DISTRIBUTING CO.  
405 Wabash Building, 410 Liberty Avenue  
Pittsburgh, Pa.

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

JAMES K. POLK, INC.  
181 Whitehall Street, Atlanta, Ga.

Northern California, 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, Cal.

**Ohio and Kentucky:**

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

Indiana and Southeast Illinois, bounded by counties of Douglas, Edgar, Coles, Cumberland, Effingham, Clay, Wayne, Hamilton and White.

KIEFER-STEWART COMPANY, Indianapolis, Ind.

**Illinois, and River Towns in Iowa:**

THE TAY SALES CO.  
6 North Franklin St., Chicago, Ill.

**Wisconsin and Michigan:**

YHR & LANGE, Milwaukee, Wis.

North Dakota, South Dakota, Minnesota, Montana and Iowa, with the exception of the river towns.

DOERR, ANDREWS & DOERR, Minneapolis

Missouri, Kansas, Nebraska and five counties in northeast Oklahoma.

C. D. SMITH CO., St. Joseph, Mo.

Louisiana, Mississippi, Arkansas, part of Tennessee and part of Alabama.

REINHARDT'S, INC., 104 South Main Street  
Memphis, Tenn.

**Southeastern Part of Texas and Part of Oklahoma:**

SOUTHERN DRUG COMPANY  
Houston, Texas

Colorado, New Mexico, Wyoming and Eastern Nevada.

MOORE-BIRD & CO.  
1720 Wazee Street, Denver, Colo.

**Utah and Southern Idaho:**

STREVELL-PATERSON HDWE. 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  
475 Colyton Street, Los Angeles, Cal.

## SONORA PHONOGRAPH COMPANY, INC.

Makers of Sonora Phonographs, Radio Receiving Sets, Radio Adapted Phonographs, Radio Speakers and Reproducers

279 Broadway

New York City

Canadian and Export Distributors:

C. A. Richards, Inc., 279 Broadway, New York

## Phonograph Manufacturers' National Ass'n. Elects Officers and Adopts By-Laws

M. C. Schiff Elected President of Association for Ensuing Year—Additional Directors Elected, Official Slogan Adopted and Important Matters Discussed at Chicago Meeting

CHICAGO, ILL., June 2.—The fourth monthly meeting of the Phonograph Manufacturers' National Association was held on the evening of May 19, at the Furniture Club, American Furniture Mart, 666 Lake Shore Drive, and was attended by more than thirty members of the trade. The gathering, as has been typical in the case of each preceding meeting, clearly signified the interest which each member is exhibiting and the progress which is being made by the Association in knitting closer together the various factors of the talking machine industry. The meeting opened in the usual way with a dinner, followed by a business session in which matters of interest to the industry, and particularly to the Association, were given careful consideration.

Henry A. Otis, president of the Association, presided as chairman, and informed those present of the progress which is being made by the Association, and of the interest evinced by firms which have not as yet become members.

### By-Laws Adopted by Unanimous Vote

By a unanimous vote, the members adopted the by-laws prepared by the committee headed by S. A. Ribolla, and which were presented to the members assembled at the April meeting. They were read, section by section, and adopted with a few minor changes. The most important change was the definite establishment of the name by which the organization will hereafter be known, namely "Phonograph Manufacturers' National Association."

### Three Additional Directors Elected

A motion was made, and passed unanimously, electing three additional directors, thus increasing the number on the board to nine. They are Franklin B. Ward, Radiomaster Corporation, Bay City, Mich.; L. B. Casagrande, Caswell Mfg. Co., Milwaukee, Wis., and F. D. McIntyre, Plymouth Radio & Phonograph Co., Plymouth, Wis.

### Conover Discusses Co-operative Advertising

Harvey Conover, of the General Outdoor Advertising Co., the principal speaker of the evening, delivered a very interesting address, in which he dwelt upon the fundamentals which underlie all advertising, laying special stress up-

on the problem which is before the Association, namely co-operative advertising. Mr. Conover, recognized as an authority in his particular field, told the members assembled that in advertising such as they were considering undertaking they must decide upon a fundamental thought, and

## New Association Officers

President, M. C. Schiff.

Vice-President, Otto Heineman.

Vice-President, Franklin B. Ward.

Vice-President, F. A. Wolf.

Treasurer, S. A. Ribolla.

Secretary, Henry A. Otis.

cling to it throughout the campaign. "Co-operative advertising," he said, "is founded upon the axiom 'the greatest good for the greatest number,' and each member will benefit in exactly the same proportion as he puts forth a helping effort. The fundamental thought in any case should be a slogan, used as a base, for it has been found that the public is impressed and swayed by one thing if it is repeated often enough."

### Official Slogan Adopted

As a fitting climax to his address, Mr. Conover presented to the Association the slogan "When and What You Want," which he had devised and copyrighted for the use of the organization. The slogan was enthusiastically adopted, and the speaker given a round of hearty applause.

A. C. Perry, sales manager in the Northwest territory for the General Outdoor Advertising Co., followed Mr. Conover, and outlined to his listeners the difficulties which must be met and

overcome, and stated that he had found, through past experience, that an indirect suggestion, such as is contained in the slogan given above, furnished the best possible basic thought for the contemplated campaign.

### Conventioners Address Members

The president and secretary were authorized to call a special meeting of the Association during the Music Trades Convention, held at the Drake Hotel, during the week of June 8, after investigating the most desirable date for this purpose. According to plans laid, no business will be taken up, but the evening will be devoted to addresses by prominent figures in the talking machine and music industries who will be present at the convention. This special meeting will take the place of the regular monthly meeting held on the third Tuesday of each month.

### Otto Heineman's Suggestions

A letter from Otto Heineman, president of the General Phonograph Corp., and vice-president of the Association, who was unable to be present, was read to the members assembled, and in his communication he urged each manufacturer to raise the standard of quality in his product and to shun the practice of placing upon the market machines of inferior quality. He suggested the adoption of an emblem which would appear upon each talking machine produced by an Association member, providing it measured up to the standard set.

The following were elected honorary members of the Association: Harvey Conover, of the General Outdoor Advertising Co.; Lee Robinson, business manager of The Talking Machine World, New York, and representatives of two other trade papers.

### New Officers Elected

After the conclusion of the Association meeting, there was held a meeting of the board of directors, the following being present: M. C. Schiff, Henry A. Otis, S. A. Ribolla, L. B. Casagrande, and F. D. McIntyre. At the request of Henry A. Otis the following resignations were tendered and duly accepted: Henry A. Otis, as president; M. C. Schiff, as vice-president and treasurer, and S. A. Ribolla, as secretary. The following officers were then elected to hold office until the next annual election, to be held on the third Tuesday of March, 1926, or until their successors shall be duly elected and qualified: M. C. Schiff, president; Otto Heineman, vice-president; Franklin B. Ward, vice-president; F. A. Wolf, vice-president; S. A. Ribolla, treasurer, and Henry A. Otis, secretary. The resignations of the three officers who have so skillfully guided the destinies of the Association since its inception were entirely voluntary, and were made in the belief that such change would work for the further benefit of the organization.

In the afternoon preceding the meeting there was held a directors' luncheon and meeting, with Henry A. Otis, M. C. Schiff, and S. A. Ribolla in attendance. At three o'clock a special meeting was held, attended by all of the cabinet manufacturers, and at this gathering the standardization of sizes of materials, construction and costs were discussed.

### Official Slogan in Various Sizes

Cuts of various sizes have been made from the slogan presented to the Association, and "When and What you Want," upon a background composed of three phonograph records, will appear upon the letterheads and all publicity of the Association and its members. The slogan is also being made in larger sizes, suitable for hanging on the walls of members' offices.

### Those in Attendance

Those present, and the firms which they represented, follow:

M. C. Schiff and Robert Illing, Vitanola Talking Machine Co., Chicago; S. A. Ribolla General Phonograph Corp. of Illinois, Chicago; F. A. Wolf, Wolf Mfg. Industries, Quincy, Ill.; L. B. Casagrande, Caswell Mfg. Co., Milwaukee, Wis.; Roy Nordland, J. A. Lund and Sol. Sweet, Ex-

(Continued on page 50)

# P E T O F O N E

MADE IN U. S. A.

A real portable talking machine

TO RETAIL AT \$12

Usual Trade Discounts

### DISTRIBUTORS

Pet O Fone is bound to be a big seller this year—the demand is already great. Good proposition open in your territory.

The Pet O Fone is a sturdy little talking machine—no larger than a camera, and as easy to carry. It has a good motor that will last; and its tone is most pleasing. See it and hear it and be convinced.

### DEALERS

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

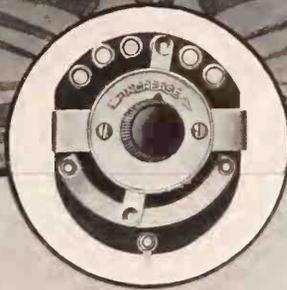


Does all a larger phonograph will do. Ready for action in a minute.



Weights 4½ lbs. Made in black, red, green or blue fabricoid.

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



Grebe  
Volume  
Control

## Controlling Audio Amplification in a New Way

**T**HE marked advance in radio reception given by the Synchronphase is due to its many exclusive features.

One of these is the *Volume Control* which makes possible six graduations of sound volume at will in any intensity desired and without altering its character. This is accomplished gradually and not by the abrupt and distorting stage-to-stage method common to most receivers.

It is such advanced fundamental features as this that make the Grebe Synchronphase sell so quickly and *stay sold*.

*Write for full information*

A. H. Grebe & Co., Inc., Van Wyck Blvd., Richmond Hill, N. Y.  
Western Branch: 443 So. San Pedro Street, Los Angeles, Cal.

# THE GREBE

*This company owns  
and operates station  
WAHG*

# SYNCHROPHASE

— TRADE MARK —



Exclusiveness is a virtue only as it benefits others.

*Doctor Wfu*



TRADE MARK  
Reg. U. S. Pat. Off.

All Grebe apparatus is covered by patents granted and pending.



Synchronphase with battery base. Also supplied without base.

Okeh  
and  
Odeon  
Records

A  
Complete List  
of  
Okeh  
and  
Odeon  
Distributors

WALTER S. GRAY COMPANY  
926 Midway Place, Los Angeles, Calif.

WALTER S. GRAY COMPANY  
1054 Mission St., San Francisco, Calif.

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

TEXAS RADIO SALES COMPANY  
2005 Main St., Dallas, Texas

JUNIUS HART PIANO HOUSE, LTD.  
123 Carondelet St., New Orleans, La.

CONSOLIDATED TALKING MA-  
CHINE COMPANY  
1121 Nicollet Ave., Minneapolis, Minn.

YAHR & LANGE DRUG COMPANY  
207 E. Water St., Milwaukee, Wis.  
JAMES K. POLK, INC.  
294 Decatur St., Atlanta, Ga.

THE ARTOPHONE CORPORATION  
1103 Olive St., St. Louis, Mo.

THE ARTOPHONE CORPORATION  
804 Grand Ave., Kansas City, Mo.

CONSOLIDATED TALKING MA-  
CHINE COMPANY  
227 W. Washington St., Chicago, Ill.

CONSOLIDATED TALKING MA-  
CHINE COMPANY  
2957 Gratiot Ave., Detroit, Mich.

THE RECORD SALES COMPANY  
1965 E. 66th St., Cleveland, Ohio

STERLING ROLL AND RECORD  
COMPANY  
137 W. 4th St., Cincinnati, Ohio

PHONOLA CO., LTD., OF CANADA  
Elmira, Ont., Canada

IROQUOIS SALES CORPORATION  
210 Franklin St., Buffalo, N. Y.

EVERYBODY'S TALKING MACHINE  
COMPANY  
810 Arch St., Philadelphia, Pa.

GENERAL PHONOGRAPH CORPO-  
RATION OF NEW ENGLAND  
126 Summer St., Boston, Mass.

GENERAL PHONOGRAPH CORP.,  
(New York Distributing Division)  
15 W. 18th St., New York City

JAMES COWAN COMPANY  
18 West Broad St., Richmond, Va.

Okeh  
and  
Odeon  
Records

## Figures on Production of Phonographs in Canada

Dominion Bureau of Statistics Presents De-  
tailed Report of Musical Instrument Industry  
in Canada for the Year 1923

OTTAWA, CANADA, JUNE 1.—The Dominion Bureau of Statistics has just presented its report covering the musical instrument industry of Canada during the calendar year of 1923. This includes firms engaged in the manufacture of musical instruments, materials for same, as well as phonographs and gramophones. Sixty-four establishments reported—forty-five in Ontario, fifteen in Quebec and four in other provinces. The total capital investment is placed at \$13,514,530. The value of the products amounts to \$10,155,705, divided as follows: \$7,541,642 in Ontario; \$2,437,523 in Quebec; \$176,540 in other provinces. This compares with \$9,919,371 for 1922, thus showing an increase for 1923 of \$236,334.

The principal increase in valuation over the two-year period was in upright and grand player pianos, piano actions, electric pianos, piano hammers, pipe organs, reed organs, player-piano actions and gramophones and phonographs.

The exact figures on the production of gramophones and phonographs for the whole of Canada are placed at 30,590 instruments valued at \$1,676,624. These were divided among the provinces as follows: Ontario, 29,142 instruments valued at \$1,596,377; Quebec, 1,200 instruments valued at \$67,062; other provinces, 248 instruments, valued at \$13,185. During 1923 gramophone and phonograph records to the number of 3,690,655 were produced in the whole of Canada, their value being \$1,348,547. The production by provinces follows: Ontario, 690,358 records, valued at \$226,484; Quebec, 3,000,297 records, valued at \$1,122,063.

## New Columbia Spanish Record Supplement

The Columbia Phonograph Co., Inc., has just issued supplement No. Seven to its Spanish catalog. The booklet is a very interesting one and features such well-known Columbia artists as Elvira De Hidalgo, Jose Moriche, Elena Ehlers, Roberto Cantillano, Juan Pulido, Mischa Levitzki, Eddy Brown, Toscha Seidel, Maria Barrientos, Hipolito Lazaro, Florence Macbeth, and Ulysses Lappas. The cover design is multi-colored and in keeping with the spirit of the Spanish music featured in the new supplement.

## Phonograph Manufacturers Complete Their Association

(Continued from page 48)

cel Phonograph Co., Chicago; Harry Koplin, Joseph Koplin and J. Seidscher, Eureka Talking Machine Co., Chicago; Henry A. Otis of Phonograph Mfrs. Natl. Assn., Chicago; M. Toman, E. Toman & Co., Chicago; W. J. McNamara, Empire Phono Parts Co., Cleveland, O.; Edw. Roetsch, Blood Tone Arm Co., Chicago; Oscar Kloer, Blood Tone Arm Co., Chicago; F. X. Shettler and V. C. Clemenson, Perkins Phonograph Co., Chicago; F. D. McIntyre, Plymouth Radio & Phonograph Co., Plymouth, Wis.; George Simpson, Prosh Phono Parts, Inc., New York; Anton Cummings and G. C. Fricke, Wizard Phonograph Co., Chicago; E. Lyon of Ogden Phonograph Mfg. Co., Chicago; Max Targ, Mutual Phono Parts Mfg. Co., New York; L. Halperin, National Phonograph Co., New York; Leigh Hunt, Oro-Tone Co., Chicago; A. Clementson, A. Clementson Co., Chicago; Harvey Conover and A. C. Perry, Out-Door Adv. Co., Chicago; L. P. Canty of Talking Machine World, Chicago.

## MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

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

## Quality, Not Quantity, Is Good Salesmanship

J. H. Tregoe, Executive Manager of the National Association of Credit Men, Discusses the Fundamentals of Good Salesmanship

"Quantity, unfortunately, is the popular standard of good salesmanship," says J. H. Tregoe, executive manager National Association of Credit Men. "What happens to the buyer seldom enters the subject. It is merely the sales end that figures in the popular standard. This exceedingly strong tendency to quantity has placed an undue emphasis on production rather than consumption and is one of the main reasons why these two elements of trade are now out of joint.

"The fundamental element in salesmanship should be co-operation. The sales and buying ends of the transaction must be compared, and if they do not bear the proper relation, if either end tips the scale of influence, then co-operation does not control the value of the transaction and can be questioned.

"As with commodities, so with ideas. Whether or not they will prove a real benefit to those who are approached to buy them, is as potent a question in the transaction as the value derived by him who sells them. In credit work, the manager who essays to sell his ideas no matter how it might affect others in interest, or ultimately the one at the other end of the line, may applaud himself if he carries the matter through. In the end, however, he will have to stand a reaction.

"In this field co-operation must be the dominant note in all sales transactions, that is, where the credit manager wants to sell an idea to a buyer or to a debtor. The practice of attempting by the quantity or the force theory to get his, no matter what happens to the others or to the fellow at the other end of the line, is not good salesmanship. Yet, this practice has been indulged to the extent that good credits have been more or less affected by it.

"Quality, not quantity, must be the standard of good salesmanship. If in a sale, whether of a commodity, an idea or a plan, we have not performed a real service and done nothing more than benefit ourselves, it is a poor transaction, and in the final run of things will carry an expensive reaction."

The Chestwood Radio Corp., Buffalo, N. Y., has been granted a charter of incorporation at Albany with a capital stock of \$25,000. The incorporators are J. B. Newberry, J. C. Sturm and F. F. Ferguson.

## Thor Speaker Lamp

[Patents Pending]  
offers you a bigger volume of sales than for any other type loud speaker. It is exquisitely finished—with either parchment or any color silk shade. To demonstrate it is to sell it. Table lamp models list at \$25. Big discounts offered responsible dealers. Write for full particulars.

THOR Radio Division

OF THE  
GOLDEN GATE  
BRASS MANUFACTURING CO.

1239-1243 SUTTER STREET  
SAN FRANCISCO



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Folks are running wild after 'em!

*ALWAYS ON*

**OKeh Records**

**General Phonograph Corp.**

OTTO HEINEMAN, Pres.

25 West 45th Street

New York City



## Magnavox Adopts Important New Plan in the National Merchandising of Its Line

Change in Sales Plan Conceived by F. B. Travers, General Sales Manager, Provides for Division of Country Into Distributing Zones—To Continue Selection of Dealers—Other Features

At a recent meeting of the board of directors of the Magnavox Co., a complete new sales plan applying to the entire United States as submitted by F. B. Travers, general sales manager, was approved and adopted. Under Mr. Travers' plan, the entire United States has been divided into a maximum of twenty distributing zones, each with a definitely outlined territory, covered by a written agreement with the distributor who is appointed to operate therein. These zones, while following State lines as closely as practicable, have been arranged not by States but by the radio facilities within them. The location of the broadcasting stations, the degree of reception possible, and other conditions having to do exclusively with radio have determined the physical limitations of each of the zones.

A slightly revised method of handling authorized dealers was adopted by the board of the Magnavox Co. and the observance of the authorized dealer policy as it was originally outlined will be enforced more closely and with greater thought than before. In the main, the number of outlets has been cut down and the reduced number of distributors will be given all the co-operation that the Magnavox Co. can give in the way of sales helps, details of operation, statistical information and other methods of sound sales promotion. Every distributor who has to date signed the contract has commented most favorably upon it.

In addition to the points outlined above, Mr. Travers mentioned a series of "Distributor-Factory Executive Conferences" which will be held twice yearly, at which time policies, merchandise, territories, etc., will be discussed between the various executive members of the Magnavox organization and the distributors so that the entire marketing of Magnavox products becomes a co-operative plan in which the distributor plays as great a part almost as the company itself. An interesting point in regard to this new policy is shown by the fact that prior to its adoption the Magnavox Co. had approximately 115 competitive distributors and in changing over to the zone system this number has been reduced to twenty, of which fifteen zones have already been contracted for.

It will be readily recognized that under this

new system whereby distributors become an integral part of the Magnavox organization the necessity for a New York sales office has been practically eliminated. Mr. Travers and Mr. Pringle, heretofore associated with the New York office, have moved their headquarters to the main Magnavox plant at Oakland, California. Leon Golder becomes Eastern district manager with headquarters in Chicago, where the Magnavox Co. has installed a large service organization and showrooms which are at distributors' service at all times.

In order that this change might be made as easily and with as little disturbance as possible, June 1 was selected for the change on which the new arrangement was put into effect.

The development of this new plan will be watched with interest by the trade at large as it marks an important change in the attitude of the radio manufacturer toward his distributing organization, and one which is a decided step forward in placing radio distribution and merchandising on a sound footing.

### Jean Goldkette to Be Musical Director of WJR

Well-known Musician Receives Appointment as Director of Jewett Radio & Phonograph Co.'s New Station Which Will Open July 1

The Jewett Radio & Phonograph Co.'s broadcasting station at Detroit, known as WJR, will take its place among the leaders in the broadcasting field July 1, when it will come on the air with its inaugural program. It will be the latest type Western Electric 5,000-watt transmitter, the largest station in Michigan and within a radius of 200 miles from Detroit.

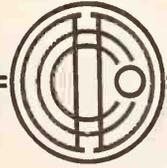
The studio staff is now rounding into shape and E. H. Jewett, president of the company, announced recently the selection of Jean Goldkette as musical director. For some years he has been a leader in Detroit music circles, including among his musical directorships the Detroit Athletic Club, the Book-Cadillac Hotel and the Detroit College of Music. Mr. Goldkette is a graduate of the Russian Conservatory of Music at Moscow, though a native of France. His musical activities have centered in Detroit for the last eight years, and he organized and directed the first Victor recording orchestra in Detroit.

Another appointment to the WJR studio staff is W. A. Dahlberg, who is one of the program announcers. He is a member of this year's graduating class at the University of Michigan, winning many honors and was one of the honor debaters at Ann Arbor.

### Okeh Artist Broadcasts

The recent Okeh record release, "Mamie" and "Miss You," both sung by Harry Robinson, novelty singer, who accompanies himself on the ukulele, is going exceptionally well. The writer of one of the songs is connected with Bamberger's, Newark, and the number is being featured at that establishment. As part of the exploitation program, Mr. Robinson recently broadcast the numbers from station WOR, the station connected with the Bamberger store.

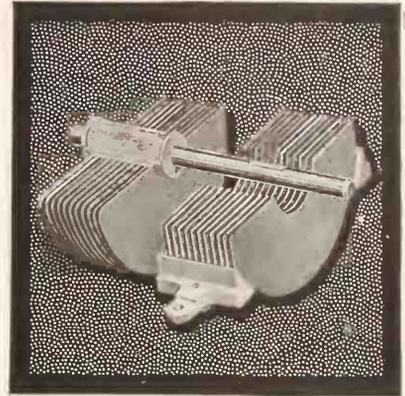
The Better Homes Show at Memphis, Tenn., under the auspices of the National Better Homes Movement, was a distinct success, attracting large crowds, and the dealers who effected a tie-up with the event report increased buying activity. Many fine models of talking machines and radio sets were shown in the model home.



**DOEHLER**

The World's Largest Producer of

**DIE-CASTINGS**



Within the scope of Doehler Service comes a sense of the responsibility — on the part of Doehler engineers and metallurgists—for making the design of the die-cast part correct for the purpose intended, before the first stroke of work is done on the die.

Here are the accumulated skill and experience of 18 years of die-casting — lessons learned in the making of millions of die-castings for every conceivable purpose — available to the manufacturer who would secure purchased parts best suited to his needs, at a price which Doehler Quality and Service justify.

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

### Hermann Thorens

Ste. Croix, Switzerland

Manufacturer of Europe's Most Celebrated Swiss Phonograph Motors

We are in a position to deliver to American phonograph manufacturers motors for use in upright and console model phonographs.

**L. H. JUNOD & CO.**

104 Fifth Ave. New York

Sole Agents for the U. S. A.

# ATWATER KENT RADIO

*Let's push  
the  
selling season  
ahead!*

AMONG many new trails blazed in Radio by Atwater Kent, the following are outstanding:

1. Backed by twenty-two years' experience in making electrical instruments, Atwater Kent was the first radio manufacturer able to provide men and machines for large scale *quality* production.
2. The Atwater Kent Open Receiving Set was the first set so distinctive in design and workmanship that it immediately established an enviable reputation for quality. Open Set sales still thrive.
3. Atwater Kent was the first radio manufacturer to use billboards nationally. The name is branded deep on the public mind.

*And now* for the first time in the history of the industry a radio manufacturer will drive his advertising straight through the summer. That manufacturer is Atwater Kent.



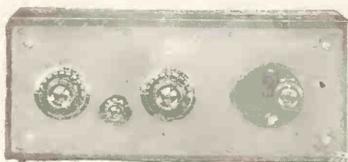
MODEL 20 COMPACT



MODEL 12



MODEL 10



MODEL 19



MODEL 20



MODEL 24

# ATWATER KENT RADIO

**A**ND this summer advertising campaign belongs to every Atwater Kent dealer. If you will stay with Radio this summer, Radio will stay with you.

**Magazines**—7,000,000 American homes will be reached this summer—not once, but again and again—with Atwater Kent selling messages in ten of the great national and class magazines.

**Billboards**—Atwater Kent billboards will blanket America and Canada. The art of famous artists will work for you—reminding, persuading, selling!

**Dealer Helps**—New booklets for your counters, direct mail material, new window trims, and cut-outs—display

material of all kinds is available to identify you with Atwater Kent advertising.

**Broadcasting**—Every Thursday night from 9 to 10 (Eastern Daylight Time) the Atwater Kent Radio Artists will broadcast their now famous programs from the following eleven high-power stations:

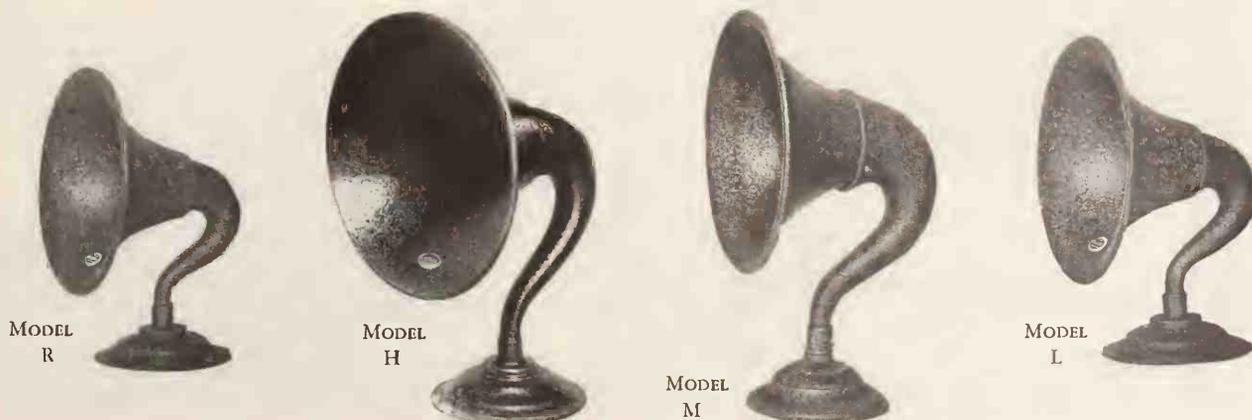
- |                               |                     |
|-------------------------------|---------------------|
| WEAF ... New York             | WGR ... Buffalo     |
| WJAR ... Providence           | WEAR ... Cleveland  |
| WEEL ... Boston               | WWJ ... Detroit     |
| WFI ... Philadelphia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

Atwater Kent is doing its part—generating the power. Do your part—throw the switch. Let's push the selling season ahead!

*Write for further detailed information*

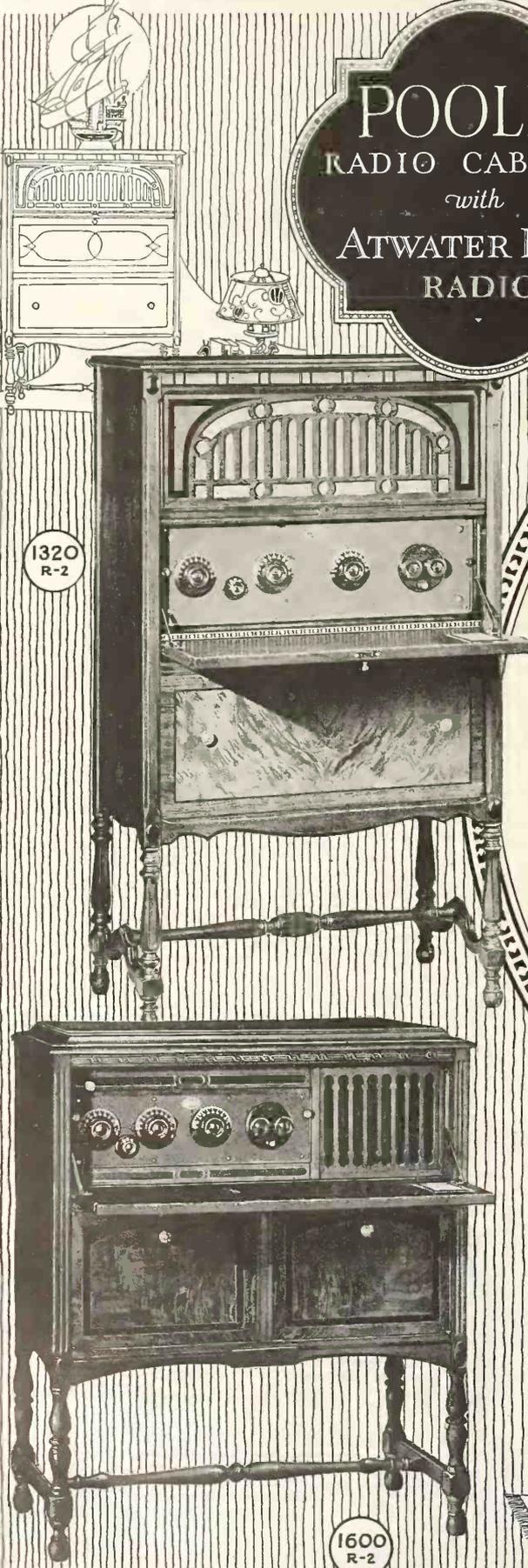
ATWATER KENT MFG. CO. · PHILADELPHIA, PA.

*A. Atwater Kent, President*



# The New Pooley

**POOLEY**  
 RADIO CABINETS  
*with*  
**ATWATER KENT**  
 RADIO



1320  
R-2

1600  
R-2

Here are the designs  
 —newly created

CABINETS of such superb design, workmanship and finish that they leave the prospective owner nothing to desire but possession. A unique combination of Pooley craftsmanship and Atwater Kent Radio.

For you who would like to avoid the vortex of competition by being above it, do not Pooley Cabinets with Atwater Kent Radio suggest the means? Examine them—compare them—study your market. There is great business ahead. Are you lined up for it?

These new Pooley models are ready for immediate shipment. We are emphatically told and we believe that an extraordinary volume of business awaits this line. Business has started on them even this early—and briskly.

The nation-wide advertising of Atwater Kent Radio and of Pooley Radio Cabinets with Atwater Kent Radio give dealers who handle the Pooley line a support unparalleled.

*The Women's side of it*

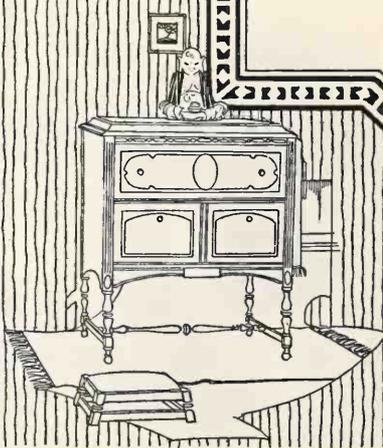
Women are marching into the radio question. They are intensely interested in the appearance of their homes. They want radio in cabinets that go with or add to their furniture. You've found that out already—and women's sentiment on this point is growing fast.

Pooley Cabinets meet that sentiment—in the home, in your window, in your store. Pooley Radio Cabinets mean business.

*Pooley Cabinets are sold through carefully selected dealers in each district. Orders should be placed now to insure delivery. See your jobber or write for information direct to Radio Sales Dept. A.*

**Model 1320-R-2**  
 Stuart Style. Finished in American Walnut or English Brown Mahogany—special Oriental Burl, Rosewood and Walnut inlays.  
 Height 50 3/4", width 29 1/4", depth 15 1/2".  
 Equipped with Model 20 Atwater Kent 5 tube Set.

**Model 1600-R-2**  
 Italian Style. Duotone finish, American Walnut or English Brown Mahogany.  
 Height 41 1/2", width 34 1/4", depth 16 1/2".  
 Equipped with Atwater Kent 5 tube Model 20 Compact Set.  
 Models shown both open and closed.



# Radio Cabinets-

## A few points worth knowing

**A**LL WOOD fully seasoned. Panels laminated in 5 plies, cross-grained, to prevent warping, cracking and shrinking. Finished in beautiful and rare burl woods.

All cabinet tops stationary—nothing to lift up—no bric-a-brac to remove. (Put this idea up to any woman.)

Pooley finish is permanent, not easily marred, easy for the housewife to preserve.

All designs are authentic; developed and executed by masters of good taste and skill.

Construction—seen or unseen—of Pooley invariable standard. These cabinets will never disappoint their owners or you.

All Pooley Cabinets have ample room for "A" and "B" batteries and battery charger. Battery compartment is ventilated.

Cabinets equipped with the latest Atwater Kent 5-tube receiving sets. Panel model sets installed in Pooley sliding device for immediate access to tubes.

Receiving sets and reproducing units completely wired—ready to attach to antenna and ground, with special cable for ease in connecting batteries.

### The Built-in Pooley Floating Horn

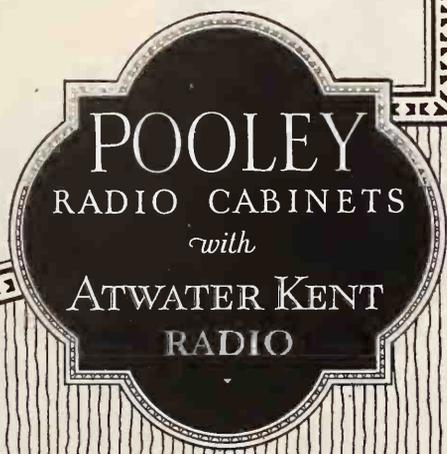
Each cabinet contains the built-in Pooley Floating Horn (patent pending) with the celebrated Atwater Kent Reproducing Unit—a combination which produces a volume, clarity, and truth of tone surpassing anything radio science has yet developed.

## THE POOLEY COMPANY

Radio Sales Department A

1604 Indiana Avenue

Philadelphia, U.S.A.



**Models 1110-R-2 and 1120-R-2**

Stuart Style, Duo-tone finish, American Walnut or English Brown Mahogany. Height 52½", width 33", depth 15½".

Model 1110-R-2 equipped with Model 10 Atwater Kent 5 tube open receiving set.

Model 1120-R-2 equipped with Model 20 Atwater Kent 5 tube set.

**Console Model 1400-R-1**

Louis XVI Style, Duo-tone finish, English Brown Mahogany. Height 31½", width 34", depth 15¾".

Will accommodate any Atwater Kent Set. Space for set 28½" x 10½".

Models shown both open and closed.

1120 R-2

1110 R-2

1400 R-1

# The New Pooley

POOLEY  
RADIO - PHONOGRAPH  
*with*  
ATWATER KENT  
RADIO

Model  
1500-R-3

## Exclusive Pooley Features

**E**QUIPMENT:—latest model Atwater Kent 5-tube receiving set—the Model 20 Compact; built-in Pooley Floating Horn with Atwater Kent Reproducing Unit; Pooley Phonograph installed in horn—nickel plated sound box; new improved Pooley tone arm playing any standard record; turntable brake; speed regulator; needle rest; needle tray.

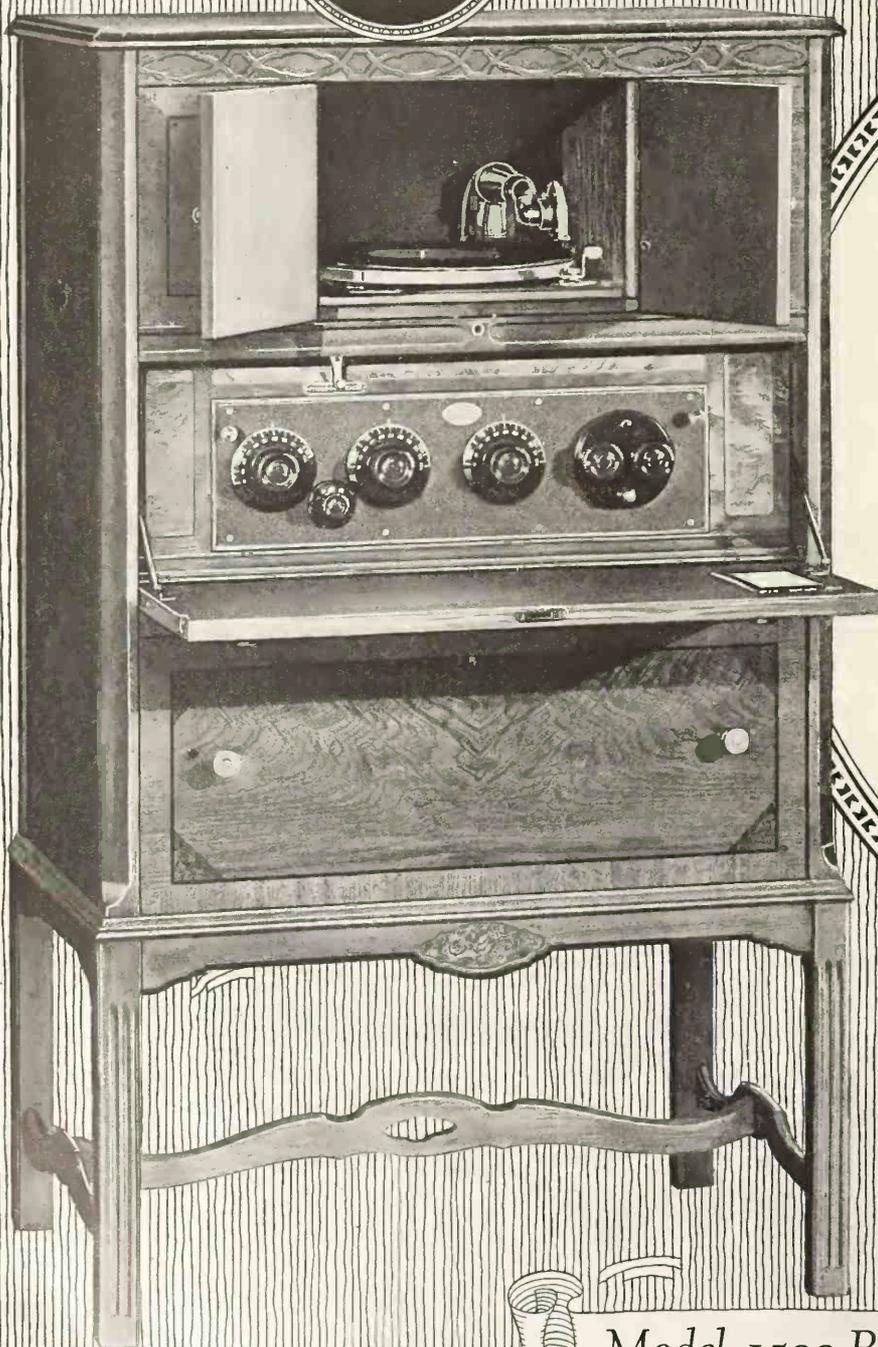
Top of cabinet stationary—grille opens to operate phonograph, can be closed while record is playing.

Radio set installed in sliding panel affording ready access to tubes.

Ample space for both "A" and "B" batteries and battery charger, with special shelf compartment for record albums.

Design:—Chinese Chippendale in American Walnut or English Brown Mahogany, duo-tone, of selected burl woods.

Overall dimensions:—50" high, 30" wide, 18" deep.



Model 1500-R-3

# Radio - Phonograph

It fills the eye with beauty, the ear with entertainment. It offers every resource of radio and phonograph in a cabinet that adds charm to any home. The last word in modern musical instruments—in appearance and performance.

### Count on Pooley for what's new and good

THE Pooley Radio-Phonograph itself shows it. The many exclusive Pooley advantages embodied in the new model prove it.

Here they are. They all count heavily in day-by-day satisfaction.

—Phonograph built in the horn—a Pooley invention, patent applied for. A unique convenience because it—

—Does away with lifting the top. Grilles slide back to allow putting on records.

—Set is installed in special Pooley sliding panel, giving immediate access to tubes.

—Built-in Pooley Floating Horn, with the celebrated Atwater Kent Reproducing Unit—developing a tone quality superior to anything produced heretofore in radio and phonograph science. Like fine violins, Pooley horns are made of imported spruce of flawless grain and faultless quality.

—The shift from radio to phonograph is by simple movement of a lever.

All this is combined in a Pooley Cabinet—an artistic creation in the Chinese Chippendale style produced by Pooley master craftsmen. It is the latest and greatest achievement of 25 years of making high grade cabinet phonographs and of 42 years of building furniture of quality. Pooley quality is a fact—not just a talking point.

This new model is ready for immediate shipment. It's the most remarkable proposition put on the market since radio or the phonograph first appeared.

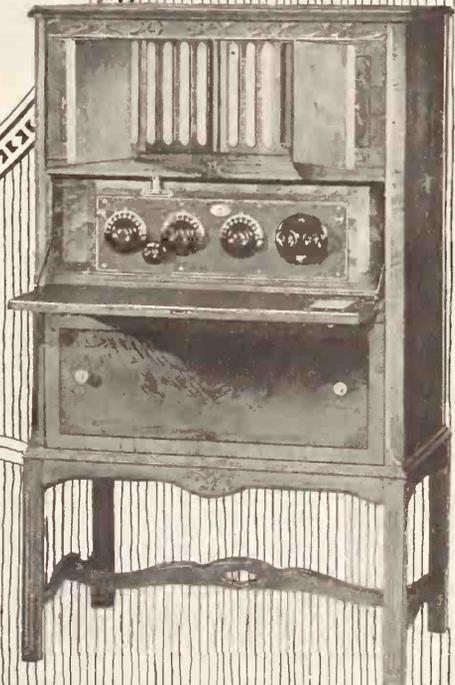
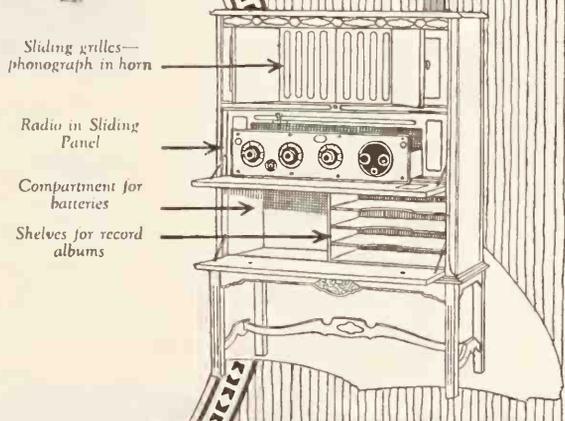
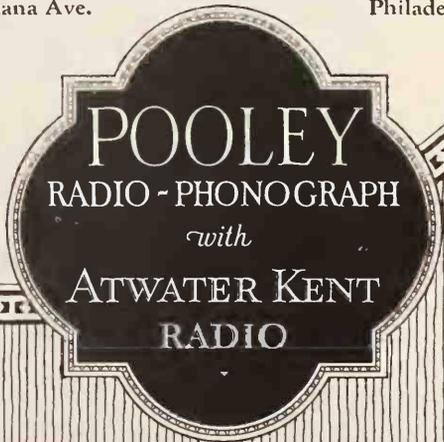
The new Pooley Radio-Phonograph will be sold through a comparatively few, carefully selected dealers in each district. Orders should be placed now to insure delivery. See your jobber or write for information direct.

## THE POOLEY COMPANY

Radio-Phonograph Sales Department A

1604 Indiana Ave.

Philadelphia, U.S.A.



## Edison Pioneers Present New Jersey With Tablet Commemorating Edison's Inventions

Bronze Tablet Erected at Menlo Park, Where Thomas A. Edison Conceived Many of His Inventions and Carried on His Early Experiments—Impressive Ceremony Marked Event

The Edison Pioneers, men who worked by the side of Thomas A. Edison in the early days of his career, presented on May 16, to the State of New Jersey, a bronze tablet commemorating the achievements and inventions of Mr. Edison. The tablet has been erected at Menlo Park, N. J., the place where he conceived many of his inventions and carried on the experiments which resulted in his many gifts to mankind. Gov. Silzer, of New Jersey; President Hibben, of Princeton University; the mayors of several New York and New Jersey cities, and the executives of some of the largest companies in the electrical industry, together with nearly all of Mr. Edison's early associates, participated in the dedication ceremonies.

The tablet is set in a huge granite boulder with a base of concrete, containing bricks from the foundation of the first Edison home in Menlo Park, and is on the Lincoln Highway, close to the original workshops and laboratories. It bears the following inscription:

"On this site—1876-1882—Thomas Alva Edison began his work of service for the world to illumine the path of progress and lighten labor for mankind. This tablet is placed by the Edison Pioneers to attest the gratitude of the industries he did so much to create."

Charles L. Clarke, president of the Edison Pioneers, made the address of welcome, and in his talk he spoke of the men who had worked for many years with Mr. Edison and shared in his triumphs.

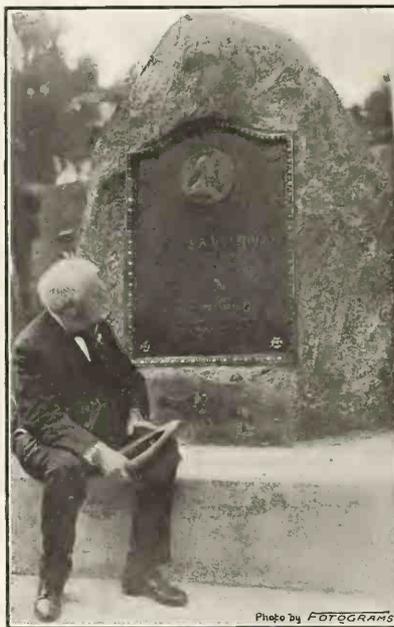
John W. Lieb, vice-president of the New York Edison Co. and first electrician of the original power generating plant built by Mr. Edison in New York, made the dedication address. Gov. George S. Silzer accepted on behalf of the State and in his address of acceptance said in part:

"This is historic ground, for it marks a step in the progress of the world.

"Here, in enduring bronze, is recorded for all time the fact that on this spot Thomas Alva Edison, by his genius, his industry and his ability, made some of the greatest discoveries the world has ever known, and thus made this a

better world and a happier place in which to live.

"It is especially gratifying that this should take place in the lifetime of him whom we honor to-day, and that the inspiration should have come from those who here labored with



Thomas A. Edison and Memorial Tablet

him and who shared with him the thrill of discovery and achievement."

Following this address, the tablet was unveiled by Mrs. Thomas A. Edison. Other addresses were made by Dr. J. G. Hibben, Edwin W. Rice, Jr., honorary chairman of the board, General Electric Co., and Samuel Insull, president of the Commonwealth Edison Co. of Chicago. About six hundred friends and associates of Mr. Edison attended the dedication ceremonies. Beautiful souvenir programs of the

event, containing an autographed photograph of Mr. Edison and a photograph of the memorial tablet with a sketched-in background of the original laboratory, were distributed to all those in attendance. Also enclosed in the program was the following tribute, penned in honor of the occasion by Richard Rogers Bowker:

MENLO PARK  
1875-1925

On this site, half a century since, the searching brain, the patient hand, began their work to find and wield the latent powers Nature still held in store. Today, a million men, at rise of sun march to the workshops of the world, their tread a paean to the Chief, whose wizardry made live the whirring wheels, the vibrant wires, and woke new powers of service for the world.

## Jewett Co. to Introduce Five-tube Radio Set

Edward H. Jewett, president of the Jewett Radio & Phonograph Co., Pontiac, Mich., announced personally recently that the company would introduce a five-tube radio set in its line of products this coming Fall. The Jewett organization has been a prominent factor the past year in the production of various types of radio apparatus, featuring principally its loud speaker known as the Superspeaker.

In referring to his announcement, Mr. Jewett stated: "It was not the original intention of our company to manufacture a receiving set, but we have gone into this new field with the intention of manufacturing a receiver that will match up with our Superspeaker in every way. We have been working eighteen months to bring our results up to the standard we set out to reach, and the set is fully equal in performance to the difficult tests we designed for it."

The Jewett radio set will be made in two models, portable and fixed, and likewise the Superspeaker will also appear in two types, namely, the old familiar style and a new box type. Other Jewett radio products this Fall will include the Highboy, a fine piece of cabinet work containing the loud speaker, the Vemco unit for phonograph attachment, the Micro-Dial and the Parkay cabinets for radio fans who build their own sets.

## Music Critic Praises the Columbia Masterworks

Among the outstanding tributes paid to the Musical Masterworks Series of Columbia Phonograph Co. records have been those written by leading music critics throughout the country. The latest of these reviewers to consider the Columbia Masterworks is Edwin J. Stringhand, of the Denver Post, who in discussing new books on music, digressed to comment on the educational value of the records, saying in part:

"These records present the complete opuses and are played with precious few cuts and are faithful reflections of the playing of the leading European organizations. It is not saying too much when this series is pronounced the most monumental accomplishment in the history of phonograph recording. The series should prove of value to the student and teacher of music who desire to learn the scores offered. It is suggested that one secure the miniature scores of the recorded works and that the study proceed through both the eye and the ear."

## "Pinafore" Issued in Album

The Victor Talking Machine Co. recently released the comic opera, "Pinafore," in album form. The album includes eight double-faced twelve-inch records, recorded by the D'Oyly Carte Opera Company. A booklet giving the words of each number in the opera is included with the set. A synopsis of the opera also appears on the inside front cover of the album.

The L. R. Donehue Corp., Hackensack, N. J., was recently incorporated at Dover, Del., with a capital stock of \$200,000 to manufacture radio apparatus.



## Yes, there is a Difference in Talking Machine Felts

HOW shall a talking machine manufacturer, who seeks the utmost quality in turntable felts, make the right choice?

"Felt is felt," you say. Not so! Turntable felt of different makes may look alike, but there is a wide variance in quality.

It is easy to skimp in the quality of wool. And it is easier still to skimp in the felting process. The life and strength of the wool will be lost if the work be handled by any but the most skilled experts.

How, then, shall you know. This is the safe and sure way:

### Try "AMERICAN"—it's the standard

Durability is inbred in American Felt Company's felts. In quality of raw material and quality of workmanship they are unequalled. And to insure longer service, all our felts are now protected against ravages of moths. This is done during the process of manufacture—not after.

The constantly growing preference of talking machine manufacturers for these good felts is the best proof of their worth!

Write our nearest office for quotations. Experienced felt men there are ready and eager to serve you.

## AMERICAN FELT COMPANY

213 Congress St., Boston

114 E. 13th Street, New York City

325 So. Market Street, Chicago

## Bel-Canto Speakers



Gooseneck Fibre Horn, adjustable, \$15.00  
 Cabinet Speaker, patented read tone chamber, \$17.50  
 Original Adjustable Fibre Horn, \$10.00

Volume and mellow, brilliant tone quality—truly "beautiful singers." Best workmanship—solid wood—beautifully finished. All adjustable. Of dealers or direct, West of Rockies 50c additional. **JOBBERS**—Write us today about out-of-town territory.

**Bel-Canto Radio and Telephone Equipment Co., Inc.**  
 872 BROADWAY, NEW YORK

## Revised List Prices on Single-Face Red Seals

Victor Co. Has Announced Plan for Clearing Dealers' Shelves of Slow-Moving Single-Faced Red Seal Records—Price Reductions

In order to assist dealers in moving off their shelves stocks of single-faced Red Seal records which have remained since the exchange some time ago when the double-face Red Seal records were put in use, the Victor Co. has announced a general list price reduction on the single-face Red Seal selections. Under the new schedule 10-inch Red Seal records, formerly listed at \$1.25, may be sold at 65 cents; records listed at \$2 will be sold at \$1.10; records listed at \$3.50 will be sold at \$1.60, etc.

In taking care of dealers in the downward revision of prices the Victor Co. has arranged a plan whereby the dealer is credited with \$37.50 for every hundred dollars' worth of single-face Red Seal records at present in stock at list prices prevailing in July, 1923. This credit is to be applied to Victrola purchases of the dealers.

It is believed that the plan will serve to clear the shelves of slow-moving stock and free the trade of a burden that has prevailed since the last Red Seal exchange. The plan was adopted with the idea that it would be much more successful than another straight exchange which would be simply a record replacement proposition and call for the destruction of old records valued at many thousands of dollars.

## Crosley Corp. Enlarges Cabinet-making Plant

Work Completed on New Building Providing for Increased Cabinet-making Facilities

Work has been completed upon the new building and enlarged facilities of the cabinet-making department of the Crosley Radio Corp. in Plant 3, Cincinnati. This is to take care of the increased schedule in production of radio receiving sets, including the Trirdyn and one, two and three-tube regenerative receivers.

New machinery and wood-working appliances have been installed so as to make it possible to manufacture 6,000 radio sets a day by the time Fall comes. Last year 375 men were employed there, but with the doubling of the size of the plant many more workers will be required.

Mahogany to be used in Crosley cabinets is on its way from Africa, South America and other places and will arrive within the next few months.

## New Popular Gennett Record

The recent Gennett record release, "Dingle Puck Goat," coupled with "My Love Is on the Ocean," is selling exceptionally well and bids fair to equal the sales volume achieved by "Green Grows the Rushes," the recording of the Gennett Irish catalog which has proved a phenomenal seller. "Dingle Puck Goat" is played by the McNamara Trio, piccolo, violin and piano.

## Announce Price Boost on Nyaccoflex Radio Sets

Will Become Effective on July First—New Style Being Introduced

The New York Album & Card Co., New York City, manufacturer of Nyacco record albums and the Nyaccoflex line of radio sets and panels, has announced a price increase effective July first on the Nyaccoflex R. P. 1, which is a portable combination radio phonograph. This is a two-tube set which through its reflex circuit is claimed to be equivalent to sets of other circuits employing more tubes. The list price will be raised from \$55 to \$65. It is announced that this increase was made in order to allow the trade a larger discount. Max Willinger, president of the company, states, however, that all orders received up to July first for this number will be received at the old price of \$55.

A new number added to the Nyaccoflex line has been announced which will be known as the Nyaccoflex R. P. 2. This set is also a portable although naturally of a smaller size than the portable combination. Both "A" and "B" batteries and a loud speaker are self contained and through the compactness of this set, its ease of operation and general efficiency it will undoubtedly generate a big demand.

## George W. Martin Dead

George W. Martin, sales representative of the American Talking Machine Co., Brooklyn, N. Y., died suddenly from an attack of acute indigestion on Thursday, May 28. Mr. Martin had been in the talking machine trade for many years and of recent years covered the New England States, Pennsylvania and upper New York for the American organization. Funeral services were held at Derby, Conn., on Sunday, May 31.

## H. B. Ray a Daddy

"Okeh" in every way is the son of H. B. Ray, who first saw the light of day a month or so ago. The proud father is a salesman for the wholesale division of the General Phonograph Corp., New York. Richard Norton Ray is the name of the new arrival who will in two decades or so be extolling the virtues of Okeh and Odeon.

## Formal Opening of New United Music Co. Branch

Fine Line of Talking Machines, Radio and Pianos Featured in Rockland, Mass., Store

ROCKLAND, MASS., June 8.—The United Music Co., of this city, is now located in the new Bigelow Building. The opening days were Friday and Saturday, May 22 and 23. Mr. Goodwin, manager, is very pleased with the new location, which affords a better opportunity for giving service than before. The store is very well lighted. The north side of the store contains record racks. In the rear are four sound-proof record booths. Among the pianos featured by the United Music Co. is the Gulbransen. The phonograph line includes the Victor, Brunswick and Sonora and the Stromberg Carlson and Atwater Kent radio lines are handled. A new feature is a battery charging rectifier installed in the basement of the store, which charges batteries in eight hours. The United Music Co. operates stores in Brockton, Rockland, Plymouth and Webster, Mass., New London, Willimantic and Stafford Springs, Conn.

## Operating on a Day and Night Working Shift

CLAREMONT, N. H., June 5.—The Claremont Waste Mfg. Co., of this city, manufacturer of cotton flocks, has been operating on a day and night shift since last October, and according to S. Steinfield, president of the company, it is expected that this schedule will continue indefinitely, because of the growing demand for its cotton flocks by the record, radio and other industries which the company serves.

Mr. Steinfield states further that his company is finding a steadily increasing demand for the better grade of flocks used in record manufacture and apparently the demand for records compares very favorably with the demand in previous years. The Claremont Waste Mfg. Co. is preparing for an active Fall trade and is increasing its service facilities accordingly.

## Sonora Sales Growing

The Gibson-Snow Co., Syracuse, representative of the Sonora Phonograph Co., Inc., for central New York, reports an ever-increasing demand for the Sonora portable.



# The polish is important too!

There are still a lot of dealers who are under the impression that the polish of a phonograph needle is an unimportant detail. They think, undoubtedly, that the shiny surface is there merely to make the needle look nice! Not at all!

To give perfect reproduction, eliminate surface noises, and, by fitting the record grooves exactly, have minimum wear on the record, the point of a needle must be absolutely perfect. Perfect points are impossible if extreme care is not taken in the polishing process. Too much polishing in one place and not enough in another will result in the point being lop-sided, curved, or even flattened. The disastrous effect of such a needle on the record grooves can easily be imagined—and proved.

Examine a package of Okeh and Truetone Needles and you will find every playing point highly polished—and every point absolutely perfect!

There is record sales insurance in

## Okeh and Truetone Needles

Products of the  
**GENERAL PHONOGRAPH CORPORATION**  
 OTTO HEINEMAN, President

25 West 45th Street
New York, N. Y.

*The Radio You Dealers  
Have Been Waiting For*



Licensed under U. S. Navy Patents

## Stewart-Warner Radio

### THE FIRST COMPLETE RADIO ENSEMBLE

*Just what you have been waiting for—Just what you would expect Stewart-Warner to produce—A complete group of perfectly matched radio units that gives unheard-of performance!*

**STEWART-WARNER** Radio—the *ensemble* radio—is now ready!

The good news has been hard to keep! Extreme secrecy has guarded every move and discovery of Stewart-Warner engineers, who have for more than two years been engaged in the solution of a tremendous problem—the *perfection of radio!* Yet for months the radio world has been atremble with the rumor that “something revolutionary in radio is about to be announced.”

So the announcement of Stewart-Warner Radio is not a surprise because everybody has been expecting it. You know you, yourself, have been waiting for a concern like Stewart-Warner to take the uncertainties, disappointments and troubles out of radio and give you only real results.

Stewart-Warner Radio has done this for you, and we offer as

Stewart-Warner Radio Instruments, Models and Prices to fit every need. Stewart-Warner Reproducer, \$25.00. Stewart-Warner Radio Tubes, each, \$3.00. Batteries, Aerial and Ground Equipment for this ensemble can be secured from authorized Stewart-Warner Radio Dealers.

our contribution to radio progress the complete group of perfectly matched Stewart-Warner Radio units.

The term “Stewart-Warner Radio” signifies this complete group, or ensemble, which includes:

1. The complete line of Stewart-Warner Instruments in which is incorporated, for the first time, the great, five-tube U. S. Navy circuit;
2. The Stewart-Warner Reproducer which we have built to give perfect harmony with Stewart-Warner Instruments;
3. Stewart-Warner Radio Tubes, which are so skillfully designed that they perform with ease the most difficult of all tube functions—that of radio frequency amplification;
4. Batteries, aerial and ground equipment complete the ensemble.

### Exclusive Stewart-Warner Wholesale Radio Distributors

#### ARIZONA

Phoenix, 245 47 W Adams St.

#### CALIFORNIA

Fresno, 1412 Broadway  
Los Angeles, 1366 S Figueroa St.  
Oakland, 326 23rd St.  
Sacramento, 1516 J St.  
San Diego, 811 Front at F St.  
San Francisco, 1450 Van Ness Ave.

#### COLORADO

Denver, 1153 Bannock St.

#### CONNECTICUT

Hartford, 45 47 Wells St

#### DIST. OF COLUMBIA

Washington, 1117 14th St., N.W.

#### FLORIDA

Jacksonville, 907 Main St

#### GEORGIA

Atlanta, 399 Peachtree St.

#### ILLINOIS

Chicago, 1826 52 Diversey Pkwy.  
[Executive Offices]

Chicago, 1312 Michigan Ave.  
[Branch Office]  
5657 Broadway  
[Branch Office]

#### INDIANA

Indianapolis, 510 Captol St.

#### IOWA

Des Moines, 1600-1602 Locust St.

#### KENTUCKY

Louisville, 953 S. Third St.

#### LOUISIANA

New Orleans, 1322 St. Charles Ave.

#### MARYLAND

Baltimore, 1117 Cathedral St.

#### MASSACHUSETTS

Boston, 1111 Commonwealth Ave.  
Springfield, 761 Main St.

#### MICHIGAN

Detroit, 7321 Woodward Ave.  
[Branch Office]

Grand Rapids, 710-712 Monroe Ave.

#### MINNESOTA

Minneapolis, 116-18 Second Ave., S.  
St. Paul, 231 W. Sixth St.

#### MISSOURI

Kansas City, 1827 Grand Ave.  
St. Louis, 3206 Locust St.

#### NEBRASKA

Omaha, 2043-45 Farnam St.

#### NEW JERSEY

Newark, 332-336 Plane St.

#### NEW YORK

Albany, 338 Central Ave.  
Brooklyn, 1060 Bedford Ave.  
Buffalo, 1224 Main St.  
New York, 37-43 W. 65th St.  
[Branch Office]

Rochester, 3 Charlotte St.

Syracuse, 516 E. Genesee St.  
Utica, 257 Elizabeth St.

#### OHIO

Cincinnati, 224 E. Seventh St.  
Cleveland, 2309 Chester Ave.  
Columbus, 300 E. Long St.  
Toledo, 609 611 Huron St.

#### OREGON

Portland, 495 Burnside at Fourteenth St.

#### PENNSYLVANIA

Harrisburg, 1133 Mulberry St.  
Philadelphia, 1419 N Broad St.  
Pittsburgh, Baum Blvd. and Millvale Ave.  
Scranton, 123 Franklin Ave.

#### RHODE ISLAND

Providence, 110 Broadway

#### TENNESSEE

Memphis, 241 Monroe Ave.  
Nashville, 425 Commerce St.

#### TEXAS

Dallas, 2122-24 Jackson St.  
El Paso, 709 Texas St.  
Houston, 1711 Main St.  
San Antonio, N. Alamo at Fifth St.

#### UTAH

Salt Lake City, 69 W. 4th South St.

#### VIRGINIA

Richmond, 1615 W. Broad St

#### WISCONSIN

Milwaukee, 582-584 Jefferson St.

#### WASHINGTON

Seattle, 1515 Broadway  
Spokane, First and Jefferson Sts.  
Tacoma, 735-737 Broadway

# Why Stewart-Warner Radio Dealers Cannot Fail to be Successful!

## The Stewart-Warner Radio Dealer's Franchise Offers 100 per cent Sales Protection to Dealers Who Can Qualify—Apply by Coupon Below

**S**TEWART-WARNER is in the radio business to stay, and to give service. We are building a nation-wide organization of exclusive Stewart-Warner Radio Dealers. We are furnishing our dealers with a complete line of the finest radio equipment that it is possible to produce—everything that their customers will require. We are providing absolute sales protection and fair trade practices for all Stewart-Warner Radio Dealers by a sound, sensible distribution policy, never before offered. We are, through our representatives in the field, personally assisting every dealer in his business, insuring him of success.

Stewart-Warner is distributing its Radio Products to dealers through its own, long established organization of Exclusive Stewart-Warner Wholesale Distributors. For years Stewart-Warner has zoned the country into 55 distributing territories, with fixed boundaries, based on buying centers, freight rates, transportation routes, wholesaling habits and newspaper influence. One of these exclusive Stewart-Warner Wholesale Radio Distributors is established in each territory with an exclusive franchise.

These Distributors positively will not wholesale Stewart-Warner Radio Products to any one except dealers holding Stewart-Warner Radio Franchises. Stewart-Warner stands alone in offering, and in its ability to give dealers this 100 per cent sales protection against sales by distributors straight to consumers. Our Radio Dealers will be given the same opportunity to conduct a successful business as are Stewart-Warner Accessory Dealers. We pledge it—and our word is backed

by years of sound business dealings with thousands of successful dealers.

Furthermore, every Stewart-Warner Wholesale Radio Distributor maintains a corps of factory-trained radio experts—both sales and technical—whose explicit duties are to make a 100 per cent success of every Stewart-Warner Radio Dealer. Our Radio Dealer Franchise carries with it this expert aid—this service that insures a profitable business for every retailer of Stewart-Warner Radio.

The Stewart-Warner Radio Dealer Franchise is a valuable contract for which every dealer should strive. There are certain qualification requirements. We want dealers who will make a real business of radio. We want only men of foresight who can look ahead and see the radio industry after the weeding-out process is over.

Fill out the application blank below and mail it to us. Our representative will call with some information very interesting to you.



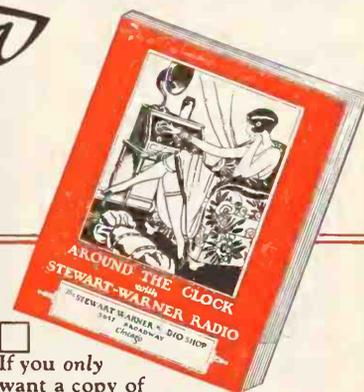
# Stewart-Warner

**SPEEDOMETER CORPORATION**

Builders of Magnetic and Electrical Equipment for 20 Years

CHICAGO, U.S.A.

© 1925, Stewart-Warner Speedometer Cor'n



### Application for Stewart-Warner Radio Dealer Franchise (CONFIDENTIAL)

As an aid to us in considering your qualifications and in giving us a record, will you please answer the following questions?

What is your present business? \_\_\_\_\_

How long have you been in this business? \_\_\_\_\_

Do you now handle radio? Yes  No

If so, what kinds? \_\_\_\_\_

How many sets did you sell in the last 12 months? \_\_\_\_\_

What was the amount of this annual business? \$ \_\_\_\_\_

What was your total business in all lines for the last 12 months? \_\_\_\_\_ \$ \_\_\_\_\_

State any other qualifications on a separate sheet and attach.

Radio Division  
Stewart-Warner Speedometer Corporation  
1824 Diversey Pkwy., Chicago, Ill.

Gentlemen:—I want to be considered in connection with a Stewart-Warner Radio Dealership and to discuss the details with your representative.

If you only want a copy of Booklet just check here

Date \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## Will the Present Methods of Wholesale Distribution Survive in the Radio Field?

M. C. Rypinski, Vice-President, C. Brandes, Inc., Expresses the Belief That the Jobber Will Survive in Radio Provided His Responsibilities Are Intelligently Carried Out

The recent announcement of several of the nationally known radio manufacturers of a direct-to-the-dealer distribution policy must make every forward-looking manufacturer and distributor consider carefully where the future is leading them in this matter of radio distribution.

Distribution is being considered broadly by the Department of Commerce and by several of the manufacturers' and jobbers' associations.

What will come out of these studies cannot yet be foretold, but it must be obvious to any thinking person that the present high cost of distribution must either be reduced or a more satisfactory justification of them be forthcoming.

As an illustration of how the cost of distribution has increased in radio during the past several years without additional service being rendered by the jobber, in fact with probably a decreasing service so far as the individual manufacturer is concerned, it may be of interest to note that devices of a character which the manufacturer sold to the jobber in, say, 1922 at 60 per cent of the price to the user are now in the case of certain manufacturers sold to the jobber at approximately 40 per cent of the price to the user.

It is very difficult for the casual observer to understand why the distribution of a product should involve a burden 50 per cent greater than its manufacture. It would seem that, if anything, the manufacturer has to assume a greater risk than the distributor, and therefore his proportion of the return should be greater than that accorded to the distribution end of the business.

As this article concerns itself primarily with the radio jobber and his survival, the writer proposes to confine his further comments to the jobbing phase of such distribution. Perhaps we can best approach this by setting down those functions which the jobber is supposed to perform.

First—He is expected by the manufacturer to actively promote the sale of the particular manufacturer's products among his dealers.

Second—To carry the dealer accounts and undertake the credit risk.

Third—To carry an adequate stock of the merchandise, ordering from the manufacturer in relatively large quantities, and make practically all shipments to the dealers from such stock.

Fourth—To exert his best efforts in forwarding the sales policy of the manufacturer and to keep the distribution of the product on a



M. C. Rypinski at Work

plane satisfactory to the manufacturer. By this is meant that he is to use his most effective moral suasion to avoid price demoralization, and he is to select dealers with due regard to the ideals and policies of the manufacturer.

Normally no radio manufacturer would be disposed to contemplate any change from the jobber-dealer distribution set-up were the jobber to function with even a reasonable degree of acceptability along the lines above laid down.

With the rapid growth of the radio industry, however, and the exceedingly great amount of competition in manufacture and in distribution, a number of conditions have arisen which have prevented the jobber from functioning satisfactorily along these lines.

Space will not permit of our going into the reasons for the chaotic conditions which exist and these are not pertinent to the discussion, for what we are most interested in here is the

improvement of the situation and the preservation of the jobber-dealer distribution set-up.

Can the jobber in radio, if he is so inclined, carry out all of the responsibilities above outlined in a satisfactory manner?

I think he can, provided he will confine his efforts to a minimum number of representative lines which are not essentially competitive, and will similarly limit the number of his dealer accounts.

This requires as a corollary that the manufacturer should on his part make this practicable by limiting the number of his jobbers in a given territory to those who also do not essentially compete.

The jobber who continues to handle a multiplicity of competing lines cannot perforce do justice to any one of them and a number of the forward-looking jobbers are recognizing this difficulty and are correcting it by radically limiting the lines which they will handle.

A number of the forward-looking manufacturers realizing this also are taking steps to reduce the number of their jobbers and to work out some sort of a franchise dealer plan.

If, therefore, an honest effort is made in the future by the jobber to properly serve a limited number of representative manufacturers, backed up as he will be by those manufacturers, then, in the writer's humble opinion, the radio jobber may look forward to a long and useful life.

## Special Gennett Records to Retail at Fifty Cents

First Release of New Series Comprises Popular Song and Dance Selections With a Few Standard Numbers

RICHMOND, IND., June 6.—The Gennett Record Division of the Starr Piano Co. released to the trade on June 1 a list of fifty popular song and dance hits, with a few of the favorite standard selections interspersed, to retail at fifty cents. There has been a considerable demand for a cheaper record and the company expects to do a considerable business with this new series. Dealers' advertising material, including folders and window streamers, will be issued on this series the same as on the higher priced stock.

The new popular price series of Gennett records were displayed at the convention in Chicago last week and the trade had excellent opportunity to examine and hear them.

## New Portable Phonograph Introduced to the Trade

The Berg Auto Trunk & Specialty Co., Long Island City, N. Y., which for many years has manufactured high-class luggage and which more recently has made the fine cabinets for some of the largest radio manufacturers, now announces a new portable phonograph with some exclusive features.

The product is marketed at a popular price under the trade name Berg Artone phonograph. This instrument is extremely attractive. The case is of the highest quality hand tooled weather-proof leather finish. The Artone phonograph is produced in two models, one with square and one with rounded corners. It is produced in three colors, walnut brown, mahogany or gray, to suit the tastes of various consumers. The inside construction is equally presentable and attractive. It carries a record pocket holding eighteen standard size records. It has a specially patented clarifying amplifier giving added length to the tone column and lending itself to increased tone and volume.

The personnel of the Berg Auto Trunk & Specialty Co. has a wide acquaintance in the music trade and arrangements have already been made for some distribution on the product. A campaign has been inaugurated giving this new quality product unusual publicity and a sales drive to the trade and introduction to consumers is under way.

## Make Your Own Records on the Edison Diamond Disc

with The Oro-Tone Combined Recording, Reproducing and Radio Attachment

### No. 100 ORO-TONE 3 in 1 Attachment

Will Record on The Edison

Will Play All Records on The Edison

Will Convert The Edison Into a Radio Loud Speaker

LIST PRICE  
**\$8.50**  
NICKEL FINISH

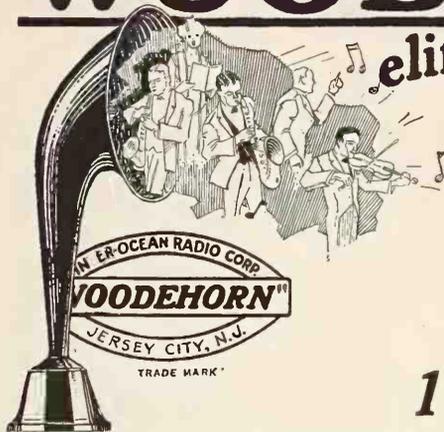
**The ORO-TONE Co.**  
1000 George St. Chicago, U. S. A.

Send for Sample on Approval

LIST PRICE  
**\$10.50**  
GOLD OR OX.



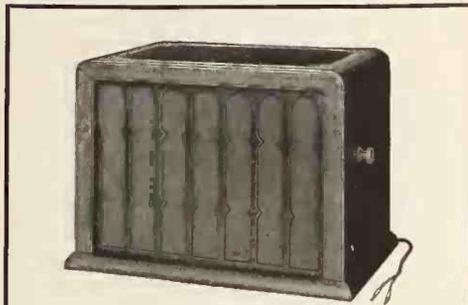
# WOODEHORN



*eliminates metallic tones!*

INTER-OCEAN Radio Products bring the trade that you want. Their high quality and low price make satisfied customers, repeat business and rapid turnover—which means bigger profits for you. Successful merchants throughout the country are handling the Inter-Ocean line because:—

1. *Priced to sell fast and make a good profit for you.*
2. *Guaranteed high quality means more friends.*
3. *Dealer helps and advertising make selling easier.*
4. *Immediate delivery — No long waiting for stock.*



## INTER-OCEAN CABINET OPEROLA

*"It Speaks For Itself"*

A beautiful golden brown fabrikoid leather cabinet embossed in yellow gold. Exceptionally mellow tone, unusual volume and clarity. Special best grade adjustable unit mounted in Bakelite non-vibrant case with fibre "WOODEHORN". Show this cabinet Operola first to your most particular customers.

List Price .....\$18.00

There is an OPEROLA or "WOODEHORN" to suit every taste and every pocket. Sixteen different models that embody greatest dollar for dollar value in the loud speaker field today. They may be had with adjustable and non-adjustable units and horns with straight neck, goose neck or the Inter-Ocean "Horn of Plenty." All types are variations of the famous, patented Inter-Ocean fibre horn.

We are sole patentees and hold basic patents on this widely used and justly popular type of horn,—as well as on Inter-Ocean Units.

### DEALERS AND JOBBERS

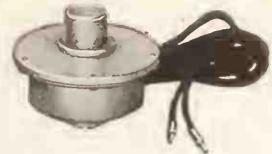
*Write or wire today for our complete catalog and our unusual sales proposition with discounts and special sales-promotion literature*

## HERE ARE A FEW OF INTER-OCEAN RAPID SELLING PRODUCTS

### Type "A" Loud Speaker Unit

A remarkable unit for full volume, accurate reproduction and mellow tone. At this price a real sales building feature for you.

List Price .....\$3.00



### Type "B" Loud Speaker Unit

The greatest unit on the market today. Bakelite top and specially designed diaphragm assure perfect reproduction at all tone frequencies. This unit answers the demand for the 100% phonograph attachment.

List Price .....\$5.00

### The New Reverso Plug

No more changing wires to change the polarity of headset or loud speaker. Just press button like an electric light switch and know instantly if the polarity is correct. There is a tremendous demand for this plug.

List Price .....\$.50



# 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.

## All Lines Moving Satisfactorily in the Cincinnati Territory, Report Dealers

Continued Good Demand for Talking Machines and Records Seen as Forerunner of Busy Summer—Aggressive Tactics of Dealers Responsible for Sales Boosts—News and Activities

CINCINNATI, O., June 8.—According to reports of dealers, there was a good demand for talking machines and records through the month of May, and it is thought that trade will be equally good in June. The better grades of merchandise have been selling more freely than the cheap, but all kinds have been moving well. Radio combinations continue to be in fair demand throughout this territory.

### Going After Camp Trade

Howard Chubb, of the Chubb-Steinberg Music Shop, reports that radio is moving well at this store, where the Ware Model T is being featured. He has stimulated the firm's record business by adding the "Perfect" record, selling at thirty-nine cents. "This price seems to appeal to buyers just now," he explained, "because camp time is coming on and nearly all campers buy the cheaper records, as they do not want to subject the expensive makes to camp life." Mr. Chubb will join the Cincinnati delegation to the national convention of the music trade, which will be held in Chicago in June.

### An Attractive Window Display

One of the most attractive window displays in the city is that of the Brunswick Shop, at 532 Walnut street, of which Louis H. Ahaus is the owner. The display is called "Moonlight and Roses," and it is designed to attract attention to the record of that name. There is a floor of soft green grass, a lattice covered with roses in bloom, and beams from a full moon coming from above. There is a rustic seat, and of course there is a Brunswick phonograph and records. Mr. Ahaus states that his business has been quite brisk during the past month, with June starting out well. "But we do not get business by waiting for it to come to us," he explained. "We go out and get it," he said, "making a house-to-house canvass and 'pulling the door bells' in the good, old-fashioned way."

### Baldwin Shop Busy

At the Baldwin Shop it was reported that talking machines and records are both selling well. The May sales, it was said, were greater than those of the same month of last year, and June is expected to be still better. While it is harder to get business than it used to be, it was

pointed out, it is always possible to make sales if one works hard enough and goes about it in the right way.

### Advertising Brings Sales Increase

Widener's has been running in the daily newspapers an advertisement that has a rather arresting line. "No Static—Have a Concert Whenever You Want It!" says a big-type heading. According to Manager Morris Fante, the concern's business continues to show an increase.

### Going After Business and Getting It

"Business would be quiet if we would let it," stated Edw. M. Cooper, dealer in talking machines and records, who has an unusually attractive store at 810 Madison avenue, Covington. "We do not give business a chance to get quiet," he explained, "and we keep it active by keeping our goods before the public, first in one way and then in another. We find it harder to make sales than it was in 'boom' times, but by 'keeping everlastingly at it' we succeed in keeping our volume at a normal point."

### Encouraging Cash Sales

At the store of the W. R. Graul Co., it was stated by Miss Streng, who is in charge of the talking machine and record section, that while business has been somewhat uneven, with increases of sales one week and drops the next, the average sales show an increase. "Talking machines have been in good demand the past two weeks," she stated, "and the demand for records has been correspondingly good, and this indicates that business is becoming less 'spotty' and more stable. In nearly every case where one of the more expensive machines has been sold the customer has not asked for time, but has paid cash."

### Steady Gains in Brunswick Sales

J. E. Henderson, local manager for the Brunswick-Balke-Collender Co., maker of Brunswick phonographs and records, stated that the sales in May of this year were considerably greater than the sales of the same month of the previous year. A recent guest at the company's local headquarters was W. C. Hutchings, assistant general sales manager, from the Chicago office. C. T. McKelvey, special representa-

tive from the Chicago office, was here the latter part of May, doing work among the dealers. He has been assigned to the New York and Boston branches for the next three months, and will visit the dealers in those cities. Among the out-of-town Brunswick dealers who have recently visited the local headquarters were W. S. Carter, of Ashland, Ky.; James White, of Tronton, O., and R. M. Thornberry, of Owensboro, Ky.

### Unique Columbia Record Interests

According to Miss R. Helberg, manager of the local branch of the Columbia Distributors, much attention has been attracted by the new record which was made by the Associated Glee Clubs of America. On it, she explained, 4,850 voices are recorded, this having been done in the Metropolitan Opera House, New York, and it is the first which was not made in a special recording room. The record reproduces "Adeste Fideles," and because of its unusual nature it is in great demand.

### Gennett Fifty-cent Record Announced

The Starr Piano Co. has put out a new Gennett fifty-cent record, it has been announced here, this being in addition to the seventy-five cent-line. Clarence Gennett was a recent visitor at the Cincinnati branch of the Starr Piano Co. A Gennett record that has just been made is a ballad in "the old Kentucky style of music," which is still in existence in the mountains of that State. It tells about the Sand Cave tragedy, where Floyd Collins was entombed in a cave and died of starvation.

James Frew, of the Ohio Musical Sales Co., Cleveland, was a recent guest of the Chubb-Steinberg Co., of this city.

### Ed. Young in New Post

Ed. Young, who has been connected with the Otto Graul Piano Co. for some time, has been placed in charge of its talking machine and record department.

## Comparaphone, Speaker Tester, Proves Popular

WATERBURY, CONN., June 6.—The Comparaphone, the Bristol loud speaker testing apparatus recently introduced to the trade by the Bristol Co., of this city, has met with much success. This instrument, it will be remembered, was designed to enable the radio dealer to demonstrate various types of horns for the prospective customer and to demonstrate under approximately the same conditions as when used on a radio receiver, and it is used in conjunction with phonographs. The Bristol Co. has issued a technical description of the apparatus, describing minutely its construction and operation. It is operated by four to five No. 6 dry cell batteries or a 6-volt storage battery, and an on and off switch is provided that the current may be shut off when the apparatus is not in use. It is pointed out that the Comparaphone could also be used as an entertaining device, i. e., loud speaking talking machine, and it will be found that two horns of any standard make can be operated in parallel from this apparatus, giving a very pleasing effect.

## Washington, D. C., Radio Men to Hold Exposition

WASHINGTON, D. C., June 8.—The Radio Merchants' Ass'n of this city has practically completed plans for the second annual radio exposition, which will be held during the period of October 5 to 11. In addition to the showing of new models by manufacturers many new and interesting features have been arranged for the entertainment and instruction of those attending the exposition.

The Maurice Radio Corp., New York, was recently incorporated at Albany with a capital stock of \$5000. The incorporators are J. H. and G. Avazian and G. C. Dahlbender.

To provide music which will cater to every buyer's whim is the purpose behind each new release of *OKeh* Records.

The Service of  
**STERLING ROLL and RECORD CO.**

Functions immediately  
upon receipt of your order.

The *OKeh* Dealer Never  
Knows Regrets

For details write direct to

**STERLING ROLL and RECORD CO.**  
137 West 4th Street CINCINNATI, OHIO

# Stabilizing Radio

A LEADING Thompson distributor the other day, in discussing radio as an industry, stated:



“Supply and Demand—the old, simple, exacting, but nevertheless mighty factors in the fate of famous fortunes—can not operate in the radio industry until two conditions become established:

“1. That distributors and dealers learn to gauge their requirements far enough in advance of consumer demand to allow time for suitable manufacture.

“2. That manufacturers schedule their production and shipments in accordance with distributor and dealer requirements.

“This means that an order, once placed, must be considered an order; cancellations, on the other hand, have a way of taking care of themselves, for the big sales, the ‘\$2,000,000’ sales, etc., etc., only represent merchandising bonfires fed by cancelled orders.”

The R. E. Thompson Manufacturing Company takes this opportunity to express its gratitude to its entire distributor and dealer organization for the level-headed manner in which they carried on during the recent radio racket.

Due to their unflinching deter-

mination to keep the line clean, the Thompson Company today occupies a unique position in the radio industry.

It may not be out of place to say that around the first of the year the Thompson Company accepted all requests for cancellations without argument, quibble or delay.

The majority of Thompson distributors did not cancel; they kept on taking merchandise; they kept on selling, for they are the kind of people who stand back of their orders. To them, an order isn't a scrap of paper to be cast aside lightly because the wind blows otherwise—it means something to be honored and carried out! That is the Thompson dealer spirit.

Write for distributor's name and booklet outlining the fifteen years' experience of the Thompson organization in designing, developing and manufacturing intricate and delicate radio apparatus for the armies, navies and commercial institutions of the world. It will interest you.

R. E. THOMPSON MFG. CO., 30 Church Street, New York

# 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. Extremely sensitive. Contains over-size magnet and coils, amplifying armature, diaphragm in scientific cone shape, and includes simple thumb-screw volume-regulator. Uses no battery current. For supremely natural home radio—the Thompson Speaker!



## J. E. Rudell Co. Adds Materially to Floor Space

Prominent Manufacturer Announces Production of Tone Arm for Use in Portable Talking Machines—Demand Caused Expansion

The Joseph E. Rudell Co., Inc., manufacturer of tone arms, sound boxes and reproducers, recently added considerable space to its plant which will be devoted to the manufacture of



J. E. Rudell

the company's products, at 144 Chambers street, New York City.

In discussing its recent expansion, Joseph E. Rudell, president of the company, said: "Since starting production on the Jerco radio tone arm there has been a constantly increasing demand throughout the trade for this product, and in order to satisfy the requirements of the industry it has been necessary to enlarge our factory.

"With the added factory space we have been enabled to start production on a new tone arm designed for use in portable talking machines. The tone arm is solid brass and employs a sound box of regulation size and mica dia-

phragm. We have felt for a long time that there was a distinct demand among phonograph manufacturers for a low-priced tone arm to be used in portable talking machines. It was with this in view that we designed our present portable tone arm."

## California Ramblers, Columbia Artists, Broadcast

The recording laboratories of the Columbia Phonograph Co., Inc., New York, N. Y., announced recently that the exclusive Columbia recording organization, the California Ramblers, which maintains its own inn on Pelham Parkway, had signed a contract to broadcast through WGBS, the Gimbel Brothers station in New York. This well-known orchestra will be "on the air" every Thursday night from 7:30 to 8:30 and every Saturday night from 10:30 to 11:30. Columbia dealers in the metropolitan district are planning to use this broadcasting to advantage as a stimulant for record sales. The California Ramblers have also signed contracts to appear at a number of college events this season, and their services are in active demand among society's dance lovers.

## Ayer Music Co. Broadcast

LONG BEACH, CAL., June 5.—The opening of the salesrooms of the Ayer Music Co., 530 Pine avenue, this city, was celebrated by a special program broadcast from Station KHJ. This new establishment is a reorganization of the Krieger-Ayer Music Co., located for four years at 236 East Third street. The new home of the company was completely remodeled and redecorated and a mezzanine floor, covering a third of the building, has been added. A complete line of talking machines and records, radio and pianos is carried.

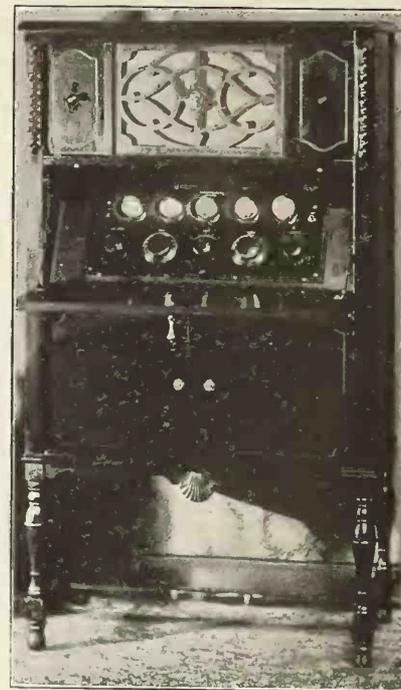
## Canelli's Music Shop Opens

WALLINGFORD, CONN., June 8.—The formal opening of Canelli's Music Shop, 73 Quinnipiac street, was held on Friday, May 22. A full line of talking machines, pianos and musical merchandise is carried, together with records, sheet music and musical accessories. Appropriate souvenirs were distributed to those attending the opening ceremonies. Max M. Miller is manager of the new store.

## Colin B. Kennedy Co. Puts New Model Set on Market

Royal Sixteen, Upright Cabinet Model in Two-tone Finish, Introduced to Trade—Has Built-in Reproducer and Chamber for Batteries

St. Louis, Mo., June 5.—The Royal Sixteen is the latest addition to the products of the Colin B. Kennedy Co., of this city, consisting of a new furniture type receiving set. The upright



New Kennedy Royal Sixteen Model

cabinet was developed by well-known furniture designers, and has been executed in a style which harmonizes with any interior decorative effect. It is furnished in two-toned mahogany and walnut, equipped with a built-in reproducing unit and tone chamber, with a compartment for "A" and "B" batteries and a battery charger. Space is also provided at the top for phones, "log" charts and similar equipment.

This new Kennedy receiver employs two stages of tuned radio frequency, a non-regenerative detector tube and two stages of audio amplification. Only two control dials are required, one for each hand, and the tuning is extremely simple. A unique feature is the graduated selectivity control which requires setting only once to suit local conditions, after which it may be left alone. The panel is placed at a convenient height, with the tubes visible and instantly accessible. Where an outside aerial is not practicable, the set operates well on an indoor aerial or on a loop, a special jack being provided for plugging in the loop. Like all other Kennedy models this receiver is non-radiating.

## Keech Eagle Radio Co. Opens New Showroom

CINCINNATI, O., June 8.—The Keech Eagle Radio Co. has arranged a showroom in the Fosdick Building, 141 East Fourth street, this city. This company specializes in Eagle radio products and will especially feature the Eagle neotrodyne model "B" and Eaglet instrument. This firm is one of the most successful among local radio retailers. It is headed by G. Kennedy Keech and John Gates, Jr., treasurer of the company, both of whom are experienced merchandisers.

The Telephone Corp. of America, New York, was recently incorporated at Dover, Del., to make radio horns, with a capital stock of \$10,500,000.



## Have You A Genola in Your Toy Shop?

It's a great little money maker—a child's phonograph retailing at \$5.00—that plays all flat records up to 10 inch size with the clear reproduction of a large machine. It is bright and appealing in appearance and makes a hit with both parents and children.

The Genola stands but 7½ inches high. Then to retail at \$10.00, there is The Baby Cabinet, standing 17 inches high and which is a delightful piece of nursery furniture as well as a splendid little talking machine.

Order Samples Today

**THE GENERAL PHONOGRAPH MANUFACTURING CO.**

Elyria, Ohio.

# Convention of National Music Industries

Over a Thousand Members of the Music Trade Gather in Chicago at the Annual Conventions of the Various National Organizations Affiliated With Music Industries Chamber of Commerce

CHICAGO, ILL., June 11.—The Drake Hotel here has been the scene this week of the National Music Industries Convention covering four full days and embracing the annual sessions of the Musical Industries Chamber of Commerce, with which a number of phonograph and radio concerns are affiliated, as well as the annual meetings of the various member associations making up the Chamber and including the National Association of Music Merchants, the National Piano Manufacturers' Association, Band Instrument Manufacturers' Association, National Musical Merchandise Association, National Association of Musical Merchandise and Accessories Manufacturers, Musical Supply Association, Organ Builders' Association and other organizations.

The convention attracted well over a thousand members of the industry from all sections of the country, including a large number of talking machine and radio men who attended some of the business sessions and, in a number of cases, had exhibits of their products at the Drake or elsewhere in Chicago for the benefit of the visiting dealers.

## Piano Club Luncheon Opens Convention

The convention opened officially on Monday with a luncheon under the auspices of the Piano Club of Chicago and with Harry Schoenwald, a well-known talking machine man presiding in his capacity as president of the club. The visitors were welcomed officially to Chicago by Mayor Dever and then President Richard W. Lawrence, of the Chamber of Commerce, as the principal speaker, outlined in an excellent address what the Chamber and its various bureaus have accomplished and are accomplishing for the benefit of the industry as a whole.

Mr. Lawrence explained that the Chamber was working in the interests of the trade 365 days in the year and at a cost of only \$100,000 to the entire industry in all its branches, and yet there are members of the trade who are so engrossed in their own affairs that they take no part in the work but are perfectly willing to let George do it. He made a strong appeal for greater unity in the trade that there might be built up a perfect and harmonious machine, that, through organization, could accomplish successfully things which the individual trade member would not dare to attempt. The function of the Chamber, he said, was something beyond the mere spending of money, and cited the great progress that had been made by that body during the three years that he has held the presidency.

The speaker called attention to the tremendous development of radio which, he said, had absorbed four hundred million dollars of the public's money with little, if any, profit to anyone and with much of the money actually wasted through lack of organization. Had the radio interests taken advantage of the merchandising information, based on actual experience, available in the Chamber, he said, they would have learned of the dangers that lie in pyramiding orders as realized in the piano trade in 1920.

The effectiveness of the Chamber in offering organized protection to the industry was emphasized particularly in the recent case in Washington, where the Internal Revenue Department made a drastic ruling on the matter of tax returns on instalment accounts. With expert knowledge available, declared Mr. Lawrence, the Chamber could go to Washington with a fair chance of success against the Government experts, whereas the individual would have little or no chance unless at a great sacrifice of time and money.

The Chamber president emphasized the work being done by the National Bureau for the Advancement of Music, a part of the Chamber, and stated that at the present time the Bureau was operating through 7,000 outside organizations, all working to promote musical interest and appreciation throughout the country and spending twenty-five times the amount of money actually appropriated by the trade for the Bureau itself. He also stated that the New York Music Week Committee, organized through the Bureau, had a budget for the current year of \$100,000, as much as was spent by the entire Chamber for the year, and all collected outside of the trade. In closing President Lawrence declared that if the music merchants expected to enjoy a satisfactory business total for the year, they would have to work hard for it and that they should not condemn general conditions, the Chamber or other factors until they felt that they themselves had done everything they should have done to build trade.

## Reports of Chamber Activities

The activities of the various Chamber officers and Bureau heads were outlined in various reports presented before the different associations in their meetings during the week. The work of the Chamber in the tax and copyright matters, the great progress made by the National Bureau for the Advancement of Music and the doings of the Better Business Bureau and the Trade Service Bureau were all set forth at length. The finance committee recommended a budget for the coming year of \$124,500, \$20,000 to come from the phonograph trade as compared with \$9,500 this year.

The entertainment feature at the opening luncheon was the entire male chorus from "The Student Prince," who sang all the chorus numbers from that popular operetta.

## National Piano Mfrs. Association Session

The National Piano Manufacturers' Association held its annual convention at the Drake on Tuesday and considered a number of matters of importance to that division of the trade. A report was rendered stating that due to the adoption of a resolution at the January meeting of the Executive Committee of the Association, making the purchase and use of stamps on all pianos for the support of the Music Industries Chamber of Commerce a requisite for membership in the Association, several resignations from the body resulted. To offset this, however, several new members were announced. A particularly strong report was presented by the Traffic Committee relative to more favorable freight rates and classifications of pianos.

Mark P. Campbell, president of the Brambach Piano Co., New York, who attended the convention of the Federation of British Music Industries, told of his experiences there and praised highly the efficient manner in which the British manufacturers and dealers ran their sessions and the whole convention generally.

## Max J. de Rochemont Elected President

The outstanding feature of the afternoon session of the Manufacturers' Association was an address by W. E. Guylec, of The Cable Co., who pointed out the solidity of the piano business and the surety of its future in view of musical educational work and the fact that most music is written for or in connection with the piano. The Association's credit bureau was re-

ported as functioning efficiently, having compiled information regarding 6,472 new dealers, and was in receipt of over 14,000 requests for information of a credit nature during the fiscal year which has just come to a close.

The following officers were elected for the coming year: President, Max J. de Rochemont, New York; vice-presidents, W. E. Guylec, Chicago, and C. D. Bond, York, Pa.; secretary, Harry Schaaf, and treasurer, Charles Jacob, New York.

## Interesting Talks at Music Merchants' Meeting

The twenty-fourth annual convention of the National Association of Music Merchants opened on Tuesday morning with the injunction from W. W. Smith, Toledo, the president, that it would be a selling convention, with every effort made to aid the merchant in selling more instruments and adopting better methods for merchandising his products. There was a substantial number of talking machine men present at the meetings and about the lobbies of the hotel. The first address of the meeting was by Prof. Osborne McConathy, of Northwestern University, Evanston, Ill., director of department of Public School and Community Music, on the subject "The Relationship Between Public School Music and the Music Merchant." This interesting address could be summed up in the concluding paragraph of the speaker's remarks, in which he said:

"The public schools are nowadays looking upon music as a real educational subject; the school music teacher is awakening an interest in all forms of musical expression among the children; this interest must inevitably carry over into the homes and the community. The music merchant can be of the finest service to the community by insisting upon the best and most modern public school music and by supporting in every possible way the work of the music teacher. The broader and more liberal the attitude of the music merchant in these respects, the surer will be his personal return." The address by Prof. McConathy followed the usual reports of the various officers of the Association.

William Braid White, associate editor of The Talking Machine World, read an interesting paper on "What Is the Matter With the Service End of the Piano Business?" which evoked much discussion, particularly on the question of charging for service on instruments sold. A most interesting talk was then given by Homer Buckley, chairman of the legislative commission of the National Advertising Commission, on the subject "Better Business," in which he criticized freely certain misleading advertising in the music trade. C. A. Wessell in his remarks advocated that the piano, player-piano, talking machine and radio be classified and advertised to the public under the general head of home entertainment.

## Tuesday Afternoon Session

The afternoon session opened with a talk by Alex McDonald, of New York, on the topic "Make America Musical," the convention slogan, of which he was the originator. He was followed by James J. Black, of the Wiley B. Allen Co., San Francisco, who spoke on the subject of instituting a carrying charge on instalment sales in place of regular interest charges and explained in detail how the California Association members were following this

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## CONVENTION OF THE NATIONAL MUSIC INDUSTRIES—(Continued from page 66a)

practice with success in connection with the sale of talking machines. This address was listened to with great attention by the members and was regarded as one of the outstanding features of the day's sessions. C. A. Grinnell, of Grinnell Bros., Detroit, read a paper on the handling of instruments taken in trade, and he was followed by Col. F. B. T. Hollenberg, of Little Rock, Ark., who urged that the Association establish a freight traffic bureau in an effort to get better rates and classifications on musical instruments, particularly pianos. This suggestion provoked much discussion from the assembled members and was fully endorsed. This ended the business for the first day's convention of the Merchants' Association.

**Wednesday Morning Session**

The session this morning was given over to a discussion of radio with detailed consideration of stocking and servicing problems. It was led by Howard A. Lewis, who analyzed the radio market from many angles. He made the point that while radio sales for 1924 were estimated to be \$350,000,000, and that this year's business promised to exceed that figure, one thing was lacking—profits.

A general discussion followed, being participated in by a number of music merchants in which particular emphasis was given to the question of an adequate profit, it being agreed among the dealers that a margin of 35 per cent was not sufficient. A strong sentiment manifested by the meeting was in favor of restricting representation and granting definite territorial franchises.

**Wednesday Afternoon Session**

The afternoon session opened with Vice-President William C. Hamilton's report on State and Regional Associations, read by Robert N. Watkin in the former's absence. At the conclusion of this a resolution was adopted to the effect that the Association should assist in creating retail bodies of this type. It was resolved that the Music Industries Chamber of Commerce should establish a bureau for promotional association work with the president of the National Association of Music Merchants as chairman, and that to furnish the sums necessary to carry out this work, 25 per cent of the amount received from the sale of merchants' stamps should be paid over to the treasurer of the Chamber.

**Decide on Exhibits at Next Convention**

It was also resolved by the Association that the manufacturers have exhibits at next year's convention, with the Association to control as to the opening and closing of these displays. By another resolution it was decided to present the emblem of the office of the president of the Association to the daughter of the late George R. Hughes.

**Next Convention in New York**

Another resolution decided that the next convention would be held at the Commodore Hotel, New York, at a date to be set by the executive committee.

A set of resolutions was adopted by unanimous vote suggesting co-operation with the Music Industries Chamber of Commerce in connection with the next convention in deciding hotel, arrangements, etc.

**Election of Officers**

The report of the nominating committee was adopted unanimously and new officers for the coming year are: President, Henry E. Weisert, Chicago; first vice-president, Edward H. Uhl, Los Angeles; second vice-president, Charles Yahrling, Youngstown, O.; secretary, Parham Werlein, New Orleans, La.; treasurer, Carl A. Droop, Washington, D. C. The new executive board will consist of William C. Hamilton, Pittsburgh; Alex McDonald, New York; Howard Beasley, Texarkana, Ark., and John W. Booth, Los Angeles.

The Association's directors upon the board of directors of the Music Industries Chamber of Commerce are Robert N. Watkin, Dallas, Tex.; E. Paul Hamilton, Buffalo, N. Y., and M.

V. DeForeest, Sharon, Pa., a past-president of the Association.

**Helping to "Make America Musical"**

Activities of the Music Industries Chamber of Commerce pertaining to the interests of the merchants were described by C. M. Tremaine, Director of the Bureau for the Advancement of Music. He stated that it was his work to help "Make America Musical" and gave statistics covering four of the specific activities of the Bureau, including Music Week, Music Memory Contests, newspaper publicity, and school and band contests, declaring these results had been possible only through the co-operation of the outside forces through which the Bureau operates. His report created a great deal of favorable comment.

The report read by C. L. Dennis, manager of the Trade Service Bureau and of the Better Business Bureau of the Music Industries Chamber of Commerce likewise created a discussion in which a number of delegates spoke highly of the service which these Bureaus offer.

Robert N. Watkin introduced a resolution approving the action of the merchants' vote by mail on the condemnation of bait advertising. After the usual votes of thanks to the Piano Club of Chicago for its entertainment, the arrangements committee, the Drake Hotel, the trade press, and the retiring officers, the convention of the music merchants adjourned.

**The Wednesday Luncheon**

The Wednesday Luncheon, which was officially known as Southern Day, was another great success from an entertainment angle. Parham Werlein, of New Orleans, presiding as toastmaster, spoke on the New Orleans co-operative advertising campaign conducted last Summer by dealers in that city, and which was described in detail in *The World*. Popular announcers of the various Chicago stations did their stuff before the microphones, some singing, and others talking. The Russian Royal Art Revue from Moscow, a capable mixed group of singers, offered an excellent program, and another artist who appeared was Joey Raieff, a boy pianist. Alex McDonald, the man who was responsible for the convention slogan, was also introduced. The entire program was broadcast from Station WGN, with Brunswick Radiolas picking it up in the lobbies of the hotel.

**Annual Banquet of the Music Merchants' Ass'n**

**Past Presidents Honored as Were Other Members of Association in Recognition of Work—Enjoyable Entertainment Provided**

CHICAGO, ILL., June 11.—The annual banquet of the National Association of Music Merchants was held at the Hotel Drake on Wednesday evening with a crowd which filled the main dining room and flowed over to the avenue of palms. A sentimental feature of the gathering was the presentation of the past president's medal to the daughter of the late George R. Hughes, San Francisco. The presentation was made by Col. F. B. T. Hollenberg, of Little Rock, Ark., and acceptance for Miss Hughes was made by Frank Anrys, San Francisco, Cal. Mr. Hollenberg also presented a handsome silver loving cup to W. C. Hamilton, Pittsburgh, for his excellent work as vice-president of the Association. Mr. Hamilton was not present at the convention because of ill-health. A past president's medal was also given W. W. Smith, retiring president. P. E. Conroy, St. Louis, next presented Matt J. Kennedy, retiring secretary, with a silver cocktail shaker and tray, with a set of silver mounted glasses.

The diners were entertained by a program rendered by well-known artists, including Milan Lush, violinist; George Liebling, pianist, and Cyrena Van Gordon, soprano. W. W. Smith presided as toastmaster and introduced the Hon. Henry R. Rathbone, Congressman at

large of Illinois, who in his talk added another motto to the convention by saying "Make America the Most Musical Nation of the World."

Major T. Anthony Mills, well-known humorist, next gave a brief talk on "Fiddles and Fortunes," recalling memories of Antonio Stradivarius, the master maker of the master instrument of the world, the violin.

Following the dinner, the guests adjourned to the ballroom where they danced to the delightful rhythm of Art Kahn and His Recording Orchestra, Columbia artists.

**Advertising Awards Made at Chicago Convention**

**Otto Grau Piano Co. the Winner in the Class A and the Aeolian Co. in Class AA—Talking Machine Men Among Judges**

At the conventions in Chicago the Committee on Awards for the 1925 retail advertising exhibit announced the following selections of what they considered the best music trade advertising in the several classes for the past year. The winner in Class A, comprising independent music dealers, was the Otto Grau Piano Co., Cincinnati, who won the award last year through the good work of the company's advertising manager, Joseph A. Jacober. The Meiklejohn Co., Providence, R. I., was awarded second prize and other prizes in the order named were given to Barker Bros., Los Angeles; Tusting Piano Co., Asbury Park, N. J.; C. J. Hepe & Son, Philadelphia; Bissell-Weisert Piano Co., Chicago; N. Stetson & Co., Philadelphia; Dreher Piano Co., Cleveland; G. A. Barlow Sons Co., Trenton, N. J.; C. C. Mellor Co., Pittsburgh; and the Platt Music Co., Los Angeles.

In Class AA, made up of group stores and factory warerooms, the award was won by the Aeolian Co., New York, with Sherman, Clay & Co., San Francisco, second in the list of eleven prize winners. Several talking machine men were included among the judges they being F. J. Hepe, of C. J. Hepe & Son; A. L. Walsh, of Thos. A. Edison, Inc.; A. J. Kendrick, of the Brunswick-Balke-Collender Co.; H. H. Roemer, of the Zenith Radio Corp., and C. E. Byrne of Steger & Sons Piano Mfg. Co.

These prizes were awarded at the Tuesday luncheon, which was officially known as Pacific Coast Day, with George Q. Chase, of Kohler & Chase, San Francisco, presiding.

**Session of the Musical Merchandise Association**

**President W. J. Haussler Opened Meeting With Annual Report—Resolve to Appropriate Funds for Promotion of School Orchestras**

CHICAGO, ILL., June 10.—The annual meeting of the National Musical Merchandise Association was held today at the Hotel Drake, with President W. J. Haussler presiding. The meeting opened with the presentation of his annual report, which appears in full on page 143 of this issue, stressing the need for greater co-operation on the part of Association members.

An important policy was adopted when the Association passed a resolution to appropriate \$3,000 for the promotion of school orchestras in public schools throughout the country, and it is understood that this is but a part of the expense involved in exploiting this field for the sale of musical merchandise and small goods. A further resolution was passed, suggesting to the Association of Musical Instrument and Accessories Manufacturers that it appropriate a similar sum for the same purpose. The money is to be placed at the disposal of C. M. Tremaine, director of the National Bureau for the Advancement of Music.

The by-laws were amended whereby the for-

## CONVENTION OF THE NATIONAL MUSIC INDUSTRIES—(Continued from page 66b)

mer arrangement, under which a member of the local body automatically became a member of the national body without payment of dues was rescinded, and as a result members now joining the National body will be on a basis of fifty dollars annual dues.

The annual election resulted as follows: President, W. J. Haussler; vice-president, F. C. Howard; treasurer, Fred Gretsch, and secretary, Alfred L. Smith. The executive committee was re-elected, consisting of W. J. Haussler, Samuel Buegeleisen and Fred Gretsch.

**Interesting Features of Banquet**

The banquet of the Musical Merchandise Manufacturers, Chicago Zone, was held at the Drake Hotel, on Wednesday evening, with close to 300 manufacturers, jobbers and large dealers from the United States, Canada and foreign countries in attendance as guests of the local Association. President H. H. Slingerland, of the Chicago zone, presided. The principal address was made by W. Otto Miessner, past president of the National Supervisors conference on the topic, "Creating a Demand for Music Through Education." Entertainment was provided by artists well known in the record and radio field and by William F. Ludwig, president of Ludwig & Ludwig, who gave a drum demonstration and by an orchestra of the Musical Merchandise Manufacturers' Assn., Eastern division.

The guests at the speakers' table included: W. J. Haussler, president of the Musical Merchandise Assn.; J. R. Stewart, president of the National Assn. of Musical Instrument and Accessories Mfrs.; George M. Bundy, president of the New York Dealers' Assn.; H. L. Wallace, president of the Chicago Retail Musical

Merchandise Manufacturers' Assn.; Alfred L. Smith, general manager, Music Industries Chamber of Commerce, and C. D. Greenleaf, president of the Band Instrument Manufacturers' Assn.

**Musical Instrument and Accessories Mfrs.' Session****Standardization of Sizes and Names of Instruments Chief Topic—Officers Re-elected**

CHICAGO, ILL., June 10.—The annual convention of the National Association of Musical Instrument and Accessories Manufacturers was held at the Drake Hotel yesterday and to-day with President J. R. Stewart presiding. At the opening session Mr. Stewart reported comprehensively upon the activities of the first year of this latest association in the musical merchandise field, dwelling on the value of co-operating with school musical activities and the need for standardization.

F. E. Larson, secretary, reported that the Association had shown an increase in membership during the past year.

The chief topics of discussion were the standardization of sizes and names of instruments and of parts manufactured by the members of the Association, and the chief decision was to adopt standard names for all parts of banjos. The annual election resulted in the re-election of all the officers as follows: J. R. Stewart, president; Walter H. Gotsch, vice-president; F. E. Larson, secretary and treasurer. The Board of Directors consists of the following: the three executive officers and Carl

Nelson, William L. Lange, H. C. Lomb, Walter Schmidt, Edward E. Felsberg, G. F. Chapin, Morris Lifton and H. Weymann.

**Convention of Nat'l Band Instrument Manufacturers****Allowances, Need of Local Associations, Code of Ethics Discussed—Officers Re-elected**

CHICAGO, ILL., June 8.—The annual convention of the National Band Instrument Manufacturers was held at the Drake Hotel to-day and was devoted largely to a discussion of comprehensive plans for trade betterment and for a wider exploitation of the products of this industry.

President Carl D. Greenleaf, who presided, summarized the activities of the Association in a comprehensive and admirably prepared report, touching on the Association's scale of allowances, the need of local Associations, and urging dealers to follow the code of ethics. Secretary Alfred L. Smith then made his report.

The Association decided to continue its support of contests for school bands throughout the country under the auspices of the Bureau for the Advancement of Music.

A budget of \$18,000 was adopted for the year 1925-1926, of which \$7,500 constitutes the Association's contribution to the support of the Music Industries Chamber of Commerce in carrying on its work.

The annual election resulted as follows: Carl D. Greenleaf, president; Karl B. Shinkman, vice-president, and Frank Holton, secretary and treasurer. The meeting of the Association then formally adjourned.

**Some of the Exhibits at the Convention Which Created a Great Deal of Interest**

Conspicuous among the many exhibits at the convention were displays of leading talking machine, radio, musical merchandise and accessories manufacturers. They included:

**BRUNSWICK-BALKE-COLLENDER CO.**

The entire line of Brunswick Radiolas, including models 30, 35, 50, 60, 100, 260, 300 and 400, was displayed in large space on the mezzanine floor. Of special interest to the trade was the new Oxford Brunswick Radiola, shown for the first time, finished in polychrome walnut, period design and equipped with the Radiola super-heterodyne set. The new Brunswick portable phonograph, introduced a few weeks ago, was another important feature of the display. A complete line of Brunswick console upright and table phonograph models, and upright Brunswick Radiolas, completed the display. W. C. Hutchings, assistant general sales manager, had charge, and was assisted by William R. Piper and C. T. McKelvey, special representatives. F. L. Deutsch, vice-president; A. J. Kendrick, general sales manager, and Harry B. Bibb, manager of the local branch, also spent considerable time in the display rooms.

**ADLER MFG. CO.**

The new Adler-Royal highboy radio combination models and straight consoles of the wall type formed the center of attraction in the Adler display rooms. Among the new models shown for the first time were style H wall type radio console, highboy combination model F, and radio set and table No. 199. Adler-Royal combination models, in the console types 15 and 30, completed the exhibit. Lambert Friedl, vice-president and general sales manager, was in attendance, assisted by Allan Strauss, Chicago branch manager.

**W. W. KIMBALL CO.**

The complete line of Kimball phonographs in both upright and console styles was exhibited in the Kimball display room. The models which attracted most attention were upright model G, and the consoles in styles S, T and Y. The firm also exhibited its line of pianos and reproducing pianos. R. M. Brown, general sales manager, was in charge, assisted by Lester Suffens, William Day and John Tebbin.

**C. G. CONN, LTD.**

The feature of the display sponsored by C. G. Conn, Ltd., was the golden anniversary bass horn which has traveled from coast to coast. The complete line of Conn band instruments was shown, the entire display being in gold with two exceptions. J. F. Boyer, secretary, and C. J. Fairchild, agency manager, were in charge.

**ZENITH RADIO CORP.**

The complete line of Super-Zenith radio receiving sets was one of the most attractive exhibits at the convention, with a new art model to retail in the neighborhood of \$2,000 as a feature. Among the other instruments on display were Super-Zeniths designated as models 9, 8 and 7. Edward J. Jordan and Roy S. Dunn were in charge of the exhibit, and during the week visitors included Eugene F. MacDonald, president, Thomas M. Fletcher, S. I. Marks, H. H. Roemer and N. I. Fegen.

**CONSOLIDATED TALKING MACHINE CO.**

This very successful wholesaler showed an interesting display of many of the products he is distributing in the music trade. The features of the exhibit consisted of Olek and Odeon records and Heineman motors made by the General Phonograph Corp., New York. Various models of the popular Swanson portables; Operadio radio receiving sets; Colonial radio receiving sets; Atlas loud speakers; Burgess batteries; Balkite chargers; Hohner and Koch harmonicas and other products. E. A. Fern, head of the company was in charge of the exhibit.

**SONORA PHONOGRAPH CO., INC.**

The new Sonora radio receiving set was the feature of the Sonora display, and attracted general praise from visitors at the convention. Other Sonora products shown were the Sonora radio model 242 combination phonograph and radio, the Sonora loud speaker and a complete line of period models, standard consoles and portables. C. S. Tay, of the Tay Sales Co., Sonora jobber in Chicago, and Raymond Reilly, Sonora representative in this territory, were in charge of the exhibit.

**FRED GRETSCH MFG. CO.**

The full line of musical merchandise manufactured and handled by the Fred Gretsch Mfg. Co., including drums, banjos, ukuleles, and banjo ukuleles, was on display in this exhibit. Special features were the Robert clarinets and Lacroix clarinets, of French manufacture.

**THERMIODYNE RADIO CO.**

The feature of the Thermiodyne display was the popular Thermiodyne T F 6 receiving set in a very artistic console cabinet with a built-in loud speaker. This well-known six-tube one dial control set was also shown in the standard mahogany and walnut cabinets, with console tables to match; these tables including a built-in loud speaker. The T F 5 Thermiodyne five-tube set was also on display. Leo Potter, president, and M. O. Gilles, sales manager, were in charge of the exhibit.

**BACON BANJO CO.**

The full line of Bacon banjos, including the very

popular Silver Bell professional banjos, as well as the Bacon student banjos, were exhibited by the Chicago Musical Instrument Co. The display attracted considerable attention from the visiting dealers.

**GULBRANSEN CO.**

The artistic Gulbransen Registering grand and the straight grand were the centers of attraction in this company's display. The famous Gulbransen Baby was very much in evidence, and other instruments in the exhibit consisted of the following models of Gulbransen Registering uprights; Whitehouse, Country Seat, Suburban and Community. H. A. Stewart, sales manager, and Walter A. Kiehn, advertising manager of the company, assisted by the members of the sales staff, were in charge of the exhibit.

**ILLINOIS MUSICAL SUPPLY CO.**

The Carryola portable phonograph, manufactured by the Carryola Co. of America, Milwaukee, Wis., was the center of attraction in this display; being shown in three models, the Carryola Master, Carryola Junior and the Carryola Ace, a new model recently introduced. Burgess batteries and Kodol portable radios completed the exhibit.

**THE STARR PIANO CO.**

The full line of Starr phonographs, Gennett records, Starr pianos and player-pianos comprised the display of the Starr Piano Co. Harry Gennett, president, was in charge of the display and was assisted by A. L. Jewett, of Boston, special representative; Ray Strahan, Iowa and Nebraska representative; W. C. Klump, New York representative, and A. M. Sweetland, of South Bend, Ind.

**EXCEL PHONOGRAPH MFG. CO.**

Excel phonographs featuring models 70, 10, 7, 21 and 17 were attractively displayed and were the subject of considerable interest. The instruments comprised straight console phonographs, radio and phonograph combinations, and a highboy finished in walnut and mahogany, and adaptable for any size of panel. J. A. Lund was in charge of the exhibit, assisted by J. N. Stewart and H. I. Searles.

**H. N. WHITE CO.**

A giant Sousaphone formed the center of the H. N. White display and was flanked by a complete line of King band instruments. The instruments, which drew particular attention, were the Saxello, a popular soprano saxophone, King trumpets, and a line of saxophones finished with pearl inlay. H. N. White, president, and R. M. White, secretary, had charge of the exhibit. They were assisted by L. L. Fox and L. B. Dolan, of the sales department.

**BUESCHER BAND INSTRUMENT CO.**

The complete line of Buescher band instruments was attractively displayed and many out-of-town dealers took advantage of the invitation issued by P. A. Buescher, president of the company, to be his

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guests during convention week. A very interesting moving picture was presented at this display, showing interior scenes at the Buescher factory. Mr. Buescher was assisted by R. L. Sheppard, advertising manager, and John Steiner.

**BUSH & LANE PIANO CO.**

The new Duo-Vox combination radio and phonograph console was the feature of this display. There was also presented a handsome radio high-boy cabinet with a built-in loud speaker, and with neodyne radio equipment, designed in walnut and

mahogany. Among the executives and members of the sales staff represented were: Walter Lane, W. F. Cleavey, C. L. Beach, W. D. Montgomery and Leslie King.

**LEEDY MFG. CO.**

An elaborate display of Leedy drums gave visiting dealers an excellent opportunity to look over this line at their convenience. A feature of the exhibit was the first presentation of the handsome new Leedy catalog, which won considerable praise from visitors. A. W. Kuerst, secretary and treasurer of

the company, and Charles Seibert, assistant sales manager, were in charge of the exhibit.

**UNITED STATES MUSIC CO.**

U. S. music rolls, with the Auto-Art reproducing rolls as a feature, were displayed in a very attractive setting, and were demonstrated throughout the week. George L. Ames, vice-president, George H. Bliss, vice-president, Eastern division, and the members of the sales force were in charge of the exhibit. Arthur A. Friestedt, president of the company, was a frequent visitor to the display.

## Some Convention Sidelights Picked Up at the "Drake"

With all due respect to the fact that the conventions at the Drake were primarily held as gatherings of the various piano associations, the hotel lobby of the Drake resembled conventions of the old days of the phonograph industries. From all parts of the country talking machine manufacturers, jobbers and dealers journeyed to Chicago to share in the activities of the annual meetings. There was hardly a State in the Union which was not represented by a contingent of talking machine men, and they were among the leaders in the various social activities. The radio industry made its debut, so far as Chicago conventions are concerned, and the radio trade was represented by well-known and prominent executives who were keenly interested in the constructive ideas that were offered and adopted during the course of the week.

While it is generally understood that poker is the national American indoor sport, with bridge a close second, a coterie of New Yorkers who journeyed to the convention on the second section of the Century on Sunday decided that red dog was the one and only sport which merited their consideration. This group of enthusiasts participated in this venerable game for a period of sixteen hours, and only desisted when the Englewood station appeared in the distance. William J. Haussler, of Hohner harmonica fame, was in charge of the tally sheets, and displayed exceptional ability as a financial wizard. At one time the players owed the bank enough money to wreck the Bank of England, but under Mr. Haussler's capable guidance something less than one dollar changed hands at the close of the game. Among the red dog experts were Otto Heineman, president of the General Phonograph Co.; Maximilian Weil, of Selectron and Audak prominence, and Charley Sonfield, of C. Bruno & Son, Inc.

Some one suggested during the course of the week that the shingle on the Drake Hotel be removed, with the Hotel Traymore as a substitute. This idea was occasioned by the fact that in the lobbies of the Drake there were enough Victor and ex-Victor men around to make a good sized quorum for one of the old-time popular Victor conventions at Atlantic City. During a stroll through the lobbies we ran into the following Victorites: Leslie Wiswell, O. L. Neal, of Buffalo; Herb Brennan, now in the radio business; Curtis N. Andrews, Buffalo, N. Y.; "Bill" Haddon, Cincinnati, O.; Harry Weyman, Philadelphia, Pa.; Ed. Lyons, Charley Bennett, Minneapolis, Minn.; Howard J. Shartle, Cleveland, O.; Harry Goldsmith, Milwaukee, Wis.; Lloyd Spencer, "Bill" Haussler, "Dan" Creed, "Jimmy" Davin, Parham Werlein, Philadelphia, Pa.; W. C. Dierks, Pittsburgh, Pa., and others.

The Commercial Investment Trust Co., Inc., of New York, had as their guests at the Drake on June 9, representatives of the Gulbransen Co., who attended the Convention. E. G. Vogel, vice-president of the company, A. G. Gulbransen, president of the Gulbransen Co., and Sales Manager Stewart and Credit Manager Peterson of the same company, as well as A. J. Olsen of the Commercial Co., were the principal speakers. The talks revolved around the plan by which Gulbransen lease

paper is financed and in general were confined to topics that covered this important subject.

H. A. Stewart and Walter Kiehn, of the Gulbransen Co., were awarded special medals as representatives of the highest type of American fathers. They took such excellent care of the Gulbransen baby that it never cried or whimpered during the course of the entire convention, but on the contrary gave a hearty smile of welcome to every visitor to the Gulbransen headquarters.

The exhibit of the Consolidated Talking Machine Co. was one of the outstanding social spots for all of the dealers and jobbers. "Miss Consolidated" was on hand at all times to welcome the visitors, and she proved to be a guiding star for many dealers who visited the fifth floor of the Drake for various and sundry purposes, but managed to land in the Consolidated exhibit. E. A. Fearn gave everyone a hearty handshake and a cordial welcome, assisted by a colored gentleman who was a reminder of bygone days. Mr. Fearn erected a miniature broadcasting station, which he designated as station OKEH, and every visitor was startled to find himself prominently broadcast by the medium of an Operadio set. Otto Heineman, Okeh president, made a humorous address over his own station, and finally entered the radio business in the guise of an owner of a radio broadcasting station, sponsored by Mr. Fearn.

The phonograph men have the happy faculty of singling each other out of the crowd and gathering together, reminiscing of the early days of the talking machine and record industry. In one corner there was quite a gathering of Chicago phonograph men, including our old friends in the Broadcaster Corp., Messrs. Meltzer and Zax, "Bob" Illing, of Vitanola fame; Paul Baerwald, an old-time Chicagoan, now reformed and in the harmonica business; Leigh Hunt, of the Oro-Tone; F. A. Wolf, of Quincy, and many others.

One of the most popular New York visitors was Mrs. Lydia M. Green, head of the Silas E. Pearsall Co., and widow of the late "Tom" Green, one of the leading figures of the talking machine trade. Mrs. Green made the trip on the Convention Special which left New York on Saturday, and during convention week she was entertained royally by the Zenith organization, as well as by her many friends in the piano, phonograph and radio industries.

W. C. Fuhri, Columbia vice-president and general sales manager, had very little use for his right hand at the end of the week, for wherever he wandered he was met with the friendly salutation "Hello, Bill." As one of the veterans of the phonograph industry, Mr. Fuhri was given an enthusiastic welcome by dealers, jobbers and manufacturers.

Coming over on the second section of the Century on Sunday there was an interesting threesome in one of the compartments, comprising E. P. H. Allen, of David Grimes, Inc.; Herbert A. Brennan, of Stromberg-Carlson, and

Lloyd Spencer, of the Silas E. Pearsall Co., well-known radio jobber. They discussed ways and means in connection with the distribution of radio products, and as the Stromberg-Carlson and Grimes sets are both marketed direct to the dealers, Mr. Spencer certainly had his hands full. However, he acquitted himself admirably and certainly gave an excellent presentation in behalf of the jobber.

The weather was ideal throughout the week, and when the special convention train reached the La Salle street station on Sunday afternoon the weary travelers gave a sigh of relief. Chicago had apparently forgotten about the terrific humidity which was an important part of the journey Westward, and in its place the Lake breezes were a delightful substitution. Traffic in Chicago, however, lived up to all of its previous reputation, and a half-mile detour in the vicinity of the Drake gave the taxi riders an unexpected thrill before they arrived at their destination.

P. L. Deutsch, Brunswick vice-president, recently returned from California, was kept busy throughout the week welcoming Brunswick dealers from all parts of the country. He was ably assisted by A. J. Kendrick, another one of the recognized veterans of the phonograph industry with a legion of friends throughout the trade. The Brunswick exhibit was noteworthy for an artistic individuality which was enhanced by a collection of very handsome oil paintings recently completed by a well-known German artist.

There was plenty of music on the Century Sunday, for Ed. Manning, of the Berg Auto Trunk & Specialty Co., brought along with him his new Artone portable phonograph, with a collection of records which enlivened the journey considerably. Talking about portables, they were very much in evidence at the convention, and it was predicted on all sides that 1925 would be the greatest portable year in the history of the industry.

Lambert Friedl, vice-president and general sales manager of the Adler-Royal family, held forth in a very comfortable setting, presiding with a lavish and hospitable hand. Mr. Friedl was as cool as the proverbial cucumber, being clad in a light gray suit that was the envy of all the convention visitors.

Frank Florentine, the genial host at the Congress Hotel, entertained many of his "regulars" during the week of the convention, and as usual, gave them exceptional service. Col. Mapes, of the Joseph W. Jones Radio Mfg. Co., forsook his old quarters at the Blackstone to occupy a good size suite at the Congress.

At the Sonora headquarters, Ray Reilly, one of the most genial hosts in the phonograph industry, provided his visitors with something wonderfully effective, which he stated was imported from Detroit. It certainly served its purpose and the Sonora headquarters were crowded day in and day out with enthusiastic convention visitors.

(Continued on page 66e)



SELECTRON—cc

# The Answer

*to a problem the music industry is facing:*

**Radio or record—nothing to change!**

**Y**OU can sell a new combination radio-phonograph instrument to the man who hasn't got either radio or phonograph already. But if he has either of these he won't buy a new combination without trading in something.

You—as a merchant—don't want to lose a sale, but you can't afford to take in old machines.

### THE LINK THAT MAKES A REAL COMBINATION

To the man who owns both a phonograph and radio (or who has either one and is buying the other) you can sell a proper link between the two, to make them the combination he wants. But what is the proper link? You know that an ordinary loud speaker unit on the tone arm once installed is seldom, if ever, taken off to play records. That kind of makeshift link has ended record-playing and record-buying. The man who has installed it has converted his phonograph into a loud speaker.

But here is a link-up—Selectron—which supplies instantly radio or record, at the

mere turn of a dial. Selectron gives both radio and phonograph the full use of the highly-developed phonograph tone-chamber—yet they remain two separate distinct instruments, both instantly available.

An ideal combination, achieved through Selectron at the cost of only \$19.50.

People who have Selectron buy records.

Selectron helps you to sell radio sets, too. Every talking machine owner already has in it the finest of all tone amplifiers. All he needs is a receiving set and Selectron.

### SELECTRON IS NOT EXPENSIVE

Selectron assures you a generous profit.

Selectron—cc, complete ready to plug in any receiving set, retails at \$19.50.

Selectron—bb, for use with any speaking unit of the customers' choice, sells for \$12.50.

Ask us—or ask your jobber—more about Selectron. It will help you do a bigger radio business—and a bigger phonograph business, too!



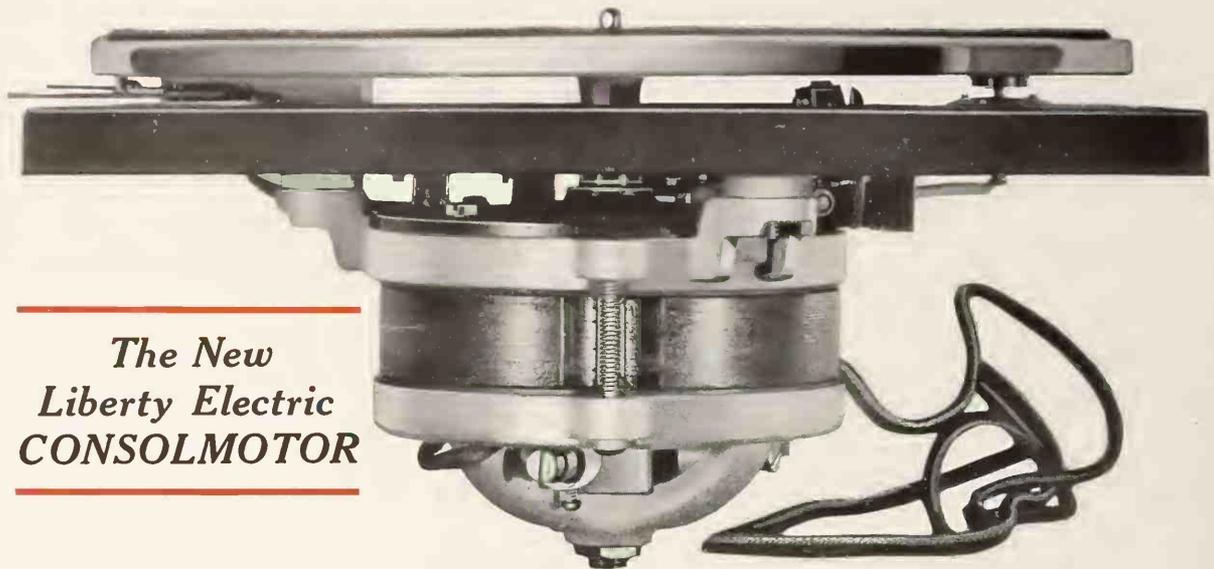
This shows how easy it is to get either radio or record—as you please—with Selectron. Nothing to change.

# Selectron

REG. U.S. PAT. OFF.

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

## ON EXHIBIT AT THE CONVENTION



*The New  
Liberty Electric  
CONSOLMOTOR*

## Operates from any Electric Socket —or from an “A” Radio Battery

TODAY—this powerful, silent, *slow speed* Consolmotor is the electrically driven link between phonograph and radio in cabinet combinations. Easily installed in any phonograph cabinet. It requires no lubrication. It fulfills the two most important functions in getting true record reproduction: *constancy of revolution per minute* and *constancy per revolution*.

In two types: BATTERY TYPE for six volt current to operate from “A” radio batteries. Its current consumption is only  $\frac{1}{4}$  ampere! SOCKET TYPE for 110 volt current—universal motor—absolutely constant speed irrespective of line current fluctuation. Entirely free from all electrical noise.

**LIBERTY ELECTRIC CORP. of New York**  
342 MADISON AVENUE NEW YORK CITY

## ON EXHIBIT AT THE CONVENTION



## Charges "A" and "B" Radio Batteries *Simultaneously!*

**PLUG** in Ful-Wave Model "A-B" Charger on any A. C. 110-120 Volt—40—50 or 60 cycle line socket. Hook it up to both "A" and "B" storage batteries simultaneously. It does double duty. Six (6) volts of "A" and up to 96 volts of "B" at same time!

Ful-Wave is *factory sealed*—backed by the manufacturer's full guarantee. Requires no adjustments—no "service" water, acids or maintenance.

### HIGHEST EFFICIENCY—QUIET AND STURDY

Ful-Wave does not overheat—cannot blow the lighting fuse. It supplies all the convenience of keeping batteries fresh, powerful and of making them last longer at a few pennies per charge. Lists at \$22.

If you prefer concentrated double-quick efficiency on your "A" storage battery alone, use Ful-Wave Model "A." Lists at \$18.

**LIBERTY ELECTRIC CORP. of New York**

342 MADISON AVENUE

NEW YORK CITY

# VICTOR POINTS THE WAY

## To a New Era of Prosperity For VICTOR DEALERS

The VICTOR Company, in recent announcements, assured the trade of their intention to maintain VICTOR SUPREMACY in the talking machine and record field. They have also forecast an incomparable position in the talking machine and radio field, through the combination of Victrola and Victor Radio with Victor broadcasting on a more comprehensive scale than ever by Victor artists.

VICTOR Dealers, I believe, should now realize the responsibility resting upon them of cooperating to the fullest with the Victor Company in initiating, and energetically conducting, effective sales campaigns. It means—back on the job—back to work, everybody.

The Victor Company has always paved the way for new and improved Victor products by disposing of existing merchandise through regular Victor Dealers. By exchanges or rebates, the Victor Company has contributed millions of dollars to aid Victor Dealers at such times. Victor Distributors and Dealers will be serving their own best interests, as well as be showing appreciation of the Victor Sales Policy, by making extraordinary efforts to sell the present type of Victrolas and single-faced Red Seal records.

So let's go—Mr. Victor Dealer—forget the little extra expenditure for advertising or canvassing. Remember it will be to YOUR interest to turn your stock and that remaining in the hands of Victor distributors and the factory, etc., into cash—the cash that will be needed for new and improved Victrola products which the Victor Company have assured you "will give a new incentive to the merchandising of Victor products." It is up to YOU to pave the way for this new merchandise.

Let us show the Victor Company that their sales policy is appreciated; that Victor Dealers are the best salesmen—are capable and willing to meet the situation; and that Victor leadership and Victor loyalty can always be relied upon to maintain VICTOR SUPREMACY.

J. NEWCOMB BLACKMAN.



**Blackman**  
TALKING MACHINE CO.  
28-30 W. 23<sup>RD</sup> ST. NEW YORK N.Y.  
VICTOR WHOLESALE DISTRIBUTORS

## CONVENTION OF THE NATIONAL MUSIC INDUSTRIES—(Continued from page 66d)

## Final Meeting of the Music Industries Chamber of Commerce Closes Convention

E. R. Jacobson Elected President—Directors Also Elected—1926 Convention to Be Held in the Hotel Commodore, New York, the First Week in June—Important Report and Discussion

CHICAGO, ILL., June 11.—The final meeting of the Music Industries Chamber of Commerce was held to-day with directors and delegates from member organizations present. It was announced that the various constituent organizations had all adopted the suggested budget for the Chamber's expenses during the year. An important feature of the meeting was the report of the committee appointed by the Chamber to decide upon a standard pitch for all musical instruments. In a lengthy report, presented by Charles Deutschman, president of the Tuners' Association, and in part prepared and amplified by William Braid White, technical editor of *The Music Trade Review*, a standard pitch of four-forty at sixty-eight degrees Fahrenheit was recommended. The report was discussed at length and adopted and the committee was instructed to continue its important and effective work.

The four following delegates at large were elected: Herman Irion, Steinway & Sons, New York; Walter Clark, Victor Talking Machine Co., Camden, N. J.; George Miller, Lester Piano Co., Philadelphia, Pa.; and Col. F. B. T. Hollenberg, Little Rock, Ark. The other directors are made up of the presidents of mem-

ber associations in addition to the following: from the National Piano Manufacturers' Association: Max J. deRochemont, A. G. Gulbransen, C. Alfred Wagner and E. R. Jacobson; from the National Music Merchants' Association: Henry E. Weisert, E. P. Hamilton, M. V. DeForeest and R. N. Watkin; from the Supply Association: Arthur L. Wessell, Edward Johnson and Joseph Reed.

At a meeting of the board of directors of the Music Industries Chamber of Commerce, the following officers were elected: president, E. R. Jacobson of the Straube Piano Co., Hammond, Ind.; first vice-president, E. H. Droop, Washington, D. C.; second vice-president, C. D. Greenleaf, Conn Co., Elkhart, Ind.; treasurer, Hermann Irion, Steinway & Sons, New York, and secretary and general manager, Alfred L. Smith.

It was decided to hold the next convention at the Hotel Commodore, New York, during the first week of June, 1926. During the course of the meeting, Col. F. B. T. Hollenberg explained the plan of the Merchants Association for having the Chamber carry on promotional work on behalf of the members of the merchants' organization.

## "Eastern Day" Concluded the Series of Luncheons

CHICAGO, ILL., June 11.—The concluding noon-day luncheon was held to-day with C. Alfred Wagner, as honorary chairman, it being Eastern day. One of the features was the installation of E. R. Jacobson as president of the Music Industries Chamber of Commerce, with C. A. Grinnell, of Grinnell Bros., Detroit, Mich., officiating. Col. F. B. T. Hollenberg presented Richard W. Lawrence, the retiring president, with a rich silver tea service, paying him high compliment for his excellent work while in office. An excellent entertainment program was given by the orchestra and stars of "Artists and Models" and by a charming eight-year-old violinist, Guila Bustabo, who played several difficult selections. Throughout the entire series of luncheons the entertainment has been of the highest caliber and much credit must be given the committee in charge for their efficient management, making the luncheons a feature of the convention.

## Annual Convention of the Music Publishers of U. S.

Held at Belmont Hotel on June 9—Constitution Revised—The New Officers

The thirty-first annual convention of the Music Publishers' Association of the United States was held on Tuesday, June 9, at the Belmont Hotel, New York. The most important action taken was the revision of the constitution and the by-laws, greatly extending the functions of the Association and giving additional power to the officers. George Fischer, president of the association, made the opening address and reviewed the work of the body for the past year. Harold Flammer, treasurer, and M. E. Tompkins, acting secretary, also made the usual reports. The following were elected officers for the coming year: **Walter Fischer**, president; **Deane Preston**, vice-president; **Harold Flammer**, treasurer, and **M. E. Tompkins**, secretary. The annual banquet was held at the Hotel Belmont and many members of the dealers' association were present as guests.

## Special Meeting of Phono. Manufacturers' Association

Interesting and Instructive Addresses Feature Event—Voice Confidence in Talking Machine Business—Convention Visitors Welcomed

CHICAGO, ILL., June 11.—A special meeting of the National Phonograph Manufacturers' Association was held this evening at the Furniture Club in the American Furniture Mart, in order to welcome trade visitors to the national convention of the music industries. M. C. Schiff, vice-president and treasurer, presided, although President Henry A. Otis was present and took an active part in welcoming visitors, who numbered a score or more. Mr. Schiff in the opening address voiced confidence in the talking machine business which, he declared, he is backing with cash investments.

Otto Heineman, president of the General Phonograph Corp., New York, gave a snappy, optimistic talk, saying that business was far from dead and that orders for motors this May were 80 per cent higher than in 1924, showing the healthy trend of the trade. He also made a strong appeal for the interchange of credit information between the members as a real and necessary service. Mr. Heineman also exhibited several sketches suggesting arrangements of the Association slogan, "When and What You Want."

Edward Kratsch, editor of the *Wood Working Industries*, Milwaukee, gave an interesting talk upon the efficient and economical purchases and uses of wood, recommending more attention be given to the use of dimension stock. M. J. Eggleston, of the General Outdoor Advertising Co., gave an excellent address on the value of slogans in trade.

Lee Robinson, business manager of *The Talking Machine World*, spoke on the benefits possible through organization and urged that earnest effort be devoted to building up membership to effective proportions. After several other talks, the members and visitors enjoyed the entertainment provided in their honor.

## Gulbransen Co. Entertains Its Dealers at Breakfast

CHICAGO, ILL., June 11.—The Gulbransen Co. staged a successful breakfast at the Drake Hotel this morning which was attended by 150 Gulbransen dealers, many of whom were accompanied by their wives. A. G. Gulbransen, president of the company, welcomed the guests, and Frederick W. Carberry, of the Carberry Parker Co., Milwaukee, was the song leader. General Sales manager Hugh A. Stewart, after paying high tribute to the Gulbransen ideals as outlined by the head of the house, maintained by his organization and endorsed by all dealers, introduced various speakers, who included Gene Redewill, of Redewill Music Co., Phoenix, Ariz.; Lester E. Cox, Martin Bros. Piano Co., Springfield, Mo.; C. J. Levin, Hammann-Levin Co.; Baltimore, Md.; A. D. Lamotte, Theartle Music Co., San Diego, Cal. and John Martin, Martin Music Co., Los Angeles, Cal.

## Plan New Home

Plans are being drawn for one of the finest music stores in the country, according to an announcement made recently by J. F. Hale, with Kohler & Chase, San Francisco, Cal. Mr. Hale, who bears the title "Assistant to the President," said that Kohler & Chase has purchased a lot with frontage of fifty feet, on O'Farrell street, immediately east of the Orpheum. This is about a block and a half from the present Kohler & Chase building. The lease on the newly purchased property does not take effect until the first of the year. It is expected that building operations will commence soon after that date.

## Twelfth Annual Convention of Sheet Music Dealers

Important Matters Discussed by Members of the Association—New Officers Elected

The twelfth annual convention of the National Association of Sheet Music Dealers was held at the Hotel McAlpin, New York, June 8 to 10, and was one of the best attended gatherings ever held. E. Grant Ege, president of the association, opened the Monday session with an address in which he reviewed the work of the body for the past year, stating that its accomplishments have helped not only the dealers but also the publishers and the general public. Thomas Donlon, secretary and treasurer, made his report showing the Association's finances in good shape with, however, a pressing need for increased dues to allow the organization to extend its services and functions. During the three-day sessions, papers bearing on outstanding features of the trade were read and a discussion was held on each, resulting in the interchange of new ideas.

The following officers were unanimously elected: E. Grant Ege, president; Paul A. Schmitt, vice-president, and Thomas Donlon, secretary-treasurer.

## Annual Outing of Publishers

The annual outing given by the New York music publishers to visiting dealers was held on Wednesday, June 10. Seven large buses carried the party over the Long Island roads to Smallwood's Glenwood Lodge, L. I. A feature of the day was a ball game between the dealers and publishers. The Meyer Davis Dance Troupe supplied the music for dancing.

Henry E. Gardiner, district manager for Sonora on the Pacific Coast, states that there is increasing interest in the Sonora line among dealers in this territory. Among the dealers who have recently added the Sonora are Fred K. Howe, Santa Cruz, Cal.; Larons Music Store, Hollister, Cal. and Hunkins Music Shop, Chico, Calif. These dealers are planning to get behind Sonora with intensive drives.

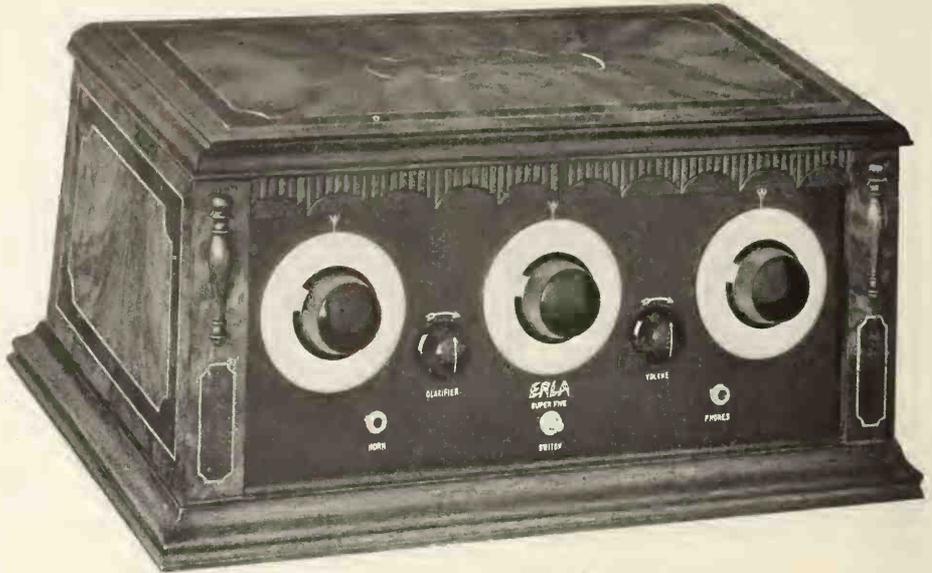
# 53 radio distributors and 2500 franchise dealers will profit by this outstanding opportunity



Town and Country—Portable  
6-Tube

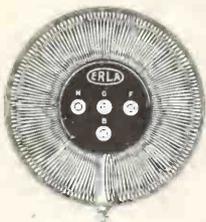


De Luxe Console finished  
in quartered French  
Walnut



De Luxe Cabinet finished in quartered French Walnut

Read the 5 great advantages it offers. (1) A new and revolutionary type of receiver that outdistances all competitors; (2) Stability of line made certain by merger of two great manufacturing organizations; (3) Consumer price lower than that of other quality receivers because 95% of parts, including cabinets, are made in our own factories, hence only one profit and one selling cost; (4) Revolutionary sales plan gives complete protection in territory and price; (5) Immense advertising campaign—magazine and newspaper—embodies unique plan that furnishes dealer with leads. Write today.



Erla \*Balloon\* Cir-cloid r. f. frequency  
transformer.

**T**HIS is the first announcement of one of the greatest propositions ever offered radio dealers and distributors. Only a brief outline can be given here. Please write or wire at once for full details. Letters will be considered in the order received. Note carefully the 5 points that will increase your profits by thousands of dollars the first year.

## (1) NEW TYPE RECEIVER

Science has made a remarkable discovery—a new system of radio frequency amplification based upon a new and revolutionary type of coil, the Erla \*Balloon\* Cir-cloid. It offers 4 great improvements over present day receivers.

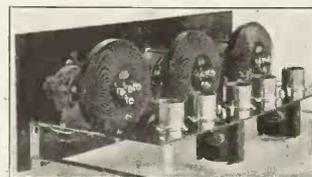
- (1) **Greater distance.** Circloids have no measurable external field to affect adjacent coils or wiring circuits. This makes possible higher amplification in each stage with increased sensitivity and greater range.
- (2) **More Volume.** Higher r. f. amplification enables

Circloids to bring in distant stations scarcely audible in ordinary sets, with volume enough on the loud speaker to fill an auditorium.

- (3) **Increased selectivity.** Circloids have absolutely no pick-up qualities of their own. Only signals flowing in the antenna circuit are built up.
- (4) **Finer tone quality.** The self-enclosed field positively prevents stray feed-backs between coils. Hence no blurring or distortion. Tones are crystal clear.

There are many other advantages which the Cir-cloid principle affords which will be explained in answer to your letter.

## (2) Two Immense Organizations Back the Erla Line



New factory built kit.  
Anyone can wire in only a few  
minutes by new method.

An operating merger involving several million dollars of invested capital and plant facilities with a total capacity of 500,000 receivers per annum has been concluded between the Electrical Research

Laboratories (Erla) of Chicago and the Caswell-Runyan Company of Huntington, Ind. The first is one of America's largest manufacturers of radio parts and receivers. The second is the world's largest manufacturer of radio cabinets and cedar chests.

The combined effort of these institutions will be devoted to the manufacture of Erla products. This guarantees the stability and permanence of Erla and offers dealers protection they can receive from few radio manufacturers today.

At the same time you are constantly kept in touch with new radio developments. A corps of Erla engineers is constantly developing new discoveries and new improvements. These are available only to authorized Erla dealers.

**(3) Unusually Low Selling Price Now Made Possible**

The powerful union of receiver and cabinet manufacturing interests that now is Erla establishes a new basis of values and performance in receivers of the better grade. Ninety-five per cent of the elements in Erla completed receivers, including cabinets, will be manufactured entirely within our own plants, with only one profit and one selling expense. This makes possible an extremely moderate retail price to the consumer yet enables us to allow distributor and dealer an adequate profit margin.

Actual photographs of models and confidential price list will be sent as



Caswell-Runyan Company.

soon as we have your reply. You will be amazed at the low prices.

**(4) Each Franchise Worth Thousands of Dollars**

The Erla franchise gives both dealer and distributor complete protection. It includes absolute freedom from price cutting and other destructive practices. Only authorized Erla representatives are able to secure and sell Erla products.

Each representative is offered a full

\* Trade-mark Registered.

line of complete and knock down receivers, also a complete line of nationally known parts.

Every dealer will receive invaluable sales training under factory supervision in building his business to bigger, more profitable dimensions. We do everything possible to make every Erla dealer highly successful. It means more business for us, greater profits for you.

**Great Advertising Campaign With Unique Selling Feature**

(5)

Erla dealers are backed by a gigantic advertising campaign reaching over 25,000,000 people. Both national magazines and newspapers will be used. This campaign completely blankets every town, city and farming territory.

A new selling idea is presented in this advertising that actually brings dealers the names of prospective



Home of Erla.

buyers. Thousands of such names will be turned over to dealers in all parts of the country. The plan itself will result in an amazingly large percentage of sales. Our own men will show you how to get the most from it. The dealers who have seen it say that it is the greatest selling idea they have ever known.

**Write or Wire TODAY**

Send in your name immediately so that you may be first in line for a franchise in your territory. Naturally we wish to deal only with the highest type of organizations in each community so we ask you to fill in the coupon below. No obligation whatsoever. Simply fill in so that you may get complete information by return mail.

**Electrical Research Laboratories  
2531 Cottage Grove Avenue  
Chicago, U. S. A.**

**53 DISTRIBUTORS**

Our 53 distributors will be located in the following cities. Dealers will be appointed in these cities and surrounding territories.

- |              |                |
|--------------|----------------|
| Albany       | Milwaukee      |
| Atlanta      | Minneapolis    |
| Baltimore    | Nashville      |
| Birmingham   | Newark         |
| Buffalo      | New England    |
| Charlotte    | New Orleans    |
| Chicago      | New York City  |
| Cincinnati   | Oklahoma City  |
| Cleveland    | Omaha          |
| Columbus     | Peoria         |
| Dallas       | Philadelphia   |
| Denver       | Pittsburgh     |
| Des Moines   | Portland       |
| Detroit      | Richmond       |
| Fargo        | Rochester      |
| Fort Wayne   | Salt Lake City |
| Grand Rapids | San Antonio    |
| Harrisburg   | San Francisco  |
| Houston      | Scranton       |
| Indianapolis | Seattle        |
| Jacksonville | Shreveport     |
| Kansas City  | Sioux Falls    |
| Little Rock  | Spokane        |
| Los Angeles  | St. Louis      |
| Louisville   | Toledo         |
| Memphis      | Wichita        |

Canada—Vancouver, Winnipeg, Toronto



**ELECTRICAL RESEARCH LABORATORIES,  
2531 Cottage Grove Ave., Chicago, U. S. A.**

Send me immediately full particulars of the Erla proposition. No obligation.

Name ..... Present business .....

Address ..... Do you handle radio? .....

City ..... State ..... What kind? .....

Date ..... References .....

(fill in)

Attach any other information you wish to give on separate sheet of paper

## Announcing the New Portable Motor

We wish to announce to our friends in the phonograph industry the final completion and acceptance of our new motor for portables. This motor has been on test for nearly two years, and we now offer it to the trade as a worthy bearer of the United trade mark "QUALITY PRODUCTS."

We do not claim that it is a radical departure from accepted standards, but rather admit that it is a grouping of the best time-tried ideas in a motor which combines more good points than have heretofore been consolidated in one mechanism for this purpose.

Our faith in this motor is so great that we have provided an elaborate and costly set of special tools, dies, jigs and fixtures which makes possible its production in large quantities with a degree of accuracy and precision not heretofore offered in this type of motor. Quantity production is, however, an essential, and to obtain it we offer this motor at a price which will interest you if you are a builder of portable phonographs.

**UNITED MANUFACTURING  
AND DISTRIBUTING CO.**

9705 Cottage Grove Avenue, Chicago, Ill.

## Portable Phonographs and Radio Sets Are Proving Big Factors in Sales in Kansas City

Conditions Basically Sound Is Opinion of Dealers—Portable Sales Bring Up Business Volume—Musical Program Features Opening of Knabe Studios—Sonora Featured at Radio Show

KANSAS CITY, Mo., June 6.—Among all dealers the same opinions are expressed in regard to business for the last few weeks. The situation is similar to the same period of a year ago, nothing unusual has developed, people are buying, the sales averages are equivalent to last year's, and the outlook is bright.

### Portables Proving Big Sales Factor

From every quarter comes the same news that the portable phonograph and portable radio are the big factors of the season. Tourists are buy-

ing them; vacation parties of young people are demanding them for picnics, and from every point of view they are considered "the thing" for this season.

Records are selling steadily, although there is little deviation from the demand in April and May, 1924. Although there is some feeling on the part of dealers that business should be a great deal better, as a whole they are agreed that conditions are sound and that the future looks good. Because of the crops and the oil output in this territory money is plentiful and dealers feel that it will be spent more readily than it has in preceding years, especially as the Fall draws near.

### Formal Opening of Knabe Studios

Radio was spoken of as the important feature in musical education of to-day at the formal opening of the new Knabe Studios at the Country Club Plaza on the evening of May 25. A musical program was offered by the Studios for the opening. The ground floor salesroom of the Studios was arranged as a small concert hall, the seating capacity of which is over a hundred, and the rear room is so arranged that fifty more chairs can be placed therein to accommodate a larger crowd. The audience consisted of customers and patrons of the Knabe Studios, 80 per cent of whom live in the district of which the Country Club Plaza is the center. The entire program was broadcast from station WDAF.

### Wrong Way to Sell Radio

The radio department of the Wunderlich Piano Co. is enthusiastic for the super-power try-out to take place in June. The department has been strongly in favor of discounting static, believing that this is a feature in radio development that can be eliminated, and that the less said about it the better.

### R C A Portable Aid to Sales

The new R C A portable radio is a popular product at Wunderlich's. It has proved particularly valuable for demonstration of radios in general. The department handles the Brunswick Radiola, and since these instruments are large and come in beautiful polished cases, it is scarcely practical to carry them from place to place at vacation time. However, the portable

### Sonora Radio Products in Show Exhibit

The C. D. Smith Drug Co., of this city, Sonora jobber, presented a very attractive exhibit at the Kansas City Radio Show, featuring the Sonora radio speaker and the Sonoradio combination phonograph and radio. The exhibit at-



Sonora Exhibit of C. D. Smith Drug Co. at Radio Show

tracted considerable attention and Sonora dealers in this territory report closing a number of sales to radio enthusiasts who visited the show and who were keenly impressed with the exhibit.

## Opens Store in Daytona, Fla.

Charles Lessing, talking machine dealer, formerly of Paterson, N. J., has opened a talking machine store at Daytona Beach, Fla., at which he will feature Okeh and Odeon records and Outing portables. Mr. Lessing has had considerable experience in talking machine merchandising and plans an aggressive sales drive.

## C. E. Ogden Elected a Director of English Firm

President of Kodel Radio Corp. Now a Member of the Board of the Carpax Co., Manchester, Eng., and a Leading Radio Concern

Clarence E. Ogden, president of the Kodel Radio Corp., Cincinnati, formerly the Automatic Electrical Devices Co. and the old Kodel Mfg. Co., Cincinnati, O., which recently amalgamated and organized a \$2,000,000 corporation, has been elected a director in the Carpax Co., Ltd., 312 Deansgate, Manchester, England, one of the largest foreign radio concerns.

M. Brough, secretary of the Carpax Co., notified Mr. Ogden of his election, saying: "Because of your wide engineering and radio experience and familiarity with American marketing methods, the stockholders of Carpax, Ltd., chose you as one of the directors."

The Carpax Co. has branches throughout the European countries and northern Africa. It is probable that this company will manufacture certain of the new line of KRC products which have been developed in the Kodel Laboratories.

Mr. Ogden, who has been going to England once or twice each year as a radio and engineering consultant for the Carpax Co., will go to England some time this Summer or early Fall to meet with directors of the foreign company.

## Crosley Corp. to Carry on Broadcasting Experiments

CINCINNATI, O., June 5.—The Crosley Radio Corp.'s super-power station, WLW, is now listed by the Department of Commerce as an experimental station in addition to its regular broadcast license, which permits the use of five-kilowatt transmission. The call letters are 8-XAL and will be heard from time to time as the occasion requires. This new license permits the Crosley station to conduct experiments for the development of the science of radio communication or the apparatus pertaining thereto. This will permit experiments with wave-lengths between 200 and 1,000 meters and during the hours before 11.30 in the morning and after 12 midnight, local standard time. Experiments will also be conducted under another license for use in transmission of short-wave work, and it is expected that valuable information will be secured in this way.

# \$25<sup>00</sup>

Regular Discounts

## The Oro-Tone

### Junior No. 250

Height, 7½ inches; Width, 11½ inches;  
Length, 15 inches; Weight, 15 pounds.

**Produced for the Merchant who  
Desires to Give His Trade Quality  
Throughout.**

**CABINET CONSTRUCTION**—Body construction of ½ inch stock. Dovetailed corners, ¾ inch veneer top and bottom panels. Glued and nailed throughout and covered with a durable waterproof leatherette material.

**MOTOR**—American manufactured, housed in cast frame to insure perfect alignment and withstand rough handling, single spring, easy winding, plays two sides of a ten-inch lateral cut record or more than one side of an Edison record at one winding.

**TONE ARM IS NOT REMOVED** when lid is closed. Ready to play in five seconds. Convenience itself.

*Order Sample on Ten Days Approval.*

## The Oro-Tone Co.,

PACIFIC MUSIC CO., Distributor  
137 Turk St., San Francisco, Cal.

Loud  
Tone

Plays  
All Records

# A New Standard

## *Sales Prove That Where*



## *The Caswell Gypsy—*

### *—the Selling Sensation of the Trade*

**B**Y building into its Gypsy Model beauty, tone and quality construction, Caswell has set a new standard of true value in portable phonographs. And by strict adherence to a sales policy which recognizes only legitimate channels and practices, Caswell has given to jobbers and dealers a sales proposition which is the sensation of the trade.

Sales reports—and orders—from many of the largest and most progressive wholesale and retail outlets of the country prove this—prove that where value is—trade follows.

To you who are daily face to face with the chaotic conditions in the industry,

which have been brought about by manufacturers, jobbers and dealers who are attempting to "kill the goose that lays the golden egg," the Caswell story has much that will interest you.

To recognized and financially responsible jobbers who are interested in a mutually profitable and permanent arrangement, the Caswell line will be shown by appointment.

And dealers, located in territories in which we have not yet made satisfactory jobbing connections, may order direct, providing they give us their jobber's name and reasons for doing business with that jobber.

*List Price Gypsy Model \$25.00—\$27.00 in Far West and South*

## *Caswell Manufacturing Co.*

PORTABLE PHONOGRAPHS & DISTINCTION

MILWAUKEE, WIS.  
U.S.A.



ST. PAUL AVE.  
AT 10<sup>TH</sup> STREET

Western Sales Office:  
Oakland Tribune Tower,  
Oakland, Cal.

# of True Value!

## Value Is --- Trade Follows



### The Caswell Aristocrat— —the De Luxe Model of the Caswell Line

**T**O Caswell tone and quality has been added a fuller degree of beauty, now fully exemplified in the Caswell Aristocrat—the de luxe model of the Caswell line.

The beauty in contour, finish and materials heretofore always a definite feature of Caswell Portable Phonographs is now further augmented by a covering of embossed, duotone Dupont Fabrikoid in a wide range of delicate and yet practical tints.

This added beauty which so strikingly lifts the Aristocrat above the field enables it to play a dual role. It is fit to grace the finest home, yet this beautiful finish is so practical that it does not lessen the value of the Aristocrat as a portable instrument.

Mechanically the Aristocrat is quite in keeping with the entire Caswell line. It has the famous Heineman Motor which is known wherever phonographs are known; the Caswell throwback type Universal Tone Arm can be reversed to play Edison records, and the new "Caswell Microtone" reproducer, a tone chamber designed by one of the country's most famous acoustic engineers. This amplifying tone chamber is a revelation in its wealth and depth of melodious tone. The Aristocrat carries eighteen records of thirty-six selections in specially constructed album which is permanently a part of the cover. Records cannot bounce or break.

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.

List Price Aristocrat Model \$30.00—\$32.50 in Far West and South

## Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

MILWAUKEE, WIS.  
U.S.A.



ST. PAUL AVE.  
AT 10<sup>TH</sup> STREET

Western Sales Office:  
Oakland Tribune Tower,  
Oakland, Cal.



## Atwater Kent Radio Distributors Hold Successful Convention in Philadelphia

Approximately Two Hundred Delegates From Various Parts of the Country Travel to Quaker City to Participate—Instructive Addresses and Discussions Mark the Event—Merchandising Plans Discussed—Important Price Revisions Announced—Visitors Inspect Plant

PHILADELPHIA, PA., June 5.—Although the opening date for the radio distributors' convention of the Atwater Kent Mfg. Co. was set for Tuesday, May 26, from as early as the previous Sunday distributors began to arrive at the headquarters established at the Bellevue-Stratford Hotel, this city. By the time the convention was formally opened on Tuesday with a luncheon in the South Gardens, some two hundred delegates were registered and this number was

given the various members. In turn the players made a number of references to Atwater Kent products, and following the last act many of them returned with the Atwater Kent guests to enjoy supper and dancing in the Rose Garden.

### Interesting Talks Mark Wednesday Session

On Wednesday morning the convention was called to order at 9:45 with an address of welcome by A. Atwater Kent, president of the Atwater Kent Mfg. Co., which was followed by

in convention an auto trip was planned for the ladies.

Wednesday evening was known as "Pooley Night," during which all the Atwater Kent distributors were the guests of the Pooley Co. for the evening's entertainment which opened with a dinner in the South Gardens. A theatre party was held at the Broad Street Theatre where Olga Petrova appeared in "The Hurricane." The theatre party was followed by a supper dance and vaudeville entertainment of particular merit in the South Gardens and Oak Rooms of the Hotel.

### Important Announcement at Thursday's Session

The Thursday morning and afternoon sessions were devoted to a thorough discussion of the future merchandising plans and all other subjects which were of interest to the Atwater



Partial Group of Distributors Attending Atwater Kent Convention Assembled Outside Main Entrance of Company's Plant

considerably added to as time went on. A complete program was arranged for the entire four days of the convention with much forethought shown in its arrangement. As usual with Atwater Kent affairs, everything available for the entertainment, comfort and convenience of the guests was provided for and from start to finish every event proceeded without any occurrence to mar the plans. Following the opening luncheon the guests were taken in taxicabs to the mammoth Atwater Kent factory in the Germantown section of Philadelphia, where for several hours under capable guidance the visitors were conducted through the entire plant. From the Atwater Kent factory all journeyed to the Pooley Co. plant at Seventeenth and Indiana avenues, where the manufacturing process of this well-known organization was also witnessed. A return was made in time for dinner which was served in the South Gardens and which in turn was followed by a theatre party at the Garrick Theatre, where the musical play, "No, No, Nanette," was enjoyed. The Atwater Kent guests occupied almost the entire floor of the house and added greatly to the enjoyment of the play by the hearty applause

an address upon the subject of "Advertising As a Junior Salesman," by Alex F. Osborne, vice-president of Barton, Durstine & Osborne, advertising agency of New York City, who are in charge of the advertising of the Atwater Kent Mfg. Co. Following Mr. Osborne's talk, John C. Sterling, of the same organization, gave an equally interesting address on "Reaching the Public."

After luncheon Roy S. Durstine, secretary and treasurer of Barton, Durstine & Osborne, outlined the Atwater Kent advertising plans for 1925, which were intensely interesting to the distributors present because they showed the tremendous power which is to be placed behind them in the distribution and merchandising of Atwater Kent products. The next speaker, Bruce Barton, president of Barton, Durstine & Osborne, spoke on "Public Opinion."

During the course of these sessions many interesting facts disclosed by the survey of the radio field, conducted by Barton, Durstine & Osborne, were shown which will undoubtedly prove a valuable aid in the conduct of business during the coming year. While the business affairs were being taken up by the distributors

Kent distributors. It was during these sessions that an important announcement of the revision of prices on the entire Atwater Kent line was announced. The model No. 20 cabinet receiving set which has proved to be one of the most popular numbers of the line had its list price changed from \$100 to \$80. The model No. 20 Compact, as its name implies, is practically a duplicate of model No. 20 but decidedly smaller in size. The list price of this set has also been changed from \$100 to \$80. Model No. 24, which was originally known as the model DeLuxe, has had its list price changed from \$120 to \$100. Model No. 19, a four-tube cabinet set, is changed from \$85 to \$60 list price. In the open sets model No. 10, a five-tube set, is now listed at \$80 instead of \$85 and model No. 12, a six-tube set, at \$100 instead of \$105.

In the radio speaker line model M retains the same list price of \$28 and model H, a new number of the line, was introduced at \$22. Models "L" and "R" are changed from \$20 to \$17 and \$15 to \$12 respectively.

The Atwater Kent phonograph attachment  
(Continued on page 72)

*"The Portable with a Guarantee Bond"*

# SPENCERIAN

## Portable PHONOGRAPHS

*Correspondence Invited*

WESTPHONO, Inc., 46 W. 4th St., ST. PAUL, MINN.



\$25.00  
LIST

# PERFECT RECORDS

The fastest selling, popular priced record in America. Dealers everywhere enthusiastic. Rapid turn-over. Steady profit. And above all—highest quality record at any price.

**Highest Quality!**

*No Higher Quality*

Perfect Records are the equal of any regardless of price. First out with latest hits, popular stars, and quality, quality, quality!

*Write for Full Information*

Send coupon now for full information about Perfect Records and find out how you, too, can "cash in" by offering your customers the highest quality phonograph record on the market—at a price that is amazingly low. Write us today.

**PERFECT RECORD CO.**

34 Grand Ave., Brooklyn

PERFECT RECORD CO.,  
Brooklyn, New York

Please send me full information about your highest quality popular priced Perfect Records.

Name .....

Address .....

P.R.T.M.W.

## Atwater Kent Distributors Hold Convention in Philadelphia—(Continued from page 70)

is now listed at \$8, a reduction in price of \$2.

During the morning an auto trip for the ladies with luncheon at the Fountain House in Doylestown, Pa., was planned.

The evening session was opened with a reception tendered to the Atwater Kent radio artists whose weekly broadcasting is enjoyed by practically every owner of a radio set throughout the country. The reception was followed by a dinner and at 9.00 o'clock the broadcasting of the regular weekly program of the Atwater



Distributors from Minnesota, Dakotas, Nebraska, Iowa: Messrs. Davis, Zimmerman, Nol, MacGowan, Stevens, Rhinehard Bowman, Pratt, Campbell and Crawford

Kent radio artists was made in the presence of the guests instead of the studio of station WEAJ as usual. Graham McNamee, famous announcer of this station, was present and conducted the broadcasting from the Atwater Kent convention through the following stations: WEAJ, New York; WJAR, Providence; WEEI, Boston; WGR, Buffalo; WWJ, Detroit; WCCO, Minneapolis and St. Paul; WSAI, Cincinnati; WFI, Philadelphia; WCAE, Pittsburgh; WEAR, Cleveland, and WOC, Davenport, Ia. Following the broadcasting the floor was cleared for dancing and a general good time was had.

### General Business Sessions Close Meeting

On Friday both morning and afternoon general business sessions were held at the Atwater Kent factory with luncheon served to the ladies at the Bellevue-Stratford and to men at the fac-



Some New York City Distributors: Messrs. D'Elia, Bauer, Prestelle, Edwards, Oppenheim, Wildermuth, Latham, Heman and Delp.

tory itself. At the close of the business session Nat Elin, of the New Jersey Radio Co., Inc., Atwater Kent distributor, located in Newark, N. J., offered the following resolution which thoroughly visualizes the sentiment felt by the distributors attending, as it was unanimously accepted:

"Our stay in Philadelphia has been imbued with a marvelous spirit. We, the distributors of Atwater Kent radio, have enjoyed a remarkable program, and it is a privilege to know that we are an integral part of such an institution.

"The definite manner in which Mr. Kent has reviewed the different models and answered in a most analytical way a volley of questions from all parts of the land has surely manifested our leadership in the industry.

"The thoroughness with which the advertising program has been presented, the completeness

of its details, covering all possible avenues of distribution, has made a marked impression upon us, and this program is sure to augment our efforts in a most remarkable degree.

"The sterling qualities of the sales department, headed by Mr. Collamore, are deeply appreciated. This department has always been most sympathetic, and its guidance has been an inspiring influence.

"Therefore, be it resolved that we, the distributors of Atwater Kent radio, do hereby accept from this convention all the standards and ideals that have been so effectively expressed and also manifested in our conduct.

"That we go back to our homes with a high resolve that the inspiring sessions now coming to a close shall enable us to 'carry the message to Garcia' with renewed vigor and confidence and to carry on our work with an abundance of continued good will and helpfulness."

During the period of the convention the At-



Some of the New York State Delegation: Messrs. Smiley, Fowler, Stiefvater, Adams, Burr, Roth, Elliott, Stiefvater and Randall

water Kent Mfg. Co. displayed its entire line of receiving sets, loud speakers, phonograph attachments, battery cables and battery containers in the South Gardens.

### New Catalog Distributed

The new Atwater Kent catalog was also ready for distribution. The frontispiece contains a photograph of A. Atwater Kent, president and founder of the company. Following a message from Mr. Kent space is devoted to the subjects of manufacture, design, maintenance, operation, logging the dials, volume selectivity and distance. These various subjects are attractively illustrated and four different views of the interior of the Atwater Kent factory are given. The center spread contains a panorama of the exterior of the "factory behind the product" and an insert shows the imposing entrance to the plant. Then follows a complete illustrated description of the line and a photograph of well-known Atwater Kent artists.

No small credit is due the Atwater Kent staff for the perfect manner in which everything was accomplished during the course of the convention. A. Atwater Kent, president, and V. W. Collamore, general manager, were on hand at all times, together with their staff.

On Friday evening the distributors and their wives went to Atlantic City, where they were guests of Mr. Kent at the Hotel Traymore and on yachting trips over the Memorial Day weekend.

### Those Present at Convention

Among those present were:

N. C. Adams and Mr. Elliott, Elliott Engineering Co., Binghamton, N. Y.; A. Van Antwerpen and L. R. Day, Radio Specialty Co., Milwaukee, Wis.; B. E. Bachan and Edw. Bree, H. A. McRae & Co., Troy, N. Y.; H. C. Burr, Burr Fowler Co., Inc., Syracuse, N. Y.; Louis Buehn, Louis Buehn, Inc., Philadelphia, Pa.; W. E. Bauer, W. A. Bauer Co., Norristown, Pa.; P. S. Berryman, Penn Electric Engineering Co., Scranton, Pa.; Geo. L. Brown, Johnstown Auto Co., Johnstown, Pa.; W. W. Bennett, Columbus Ignition Co., Columbus, O.; R. H. Bechtel, Cleveland Ignition Co., Cleveland, O.; David W. Burke, Radio Distributing Co., Detroit, Mich.; S. V. Burnside, Reed Radio & Electric Co., Pittsburgh, Pa.; Mr. Barriger, Barriger Radio Sales Co., Cincinnati, O.; R. A. Burns and S. K. Wallace, G. Norman Baughman Co., Tampa, Fla.; F. M. Bultman and Robert B. McCreight, Auto Electric Co., Columbia, S. C.; Harger Blish, Harger Blish Co., Des Moines, Ia.; Norman S. Brown and Melvin B. Hall, Brown & Hall Supply Co., St. Louis, Mo.; John Bishop and J. Ernest Millen, John Millen & Son, Ltd., Montreal, Can.; J. A. Bennett and Leighton Elliott, Bennett & Elliott, Ltd., Toronto, Can.; I. H. Bowman, Bowman Bros., Ltd., Regina, Sask., Can.; A. C. G. Crawford,

Crawford Battery Co., Vancouver, B. C., Can.; C. W. Clare and J. Stiefvater, Stiefvater Electric Co., Utica, N. Y.; C. B. Corbin, Toledo Ignition Co., Toledo, O.; J. B. and L. D. Chisholm, Battery & Electric Co., Greenville, S. C.; C. O. Campbell, Northwestern Auto Supply Co., Billings, Mont.; O. R. Crowell, Crowell Bros., Ltd., Halifax, N. S., Can.; Chas. A. D'Elia, D'Elia Electric Co., Bridgeport, Conn.

Adolph Wagner, H. T. Electric Co., Indianapolis, Ind.; W. A. White and Matthew Jones, Orr Iron Co., Evansville, Ind.; S. K. Wallace and R. A. Burns, Norman Baughman Co., Tampa, Fla.; G. A. Zanone and W. W. Gambill, Radio Sales Co., Memphis, Tenn.; E. F. Pooley, B. R. Stauffer, M. J. Polkoff, S. Fletcher and A. A. Fair, Pooley Co., Philadelphia, Pa.; Albert Buehn, H. N. Schwartz, Frank W. Barnard and John K. Nichol, Buehn Phonograph Co., Pittsburgh, Pa.; Louis Buehn, Chas. Muller and Mr. Shepherd, Louis Buehn Co., Philadelphia, Pa.; Bruce Barton, Roy S. Durstine, Alex F. Osborne, J. Sterling, S. Cande, T. Cronin and others, Barton, Durstine & Osborne, New York City; Mr. Elliott, Interstate Electric Co., Shreveport, La.; C. W. Edmond and J. E. Delp, E. J. Edmond Co., New York; M. L. Elliott, Elliott Motor Co., Suffolk, Va.; P. C. Ford, H. A. McRae & Co., Troy, N. Y.; F. W. Fowler, Burr-Fowler Co., Inc., Syracuse, N. Y.; W. D. V. Hopkins, Hopkins Auto Equipment Co., Atlanta, Ga.; F. J. Friday, Friday Battery & Electric Co., Ottumwa, Ia.; A. F. Fellis, Goodin Motor Service Co., Wichita, Kan.; F. A. Getty, W. A. Bauer Co., Norristown, Pa.; Robert Green, Magnet Machine Co., Baltimore, Md.; C. S. Glover and F. S. Garrett, Garrett, Miller & Co., Wilmington, Del.; B. D. Greenhouse, Sampson Electric Co., Chicago, Ill.; Earl R. Goodin, Goodin Motor Service Co., Wichita, Kan.; L. R. Howe, Howe & Co., Boston, Mass.; J. Harry Hearn, J. H. Hearn Co., Trenton, N. J.; Geo. Hull and Gordon Parks, Magneto Machine Co., Balti-



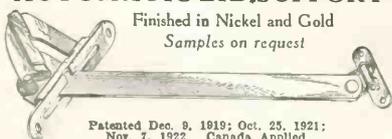
Distributors from Philadelphia: Messrs. Scharbonnier, Malloy, Hull, Greene, Meany, Shepherd, Miller and Parks

more, Md.; Bert Henley, Cincinnati Ignition Co., Cincinnati, O.; W. W. Huffman and D. B. Williams, Williams Hardware Co., Clarksburg, W. Va.; Frank Hagenlocker and H. N. Iles, Briggs United Electric Service Co., Erie, Pa.; Edw. Henley, Birmingham Electric Battery Co., Birmingham, Ala.; E. R. Hardy, Electrical Equipment Co., Phoenix, Ariz.; Ernest Ingold, Ernest Ingold, Inc., San Francisco, Cal.; Mathew Jones and W. A. White, Auto Electric & Radio Equipment, Fort Wayne, Ind.; E. A. Jackson, Asheville Battery Co., Asheville, N. C.; Mr. Keyes, Keyes Supply Co., Ottawa, Ont., Can.; W. W. Luce, Elec. Equipment Co., Miami, Fla.

L. B. McCreary, Western Radio Co., Inc., Kansas City, Mo.; C. N. Maurer and Mr. Burnside, Radio Distributing Co., Detroit, Mich.; B. W. Martin, H. M. Price Hardware Co., Mobile, Ala.; J. Ernest Millen and John Bishop, John Millen & Son, Ltd., Montreal, Que., Can.; H. L. Matthews, Canadian Fairbanks Morse Co., Montreal, Que., Can.; J. John Nikell and A. D. Wall, Gas Engine & Electric Co., Charleston, S. C.; H. C. Noll, Noll Electric Co., Lincoln, Neb.; Jno. A. Nelson, Radio Sales & Supply Co., Denver, Col.; Nat Elin, Benj. Oppenheim, W. E. O'Connor and J. J. McInerney, N. J. Radio Co., Newark, N. J.; Mr. Perkinson, Tower-Binford Electric & Mfg., Richmond, Va.; Gordon Prentice, Sunset Electric Co., Seattle, Wash.; F. E. Roth, Roth & Zillig, Inc., Buffalo, N. Y.; Lee M. Ross, C. M. McClung & Co., Knoxville, Tenn.; A. C. Reinhard, Reinhard Bros. Co., Minneapolis, Minn.; A. C. Scott and Leo W. Reed, Reed Radio & Electric Co., Uniontown, Pa.; P. Sampson, Sampson Electric Co., Chicago, Ill.; S. W. Stiles, Morley-Murphy-How Co., Green Bay, Wis.; W. G. Steele and Edw. Henley, Birmingham Electric Battery Co., Birmingham, Ala.; Percival Stern, Interstate Electric Co., New Orleans, La.; C. H. Spears and E. A. Jackson, Asheville Battery Co., Asheville, N. C.; C. W. Spencer, Mr. Sutton and A. Kingsland, J. B. Ivey & Co., Charlotte, N. C.; C. T. Stevens, Reinhard Bros. Co., Minneapolis, Minn.; R. E. Steuber, 555, Inc., Little Rock, Ark.; Guy Smith, Harrison M. Smith and Thos. Wren, Harrison Smith Co., Dallas, Tex.; Chas. Taylor and W. W. True, True & Blanchard, Newport, Vt.; G. J. Timmerman, Midwest Auto Supply Co., Dubuque, Ia.; Ray R. Thomas, Elec. Equipment Co., Los Angeles, Cal.; L. D. Williams and H. A. Lines, New Haven Electric Co., New Haven, Conn.; Trob. B. Wildermuth, Wilder Co., Harrisburg, Pa.; E. A. Wildermuth, E. A. Wildermuth, Inc., Brooklyn, N. Y.; T. Walker, Fayetteville Storage Battery Co., Fayetteville, N. C.; D. B. Williams, Williams Hardware Co., Clarksburg, W. Va.; L. G. Ganster, F. Edwards, Leighton Elliott, L. Bennett, Miss E. Fricks, W. W. Gambill, Jr., Harry A. Hosmer, H. H. Hays, L. B. McCreary, H. H. Iles, C. H. Spears, Miss C. Kurz, Robt. C. McCreight, F. M. Cushman, Mrs. H. S. Cooper, Ed Creel, Mr. Cary, A. J. Reid, R. G. Semrad, C. A. Maurer, Walter A. Cohen, J. G. Crawford, Mrs. H. L. Cooper, R. S. Davis, Thos. A. Dillon, P. M. Price, Leo W. Reed, S. N. Roché, R. E. Smiley, C. J. Schaefer, Robt. Green.

### AUTOMATIC LID SUPPORT

Finished in Nickel and Gold  
Samples on request



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

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



**BACKED by a STRONG SALES POLICY**

*Exclusive Dealers—Neighborhood Protection!*



**THE LINCOLN DUPLEX**

A 3-Tube Receiver  
Self-contained Batteries  
U. V. 199 Tubes

**\$50**



**THE 4 DL EMPIRE MODEL**

A 4-Tube Super-Inverse Duplex  
Does the Work of 6 Tubes  
Self-contained Batteries  
Operates on U. V. 199 or 201A  
Tubes

**\$125**

The music trade of the nation has been standing by to see this astounding development of the famous Grimes system. New refinements in construction, unequalled advantages in selectivity, tone quality, simplicity of operation, and distance, coupled with minimum upkeep. These instruments are manufactured in their full entirety in our own extensive plant located at Jersey City, New Jersey, under the direct supervision of David Grimes and his competent staff of engineers. They represent a splendor in the artistry of radio and cabinets.

These are a mere few of the surprises in store for Grimes dealers. Back of this good news is the additional announcement of strong local dealer cooperation in advertising billboards like the above display in all the large cities and byways, supplemented by local newspaper advertising, magazines and dealer helps. It is bound to bring inquiring customers straight to the store of every dealer in the country.

All dealers who want to align themselves with strong positive protection should take advantage of this new and broader opportunity. Before deciding on a line of receivers, learn the latest from—

DAVID GRIMES, Inc., 1571 Broadway  
New York City

*David*  *Grimes*  
INCORPORATED  
INVERSE DUPLEX SYSTEM  
*Insures Natural Tone Quality*

## Sales of Portables and Good Record Demand Feature Trade in Indianapolis

Although There Is a Slackness in Demand for Some Lines Dealers Who Are Actively Pushing Their Instruments Find Little Cause for Complaint—Taylor Co. Moves—Other News

INDIANAPOLIS, IND., June 8.—There appears an evident lethargy in the local talking machine field as reported by dealers. Record sales, however, have held up fairly well the past month.

### Brisk Portable Sales

The call for portables is beginning to reach the dealer. Amusement and recreation centers along White River, and accessibility of Indianapolis to Lake resorts have brought the portable into popularity. Hence every talking machine dealer now carries a comprehensive line of portable machines. The Brunswick portable and Carryola are among the leaders.

### A. Gresham Back at Work

Arthur Gresham, formerly salesman in the talking machine department of the Baldwin Piano Co., has returned to this concern after a year's absence, necessitated by illness.

### Good Record Sales at Ayres'

Miss Minnie Springer, manager of the talking machine department of the L. S. Ayres Department Store, which handles the Brunswick and Victor lines, reports record sales on a par with their last year's record. "Portable demand has not as yet reached its peak," states Miss Springer, "due to the unusually cold May weather."

### Pearson Co. Pushing Erla Radio

Much activity is being shown in the wholesale radio department of the Pearson Piano Co. L. T. Glidden, formerly of the Capitol Radio Co., is manager of this department, and in outlining plans of the company said, "The present territory served by the Pearson Co. comprises a total of sixty counties, fifteen of which are in eastern Illinois, with the remainder in central Indiana. Under the present plan each county is apportioned the number of

sets that are to be sold there. Apportionment is based upon the buying power of each county and extends from 2,300 allotted in Marion County in which Indianapolis is located, down to the smaller counties where only thirty are placed. Each Erla dealer is required to make at least two demonstrations each week. In this manner interest will be upheld during the Summer, and by Fall each dealer will have quite a number of prospects which he can close. The Indianapolis store will handle all merchandise and will direct sales campaigns from time to time in the territory. In conjunction with the radio the Pearson Co. will have a radio storage battery which it will distribute. We are very enthusiastic over the radio outlook and are giving a great deal of our present time to perfecting our organization."

### Taylor Co. in New Home

The Taylor Carpet Co., which handles talking machines and records, recently moved from its Washington street store into a newly constructed five-story home at 110 South Meridian street. The talking machine department is on the mezzanine floor just at the left at the top of the stairs. Miss Mary Harrington, who had charge of this department at the former store, will continue in that capacity. "Business generally," states Miss Harrington, "has been very good the past month."

### Association to Hold Street Fair

The Pennsylvania Street Dealers' Association, which comprises all business houses in two blocks on Pennsylvania street north of Washington street, is arranging to conduct a Street Fair the week of June 9 to 16. Present plans call for elaborate decorations, comprising street streamers and store-front decorations. Special

music will be featured. Prizes will be awarded for the best windows. Unusual interest is being manifested by local music dealers, five of whom are in these two blocks, and such publicity will be of vast benefit to them. The music dealers in this section are the Baldwin Piano Co., Weidner's, The Brunswick Shop, Pearson Piano Co. and Indianapolis Music House

### Trade Visitors

Recent visitors here include H. D. Stokes, of the Edison Corp. of Chicago; Messrs. White and C. W. Hyde, of the Chicago Talking Machine Co., and J. Davis, of the Sterling Roll & Record Co., Cincinnati.

## Installs Music Department

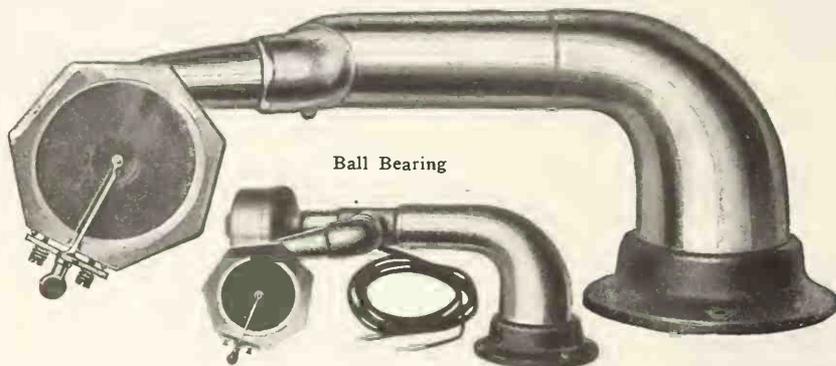
MAQUOKETA, IA., June 6.—The Lee Dry Goods Co. recently held the formal opening of its music department. A portion of the second floor of the store has been rearranged and re-decorated to provide a fitting home for the music stock and the large crowd which attended the opening commented favorably on the artistic arrangements. The Schmidt Music Co.'s concert artists, of Davenport, provided the entertainment for the occasion. Frank Keeney is manager of the new department, which carries a complete stock of instruments. Mr. Keeney, who is an experienced merchandiser, is planning a vigorous sales promotion campaign in the interest of the several lines handled.

## File Bankruptcy Schedules

BOSTON, MASS., June 1.—The American Radio & Research Corporation has filed bankruptcy schedules in the United States Court here, which show liabilities of \$532,697, against assets of \$74,311; secured claims amount to \$23,731. The largest unsecured creditors are Lec M. Friedman and W. A. McCombs, trustees, of 30 State street, Boston, who hold fifty-seven notes for money lent, totaling with interest \$342,607.

# EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Excel In Every Important Feature

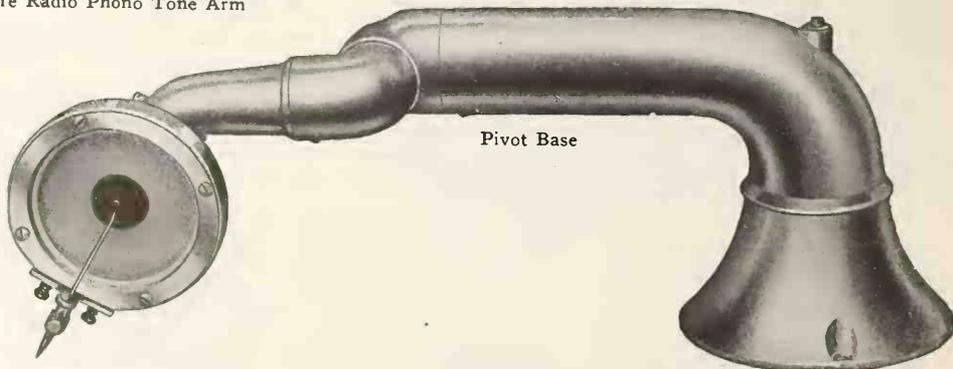


Ball Bearing

Empire Radio Phono Tone Arm

It is an acknowledged fact that the tone arm and reproducer are the most vitally important parts of a phonograph.

With no other equipment can you bring out the clearness and sweetness of tone that EMPIRE will accomplish. And it is tone quality and excellence of reproduction that make one phonograph better than another, and make it sell in greater volume.



Pivot Base

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

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

EMPIRE PHONO PARTS COMPANY 2261 East 14th St., Cleveland, O.

Established in 1914

W. J. McNAMARA, President

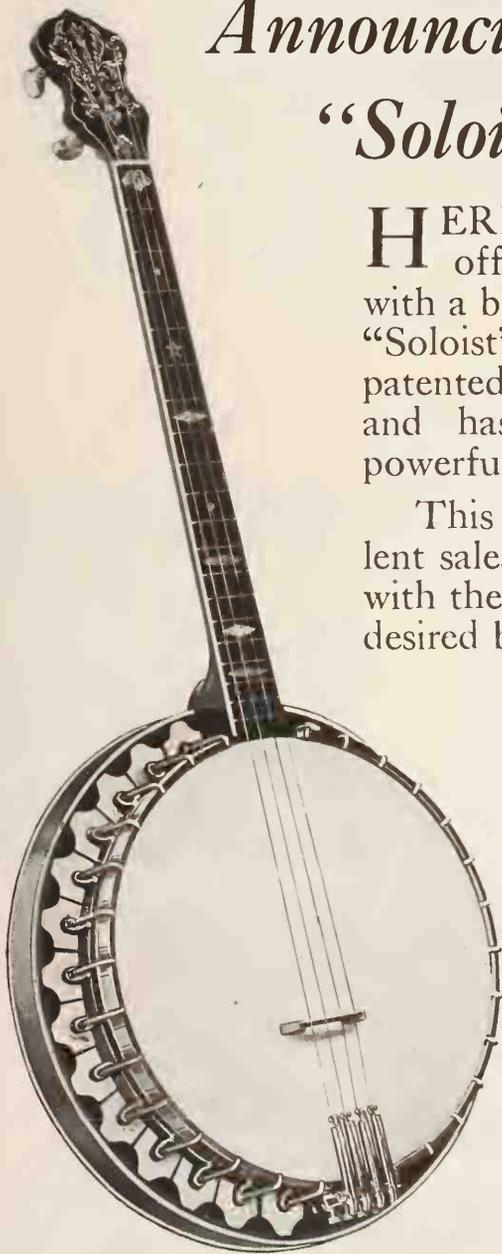
# VEGA BANJOS

*Announcing the New*

## *"Soloist" Model Vegaphone*

HERE is a new model banjo designed to offer the player the finest tonal qualities with a beautiful artistic appearance. The new "Soloist" model embodies all the exclusive patented Vegaphone construction features and has the same characteristic brilliant, powerful tone as the other models.

This unrivalled model will prove an excellent sales source, as it combines superior tone with the flashing golden appearance that is so desired by the professional player of today.



### *The "Soloist" Model*

The "Soloist" model has a shaded golden brown maple neck. Finished with a beautiful high lustre waterproof lacquer of extraordinary durability, it withstands continuous wear and acid of the players hand. The peg head is fancy in design, richly inlaid with mother of pearl and hand engraved. The genuine ebony fingerboard has inlaid pearl position marks, hand engraved.

The notched head hoop and wires on the rim are quadruple gold plated. The brackets and patented flanges are finished by our gold lacquer process, duplicating a burnished gold appearance, and will not tarnish. The bracket band and top are highly nickel finished contrasting to the gold finished parts.

The five-ply curly maple resonator is shaded golden brown, with a high lustre lacquer finish giving greater beauty and longer wear.

*Equipped with gold plated internal gear pegs, tension tailpiece, and Vega arm rest.*

Write for complete information regarding Vega dealer proposition.

**Retail \$200.00**

List \$250.00

**Complete with case**

A complete line of Vega Banjos in many styles retail from \$34.00 up.

**The VEGA Co.**

155 Columbus Ave., Boston, Mass.

## Orth's Window Display Sells Eighty-Seven Portable Phonographs in a Week

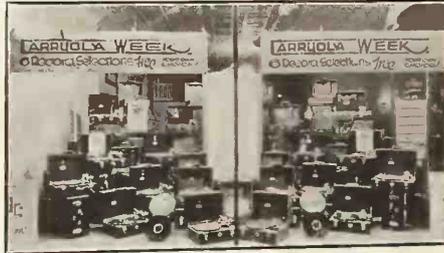
Concrete Evidence of the Value of the Right Kind of Display at the Right Time—This Display Brought 80 Per Cent Cash Sales and Also Resulted in the Sale of About 525 Records

What is the value of a window display? Especially a display which strikes a timely note as did a portable window of the Orth Music Co., of Milwaukee, Wis., in which were featured the Carryola Master portables. The window illustrated herewith was continued for a period of one week, and the results in sales were astonishing. Direct sales of eighty-seven Carryola portables, 80 per cent of which were for cash were made; additional results were sales of two console model phonographs to customers who first made inquiries regarding portables; sales of an average of six records to each purchaser of a portable or a total of about 525 records.

To state that merchandise must be shown to be sold is trite, it is true, but nevertheless it is sound. The results of the window display of the Orth Music Co. demonstrate this point forcibly. Although the portable is now considered a year-round seller by progressive dealers, the fact remains that the Summer is the most propitious time to get in back of portables with strong campaigns. Certainly the dealer who hides his portables in the stockroom or on shelves has mighty little chance of selling them. These compact instruments and the various uses

to which they can be put to make the camping trip, picnic and vacation more pleasurable must be brought to the attention of the public. Therein lies the secret of sales.

The Orth Music Store follows this principle and does an immense business in Carryola port-



Orth's Carryola Window Display

ables. During the last year this live house has disposed of more than 500 of these instruments, and at the rate of sales so far this year the annual volume bids fair to be in the neighborhood of 1,000 portables. An important point, too, is the fact that the bulk of this business will be for cash, an important item when the

terms of some dealers and length of contract on usual sales are considered. Then also there is the sale of records. Every portable sale means another record customer, and usually people who buy portables for cash make good record buyers. They want dance music and other light numbers on records, the type of music which soon goes stale. They are in the market for the latest song and dance hits, and the dealer who sells them the portable can get their record business if he goes about the matter intelligently.

D. T. Allen, vice-president of the Carryola Co. of America, commenting upon the excellent results secured by the Orth Music Co.'s window display, pointed out that "The dealer really needs portables this Summer and needs them badly. If the music dealers will wake up to the large possibilities of portable phonographs they will find an item which in dollars and cents will closely approach the volume they formerly enjoyed in console and cabinet types. The main trouble seems to be that the average dealer looks upon the portable as purely an outing proposition and includes one or two in his stock instead of giving real effort and push to a proposition which deserves it. Practically all dealers are now handling portables, and the ones who are 'pushing' them by window displays, counter displays, advertising and soliciting are really building and making their portable business worth while from the standpoint of profits."

## Thos. A. Edison Honors the Patriot Thos. Paine

Turns First Spade of Earth on Decoration Day at Site for Famous Patriot's Memorial Building in New Rochelle, N. Y.

Thomas A. Edison turned the first spadeful of earth Decoration Day, May 30, on the spot on Nassau avenue, New Rochelle, where a memorial building is to be erected in honor of Thomas Paine, whose pamphlet, "Common Sense," was the inspiration for the Declaration of Independence. Paine lived in New Rochelle during the Revolution and his former home still stands on Nassau avenue as a museum. May 30 marked the 150th anniversary of publication of his powerful pamphlet. Thomas Edison is vice-president of the Thomas Paine Association. More than 500 persons witnessed the ceremony.

## New Castle Co. Opens

A new music store, known as the New Castle Music Co., has been opened on South Mill street, New Castle, Pa., by Prof. A. M. Setter. Miss Edna Setter is manager of the establishment.

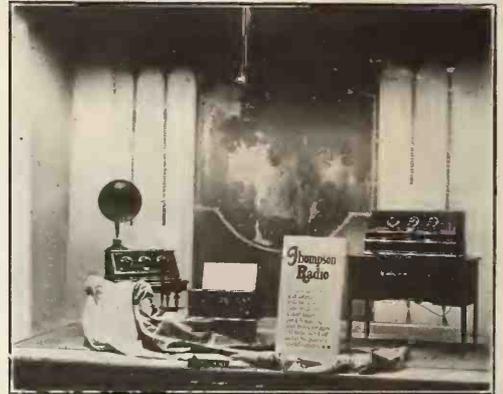
## Better Radio Windows Prove Sales Producers

Advance in Arrangement of Windows Typified by Display of Lyon & Healy, in Which Thompson Radio Sets Were Featured

The evolution in the methods of making radio sales is impressively demonstrated by the distinct advance in the arrangement of window displays on such products. Many months back radio goods were thrown into a window with price markings, and this method was sufficient to move the goods. With the improvement in cabinet designs and the advance in the quality of receiving instruments the pioneer method of displaying radio goods is passe as far as the better shops are concerned. To-day the outside appearance, the fine cabinet work, the appeal to the eye, and the general quality of radio receiving sets are made the feature in the show window displays.

An example of a quality setting to show off radio merchandise was recently given in a window of Lyon & Healy, the well-known music house of Chicago, a reproduction of which appears herewith. Here the three types of the R. E. Thompson Mfg. Co. sets, the concert

grand, the parlor grand and grandette are shown in an artistic setting with the dignified and pointed caption "A thoroughly tested and satisfactory set." Such a display breeds the confidence of the dealer in the manufacturer, and



Lyon & Healy's Artistic Display

the idea is conservatively and quickly registered with the prospect. The function of all windows is of course to attract attention to the merchandise, create interest and lead to sales, and this is a fine example of this type display.



*Plays All Records*

**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.



Music Master Resonant Wood Insures Natural Tone Quality

**MODEL VI**

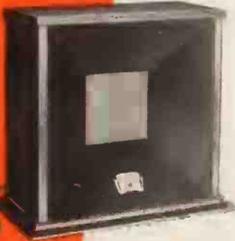
Fourteen-inch wood bell. Solid mahogany. Cast aluminum tone chamber. Standard Music Master reproducing unit \$30  
Price.....

**MODEL VII**

Twenty - one - inch wood bell ..... \$35

**MODEL V**

Metal cabinet. Mahogany finish. Wood bell. Price ..... \$18



**MODEL VIII**

Cabinet type. Solid mahogany with full floating wood bell. Price..... \$35



**MODEL X**

Pedestal type. Solid mahogany. Full floating wood bell in top section. Shaded electric bulb, concealed within case, reflects a soft, diffused light through silk screen. Price..... \$100

**Radio's Supreme Musical Instrument of Reproduction and Reception!**

*Backed by Liberal High-Pressure National Advertising*

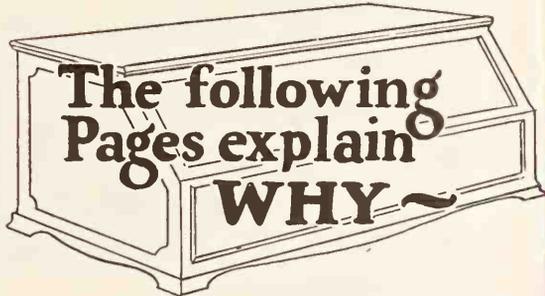
**M**USIC MASTER Reproducer, the fastest selling item in radio merchandising and the outstanding leader of radio amplifying devices, now sponsors a complete line of Music Master Radio Products—each one worthy of its name and every one unconditionally guaranteed.

Music Master Radio Products cover the whole range of radio requirements—from Parts to Sets—

Advertised aggressively and extensively in national publications that influence the entire radio public, present and prospective.

Splendid profits and lasting stability are assured to a legitimate radio department, added to your phonograph and musical instrument business, if based on the franchise for Music Master Radio Products in your trading district.

Music Master stands for the PERFECT and UNIFORM RELIABILITY of ALL radio products bearing that name—and both name and products are backed by a persistent intensive and intelligent advertising campaign that will send you interested inquirers and customers already "sold" on Music Master Radio Products.



**Music Master Corporation**

Makers and Distributors of High-Grade Radio Apparatus

WALTER L. ECKHARDT, President

128-130 No. 10th Street

PHILADELPHIA

Chicago New York Pittsburgh Montreal, Can.

Canadian Factory: Kitchener, Ontario

**Music Master**  
RADIO PRODUCTS

# Music Master Receivers



**TYPE 350**  
 Five Tubes. Built-in Music Master Reproducer. Operated either by batteries or special Music Master Battery Eliminator on house lighting circuit. No antenna or ground required. French Spinet Desk cabinet of solid mahogany in brown mahogany art satin finish. Complete with batteries, \$400 tubes, etc. ....



**TYPE 250**  
 Entirely new circuit. Five Tubes. Equipped with Music Master Reproducer in specially designed art enclosure surmounting cabinet. Great selectivity, extraordinary volume and wonderful tone quality. Solid mahogany cabinet, beautifully ornamented, brown mahogany art satin finish. \$300  
 Price .....

**WITH** the advent of Music Master Receivers the famous Music Master Reproducer — demonstrates its full powers of recreation.

With Music Master Reproducers as a part of every Music Master Receiver — whether built-in or as an accessory — you have that which has not heretofore been obtainable — absolute fidelity to the original delivery.

Music Master Receiver — any type, any model — is truly Radio's Supreme Musical Instrument.



**TYPE 215**  
 Six-Tube Special Music Master Circuit. Built-in Music Master Reproducer. Very selective, long range and splendid tone quality. Solid mahogany cabinet in brown mahogany art satin finish. Base equipped with drawer and battery compartment, finished in same style as cabinet. Table Base only, \$40. \$215  
 Price complete .....

**Music** **Master**  
 RADIO PRODUCTS

# Supreme in Reception



**TYPE 175**  
Six-Tube Special Music Master circuit. With built-in Music Master Reproducer. Very selective, long distance, splendid tone quality. Solid mahogany cabinet in brown mahogany art satin finish.

Price \$175



**TYPE 100**  
Five-Tube new Music Master circuit, involving special adaptation to radio frequency. Very selective, good volume and distance. Solid Mahogany cabinet in brown mahogany art satin finish.

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

**MUSIC MASTER** Receivers are offered in a complete range of models from the neat cabinet type at \$60 to the decorative Louis XVI design at \$400. In design, construction, finish and performance each set is a *true* Music Master and each set is *supreme* in its class.

You can stress superior merit in selling Music Master Receivers just as you have stressed it in selling Music Master Reproducer, with confidence and conviction — for every Music Master Radio Product is **GUARANTEED UNCONDITIONALLY**.

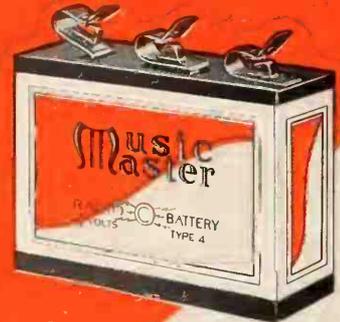
**YOU** can build reputation with Music Master Receivers just as you have built with other Music Master Radio Products — and **MAKE STEADY PROFITS** as well.

# Music Master

RADIO PRODUCTS



**TYPE 451**  
45 volts "B",  
Vertical.  
Price \$3.75



**TYPE 4**  
4 1/2 volts "C".  
Price \$.60



**TYPE 225**  
22 1/2 volts "B".  
Horizontal.  
Price \$2.00

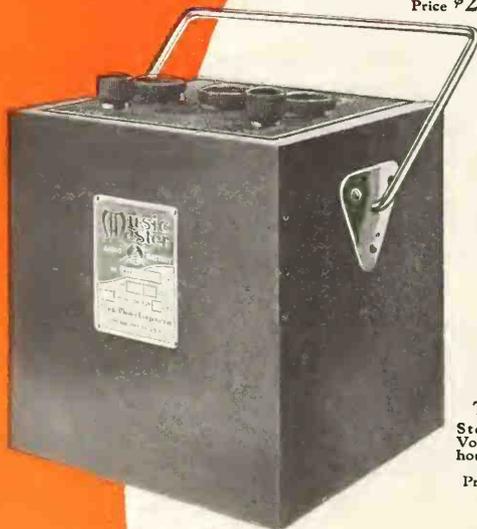


**TYPE 450**  
45 volts "B".  
Horizontal.  
Price \$3.75



**TYPE 151**  
Dry Cell "A" Radio  
Battery. 1 1/2 volts.  
Price \$.60

**TYPE 6-110**  
Storage "A", 6  
volts, 110 am-  
pere hours.  
Price \$23.50



**TYPE 6-90**  
Storage "A", 6  
Volts, 90 am-  
pere hours.  
Price \$19.50

# Music Master BATTERIES

*Power—Capacity—Long Life*

**M**USIC 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 material, workmanship and operating life 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 greatly extended period of maximum activity.

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 longer than any other battery. Its FULL capacity is maintained, without recharging, for much longer periods.

# Music Master RADIO PRODUCTS

# Satisfactory Movement of Stock Marks Business of the Month in Milwaukee

Portables and Records Lead the Demand, Although Sales of Larger Instruments Are Fair for This Season—Ted Lewis, Columbia Artist, Receives Royal Welcome—Trade Activities

MILWAUKEE, WIS., June 6.—The talking machine business in this territory during the month of May was fair, with little change from April in the demand for straight phonographs or combination phonograph and radio models. In portables the demand has been picking up considerably, and wholesalers and jobbers are looking for a very good business in this line during the Summer months. Dealers in Milwaukee and throughout the State are taking more interest in the opportunities presented by portables, and sales are on the increase as a result. Records are moving very well, showing an increase over last year in the majority of cases. Several popular hits have been released in the past month, and a satisfactory demand for these numbers is reported.

Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, declares "records have been moving with alacrity." There has also been a heavy demand for Red Seal records.

### Interest in Victor Radio

Milwaukee dealers have expressed their approval of the step taken by the Victor Co. in entering the radio field. They believe that it will have a favorable effect on the radio business in addition to its effect on the talking machine trade.

"Having the Victor and the Brunswick companies in the radio business will be a wonderful thing for radio," declared J. J. Healy, manager of the music department of the Boston store, which handles Victor, Brunswick and Cheney phonographs. "It will help to stabilize the radio industry. Brunswick threw its strength in this direction, and the Victor Co.'s going in will

help." This is the general opinion of other dealers in this territory.

### Ted Lewis, Columbia Artist, Widely Acclaimed

Ted Lewis and His Band, exclusive Columbia record artists, continued to take the country by storm as they neared the end of their twenty weeks' tour of the United States on the Orpheum Circuit. In Milwaukee, Wis., where they



Cadets' Band Leading Ted Lewis Parade

appeared at the Palace-Orpheum Theatre, the week of May 11, they were accorded a tremendous welcome. On Tuesday, May 12, a parade was held in honor of Lewis, who appeared in his familiar regalia of battered old high hat and opera cape, and was warmly welcomed by Alderman Cornelius Corcoran, president of the Milwaukee Common Council, and a delegation of leading music dealers of the city.

Headed by the cadets' band of St. John's Military Academy, of Delafield, Wis., the parade swung through the downtown streets, while immense crowds gathered. In line behind the

band were thirty floats, decorated by music dealers, and then a line of gaily beribboned cars, bearing the members of the "Order of the High Hat," in everyday life representatives of the various music houses.

Walter Pugh, Columbia representative, who makes his headquarters in Milwaukee, took a leading part in the planning and execution of the event and co-operated in an effective way with Columbia dealers in making the visit of Lewis a stimulant for record sales.

Milwaukee dealers who took part in the parade were: Edmund Gram Music House, Kaun Music Co., Carl Euler, Lisbon Music Shop, Luebtow Music Co., Frank Preuss, West Side Music House, Branta-Rechlicz Furniture Co., Noll Piano Co., West Allis Saxophone Shop, Espenhain's, Huras Music Co., Lincoln Music Shop, George W. Voigt Music Co., Thiedeman Music Co., Waldheim & Co., Gether Piano Co.

### A Live Dealer

The Yahr & Lange Drug Co., of this city, Sonora Jobber, delivered sixty Sonoras recently to the Hartman Furniture Co., and this enterprising dealer sold thirty-eight of them in one day. A strong sales promotion drive was immediately started, and the results achieved by the Hartman phonograph department indicate conclusively that there exists at the present time an active demand for phonographs if aggressive sales methods are utilized.

### Brunswick Line Moving Well

"Business is better," stated Carl Lovejoy, Brunswick representative in this territory. (Continued on page 82)

## MERCHANDISE OF QUALITY

*Insures Satisfied Customers*

Why leave your selection of Loud Speakers to chance? Your choice should be

### GLORIA

the Loud Speaker designed and perfected by engineers skilled in acoustics and sound amplifying devices.

When next ordering remember the superior qualities of

### Rivoli Radio Amplifier

### Honest Quaker Repair Parts and Springs—

each is designed to serve a definite purpose most efficiently.

### Take a Tip from Past Sales

### The Outing Portables

are best. Senior and Junior in green leatherette are the summer time specials.

## Okeh Records

make profitable sales. Latest dance hits, rare importations, loudest of Blues, Old Time Tunes that sky rocket sales. That's Okeh.

Okeh Service: Our stock is always 99 to 100 per cent perfect and complete.

## GENERAL PHONOGRAPH CORPORATION

*New York Distributing Division*

15-17 West 18th Street

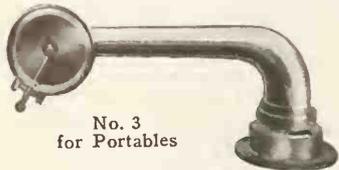
New York City

# BRASS Tone Arm Complete for Miniature Outfit 60c

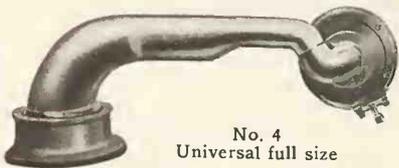
(Not illustrated)

Also Tone Arms and Reproducers for PORTABLES

At Attractive Prices



No. 3  
for Portables



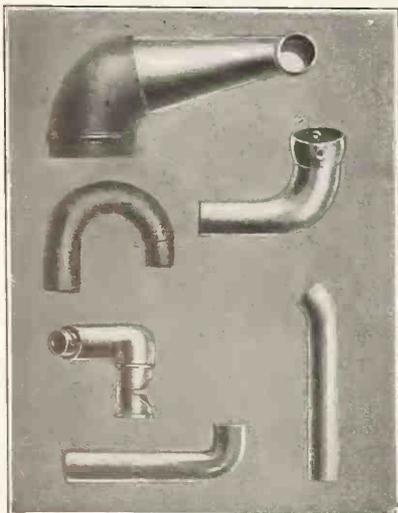
No. 4  
Universal full size



No. 5  
High Class Perfect  
Universal

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

In Small or Large Quantities



GLOBE ART MFG. CO.

"Specialists in Plating and Finishing"

75-77 Winthrop St. Newark, N. J.

## Milwaukee Trade Activities

(Continued from page 81)

"Maybe it is not so noticeable because of Summer coming on, but conditions are better generally." Mr. Lovejoy stated that the demand for straight phonographs and Radiola combinations remained about the same, but there has been an improvement in the demand for portables. He states that portables are showing more activity than they did a year ago, due to the fact that dealers are taking more interest in them and are pushing them. Brunswick records have also been moving very well.

Mr. Lovejoy was in Fond du Lac, Wis., May 21, for the funeral of E. R. Sweeney, who covered southern Wisconsin and northern Illinois territory for Brunswick during the past year. Mr. Sweeney died very suddenly while in Illinois.

### Successful Sonora Sales Drives

"Sonoras have been moving very well," reported Fred E. Yahr, of Yahr & Lange, wholesalers for Sonora in Wisconsin and Michigan. "Since the reductions were offered April 17, we have sold a great many instruments, and special sales held by various dealers have gone over very well. Practically all of the less expensive models have been disposed of, and we are now working on our De Luxe and period models." Sonora portables are also very active, according to Mr. Yahr, and orders are already coming in for the new Sonora receiving set. The first sample of this set has been received at Yahr & Lange, where it is arousing considerable interest.

G. K. Purdy, who has been connected with the sales department of the Waltham Piano Co. for the past five years, is now manager of the music department of Yahr & Lange, succeeding E. Gessert.

Ray Reilly, district sales manager for Sonora in Wisconsin, Michigan and Illinois, has made several visits to Milwaukee recently.

### Fair Columbia Business

"Machine business during May was only fair," said Walter E. Pugh, Columbia representative in Wisconsin, upper Michigan and part of Illinois. "Portable business was very good, however. Record sales were above normal, and sales of foreign records, which is a sizable part of the Columbia record business, continue to be very good."

### Radio and the Farmers

Radio is of benefit to the farmer in other ways than providing him with weather reports, market information and other information connected with farming, according to B. B. Jones, of the Wisconsin department of markets, Madison, Wis. He states that radio is helping to keep young men and women on the farm as they are able to get the entertainment which they seek in the city. Mr. Jones stated that 10 per cent of Wisconsin farmers own radio sets, and that one-fifth of those who are not owners have announced their intention of purchasing a set in the near future. Wisconsin maintains its own station at Stevens Point, Wis., WLBL, for

broadcasting agricultural information of special interest to this State.

L. A. McDowell, S. M. Rood and Edgar Rundell have signed incorporation papers for the Distone Radio Co., of Racine, Wis.

The Meyer-Seeger Music Store at New London, Wis., has been discontinued, and the stock has been moved to the store operated by the firm in Appleton, Wis.

### Plans Sales Conference

Mr. Goldsmith is making plans for a Victor sales conference for all dealers in this territory, to be held for two days in September. According to his present plans, factory representatives will meet with all dealers in the territory of the Badger Talking Machine Co.

## Eagle Radio Production Continues at Top Speed

### Character of the Merchandise and Distribution Methods Responsible for Continued Demand

The Eagle Radio Co., 16 Boyden place, Newark, N. J., manufacturer of the well-known Eagle neutrodyne set, has continued its pro-



### Eagle Neutrodyne Shipment Starts West

duction at practically full capacity during what has been considered an inactive period. Albert Ayers, sales manager of the company, states that the main reason for the continued demand for Eagle receivers has been the cooperation of both distributors and dealers. This interest on the part of the trade outlets has been assured through the high character of the merchandise, methods of distribution and the standardized retail prices and discounts.

Herewith is shown a carload shipment of Eagle neutrodynes consigned to Schwabacher-Frey, of San Francisco, Cal., the shipment leaving the Eagle factory early in May. This Pacific Coast outlet is only one of many Eagle distributors who have found a constant demand for Eagle instruments.

## Graf Bros. Open Store

OLEAN, N. Y., June 9.—A new music store was recently opened at 126 West State street by the Graf brothers, who formerly operated a store at Punxsutawney, Pa. Both George and Joseph Graf are accomplished musicians and have had many years experience in the retailing of musical instruments. They manage an orchestra which is now touring the country. A complete line of instruments is carried.



## ADD-A-TONE

The **ADD-A-TONE** stands for highest quality in tone reproduction.

A portable is no better than its sound box. Protect your customers. Specify **ADD-A-TONE** for your portable.

**UNIQUE REPRODUCTION CO., Inc.**

32 UNION SQUARE, N. Y.

# Third Annual Congress of Music Master Corp. in Quaker City a Marked Success

Important Announcement Relative to New Distributor and Dealer Agreement, Interesting Addresses and Display of Entire Music Master Line Feature the Event—Meeting Opened by Walter L. Eckhardt, President of Company—Banquet and Entertainment

The much-looked-forward-to radio congress under the auspices of the Music Master Corp., Philadelphia, Pa., was held on Thursday, May 28, at the Bellevue-Stratford Hotel. The plans for this gathering were extensive and it is interesting to note that the affair surpassed all expectations in its magnitude, its enthusiasm and in the general interest displayed by Music Master distributors and dealers.

### Walter L. Eckhardt Opened the Meeting

The morning session, held in the Green Room

At the same time Mr. Eckhardt announced that H. N. McMenimen, who has been closely associated with Mr. Eckhardt for many years, would become field sales manager.

### New Distributor and Dealer Agreement

Mr. Eckhardt also announced an important development in the merchandising plans of the organization. These plans dealt specifically with the distribution of Music Master merchandise. There was then introduced the new Music Master distributor and registered dealer

the agreement. The next point covers territorial allotment and the distributor agrees not to appoint another Music Master dealer within an agreed area from the place of business and refer to the dealer all retail orders and inquiries within a specified distance.

Furthermore, the distributor agrees not to sell Music Master radio products to any person, firm or corporation except upon the execution of the dealer franchise agreement, and also agrees, unless also engaged in retail business, not to retail Music Master products at any price.

The dealer agrees to maintain a store or place of business suitable for the quality of the line carried and also to keep an adequate stock on hand and to push the sale of this stock to the best of his ability. He also agrees to maintain an adequate and efficient service department



Banquet Tendered by the Music Master Corp. to Its Distributors and Dealers at the Bellevue-Stratford Hotel

of the hotel, was for jobbers only. Promptly at the appointed hour Walter L. Eckhardt, president of the company, opened the meeting with a cordial address of welcome to the distributors. Mr. Eckhardt then sounded the keynote of the convention in his remarks, touched interestingly on the past of the Music Master Corp. and outlined the great plans of this corporation for the future.

At this point Mr. Eckhardt made an announcement of particular interest, in the appointment of Fred T. Williams, formerly in charge of the Chicago office of the corporation, to the important post of general sales manager.

agreement which each distributor and dealer will be asked to sign as the basis of his Music Master franchise. The agreement contains many points of strong protection to both the distributor and dealer and makes the Music Master franchise particularly valuable.

### Provisions of New Franchise

Among the many points specified is that the distributor agrees to sell Music Master radio products to the dealer at the trade discounts authorized and recommended from time to time by the Music Master Corp. and that no other dealer will be sold any of said products at a greater discount than to the dealer named in

covering installation, repairs, replacements and intelligent advice and assistance to owners. He agrees not to supply Music Master merchandise for the purpose of resale by others. It is agreed that the advertising of Music Master products shall be conducted and maintained at all times in a manner in accordance with the good reputation of the line. There are several other points covering financial arrangements.

This agreement covers the term of 1925-1926 and is deemed to expire by lapse of time on the 30th day of June, 1926, but, of course, may be renewed by mutual consent. Accompanying the

(Continued on page 86)

**PROTECT YOUR RECORDS BY USING  
THE ORIGINAL TEN TIME NEEDLE**  
(EACH NEEDLE GUARANTEED TO PLATE TEN RECORDS ON ANY PHONOGRAPH)



**WALL-KANE NEEDLES**

PRICE  
15¢ U.S.A.  
20¢ CANADA



**WALL-KANE 50**  
EXTRA LOUD



**WALL-KANE 50**  
MEDIUM



**WALL-KANE 50**  
LOUD

MADE IN U.S.A.

## 150% PROFIT

# on WALL-KANE NEEDLES

The only needle recognized as the original 10-record needle, established for over ten years, put up in handsome displays that sell themselves.

**WALL-KANE NEEDLE MANUFACTURING CO., Inc.**  
3922 14th Avenue Brooklyn, N. Y.

Special prices on  
**JAZZ, CONCERT and PETMECKY NEEDLES**

The New Display Case Holding 100 Packages Assorted



# They ALL Want

## Indoors—Outdoors—A Double Market!

### THERE'S NO LIMIT TO SUMMER BUSINESS

Summer's the time when a live dealer can turn his portable phonograph business from that of an accessory into a first-class selling proposition almost without limit.

There's a lull in radio; there's a lull in cabinets; but the Carryola Master is filling this hot weather gap for the dealers who are awake to its possibilities.

There's a double market, too—indoors *and* outdoors. Homes, apartments, clubs, the all-year-round customers, plus the Summer vacationists—all prospective buyers.

And—a big point—every purchaser means a new customer for records, needles, etc., a new name on the dealer's books.

### THE PORTABLE THAT GETS THE BUSINESS

The Carryola Master is just the portable to capture that market. Attractive, substantial, yet light and easy to carry; perfect in tone and performance, it is its own best salesman. And

it sells at the *right price*, a price that puts it within the reach of everyone.

It is the only portable with the well-known Add-A-Tone Reproducer, greatly increasing volume and giving a wonderfully clear tone.

It is equipped with the famous Silent Motor, absolutely noiseless and guaranteed to play in excess of two records.

And it plays any make or size of record.

### EVERY ONE GUARANTEED

Finally, every Carryola Master is guaranteed, in writing, to satisfy absolutely and unconditionally—or, it may be returned within 10 days and every charge, even the return shipping expense, will be refunded.

Dress your window with our attractive window cards and streamers—furnished free on request—and watch Carryola sales climb. You'll be amazed. The Carryola will make it the biggest Summer you've ever experienced with portables. But—get on to it now, right away. Don't let the opportunity slip by. Write your jobber today.

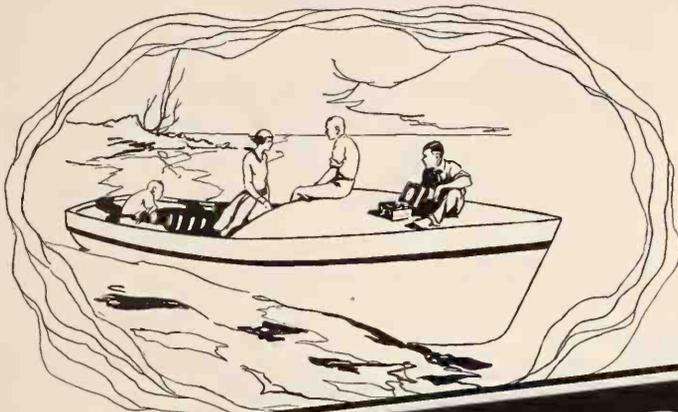
# The

THE CARRYOLA COMPANY  
OF AMERICA

647 Clinton St.

Milwaukee, Wis.

# CARRYOLA



# the CARRYOLA

**Orth Music Co.**  
 PHONES, PHONOGRAPHS AND RADIO  
 204 GRAND AVENUE  
 MILWAUKEE, WIS.

MILWAUKEE, WIS. May 29th, 1925.

Gargola Company of America,  
 647 Illinois Street,  
 Milwaukee, Wis.

Gentlemen:-

On May 31st we made a full window display of your Carryola Master portable. This window was continued for one week with the following results:

**First.** Direct sales of eighty-seven Carryola portables, eighty percent of which were cash sales.

**Second.** Sale of two console models to customers who first required for portables.

**Third.** Sales of an average of six records to each purchaser of a "Master" or a total of about 325 records.

No have handled the Carryola Master portable since they were first put on the market about a year ago. Our sale of three one run about 800 machines in the year and we expect to at least double this figure this year.

Comments from customers on the "Master" have been practically all and we are very much pleased with results to date.

We have built portable phonographs to be a very considerable portion of our business and in view of present general conditions, this increased business is very gratifying.

Very truly yours,  
 ORTH MUSIC CO.  
 President.

This dealer will sell 1,000 Carryola Masters this year. Are you doing as well?



15 x 12 x 8 inches.  
 Weighs 27 pounds.  
 Room in cover for 15 records. Finished in Dupont Fabrikoid with nicked fittings.

**Retail Price**  
**\$ 25<sup>00</sup>—**  
**In the Far West and South**  
**\$ 27**

# MASTER

Third Radio Congress of Music Master Corp. a Success—(Continued from page 83)

signing of the dealer agreement by the Music Master Corp. is a special distributors' report and when finally accepted by the parent concern there is issued to the dealer a registered dealers' certificate.

That this agreement will be popular with the Music Master distributors and dealers is proved by the large number of agreements signed during the day and the fact that although the congress was in no manner a commercial affair over \$15,000,000 worth of orders for the coming season were placed in the hands of the Music Master Corp. during the day.

Interesting Addresses

Following Mr. Eckhardt's address, J. H. Cross, president of the J. H. Cross Advertising Agency, addressed the Music Master distributors upon the subject of publicity and quotas. Mr. Cross had with him a wealth of facts and figures that were well destined to be of much value to those present and displayed a number of charts visualizing these figures. C. T. Miller, vice-president of the agency, also spoke.

At the close of the morning session all adjourned to the Clover Room where an elaborate luncheon was served and a general get-together feeling was engendered.

The afternoon session was for dealers and jobbers and was held in the large ballroom of the hotel. President Eckhardt again delivered an address of welcome, this time to the dealers, which was followed by an interesting talk on "Merchandising," by William Nelson Taft, editor of the Retail Ledger. Marc Max, well known throughout the talking machine industry as musical merchandise manager of Gimbel Bros., then spoke on "Merchandising Your Own Organization," which was followed by a talk on "Retailing" and "Radio in the Home."

Music Master Line Demonstrated

A particularly interesting part of the program then took place in the discussion and demonstration of the new Music Master line. The following members of the Music Master Corp. each took up in turn the particular subject upon which he was an authority, as follows: N. D. Sturges, of the battery division—Batteries; E. B. Myers, research engineer of the tube division—Tubes; W. E. Steinback, set division—Model 60; Arno Zillger, chief engineer, Models 100, 250 and 350; Robert Monpere, set division—Model 175.

President Eckhardt then outlined to the deal-

ers the Music Master policy along the same lines as previously announced to the distributors in the morning and H. N. McMenimen, of the dealer contract department, then addressed an inspiring and helpful message to Music Master dealers. An intensive Music Master advertising campaign was thoroughly outlined to the dealers and distributors by both John H. Cross, president, and C. T. Miller, vice-president of the J. H. Cross Advertising Agency, agents for the Music Master Corp. A startling announcement was made that Music Master publicity for the coming year would pass the million dollar mark.

Entire Line Displayed

On all sides of the ballroom was displayed the new Music Master line which constituted its initial display. The new Music Master sets from the popular price model type 60 through to the magnificent type 350 were to be seen, examined and demonstrated. There are six models in the line, type Nos. 60, 100, 175, 215, 250 and 350. The complete line of Music Master radio reproducers was placed in an attractive setting. The first appearance of the Music Master tubes in their attractive containers created considerable interest, as did the full line of Music Master batteries. Music Master parts, including condensers, head sets, rheostats, potentiometers, porcelain sockets, phonograph attachments, phone plugs, loop antennas, transformers and dials were also to be seen.

Banquet and Entertainment

The evening was the occasion of the annual banquet in the grand ballroom of the Bellevue-Stratford. The affair was handled in an efficient manner from start to finish. It was entirely formal in its aspect and was attended by upwards of 500 guests. Following the serving of an elaborate menu and the opening overture by the Music Master Orchestra, under the direction of Albert Myers, President Eckhardt again arose and welcomed his guests, reviewing the affairs of the day which had already both times proved that the third radio congress of the Music Master Corp. even surpassed the remarkable accomplishments of earlier efforts. Then followed a well-selected program which lasted well past midnight and which was broadcast in its entirety from station WIP operated by Gimbel Bros., Philadelphia. An exceptional number of prominent speakers were present and addressed the Music Master guests. Among them were R. Arthur Bittong, analyst;

M. C. Brush, president, American International Co., and vice-president Music Master Corp.; Dr. C. Francis Jenkins, scientist, Jenkins Laboratories, Washington, D. C.; Hon. John M. Patterson, Swagar Sherley, chairman, Appropriations Committee of the U. S. and Director of Finance of Railroads during the World War; William T. Smith, vice-president, William A. Harriman & Co.; H. C. Spillman, Maj.-Gen. Geo. O. Squier, U. S. A., retired; Hon. William Fletcher Stites, and E. Cattell, well-known after-dinner speaker. Interspersed between the speeches was a musical program of exceptional merit. Ernest Hare and Billy Jones, the "Happiness Boys," were present and Henry Burr, none of whom used any introduction to the talking machine trade. Andrew Stanton, baritone, and others also entertained.

Walter L. Eckhardt again proved his remarkable ability as a host and in giving credit for the success of the affair a very large proportion is due M. J. Eckhardt, son of the president of the company, and on whose shoulders rested the planning and carrying out of the day's program. Every member of the staff of the Music Master organization was present and doing his specific task toward helping every guest to make the congress a helpful affair.

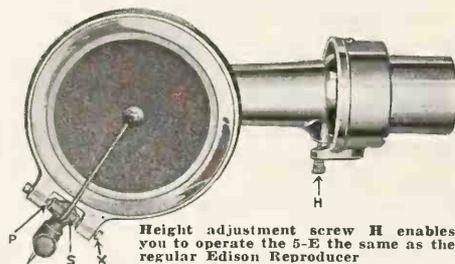
Those Present at Banquet

The banquet seating list included the following names:

- Sidney Aaronberg, Edw. W. Abbott, H. Abrahamson, Ned Afrine, D. D. Akers, Geo. P. Allen, Harvey B. Allen, H. E. Allmang, Walter A. Almy, Cyrus N. Anderson, Laurence Appleton, A. L. Arenberg, M. E. Arnold, Harry A. Arthur, J. Arthurs, Bert L. Atwater, R. E. Bachan, O. A. Bachus, Herbert J. Baily, Melville G. Baker, J. Ballen, Frank Banter, T. L. Barker, T. W. Barnhill, Benjamin Barron, M. C. Bartlett, Theo. Bass, C. Beecroft, Wm. J. Bender, Jr., Arthur Berrodin, Frank X. Berrodin, C. B. Griscorn Bettle, Edward J. Biel, Wm. Biel, Albert M. Blackman, H. Blish, Jr., Arthur Block, Wm. Boardman, R. H. Bohler, Wm. S. Boice, D. A. Bolard, D.D.S., H. Bonfig, Edw. A. Boon, Samuel G. Bowen, E. S. Bowman, W. C. Boyer, L. I. Bridegam, W. E. Bridegam, Albert C. Brown, Champ. C. Brown, Fred'k A. Brown, Henry C. Brown, C. F. Bryston, M. C. Brush, R. H. Caldwell, E. D. Cameron, F. Capps, E. B. Carp, Irvin G. Caspar, Jr., J. Cass, Phillip Cass, J. Harker Chadwick, E. P. Chalfont, F. B. Chambers, Dr. John P. Chapman, David D. Chrisman, W. K. Clifford, Dr. Cohen, I. Son Cohen; H. Coleman, Eugene B. Connolly, John Cepahs Conway, S. J. Cooper, Mr. Coulston, J. H. Cross, J. Curtin, Geo. Danjunas, Earl G. Dare, A. Davega, Edw. A. Davies, Geo. B. Davis, Homer C. Davis, G. Diamond, Frank K. Dolbeer, J. R. Donnelly, F. Dorian, H. C. Doyle, William Dubilier, Carroll D. Easley, Mr. Ebert, H. H. Eby, M. J. Eckhardt, W. L. Eckhardt, Jr., W. C. Edsall, M. Eisenberg, F. R. Elliott, John Empfield, Mr. Enderwood, John W. English, E. Ensley, Nat Epstein, A. C. Erisman, Hugh C. Ernst, Richard P. H. Ertel, Frank G. Evans, Geo. L. Evans, Chas. Fay, W. Feaster, Jos. Feldman, Nate Feldstern, Anthony G. Felix, Roger H. Felton, Herbert Fink, I. Finkelman, Jacob Finkelman, Edw. W. Fishburn, Geo. L. Fisher, Wm. S. Fithian, Jos. G. Fitzsimmons, B. R. Forster, Harry Fox, G. W. Foxhill, Thos. R. Frazer, Jesse Froelich, Gilbert L. Fuller, Rutherford Fullerton, W. W. Gambill, Jr., Chas. K. Garrison, Ralph C. Gibson, M. O. Giles, J. W. Gillies, Richard Gimbel, B. Ginsburg, Martin A. Goetz, William Goetz, John Goldberg, Jack Goldenberg, M. E. Galdensky, David Goldman, Henry Goldman, J. Goldstein, Chas. Gomprecht, G. R. Gould, E. G. Griffith, W. E. Grimm, Harry C. Grove, J. Ralph Grube, J. W. Guibord, R. H. Guibord, Dr. Benj. Gunner, Herman Guoth, Ben Gushner, Fred Hager, H. R. Hall, Myers F. Hall, C. W. Hammond, B. M. Hamp, Holm Hanson, Ernest Hare, Thomas

(Continued on page 88)

For Playing All Needle Records on the Edison Diamond Disc



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

NICKEL **ORO-TONE No. 5-E** GOLD OR OXIDIZED  
**\$6.00** Usual Discounts to Dealers **\$7.50**

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

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

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

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

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

The Oro-Tone Co.

1000-1010 George Street Chicago, U. S. A.

# Silent Motor Quality

*Read this Remarkable Letter from the*

LARGEST MANUFACTURER OF PORTABLES

# —the CARRYOLA

ORTON L. PRIME, PRESIDENT

D. T. ALLEN, VICE-PRESIDENT

H. G. WILD, SECRETARY & TREASURER

## THE PRIME MANUFACTURING CO.

MILWAUKEE, WIS.

GENERAL OFFICES: 653 CLINTON ST.  
FOUNDRY AND WORKS: CLINTON AND MITCHELL STS.

May  
27th  
1925

Silent Motor Corporation  
325 Dean Street  
Brooklyn New York

Attention: Mr. F. A. Slocum

Gentlemen:

We are enclosing our order No. 7407-B covering our requirements for portable motors for our production period beginning June 1st.

In placing this order it has just come to my notice that our original order was given you about a year ago this time, and we want to take this occasion to thank you for your excellent service and co-operation in every way.

You will note that in the large quantities of motors we have received the rejections have been practically negligible, and if your service and merchandise is as satisfactory during the coming year as it has been in the past you can be assured we will require a greatly increased number of these motors.

Inasmuch as our enclosed order calls for a considerably increased schedule of delivery we ask that you advise us by return mail if there is any reason why you cannot meet these delivery specifications.

Yours very truly,

THE PRIME MANUFACTURING COMPANY



D. T. Allen  
Vice-President.

DTA  
PJH  
ENC

## THE SILENT MOTOR CORPORATION

321-323-325 DEAN STREET

BROOKLYN, NEW YORK

## Annual Music Master Radio Congress a Marked Success

(Continued from page 86)

J. Hare, W. H. Harries, E. R. Harriman, J. H. Hartman, Harry L. Hawkins, Norman T. Hayes, Mr. Heidelberg, Otto Heineman, Geo. Hemmerle, A. L. Hendricks, Louis Herbach, Walter G. Herbert, J. B. Hersker, Thos. Hewins, H. B. Heyburn, J. C. Heyman, Roy Heyman, A. C. Higgins, Robert Himmcl, Mr. Hipple, Harry B. Hirsh, W. Holland, C. J. Hopkins, Chas. W. Hopkins, S. F. Hopkins, Jr., Gustav Horwitz, A. U. Howard, E. V. Hughes, Russell Hunting, R. E. Hunting, M. A. Hutchinson, G. W. Huver, Maurice Imber, Mr. Irvin, Herman Isaac, Harry Frank Ives, Raymond Jenkins, Chalmers C. Johnson, A. H. Johnston, Claude L. Johnston, Billy Jones, Clayton Jones, Mr. Kanter, E. R. Keene, Geo. W. Kellmer, N. B. Kelly, Geo. L. Kessler, Paul B. Klugh, Wm. A. Koch, Harry Kohler, E. J. Lafferty, A. W. Landay, Maurice Landay, Max Landay, J. Laffer, Geo. N. Leiper, Nate Leipsiger, A. Levy, Wm. Mayard Levy, T. H. Lewis, L. Lichtenstein, Mayer Lichtenstein, C. F. Limroth, Herman Linde, Walter Linton, Chas. Lipshutz, E. J. Looan, C. C. Lord, J. A. Loughran, W. W. Luce, Bert Lybrand, Arthur H. Lynch, J. S. MacDonald, W. F. MacDonald, M. B. McCullough, J. E. McCusker, L. R. McDowell, J. W. McGary, H. D. McGavock, Wm. L. McHugh, T. F. McIntyre, H. N. McMenimen, Mr. Macomber, E. R. Mahlman, Clifford Malliet, M. L. Margolin, I. S. Margolis, Van N. Marker, Edward Marne, L. L. Martel, Ralph D. Martino, Jules Mastbaum, M. Malcomb Mason, Major Mauborgne, H. Maurer, Mark Max, Gustav Mayer, John H. Mensel, Edw. L. Meyers, Edward Middleton, C. T. Miller, Earl Miller, Walter P. Miller, Newton B. Misell, D. P. Mitchell, Robert Monpere, Harry Montague, C. W. Moore, L. P. Morsbach, A. Muncey, B. J. Munchweiler, J. F. Murphy, Chas. F. Murray, Tom Murray, B. F. Myers, B. M. Myers, R. J. Myers, H. E. Neal, Henry M. Neeley, Wayne M. Nelson, I. C. Newbury, Edmund Normile, T. O'Gara, Fred P. Oliver, W. Oppenheimer, Roland C. Ottinger, W. L. Owens, A. F. Parkhurst, A. J. Parsons, Sam Passon, M. Peck, W. R. Perkinson, N. Peterson, W. F. Peterson, S. J. Phillips, W. G. Pierce, C. D. Pilkington, A. Polis, M. Polis, H. A. Pope, Leo Potter, Mr. Pratt, Albert Rappfogel, Jas. Reed, Bernard Reichman, E. H. Reif, Harry B. Reinhart, L. J. Reynolds, Jack

Roberts, Lawrence Root, Raymond Rosen, Lessing I. Rosenwald, L. M. Ross, Mr. Roswell, R. Ruch, Isadore Rudolf, G. W. Ryan, Wm. A. Sachs, Earl S. Sager, Wm. L. Sayre, Herman Schaffer, L. G. Scherlis, Louis A. Schneyer, Harold M. Schwab, H. Schwalbe, Paul Schwartzkopf, G. D. Shewell, Jr., G. D. Shewell, Sr., R. Shields, S. Charles Simon, J. S. Simpson, Jas. W. Simpson, Max M. Sladkin, Sigmund M. Sladkin, Gordon C. Sleeper, E. W. Smith, Frank Smith, Herman A. Smith, H. O. Smith, Rayburn C. Smith, Ray M. Smith, Geo. B. Smithe-man, Harry S. Somers, Louis Sorkin, G. F. Spangler, Mr. Spector, Lloyd L. Spencer, H. C. Spillman, M. G. Spiro, P. Spiro, Benj. Stambler, Andrew Stanton, W. I. Stauffer, F. Steinmetz, F. E. Stern, Albert Sternberger, Fletcher Stites, Wm. Stokinger, Harry J. Stone, N. D. Sturges, Mr. Sussman, William Nelson Taft, John H. Tegler, Carney Tesmajian, Theodore Telson, Mr. Thomsen, M. H. Tickell, H. C. Tily, 2d, J. S. Timmons, Samuel S. Torrisi, Wm. P. Tracy, J. Treegoob, Ernest T. Trigg, David M. Trilling, A. A. Trostler, Mr. Trube, Ed. F. Turner, Earl W. Twitchell, S. J. Twitchell, George Tyler, Nelson Vandergrift, Chas. M. VanNote, Conrad Valguernara, Mr. Vogt, Sidney Vorzmer, Mr. Wagner, Jr., C. M. Ware, Bowden Washington, Mr. Watson, C. D. Weeks, John B. Weeks, R. L. Weldy, Joe Weller, M. B. West, Leslie C. Weswell, Herbert W. Weyman, A. C. Weymann, Roy A. Whipple, E. S. White, James G. Widener, Mr. Wiggins, E. Leon Williams, Fred Williams, H. D. Williams and Co.; J. A. Williams, H. B. Wilson, J. R. Wilson, Robert A. Wilson, S. L. Wingate, Fred Winthrop, Morris Winthrop, W. B. Winstock, J. Wirtshafter, P. Wirtshafter, Lee L. Wissler, Clarence Wolf, Edwin Wolf, Morris Wolf, H. Woods, Harold Wrape, G. F. Wurtle, Maurice L. Wurzel, Alfred L. Young, Herbert Young, Cal. Zamoiski, Joe Zamoiski, F. W. Zercher, A. Zillger, Franz Zirkilton, Jr.

George Hamilton Green, well-known xylophonist and Columbia artist, recently made a Columbia record of "A Little Love, a Little Kiss" and "At Dawning," playing the Vibraphone, a new instrument that has a haunting, plaintive tone that makes the record one of unusual appeal.

## Broadway Stars Now Exclusive Columbia Artists

Willie Howard of "Sky High" and Alexander Gray of "Tell Me More" Sing Song Hits of These Productions for Columbia

In line with its policy of recording the latest song hits of the leading Broadway musical shows, the Columbia Phonograph Co., Inc., recently secured the exclusive recording services of two of the brightest stars in current successful musical comedy productions, William Howard, star of "Sky High," and Alexander Gray, featured



Wm. Howard

artist of "Tell Me More." Willie Howard, who for many years was known from coast to coast as a member of the comedy team of Eugene and Willie Howard, is this season featured alone in "Sky High." His first recordings, "Let It Rain" and "Barber of Seville," released June 10, are the hits of the play, which is drawing capacity crowds to the Winter Garden nightly.

Alexander Gray, baritone, while not as well known as Mr. Howard, has attracted considerable attention this season by his fine work in "Tell Me More." It was quite by accident that this artist came into the musical field. While singing at an informal concert aboard ship, returning from Europe, Mr. Gray's voice attracted the attention of Louise Homer, who interested herself in its possibilities and influenced him to develop his talent. Mr. Gray's first record bears the hits of the show, "Three Times a Day" and "Tell Me More."

## Wrapping Protection for Valley Forge Springs

The new idea in wrapping Valley Forge main springs, instigated by the J. A. Fischer Co., Philadelphia, Pa., has proved popular with the trade. Valley Forge Springs are now wrapped in "Mocolene," a protective wrapping.

The J. A. Fischer Co. reports not only Valley Forge main springs but its entire line of talking machine repair material is moving nicely, and that a number of new distributors selected in strategic points have been appointed.

Irvin R. Epstan, of the J. A. Fischer Co., recently returned from a business trip. This was one of Mr. Epstan's initial trips in the territory in the interest of the new line.

## New Gennett Record Stars

The Harrington Sisters, musical comedy favorites, who recently appeared on Broadway, have made their first talking machine record for the Gennett record catalog, singing in true harmony style "Learning" and "I've Named My Pillow After You." This record will be released to the trade shortly.

Do Not Overlook  
These

Special  
Features!



The New UNIVERSAL Portable

WILL PLAY 10 OR 12 INCH RECORDS WITH COVER CLOSED.  
NO TONE-ARM TO REMOVE.

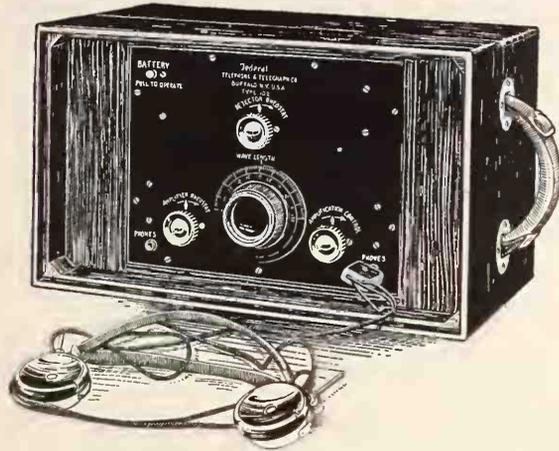
Here's a FIFTY dollar value that will pep your profits on portables this season. Strong Karatol leather covered case. Motor board, top and bottom, 3-ply veneer covered. Locked corners with heavy leather protectors. Trimmings all heavily nickel plated. Record album for 12 records. Non-spill needle cup. Finest and most durable double-spring motor, easy winding, plays 3 records without rewinding. Universal tone arm plays all makes of records. Size 12x15x7½ inches—weight 14 pounds. All in all, the NEW UNIVERSAL is the best portable on the market.  
Send for Bulletin of Musical Merchandise

UNIVERSAL NOVELTY DISTRIBUTORS  
1658 Broadway  
New York City

Price  
\$15<sup>00</sup>

F. O. B.  
New York

# The Portable Radio is Now Your Summer Business Medium



## The Federal Portable Receiving Set No. 102

is a four-tube set specially designed to meet the Summer demand for a radio set combining the perfect receptive powers of the standard Federal Receiver and the convenience and simplicity of the portable.

Our purchase of the entire supply of the nationally advertised sets of the Federal Telephone Manufacturing Corporation makes this offer possible.

**Now only** **\$ 30** **Retail Price \$50**  
Including Federal Double Headphones and Plug

The TYPE 102 SPECIAL RECEIVER is extremely compact and may be easily transported. All necessary dry cells for "A" and "B" battery may be enclosed in the cabinet and, when completely equipped with the tubes, head set and batteries, for transportation, it weighs but thirty-five pounds.

The head set and plug are carried on the back of a removable cover which protects the instrument panel when the set is not in use.

With the front cover and sturdy leather carrying handle re-

moved, it is as much a suitable part of the music room as of the hunting lodge; as suited to the city home as to the summer cottage at the seashore or in the country. The cabinet is beautifully finished in mahogany, presenting a most pleasing appearance.

### DIMENSIONS

CABINET—Height, 10¾ inches; width, 13¾ inches; depth 10¾ inches

PANEL—Height, 8¾ inches; width, 11½ inches.  
Transportation weight, 35 lbs.



**Sell  
the  
Federal  
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### Guarantee

We hereby guarantee Federal Standard Radio Products to be free from all mechanical and electrical defects, and to function properly when installed in accordance with our authorized directions and we agree to replace, at our expense, any unit or part which may prove defective.

*Emerson Radio and Phonograph Corporation*

307-309 Sixth Avenue

New York, N. Y.

## Victor Co. Announces Plans for Radiola Installation in Victor Talking Machines

Important Arrangements Announced at Meeting of Radio Corp. of America and Victor Co. Officials Provide for the Radiola Super-Heterodyne in Combination With the Victrola

The talking machine trade throughout the country has already been made aware through daily newspaper stories of the announcement of the Victor Talking Machine Co. on May 19, to the effect that that company had contracted with the Radio Corp. of America to install Radiola super-heterodyne radio receiving units in Victrola machines, promising shipments of the new combination in the Fall.

The importance of the announcement was evidenced by the interest shown by the newspapers who regarded the completion of the new arrangement as a matter of general public interest. There had been for months a flood of rumors concerning what the Victor Co. was going to do and not going to do in the matter of entering the radio field, it being hinted that when announcement was forthcoming it would be of revolutionary character. The fact that the Victor Co. finally decided to install the RCA equipment, embodying such improvements as are promised in that direction affords recognition of the standing of the Radio Corporation's products in the radio field and at the same time gives to the Victor dealers throughout the country something definite on which to base their merchandising plans for the future.

### Executives Met at Dinner

The formal announcement of the new arrangements between the Victor Co. and the Radio Corporation was made at a dinner to the press at the Hotel Pennsylvania on May 19, attended by many notables in the radio field as well as a number of Victor Co. officials.

E. R. F. Johnson, vice-president of the Victor Co., and son of Eldridge R. Johnson, president, presided at the dinner and the guests included David Sarnoff, vice-president and general manager of the Radio Corp.; William Brown, vice-president; E. E. Bucher, general sales manager, and a number of other officials of the same company; E. T. Edwards, manager of the radio department, and Adam Stein, Jr., production manager of the radio department of the General Electric Co., and General Guy Tripp, chairman of the Board of the Westinghouse Electric & Engineering Co., together with E. H. Herr, president; H. P. Davis, vice-president, and E. B.

Mallory, manager of the radio department.

Among the Victor Co. officials present were W. J. Staats, treasurer; A. W. Atkinson, director of power building, etc.; E. E. Shumaker, general purchasing agent; C. G. Child and W. W. Clark, directors; Frank K. Dolbeer, sales manager; Ernest John, advertising manager; E. J. Dingley, assistant sales manager; and J. G. Paine, counsel for the company, who after a brief introduction by Mr. Johnson made the official announcement.

### Paine Speaks for Victor Co.

Mr. Paine said that by special arrangement and in collaboration with the Radio Corp. of America, the Victor Talking Machine Co., this Fall, will market Victrola instruments combined with the newest and most highly developed super-heterodyne receiving set which can be manufactured under the Radio Corp.'s patents.

"There are two services which the talking machine performs which radio does not," Mr. Paine continued. "Similarly there are services which radio performs and the talking machine does not. To take an obvious example, when one hears a remarkably fine performance through the phonograph he may repeat it as often as he pleases—the same artist, the same song, the same quality. One may hear the most excellent performances on the radio but he may never hear the same program again by the same artist under the same conditions. That is the part played by the talking machine.

"On the other hand a great speech, sermon or football game have their highest interest at the moment of their giving. That is the part radio plays."

Mr. Paine said that the Victor Co. plans to take a part in actual broadcasting. "It is not our intention to withhold great voices or great artists from the air," he said, "but this phase of the situation is not without difficulties. A first requisite is that artists will be willing to co-operate and co-operate at such compensation as may be commercially practicable."

### David Sarnoff's Statement for RCA

David Sarnoff, vice-president and general manager of the Radio Corp. of America, in speaking for his company, welcomed the Victor

Co. into the radio field and declared that there were two leading talking machine companies with their banners "now unfurled in the radio field." He said:

"The Radio Corp. of America welcomes into the radio industry another great factor of public service.

"While it is quite natural that we should be gratified that the Victor Talking Machine Co. has adopted the Radiola super-heterodyne for its combination talking-machine radio sets, the considerable extension of service to the public, which this contract assures is the phase of the matter that gives me the most satisfaction.

"Under this contract the Victor Talking Machine Co. will combine its notable achievements in the talking machine field with the Radiola sets developed by the Radio Corp. of America into a combination instrument for which a demand has already been created throughout the music trade.

"The entire public has respect for the experience and ability of the Victor Co. in the field of acoustics, and for its accomplishments in serving its customers.

"We are pleased with the association which adds another great channel through which radio will flow to the home. It will help stabilize the talking machine business and adjust it to the changes wrought by radio. It will lengthen the strides of radio itself. It will enable the public to select either the combination talking-machine and radio, from the music trades, or standard radio receiving sets now sold through the electrical channel of trade.

"That the Victor Talking Machine Co. plans to contribute as far as possible to the broadcasting service of the country is another factor of public congratulation.

"With the banners of two of the leading talking machine companies now unfurled in the radio field, with the great facilities at their command, with their established contacts with the American home, through many thousands of local dealers, and with the service that these companies are rendering and can render to broadcasting through their association with the great artists of the day, the solution of many of the problems in a new art and a new industry is brought measurably nearer."

General Guy Tripp, chairman of the board of the Westinghouse Co., also made a brief address along general lines during the course of the evening.

### No Change in Brunswick Status

Mr. Sarnoff stated to The World that the new contract with the Victor Co. would in no sense affect the arrangement entered into between the Radio Corporation and the Brunswick-Balke-Collender Co. a year or so ago, and that the Brunswick phonographs would continue to be equipped as heretofore with Radiola Super-Heterodyne receivers.

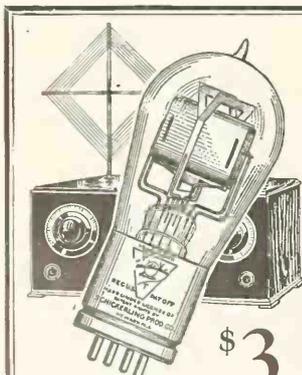
### B. E. Bensinger's Statement

Following the Victor announcement, President B. E. Bensinger, of the Brunswick-Balke-Collender Co., made the following statement in a letter to the company's dealers:

"The announcement by the Radio Corp. of America of their having consummated arrangements to sell to the Victor Talking Machine Co. Radiolas for use in the manufacture of combination instruments, is regarded by this company as having a most constructive influence on the radio and phonograph industries.

"The Victor Co. is to be congratulated in the wisdom displayed in selecting the Radiola, manufactured by the Radio Corp., which is unquestionably the best radio receiving set manufactured, and, by so doing, following the procedure adopted by this company one year ago, and the Radio Corp. is also to be complimented upon its having successfully completed negotiations with the Victor Co.

"This arrangement will in no wise affect the agreement between the Radio Corp. of America and the Brunswick-Balke-Collender Co., which will be supplied by the Radio Corp. with the same receiving sets as those contracted for by the Victor Co."



## Talk about popularity!

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

Write or wire today for dealers' terms

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Authorized Phonograph Distributor-Dealers

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

Mail orders filled from Newark factory or nearest branch office

## SCHICKERLING RADIO TUBES

With the Stabilizing Triangular Plates

This best seller retails at

MODEL S-4000

5 volt Standard Base, ¼ amp. Detector-amplifier with full, noise-free distortionless volume

All models sold with a

10 day written guarantee

OTHER MODELS

RETAIL AT

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Model S-200 Detector . . . \$3.00

Model S-700 Special Oscillator,

Detector, Amplifier and Power

Tube for all Multi-Tube sets . \$7.00

3 volt—1/10 amp. Miniature Base

Model S-600 Det. Ampl. . . \$3.00

5 volt—16/100 amp. Standard Base

Model S-1600 Det. Ampl. Osc. . \$4.00

3 to 4 volt—

8/100 amp. Miniature Base

Model S-8100 Det. Ampl. Osc. . \$4.00

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## Pooley-Atwater Kent Line Exhibited at Atwater Kent Distributors' Conclave

Pooley Co. Well Represented at Philadelphia Convention—Visitors Shown Through Large Plant of the Company—"Pooley Night" Made Enjoyable Affair for Visiting Delegates

PHILADELPHIA, PA., JUNE 1.—The radio sales department of the Pooley Co. of this city, manufacturer of radio cabinets equipped with Atwater Kent radio sets, was well represented upon the occasion of the Atwater Kent Convention of Distributors held at the Bellevue-Stratford Hotel on Tuesday, Wednesday, Thursday and Friday, May 26, 27, 28 and 29. A large proportion of these distributors are Pooley distributors as well.

On Tuesday afternoon the guests were taken to the large Pooley factory, where a tour of inspection of the manufacturing facilities was made. The remarkable woodworking equipment of this plant, plus the high quality of cabinet construction and finishing, excited much admiration.

The Pooley exhibit of its new Fall models at the Bellevue-Stratford attracted great interest among those present, as it constituted their initial showing. Pooley cabinets have been well and favorably known throughout the entire radio industry from its very beginning. The new models, therefore, which the Pooley Co. was offering for this Fall have been eagerly looked forward to by the trade. The Pooley table Model 1400 R-1, upon which may be set the cabinet models of the Atwater Kent line, has been on the market for only about a month, and was, therefore, new to many. Three new models of the Pooley radio cabinets were introduced. The 1320 R-2 is of the Stuart style and is finished in American walnut or English brown mahogany with special Oriental burl rosewood and walnut inlays. This is equipped with a five-tube Atwater Kent receiving set, Model 20, and has ample battery compartments and a built-in loud speaker, above the set. Model 1600 R-2 is somewhat smaller in height and has built-in loud speaker at the side of the set rather than above it. The receiving set used in this model is an Atwater Kent Model 20 compact, also a five tube set. The same battery space is provided and it has a Duo-tone finish. Models 1110 R-2 and 1120 R-2 are of the Stuart style, the first is equipped with a five-tube open Atwater Kent set, and the second Model 20 which is cabinet. All paneled Atwater Kent

receiving sets used in Pooley cabinets are placed on a special Pooley sliding panel, giving immediate access to tubes.

These new radio Pooley cabinets are valuable additions to the line and widen its scope to include practically everything desired in radio cabinets.

Of particular interest was the initial showing of the new Pooley radio-phonograph known as



New Pooley Radio-Phonograph 1500 R-3

model 1500 R-3 and which is shown herewith. The cabinet is Chinese Chippendale in duo-tone effect in American walnut or English brown mahogany. It is radio-equipped with the new Atwater Kent five-tube Model 20 compact receiving set, built-in Pooley floating horn with Atwater Kent reproducing unit. The phonograph equipment is Pooley, which needs no in-

roduction to the talking machine trade. It is installed within the horn itself. The 1500 R-3 is well destined to enable Pooley dealers to satisfactorily meet the demand for combination radio phonographs.

The exhibit attracted much attention and was the center of interested groups at all times.

"Pooley Night" was celebrated on Wednesday, May 27, at which time the delegates were the guests of the Pooley Co. for an evening's entertainment.

The affair opened with a dinner served in the South Gardens of the Bellevue-Stratford Hotel, after which all adjourned to the Broad Street Theatre to enjoy Olga Petrova's performance of "The Hurricane." The theatre party was a distinct success. However, the evening was still young, and upon returning to the hotel the guests found another bountiful repast awaiting them at a supper and dance in the South Gardens and Oak Rooms. Paper hats, balloons and noise-making devices served to add a carnival effect. About one o'clock in the morning a vaudeville performance was put on that would have done credit to many of the big-time houses in the circuit. The enjoyment of the entertainment by the guests throughout the entire evening was great and was visibly or rather orally manifested by the many cheers for Pooley which were heard.

President E. F. Pooley and B. R. Stauffer, treasurer and general manager of the Pooley Co., deserve no small credit for the great success of the affair. Both Mr. Pooley and Mr. Stauffer and their staff from Pooley headquarters were on hand at all times to greet their many guests and to look after their comfort and entertainment. As a result Pooley night, the Pooley exhibit, the Pooley factory and Pooley hospitality will long be remembered by those present.

### Atlas-Colonial Corp. Appoints New Distributor

The Atlas-Colonial Corp., Long Island City, N. Y., has appointed the Republic Radio Corp., Detroit, Mich., as a distributor for its products throughout the State of Michigan. The Republic Co. is one of the most active distributors in the State. It is a house of the highest reputation, and the Atlas-Colonial organization is enthusiastic over this new connection. This assures intensive representation for the Atlas radio reproducers and Colonial receiving sets in the territory covered by the Republic organization.

### Observe Davega Anniversary

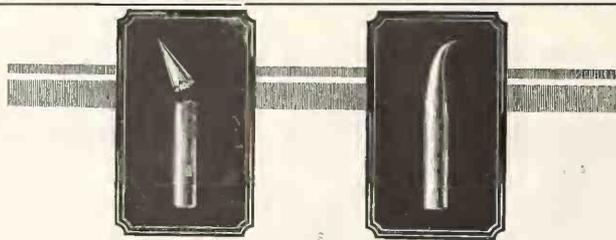
The forty-sixth anniversary of the house of Davega, Inc., New York City, was celebrated on Sunday, May 24, with an outing to Bear Mountain aboard a chartered boat of the Hudson River Day line. Approximately one hundred members of the firm and employees of the store gathered to celebrate the occasion and although the weather was too inclement to permit of the athletic contests which had been planned to take place, an enjoyable day was spent by those who participated.

### M. Englin New Gennett Artist

The Starr Piano Co. recently contracted for the exclusive recording services of Maureen Englin as a Gennett record star. Miss Englin's first records were released recently and include the following selections: "If You Hadn't Gone Away," "Oh, Heinrich," "We're Back Together Again" and "Banana Oil."

### In Bankruptcy

The Fishew & Waldman Music Stores, Inc., New York, which were recently placed in bankruptcy, filed a schedule of assets, giving them as \$40,252, consisting of accounts, stock and fixtures, as against liabilities of \$25,766.



A good needle breaks ~  
a bad one bends!

Here's an interesting little experiment for you to try. It will quickly show up the quality of the needles you are selling.

Take a phonograph needle, hold it tightly in the jaws of a pair of pliers and steadily press the point down hard on a piece of metal. If, when the pressure is sufficient, the needle bends at the point and sags in the middle, you will know that the needle is made of inferior, soft, low-carbon-content steel. If, under the same pressure, the needle suddenly snaps in two and shows an uneven or jagged break, you will

know that it is an Okeh or Truetone Needle, for that sudden, irregular break is the indication of the highest grade carbon steel used only in the manufacture of these famous needles—used exclusively because, in conjunction with other Okeh and Truetone manufacturing details, it insures perfect reproduction, elimination of surface noises and minimum wear on the record.

If the needles you are selling bend or sag under this pressure test, and you care anything about complete customer satisfaction, place your order now for

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Since 1915—Standard for All Sets  
 Types C301A, C299, C300, C11, C12  
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Patent Notice: Cunningham Tubes are covered by patents dated—2-18-12—12-30-13—10-23-17—10-23-17—and others issued and pending.

# Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note.—This is the fifty-first of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

## How the Dealer May Help

Some time ago one of the best-known of New York's weeklies, the famous Outlook, began the publication of a review, once each month, of new talking machine records and player-piano music-rolls. Shortly after the series opened, a letter to the editor was written by a man who inhabits a small town in Massachusetts. This gentleman said, in substance, that he was very much pleased to note the new departure and hoped that it would be kept up. He then went on to voice a polite criticism of the record manufacturers. He said that he was one of those "hayseeds" (his own words) who live far away from symphony concerts or from opera and who are convinced that even fair phonographic reproduction far surpasses anything which radio has yet given the world (I quote from memory, but it was almost exactly in these words), and who consequently are a bit impatient with the record makers for doling out their good music in snippets and fragments. He cited a number of instances of partial recordings of large works and wanted to know why, if it is worth while to publish half of a thing, it should not be worth while to publish all of it. And he felt convinced that if the record men would lead the way, thousands like him would buy!

### What the Family Thought

Now, all this pleased me very much, and I watched the Outlook's progress very closely in this matter. A few weeks later it was my pleasure to read a most fascinating article written by Lawrence F. Abbott, contributing editor to the paper and son of its founder, in which he was speaking of the experiences of the younger members of his family with some of the new complete recordings of big works, especially as made by the Columbia Phonograph Co. in its Masterworks Series. He went on to speak of how the young folks had thought it pretty tough stuff at first, but how they had come around until now, indeed, they were actually getting a kick out of the recording of Stravinsky's orchestral poem, the Fire Bird (Victor), which had bored them to death at first. He then went on to debate the question whether he should bring home to the family the Columbia recording of the first Brahms symphony or the same company's new edition of its César Franck symphony. The young folks wanted to know more about Brahms and the older ones more about César Franck. A good friend then came along and suggested getting both, saying that it would not be an expense but an investment.

### Encouraging the Editor

All this was so pleasing that I sat down and wrote to the editor of the magazine in these words which are reproduced herewith. The para-

graphs relating to the attitude of professional musicians towards records were prompted by a statement in one of the Outlook articles to the effect that a certain eminent professional musician objected to recorded music on the ground that it kept people away from concerts. Here is what I said:

"As one of the steadily growing class of music lovers who get most of their musical sustenance from the phonograph and player-piano I find it difficult to express adequately my delight in such discussions as this.

"For Mr. Abbott's own information I should like to tell him that if he has not already decided which of the two sets of Columbia records he really intends to buy—the Brahms Symphony or the Franck Symphony—he had better do as I did and give the Columbia people the price of both, for he will find the two of them so eminently worth while that he will never regret the investment.

"Perhaps it might interest some of your readers also to know that Brahms' Second Symphony in D has been produced complete by the English branch of the Victor Talking Machine Co., and doubtless will be brought out on this side of the water on Victor records very soon.

"The various talking machine and record manufacturers are taking upon themselves a very considerable responsibility in bringing out at very great expense and trouble these and other large works of artistic music, and naturally they will be very much disappointed if it finally turns out that the attitude of the intelligent buying public in this country is not enthusiastic enough to give them adequate support by buying the records. It is therefore extremely necessary for all of us who, like Mr. Abbott, and I am sure also many of your readers, intensely desire to have more and more of the finest music done for the phonograph, should raise our voices with all the power we have in praise of this high-minded policy and should not only buy as much of this music as we can but tell all of our friends about it. For this reason I hope that the reviews of phonograph records and player-piano rolls which appear from time to time in The Outlook will be continued.

"You are doing a great work for culture in America, and incidentally are assisting in the propagation of a very high-minded commercial policy on the part of the Victor and Columbia companies.

"As for Mr. Abbott's professional musical friend who does not like records and rolls because he thinks they destroy interest in fine performances he is hopelessly wrong. Professional musicians often are distinguished for this extraordinary narrowness of conception, which is quite akin to the attitude of mind which a century ago induced the machine-breaking riots in England. The attitude, in other words, of supposing that the multiplication of the means for hearing music will rob the orthodox musical performers of their audiences. Of course, the

truth of the matter is that the more the public knows about good music, no matter how it gets it, the more the public will be interested in musical art, which is simply another way of saying that if musicians want to have paying audiences at their recitals they must educate the public to the point of understanding and appreciating the sort of music they are playing.

"Anybody who knows anything about it knows perfectly well that the net result of fine recordings by makers of phonograph records and reproducing piano music rolls has been to increase rather than diminish public interest in concerts. It is only necessary to contrast the public of twenty years ago with the public of to-day to realize how true this is. Pray go on with the good work and believe me that there are many besides myself who think just as I do about it."

### Why This Is Reproduced Here

Now the object of all this is to put before merchants some facts which they are rather inclined generally to ignore, even if they have ever heard of their existence. The actual existence of a class of music lovers willing and anxious to get the best that there is in phonograph music, and not at all interested in the shadow of this or that fad, when they can have the solid substance, has always been known to those merchants who have actually run across these people. But for every one who takes the trouble to nose out his own stuff, to search for the music he wants and to insist on getting it, there are a thousand who will respond only if and when everything is put before them. In most lines of business it would be considered great stuff if it were known that there existed anywhere a genuine market waiting to be developed. It seems queer that in our business, the importance of a market is never considered until that market has developed itself and has begun to make vigorous signs of invitation.

Every talking machine store can be the mecca of the music lovers of a city, of a county or even of wider territory, if its proprietor will back up the manufacturers, will take a personal interest in the stock on his record shelves, and will make a personal effort to sell every man, woman and child who has the least streak of musical culture or of love for music. Musical possibilities, indeed! It is a case of musical powers, vast, incredibly wonderful powers, waiting to be profitably exploited.

## File Petition in Bankruptcy

A petition in bankruptcy was recently filed against Archie and Phoebe Smith, trading as Smith's Brunswick Shop, Jamaica, N. Y. Liabilities were listed at approximately \$1,000. William G. Gautier has been appointed receiver.

The Hinden Music & Sport Shop, New York, was recently incorporated at Albany, with a capital stock of \$10,000. The incorporators are I. Hinden, S. Forman and R. Goodman.



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The Standard Case for Talking  
Machines and Radio Sets

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## STYLUS BARS

Stylus Bar & Mfg. Co.

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# A Popular HOHNER Display That Sells Harmonicas!



**M**ORE than 300,000 merchants in every part of the country know the value and importance of featuring Hohner Harmonicas in their windows or on their counters.

These progressive dealers are the leaders in their fields, representing such important lines as drugs, hardware, sporting goods, toys and novelties, stationery, musical instruments and general merchandise. Yet regardless of the particular kind of merchandise they are selling, they have found that it pays to feature Hohner Harmonicas as a popular leader.

Hohner advertising and publicity in national magazines, newspapers, billboards, motion pictures, radio, school books and municipal contests are creating a tremendous demand for harmonicas among people of all ages in every village, town and city. Yet Hohner co-operation doesn't end there—it goes straight into the dealers' stores in the form of attractive counter cards, displays, window trims, instruction books and other dealer sales boosters.

The attractive collapsible display cabinet shown above is proving a popular sales booster among dealers everywhere. It comprises three trays of best seasoned wood, so ingeniously arranged and constructed as to permit the opening and closing of the cabinet in a few seconds. The cabinet is elaborately finished in rich mahogany, finely polished and lettered in gold.

When open, it presents an attractive display of the entire contents of 38 assorted harmonicas. When closed it resembles a handsome jewel case, occupies less than a square foot of space, and will enhance the appearance of your counter. But more important, it will *sell* harmonicas and net you a steady revenue of profit.

It will pay you to put this Hohner Display Cabinet on your counter and tie *your* store to Hohner advertising. *Write us today!*

**Order This Display Cabinet Today**  
 The No. 400 Hohner Collapsible Display Cabinet pictured above contains:  
 22 Harmonicas . . . retail at 50c  
 6 Harmonicas . . . retail at 60c  
 10 Harmonicas . . . retail at 75c  
 Total retail value \$22.10  
 Your Investment—\$14.75 for Cabinet and Harmonica Assortment  
 Your Gain—Over 50% Cash Profit and a Handsome Display Cabinet

**M. HOHNER, Inc., Dept. 72, 114 East 16th St., New York**

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*Fascination  
 Inspiration  
 Education  
 Entertainment  
 Accuracy*



*Health  
 Portability  
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 Convenience  
 Popularity*

## Opening of Parks and Summer Resorts in Buffalo Stimulates Sales of Portables

Sales of Small Machines Have Favorable Effect on Movement of Records—Wholesalers Report Satisfactory Business—New Adler-Royal Agencies—Plans for Dealers' Picnic Being Made

BUFFALO, N. Y., June 9.—Opening of the summer resorts in this territory, as well as parks in the city, has had a good bearing on the portable talking machine and record trade. Portables are said to be moving at a satisfactory rate, and records are in much greater demand than at this period in 1924. May compared favorably with April, in the volume of phonograph business.

### Jobbers Report Good Business

Curtis N. Andrews, Victor jobber, said that the volume of business during the month just closed was better by a small margin than April, while it forged greatly ahead of May in 1924. There is little indication of a spirited summer trade, however, unless it is in portables. These instruments are in good demand.

The Buffalo Talking Machine Co. also reports a fairly good portable business, and the new single-face Red Seal record campaign has stimulated Victor record business in general. Dealers who had records in stock, disposed of them with little advertising except window displays. The two Victor jobbers are, however, bending every effort to secure co-operation of dealers throughout the territory to carry large campaigns on these records.

### Outing Portable in Demand

The Iroquois Sales Corp. also reports an unsurpassed demand for portables, the Outing portable, distributed by this house, moving at a rate that is surprising. Dance numbers on Okeh records also are moving briskly.

### Dealers Add Adler-Royal

William Carroll, manager of the local offices of the Adler Mfg. Co., has booked a number of new western New York accounts for combination instruments to be shipped this summer. Dealers in this territory are apparently slow in ordering for summer trade, but, according to Mr. Carroll, are quite enthusiastic about a good early fall trade.

### Plan Dealers' Picnic

F. C. Erdman, Victor representative in this district, was guest of the Victrola Dealers' Association at its luncheon in the Statler Hotel last month. The annual picnic was planned and Floyd F. Barber, of Barber & Wilson, Kenmore dealers, was named chairman of the out-

ing committee. The picnic will be held June 24, in the Buffalo Automobile Club. A baseball game, athletic events and other contests will keep the picnickers occupied during the afternoon. Dancing will precede the dinner in the clubhouse. Carl Berlin, Victor dealer in Abbott road, was voted into the Association membership.

### E. W. Edwards & Son to Build

E. W. Edwards & Son, Main street department store, with a large phonograph department, where the Victor and Brunswick product are featured, has purchased the block bounded by Franklin, Mohawk, Genesee and Pearl streets, and on it will erect a large steel structure, work to start this year, according to the store management. It will be connected with the Main street store by means of a subway. The phonograph department, under the management of Max Morgott, will be enlarged, and moved to the Main street division.

### Gets Pfanstiehl Agency

The C. E. Campbell Music Salon, Niagara Falls, was recently granted the agency for the Pfanstiehl radio receivers. This establishment will have the exclusive agency in Niagara Falls and Mr. Campbell is optimistic over the prospects for the new line. C. E. Campbell, the head of this establishment, was for years manager of Goidt Bros., Niagara Falls branch, and upon this firm's decision to confine its activities to Buffalo proper purchased the stock of its store. The Campbell store is located on Third street.

### Brief, but Interesting

Mr. Bruehl, for many years with Neal, Clark & Neal, has returned to the store and is in charge of records.

Fire recently caused several thousand dollars loss to Evans & Eiss, Hertle avenue music dealers, featuring the Brunswick.

Barber & Wilson, Inc., Kenmore dealers, have moved to larger quarters in Delaware avenue, Kenmore. The new store gives the company double the space formerly occupied.

C. E. Siegesmund, sales manager of Curtis N. Andrews, and B. E. Neal, of the Buffalo Talking Machine Co., served on the county jury during the week of June 1.

Bob Barker, formerly manager of the radio department of Neal, Clark & Neal, is now in the auditing department of the Robertson-Cateract Co.

The Western New York Radio Service, Inc., has received a charter to manufacture radio apparatus. Stockholders are: Win. C. Kruse, A. J. Graham and Budrow Howe, of Buffalo.

R. A. Curran has purchased the interests of his partner G. B. Wooster in the Curran-Wooster Music Co., Sharon, Pa.

## R. H. Woodford Is General Manager of Radio Sales

Appointed by Stewart-Warner Speedometer Co. to This Important Post—Widely Known and Esteemed Throughout the Trade

CHICAGO, ILL., June 6.—The Stewart-Warner Speedometer Corp., 1828 Diversey Parkway, of this city, announced recently the appointment



R. H. Woodford

of R. H. Woodford as general manager of radio sales. Mr. Woodford needs no introduction to the talking machine trade for he has been identified with the industry for many years and is thoroughly familiar with the sales and merchandising problems confronting the dealers in the profitable marketing of radio products.

For a number of years Mr. Woodford occupied important executive and sales positions with the Columbia Phonograph Co., Inc., New York, Philadelphia, and Cincinnati. While identified with the Columbia organization he became exceptionally well qualified in close co-operation with the dealers, and this experience will undoubtedly be a most valuable asset in his present association with the Stewart-Warner Speedometer Corp. Prior to his Columbia activities, Mr. Woodford was associated with the American Piano Co., doing important sales work that brought him considerable prominence in the piano industry. He is therefore ideally adapted for his new work, and both he and the Stewart-Warner organization are to be congratulated upon his appointment.

C. E. Hall, formerly with the Brunswick-Balke-Collender Co., with headquarters in Pittsburgh, Pa., has assumed charge of the radio sales of the Stewart-Warner products service station at Minneapolis. Arthur Keeble, formerly connected with the sales organization of the Wahl Pencil Co., in New York, is in charge of the St. Louis station.

## Death of Prof. Casimir Falk

Prof. Casimir Falk, who for some forty years conducted a music store in Asheville, N. C., died recently of heart trouble. Prof. Falk was a well-known musician and educator.



"HIS MASTER'S VOICE"

It has always been the policy of this house to build "good will" by rendering a service that is at all times dependable and cooperative.

The number of Victor dealers we are now serving regularly, and who depend upon us for their supply, is constantly increasing.

There must be a reason for their preference.

This not only applies to local and nearby dealers, but many at more distant points find our service dependable. Our shipping facilities out of Buffalo are unexcelled.

Try us and be convinced.

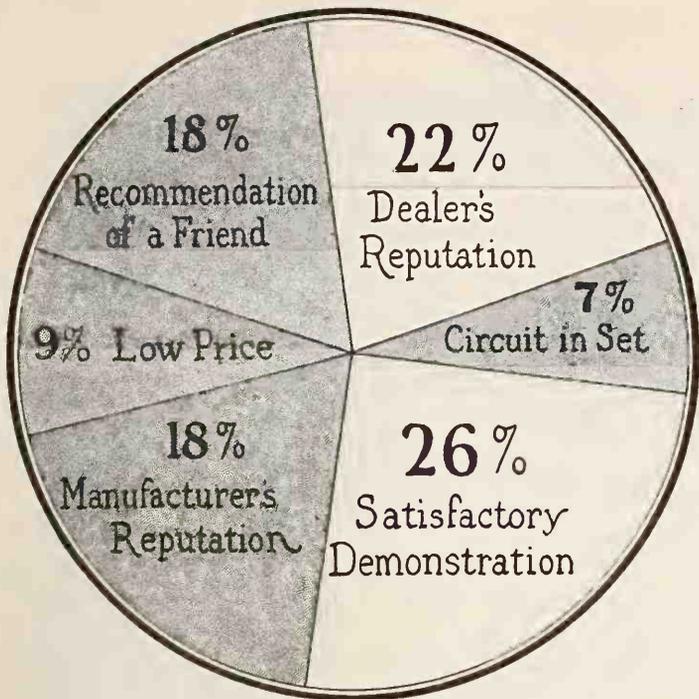
# CURTIS N. ANDREWS



Victor Distributor  
Exclusively Wholesale

Court & Pearl Sts.  
BUFFALO, N. Y.





The Six Main Factors in Radio Selling

# Your Two Biggest Factors in Radio Selling

**S**TATISTICS gathered from every section of the country show that twenty-six out of every hundred radio owners have chosen their receiver because of the quality of demonstration given them by the dealer. And—that twenty-two out of every hundred purchases resulted from faith in the dealer.

### True Blue Demonstrations Sell Sets, Create Confidence

Matched when you receive them, needing no shifting, True Blue Tubes assure the best average set demonstration from every type of receiver you stock. There are more demonstration sets of tubes in a single purchase of Brightson Tubes than in several purchases of ordinary tubes.

### Brightson Equipped Sets Build Dealer Good Will

When you install receivers with Brightson True Blue Tubes as equipment, your home installation duplicates your store demonstration. Your customers don't come running back for costly service or to swap tubes because of tube trouble. Brightson

True Blue Tubes are interchangeably uniform, noiseless without shock absorbers and crystal clear in tone. Both Power Plus type for 3-volt sockets and Standard type for 6-volt sockets are storage battery tubes.

### All Brightson True Blue Tubes Are Sold on Approval

Our 10-day return privilege and 60-day guarantee against defects mean that the dealer is relieved of all responsibility for True Blue Tube performance. Furthermore—our direct cash sales policy gives you *one* tube you can sell as profitably as batteries or any other accessories. Radio tubes should not be merely a costly accommodation to customers before and after purchase.

### Order Some True Blue Tubes for Demonstration To-day

Write on your business stationery to the representative nearest you or to us for the set of tubes you need to sell your best sets. You will be billed less your proper discount at \$3.50 each for either Standard or Power Plus True Blue Tubes.

**\$3.50**  
each

Formerly \$6

# BRIGHTSON *True Blue* TUBES

Write—

### Our Nearest Representative

- Wm. C. Oakes, 832 Park Square Bldg., Boston, Mass.
- R. G. Newland, 50 North 11th Street, Philadelphia, Pa.
- Yahr & Lange, 207 East Water St., Milwaukee, Wis.
- A. G. Schultz, 2831 Gratiot Ave., Detroit, Mich.
- Triad Sales Co., Trust Co., of N. J. Bldg., Jersey City, N. J.

**BRIGHTSON LABORATORIES, Inc.**  
16 West 34th Street, New York, N. Y.



## May Festival of Music Has Proved a Big Prestige Builder for Lamb's Music House

Experience of Live Pottstown, Pa., Dealer Demonstrates the Advantages Derived by Actively Sponsoring and Participating in Local Musical Events—How the Dealer Can Profit by Tie-Ups

There is no method by which a talking machine dealer can gain more prestige and goodwill in his community than by becoming a factor of that community and by assuming the leadership, insofar as possible, in the musical activities of the district or section in which he is located. There are throughout the country any number of dealers who have followed this policy with beneficial results. In the smaller cities and towns they can act as booking agents for concerts, selling the tickets and making all necessary arrangements, and in the larger centers they assist to the best of their ability by making their store a music headquarters and having at all times a supply of tickets for forthcoming musical events. The natural result of such activity is that the dealer and the name of

his establishment become associated with the thought of music and people when in need of musical instruments of any kind naturally go to such a dealer. An interesting example of the manner in which a dealer can engage in such prestige-building activities is that of Lamb's Music House, Pottstown, Pa.

William F. Lamb, proprietor of the establishment, has for the past nine years arranged a music festival given under the auspices of his store. It is given as a prelude to the National Music Week, and has been so successful that it ranks as one of the musical season's outstanding events for the residents of Pottstown. The festival this year was given on May 1 at the local high school auditorium to an audience of about twelve hundred people, and the entertainment was furnished by Lamb's Concert Orchestra and the Eveready group of talking machine and radio artists. The program was a long and varied one, and it was received enthusiastically by the large audience.

It is by exploitation work such as this that Mr. Lamb lives up to the slogan which adorns the top of each of his letterheads—the slogan of the Rotarians, namely, "Service Above Self—He Profits Most Who Serves Best." It also does justice to the title which has been given his establishment as the "Community's Music Service." And there can be little doubt but that in the long run the benefits which accrue to Lamb's Music House more than offset the expense and trouble which the May Festival of Music costs it.



### Mu-Rad Triplex

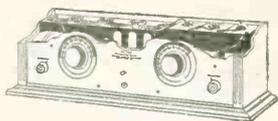
3 Tube—Dry Cell Receiver

\$75

**A**DVANTAGES 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 contained 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 missing some valuable business.

Write for details of the *Mu-Rad Dealer Policy NOW*

**MU-RAD LABORATORIES, INC.**  
813 FIFTH AVE. ASBURY PARK, NEW JERSEY

### Correct Wrong Impression About True Blue Tubes

Brightson Laboratories, Inc., Inaugurate Campaign to Encourage Summer Radio Sales

Brightson Laboratories, Inc., manufacturer of the True Blue and Power Plus True Blue tubes, has sent out notice to the trade calling attention to the fact that many enthusiasts are led to believe that the small base Brightson tubes are dry cell types. This belief is erroneous as they are storage battery tubes operating at .2 amperes which, while lower than the regulation storage battery tube, does not fit it for economical operation on dry cells.

Many dealers, it is said, when selling these tubes, even though they are familiar with them, do not correct this impression. Inquiry should be made as to whether the purchaser is familiar with this fact or not, and while four dry cells in series will furnish sufficient current to operate them a short time, the expense of furnishing new dry cells will be higher than if a dealer had originally sold a storage battery.

The sales organization of Brightson Laboratories, Inc., has inaugurated a campaign for the purpose of encouraging Summer sales of receiving sets, as well as Brightson True Blue tubes. Summer reception of radio receivers is enhanced by perfectly matched tubes. The Brightson sales force is encouraging the demonstration of sets with True Blue tubes, and also suggesting that they be a part of the eventual sale. This sales method is backed by the guarantee against defect by Brightson Laboratories, Inc., which covers both retailer and consumer.

### New Store in Leon, Ia.

A new music store was recently opened on the corner of Ninth and Main streets, Leon, Ia., by A. L. Rhoades. Talking machines, pianos, musical merchandise, sheet music and musical accessories are carried.

## Bethlehem Co. Moves Its Offices to Newark, N. J.

Move Made Pending Complete Consolidation of Company With Splittdorf Elec. Co.

Pending the complete consolidation of the old Bethlehem Spark Plug Co., Inc., and the Splittdorf Electrical Co., the executive offices of both companies will be moved to Newark, N. J., and operate from the offices of the Splittdorf Electrical Co. The Bethlehem plant of the affiliated companies will continue in operation from a production standpoint, with increased orders on account of the merger of the two companies. When the final legal and technical terms of the merger are completed, the affiliated companies will operate under the name of the Splittdorf-Bethlehem Electrical Co.

William N. Davidson, with the executive department of the company, now makes Newark his headquarters. Mr. Davidson reports that the immediate necessity of a more economical and efficient handling of sales and production expense can be accomplished by operating from Newark. The Bethlehem Co. has a field sales force and the Splittdorf Co. has the same thing operating through branches located throughout the country. More economical and better service can be rendered the trade by merging the two distributing forces of the affiliated companies.

## "Black Billy Sunday's" Columbia Records Score

Two Columbia recordings, which are attaining unexpected sales volume, are those made by Calvin P. Dixon, the "Black Billy Sunday," whose evangelistic meetings throughout the South have reached a popularity with the colored people of that region that stands comparison with the vogue which the original Billy Sunday enjoyed some years ago. The Columbia recordings are faithful reproductions of four of the colored evangelist's favorite preachments, and while intended primarily for the colored race, they have sold to all types of people.

The Packard Radio Service Corp., New York City, was recently incorporated at Albany with a capital stock of \$6000. The incorporators are S. M. Lazarus and T. S. D'Vorokin.

## RECORDINGS for the Phonograph Trade

**I**NDEPENDENT is the best equipped and most efficient recording laboratory in the country.

**R**ECORDINGS for the most prominent makes of records are among our successes.

**L**ET us solve your technical problems.

A phone call or letter will bring full details.

Also personal recordings of all kinds.

**INDEPENDENT RECORDING LAB.**  
55 West 16th Street New York  
WATKINS 0525



*What*  
**Ralph Williams**  
*says about his*  
**Apex Super 5**



CHICAGO

February 13-1925

Apex Electric Mfg. Co.,  
 1410 West 59th Street,  
 Chicago, Ill.  
 Attn: Mr. A. O. Johnson.

Dear Sirs:

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

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

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

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

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

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

Wishing you much success, I am

Faithfully yours,

*Ralph Williams*



*Ralph Williams*  
*at home with his*  
**Apex Super 5**

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

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

**APEX ELECTRIC MANUFACTURING COMPANY**  
 1410 WEST 59TH STREET Dept. 617 CHICAGO, ILLINOIS

## Period Effect in New Sonora Radio Speaker



SONORA CONSOLE SPEAKER

\$50

*Place your set on top of it  
—Your batteries within it  
—And beautify your  
home*

**T**his 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.



### Sonora Phonograph Company, Inc.

279 Broadway New York City  
Makers of Sonora Phonographs, Sonora  
Radio Speakers, Reproducers  
and Sonoradios

Export and Canadian Distributor:  
C. A. RICHARDS, Inc.

279 Broadway New York City

## Twin Cities Trade Plans Extensive Tie-Ups With the Norse-American Centennial

More Than 100,000 People of Norwegian Descent Are Expected to Visit Minneapolis and St. Paul During Celebration and Dealers Expect to Cash in—Other News of the Month

MINNEAPOLIS and ST. PAUL, MINN., June 8.—Attention of the Northwest at present is concentrated on the Norse-American Centennial, and all lines of business are prepared to capitalize its trade possibilities. The presence here of President and Mrs. Coolidge gives to the celebration a national and international significance. Over 100,000 people of Norwegian descent are expected in the Twin Cities.

### Brunswick Co. Plans Tie-up

The Brunswick Co. has already made extensive plans for featuring two of its stars. Carston Woll, tenor, will be at the Orpheum the week of the Centennial, and the local Brunswick office is preparing signs in the Norwegian language advertising records by this Norwegian singer. The records of Karin Branzell will also be so featured. Special lists of Norske Brunswick records have been sent to the dealers. Another recording favorite of this company, who will play at the Orpheum during the Centennial, is Harry Snodgrass.

### Business Is Steady, Says "Doc" O'Neill

"Doc" O'Neill, manager of the local office, when interviewed as to business had this to say: "Brunswick business is steady, somewhat better than last year. Collections this year show sustained improvement in Northwestern territory. Nothing spectacular is expected in return, but the outlook is excellent.

### Radio Representatives Visit Trade

Walter B. Fulghum, sales manager of the Crosley Radio Co., Cincinnati, is in the Twin Cities visiting the jobbers. Mr. Fulghum was formerly distribution manager of the Victor Co. and is very well known among dealers here.

Roy Dunn, of Zenith Radio Corp., of Chicago, visited local Minneapolis and St. Paul music men recently.

William Nolan, Western representative of the Thompson Neutrodyne Co., has also been going over the local field.

### Sewall D. Andrews Visits Canada

Sewall D. Andrews, of the Minneapolis Drug Co., Sonora distributor, has been on an extensive business trip to Montreal and other Canadian centers. There has been a big increase in Sonora sales since the price cut, and the models to be discontinued are moving fast.

E. Illets, of International Falls, and J. Wiese, of Morristown, Minn., were recent visitors to Sonora headquarters.

### Columbia Artist Aids Dealers

Art Gillham, Columbia's "Whispering Pianist," was another artist visiting here, broadcasting over WCCO. This was Gillham's first local appearance as an exclusive Columbia star. He made a very favorable impression on Twin City dealers, and was kept busy autographing records. Gillham made personal appearances at several St. Paul and Minneapolis stores, including the Majestic Music Shop, the Cammack Piano Co. and the Emporium.

### Welcome Ted Lewis

At the termination of his Milwaukee engagement Ted Lewis departed for this city where his band appeared at the Hennepin Orpheum Theatre during the week of May 18. Jack Kapp, manager of the record department of the Chicago branch of the Columbia Phonograph Co., arranged the parade which was held on Tuesday, May 19, in Mr. Lewis's honor. The star was met by T. E. Jensen, president of the city council, before the procession started, and was given the proverbial key to the city. The parade was headed by the Working Boys' Band, playing "Columbia, the Gem of the Ocean," and it was estimated that 10,000 people gathered along the line of march to obtain a glimpse of the jazz king. Plenty of newspaper notice was devoted to the event, and Twin City Columbia dealers, in large-space advertisements, tied up

in an advantageous manner with Ted Lewis's local appearance.

Lawrence Gunyo, Columbia representative in the Minneapolis territory, aided Mr. Kapp and the Columbia dealers in staging the spectacle and at the end of the week there was found to be a very gratifying increase in the number of record sales. Mr. Lewis will end his tour at the Palace Theatre, Chicago, on June 24.

### Big Cheney Portable Demand

Orders for the Cheney portables are in excess of the supply, says the local office. E. G. Hoch, who had been visiting the trade in the Dakotas, returned in time to attend the Chicago convention.

### Wide Interest in Victor Radio

The big thing among Victor dealers just now is the long awaited radio affiliation. Victor men have been expressing their satisfaction by mail and in person, and all expect great things from the Victor-super-heterodyne combination.

### Satisfactory Adler Royal Business

The Sprague-Warren Co., Northwest distributor of Adler-Royal lines, reports very gratifying success with the Carry-a-Phone portable at \$35. The company has opened several new accounts. Mr. Warren has been on the road through southern Minnesota and Wisconsin, and reports satisfactory demand for the entire line.

### Enjoys Busiest May

R. O. Foster, of the Foster & Waldo Co., makes a brief but remarkable statement—that the company has enjoyed the biggest May business in its forty-three years of selling. This is an unusual thing to hear at this time when, as one merchant says, it is between "grass and harvest" and all lines of business are experiencing a lull.

## Summer Selling Suggestion for Progressive Dealers

The Peerless Album Co. 638 Broadway, New York City, manufacturer of record albums, carrying cases and other timely accessories for the talking machine store, is making a special feature during the Summer months of the Peerless portable carrying case. This record carrying case carries a wide assortment of records and is featured in many retail stores throughout the country where the portables during this season are given attention. It has been found where properly presented that a Peerless portable record carrying case can invariably be sold with every portable talking machine. Thus with a minimum of sales effort an additional profit accrues to the dealer and at the same time record sales are encouraged. This latter is a feature that should not be overlooked as any product that will increase record sales deserves attention.

## New Pathe Radio Models to Be Marketed in Fall

E. A. Widmann, president of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., has announced a new line of radio sets for the coming Fall season. A radical development in these models will be their equipment with McCulloch A-C tubes. These tubes are a new development in the radio field as they take their current from the electric light socket, thus eliminating the "A" battery. It is expected that this distinguishing feature of the new Pathé models will prove highly popular among both distributors and dealers and that it will be a factor in creating a decided demand for these sets upon the part of the buying public.



“This is by far the most sensitive and selective radio I have ever handled”

Quoted from letters of Federal retailers

WRITE us now for all details. Ask us to show you why Federal sells quickly to even the hesitant buyer. Ask us to prove why Federal stays sold and costs you less service than any other radio set. Write to us today.

THOUSANDS of Federal owners—from every part of the land—endorse the above statement.

Don't take our word for it. Sell a new Federal and watch your business develop. Sell a dozen new Federals and notice the different place you take in your community. The Federal Sales Franchise means leadership.

And more! The Federal Sales Franchise is rapidly becoming an exclusive privilege. Only the most reputable merchants are designated Federal retailers. Within a few months the lists will be closed. It's a case of deciding now whether you want to lead with Federal or follow with the crowd.

FEDERAL TELEPHONE MANUFACTURING CORP.  
BUFFALO, N. Y.



**Federal**  
Standard RADIO Products

When in New York visit the Federal Studio, 1710 Times Building

## Artophone Corp. and Wholesale Musical Supply Co., of St. Louis, Consolidate

Outstanding Event of Trade Recently Is Merger of Two Leading Wholesale Firms Under the Name of Artophone Corp.—Fire Destroys Brunswick Shop—Artists Aid Record Sales

ST. LOUIS, Mo., June 8.—One way to help minimize competition. That is what the Artophone Corp., 1103 Olive street, and the Wholesale Musical Supply Co., Seventeenth and Pine streets, have done, by getting together. They have consolidated under the name of the Artophone Corp. The consolidated firm will operate on the fourth floor of the building at 1103 Olive street, to which the Artophone offices were recently moved from the third floor. The Wholesale Musical Supply Co., in business for the past three years, has been handling portables, Paramount records and Kameraphones. These lines will be taken over by the new firm. The lines heretofore carried by the Artophone Corp., Artophone machines, Okeh records, Carryola Gypsy portables, Honest Quaker repair parts and supplies and accessories will be continued and others will be added. Ray and C. W. Lauer, who conducted the Wholesale Musical Supply Co., join the Artophone organization as vice-president and treasurer respectively. Edwin S. Schiele continues as president, Herbert Schiele as vice-president, there being two, and Jesse Kramer as secretary. The capital stock is increased from \$100,000 to \$155,000.

Herbert Schiele and Ray Lauer, of the Artophone Corp., attended the Chicago convention.

### Brunswick Shop Destroyed by Fire

The Brunswick Shop, East St. Louis, owned and operated by the Zerweck Jewelry Co., was completely destroyed by fire on the night of May 27 last. The fire of unknown origin occurred about 12.30 a. m., and three hours of hard effort on the part of the fire department was required before gaining control of the situation. It so happens that this dealer's store just very recently underwent a complete remodeling, including the installation of new fixtures, and entire new interior decorations.

Within twenty-four hours nevertheless this very enterprising dealer opened up a temporary location in close vicinity of the establishment which was destroyed, and is doing an excellent Brunswick business.

### Good Columbia Sales

C. R. Salmon, general manager of the Columbia Distributors, reports a good movement

of portables and records, particularly of No. 50013, a song by the Associated Glee Clubs of the World, 850 voices, with a chorus of 4800 voices.

F. H. Brandt, traveler for the Columbia Distributors, has been visiting dealers in the Memphis, Tenn., section. R. H. Pierce, of the Cincinnati office of the Columbia Distributors, was here late in May.

### Opens Third Branch

Kaemmerer Music Shop, Inc., on May 1 opened up a third Brunswick Shop in University City, Mo., a suburb of St. Louis. Almost 3,000 square feet of floor space is covered with most modern type of fixtures, finished in silver gray oak. Upon entering the establishment, one is greeted by a Corinthian column display, and between each pair of columns a different style of Brunswick Radiola is displayed under varicolored spot-lights. Patronage on the opening day indicated that this third Kaemmerer Shop is going to be most successful.

### Artist's Appearance Aids Record Sales

Harry M. Snodgrass, "King of the Ivories," an exclusive Brunswick artist, who through radio stepped rapidly into public prominence, recently played a return engagement at the Orpheum Theatre, to capacity houses. Brunswick dealers profited by his appearance, which produced a goodly demand for his records.

Two weeks' appearance of the Waring's Pennsylvanians at Loew's State Theatre in St. Louis caused a big jump in the sale of their records. The feature number of the Pennsylvanians' program was the fox-trot song "Collegiate" which brought forth such a demand for it on Victor records that a special release of the record for St. Louis was made.

The Smith-Reis Piano Co., which has been having some very striking window trims recently, had a window filled with orchestra instruments over a floor of rich velvet. A very large and outstanding sign carried the Waring message to the public.

The Keller Sisters and Lynch, exclusive Brunswick artists, appeared recently at the New Grand Central Theatre. During the same week this theatre also presented Nick Lucas, the

"Crooning Troubadour," whose records in a short time have become extremely popular. The theatre management reports the artists as having been warmly received by the audiences and the Brunswick dealers reported a most satisfactory demand for their records.

Ray Miller, and his fifteen-piece Brunswick recording orchestra made their initial bow to the St. Louis music-loving public at the New Grand Central Theatre, and at the close of their first three days of the week's engagement, Messrs. Skouras Bros. reported that this Brunswick attraction has broken all previous attendance records at their theatre.

### To Open Branch

Witzman & Stuber, Inc., long established music dealers of Memphis, Tenn., opened on June 1 a second music shop, which is located in the residential section of that excellent city. This shop is being opened to better serve their patrons with Brunswick phonographs, Radiolas and records.

### News Brieflets

Miss Margaret Hibbler, of the record department of the Smith Reis Piano Co., has resigned to resume her work in Colorado for the Summer season. She is succeeded by Miss Dorothy Betjen recently of Scruggs.

L. M. Schlude, retail manager of the Silverstone Music Co., motored to Indianapolis, accompanied by his wife and son, for the automobile races.

E. A. Kieselhorst, president of the Kieselhorst Piano Co., has returned from Cleveland, O., where he underwent an operation.

W. J. Beard, proprietor of Beard's Temple of Music, Arkansas, has assumed the Brunswick franchise and will now present Brunswick products to his patrons.

## R. W. Porter Denounces the "Gyp" Radio Dealer

Robert W. Porter, General Sales Manager of R. E. Thompson Mfg. Co. Outlines Policy

The R. E. Thompson Mfg. Co. has attacked the "gyp" dealer in striking fashion. The Thompson Co. has consistently held to the policy of not permitting the Thompson line to be "gypped" and has insisted that the jobbers everywhere maintain the high standards set by the manufacturer.

Recent events have brought to Robert W. Porter, general sales manager of R. E. Thompson Co., the conviction that the dividing line between the "gyp" and the legitimate radio dealer is going to become absolute before the dawn of the approaching season.

In this connection the Thompson announcement that sums up the situation and goes after the "gyp" barehanded is as follows: "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-outer, 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 rotter 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; namely, the legitimate dealer who is interested in maintaining a permanent business and the 'gyp.'

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

The Philbon Radio Corp., New York, was recently incorporated at Albany with a capital stock of \$10,000. The incorporators are I. and L. Wolins and R. Martin.

## Invest in the Radio Pleasure of your Customers

THE dealer who makes reliable radio performance possible on whatever type or model of set his customer possesses finds that Weston performance pays.

Three Radio products made by Weston are being pushed by Radio dealers everywhere. The Weston Radio Plug gives instantaneous and accurate change from headset to loud-speaker—the Weston Model 301 Filament Voltmeter, for panel mounting, or the Weston 489 Table Voltmeter, for portability, enables operation at greatest efficiency and prolongs tube life.

Dealers find Weston instruments profit builders. Write for booklet "Weston Radio Instruments," giving technical data.

WESTON ELECTRICAL INSTRUMENT CORP.

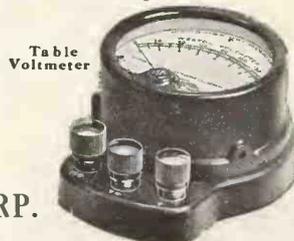
190 WESTON AVE., NEWARK, N. J.



STANDARD THE WORLD OVER

WESTON

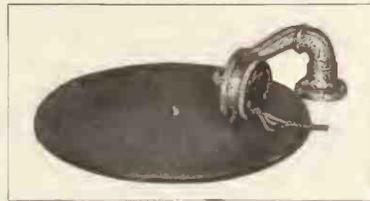
Pioneers since 1888



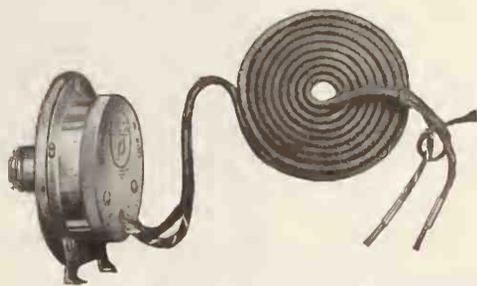


# COLUMBIA

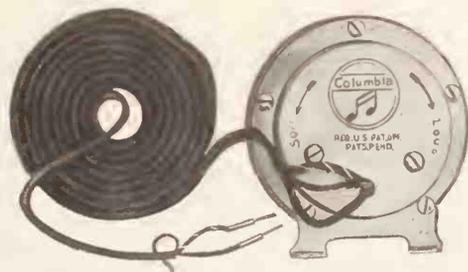
## PHONO—ATTACHMENT—RADIO



The perfected means of utilizing  
the phonograph tone arm and tone chamber as a  
**Radio Loud-Speaker**



*Attachment complete. Note the cap, knurled for easy adjustment*



*Another view of Attachment, showing markings for adjustment*



*"C" Adaptor for Columbia Sound-box*

Readily adjustable for tone and volume by turning the knurled cap.

*Write for descriptive circular.*



*"V" Adaptor for Victor Sound-box*

COLUMBIA PHONOGRAPH COMPANY, 1819 Broadway, NEW YORK

## Top Speed Operation of Akron-Canton Industries Presages a Better Business

Dealer Finds That Business Is to Be Secured If Gone After—A. B. Smith Co. Moving Into Large New Quarters—Retail Music Merchants Tie Up With Trade Extension Week

AKRON-CANTON, O., June 5.—Talking machines as well as records have been moving slowly in recent weeks. In fact, as one dealer, C. M. Alford, puts it: "We find that there is business only when you force the issue." That dealers are not neglecting the talking machine end of the business, with radio predominating in many sections, was learned following a survey of the stores in the two cities. Akron music stores report industrial plants operating at top speed, which is a reliable indication that a good Fall trade is in prospect.

Al Waltamath, piano salesman formerly with the Alford-Fryar Piano Co., is now located with

a music house in Memphis, Tenn., according to word received recently by his former employer.

### Moore Acquires Victor Account

The Moore Furniture Co., East Liverpool, one of the oldest retail firms in the upper Ohio Valley, has acquired the business of the Lewis Brothers Co., prominent furniture and talking machine house in the pottery city. The Moore Co. plans to give extensive floor space to the sale and display of talking machines and records, according to John Moore, head of the firm.

### A. B. Smith Company in New Quarters

The A. B. Smith Piano Co. in Akron is reducing its stock preparatory to moving to its newly acquired five story building in East Mill street. In the new location, which will be occupied in July, more space will be given to the merchandising of talking machines.

### Participate in Trade Extension Week

One of the biggest retail promotions held in recent years was the Trade Extension Week of Massillon retail merchants, observed last week. Well known music houses participating in the week sales event, stressed musical merchandise, including Van Horn Music Co. and C. J. Duncan, Victor dealers.

### Custer Puts in Sonora Department

In the new music home, recently established by the W. S. Custer Music Co., Canton, the Sonora line of phonographs has been installed. An attractive talking machine department has been arranged in keeping with the other ap-

pointments of the new music home. The Sonora line will also be merchandised at the company's retail store in Cleveland avenue, N. W.

### Spitalny Band in Akron

Philip Spitalny and His Orchestra, Victor artists, played their first road engagement at Akron, East Market Gardens, the week of June 1. Heralding the event was a page advertisement in the newspapers, in which the George S. Dales Co. and the Windsor Poling Music Co. had space. Both stores used special window displays.

### W. E. Pyle Reports Business Slow

W. E. Pyle, manager of the talking machine department of the William R. Zollinger Co., reports that the portable machine demand has started and that this class of business should help make up for the loss of the big machines.

### Lerch Marriage is Announced

Of interest to talking machine dealers in eastern Ohio is the recent marriage of Miss Anna Schollenberger, for many years in charge of the talking machine and record department of the D. W. Lerch Co., Canton, to Herbert P. Lerch, of this company.

### K. R. McMahon Goes to California

Kenneth R. McMahon, for many years identified with the McMahon Piano Co., Youngstown, has severed his connection with that company, and has left with his family for Los Angeles, Cal., where he will reside permanently.

### Smith Fosters Krueger Band

Don Smith of the Smith & Phillips Music Co., East Liverpool, tied up with a three-day engagement of the Bennie Krueger orchestra, which was presented at Rock Springs Park dance pavilion three nights commencing June 1. His handsome window display helped to sell many Brunswick records.

## Charges Quickly All Storage Batteries "A" or "B" ULTRA HANDY CHARGER

Will charge a battery in one-half the time necessary for a 2 or 3 ampere charger. The Ultra Handy Charger will charge 5 to 7 amperes per hour to a 6 volt battery.

### Safe and Fireproof

The Ultra Handy Charger is perfectly safe to use around the home with little children. There is no danger of fire even if the charger is allowed to run for several days. The taper charge prevents over-charging the battery.

### Simple to Operate

Easy to use—connect the sturdy clips to the battery—plug the cord into a light socket and turn on the current. No care required when in or out of use.

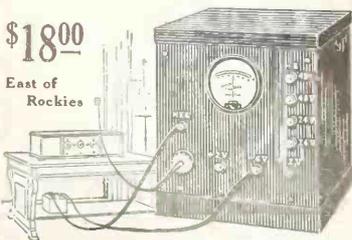
Order from your Jobber  
or write us for literature.

INTERSTATE ELECTRIC CO.

4339 Duncan Ave., St. Louis, Mo.

\$18.00

East of  
Rockies



## Freshman Co. to Grant Exclusive Franchises

New Sales Policy Will Give Dealer Full Protection—Two Console Model Receivers Added to Line for Coming Season

The Charles Freshman Co., Inc., of New York, manufacturer of the Freshman Masterpiece receiving sets, recently announced its sales policy for the coming season.

David Goldshall, vice-president, in charge of sales and advertising, in discussing the policies and products of his organization, states:

"The company has decided to distribute direct to the dealer and has worked out a plan which is calculated to be of benefit to both the manufacturer and dealers. It consists of appointing authorized Freshman dealers who will be carefully selected and granted an exclusive franchise in their territory. In towns of 25,000 and under, one representative dealer will be appointed to handle a line, and in larger cities additional dealers will be granted franchises in proportion to the population and trading area. A staff of salesmen is at present engaged in signing up dealers on the new contract. The dealer will receive full protection in his territory and all business will be credited to him. This virtually makes an authorized dealer a direct factory representative of the company.

"At the same time the Freshman Co. announced its new line of radio receiving sets for the coming season. During the last year it met with exceptional success in the merchandising of the Freshman Masterpiece which was the only model manufactured under the Freshman name. However, with the realization that the trend in radio buying is leaning strongly towards furniture effects, the company has placed on the market for this season a complete line of radio receiving sets ranging from a five-tube radio frequency set to retail at a moderate price up to a solid mahogany console type receiving set. The console model will be merchandised under the trade name of the Franklin-Console and is composed of two separate and distinct units, one of which is a re-

ceiving set with a built-in loud speaker, and the other the console which allows a compartment for the concealing of batteries and accessories.

"The company will carry on an extensive advertising campaign both nationally and in local papers for the benefit of its dealers. The local newspaper advertising will be run over the



The Franklin Console

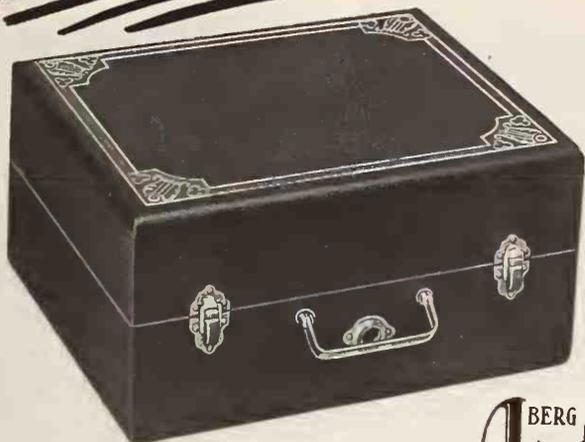
name of the dealer or dealers in that particular territory. Display circulars, counter cards and other sales help to be used by dealers throughout the country will be furnished."

## N. H. Edwards in New Post

Norman H. Edwards, formerly with the Arnold-Edwards Piano Co., has joined the forces of the French Nestor Co., Victor distributor, Tampa, Fla., and will travel throughout the State in the interests of this firm.

A petition in bankruptcy was recently filed against Proctor's Phonograph and Furniture Co., Inc., Yonkers, N. Y., with liabilities of approximately \$40,000 and assets of \$5,000.

*New!* A portable—yes; *but above all a fine phonograph!*



MODEL R E  
(round edge—no corners)



MODEL O T  
(overhanging top with corners)

BERG  
*Artone*  
PHONOGRAPH

## Designed primarily for home use—yet portable

The tone qualities and all-around performance of the Artone are the equal of any phonograph on the market, regardless of price.

Attractively dressed in genuine in shades of Walnut Brown, Mahogany or Grey and embossed in reproductions of beautiful hand tooled leather.



List Price \$ **30** including weather-proof cover

—and worth it!



Sold only to authorized dealers. Write for details.

Easily light enough to carry everywhere and anywhere — weather-proof cover protects against the elements.

BERG  
*Artone*  
PHONOGRAPH

U. S. Pat. Pdg.

BERG AUTO TRUNK AND SPECIALTY CO. Inc.

Fine Case Makers for 20 years

Long Island City, New York

Showroom: 353 Fifth Ave., N. Y.

# Clearness of Tone SELLS!

THERE'S an increasing demand among set owners, especially set builders, for phones and phonograph units which reproduce *clearly*. The question is no longer of *how much noise* a set can produce, but how *clear* and *natural* it can sound.

Here's where N & K products are money makers for the dealer—especially the dealer with a discriminating class of trade.

Built by Europe's foremost makers of scientific sound devices, N & K Imported Phones and N & K Imported Loudspeakers are money makers for the dealers who aim to sell real quality at prices that are not exorbitant. If your jobber is not yet carrying N & K products get in touch with us.

TH. GOLDSCHMIDT CORP.,  
Dept. TM6  
15 William St., New York



## Imported PHONES and PHONOGRAPH UNIT

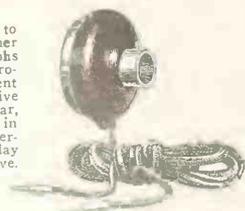


N & K IMPORTED PHONES

4000 ohms. Famous for their clear, sweet, natural tone. Large diaphragms. Hand-somely made. Headbands leather covered—sanitary. Six-foot cord. In display cartons of ten, each set individually packed. Retail list \$8.50.

N & K IMPORTED PHONOGRAPH UNIT

Instantly attached to Victrola or other standard phonographs without screws, producing the equivalent of the most expensive loudspeaker. Clear, rich tone. Packed in gold embossed leatherette boxes, in display cartons of twelve. Retail list \$7.50.



## Perfect Record Dealers Feature Window Display

Attractive Displays Big Factor in Steady Demand for Records of Perfect Artists—Cliff Edwards and Lee Morse Records Score

The Perfect Record Co., Brooklyn, N. Y., manufacturer of the Perfect record, reports continued great popularity of Perfect records, the demand for which is still taxing the production facilities of the factory. Perfect record dealers everywhere are putting whole-hearted effort behind the sales of these records and are featuring them in forceful and attractive ways.

Many of the dealers have forwarded to the headquarters of the company photographs of window displays of Perfect records. Many of these windows feature prominent Perfect record artists, such as Cliff Edwards (Ukulele Ike) and Lee Morse. While the entire list is moving well there has been an exceptional demand in every section of the country for the recordings of these two artists. The great majority of the dealers who devote their windows to Perfect record displays has made use of the material furnished by the advertising and dealer service department of the Perfect Record Co.

Perhaps one of the most artistic windows is that of the Universal Music Shop situated in the Germantown section of Philadelphia. This enterprising concern is a strong believer in intensive merchandising effort and has had considerable success in selling Perfect records. Therefore, when this window material was made available by the Perfect Record Co., the Universal Music Shop eagerly made use of the aid offered with the attendant result as shown in the accompanying photograph.



Perfect Record Window Display of Universal Music Shop

## Pet O Fone Production Has Greatly Increased

Pet O Fone Mfg. Co., 557 Broadway, New York City, manufacturer of the kodak size portable, has greatly increased its production during the past few weeks due to the heavy demands for its product since the warmer weather has arrived. Herbert Rubin, general sales manager of the company, states that undoubtedly later in the season there will be a shortage of Pet O Fone machines. This is due, he says, not only to the fact that this portable functions similarly to the larger type of machines but also to its appeal as a novelty product.

## Elly Ney on European Tour

Elly Ney, world-famous pianist and exclusive Brunswick artist who is touring the Continent, has had greater successes this season than on any former occasion, and she has appeared as soloist in a larger number of European cities than has any other pianist this season. She recently played at the seventy-fifth anniversary of the opening of the Conservatory of Cologne and following that appeared as the only guest artist at the thousandth anniversary of the founding of Bonn, her native city. Elly Ney has many American engagements for the coming season.

## New Kodel Radio Models Are to Be Marketed Soon

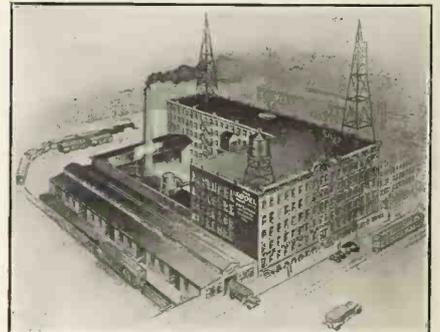
Kodel Radio Corp. Now in Modern Six-story Factory in Industrial District of Cincinnati

Announcement is shortly to be made by the Kodel Radio Corp., Cincinnati, O., of some new and elaborate models of receiving sets. The Kodel Corp., which recently consolidated with

the Automatic Electrical Devices Co., manufacturer of the Gold Seal Homcharger and vibrating rectifiers, is now housed in its new factory. This is one of the largest and most modern factory buildings devoted exclusively to radio. It is six stories high and covers approximately an entire city block in the heart of the downtown industrial district of Cincinnati.

It is equipped with dry kilns, japan ovens, machine shops, laboratories, testing rooms, and with excellent railroad and other shipping facilities reaching its plant. A branch of station WKRC, the new high-powered radio broadcasting station owned by the Kodel Co., is also housed in the factory. The main broadcasting station will continue to be a feature of the Hotel Alms, Cincinnati.

Clarence E. Ogden, president of the Kodel



New Kodel Factory

Radio Corp., recently stated that the plans for the enlargement and general expansion of his factory and the arrangement for enlarged activities for selling Kodel products have as their object a plan to care for what is destined to be a bigger and better radio market in the future.

## New Gennett Razaf Records

Razaf, the melody man, whose novelty records are being featured in the new Gennett fifty-cent series, has made the following recordings which promise to rank high among the list of Summer sellers, "Collegiate," "On Rainy Days," "Some Day" and "Yes, Sir, That's My Baby." Orders already received for these records indicate their popularity.

# FADA

## Radio

# Thank You!

THE response to our "The Vultures Are Busy" letter has been wholehearted. Letters and telegrams—from people who really count—have poured in, endorsing our stand. Requests for copies for further distribution have already made necessary two reprints.

What better assurance is there that far-seeing dealers and distributors are lined up with those who are trying to stabilize the industry and against those who rush, panic-stricken, into dumping and bargain sales?

Here are a few of the messages, selected at random from the hundreds received. Read them! Then, tie-up to Fada and build your business soundly in association with a sound manufacturer.

**JACOB BROS. Co., New York**

*"In these days of tremendous sacrifice sales and various other marketing methods involving terrific price cuts, it is certainly refreshing to know that there is at least one manufacturer in the radio field who is willing to stand by his merchandise and to protect the dealer and the market in general."*

**ELECTRIC CORPORATION, Los Angeles**

*"... a fitting climax to a campaign of confidence in Fada inaugurated in our territory some time ago as an antidote for the ruthless 'let's get our money quick' program of liquidation sales."*

**HARBISON MFG. Co., Kansas City**

*"... the best dealers in our territory have been urging us to help put over a policy of this kind. The Fada people being one of the first to come out with such a high grade policy, we feel sure they will be repaid."*

**NOYES BROS. & CUTLER, Inc., St. Paul**

*"We congratulate you upon the manner in which you are handling this situation and assure you that we believe thoroughly in your merchandising policy."*

**ALEXANDER M. KAILING Co., Milwaukee**

*"After reading this (letter) carefully and knowing your policy in the past, I wish to say that it is a pleasure to know that there is a manufacturing concern in the radio business who has the courage to stand up to such a big-minded policy."*

**L. C. WARNER, Seattle**

*"Fada wonderful policy has our hearty en-*

*dorsement and turning down the vultures only strenghtens your policies, showing unlimited courage."*

**ALEXANDER & LAVENSON ELECTRICAL SUPPLY Co., San Francisco**

*"We heartily endorse stand taken by you. . . . Permitting nationally advertised merchandise to be slaughtered in quantities demoralizes the sale of that particular brand but out here has strengthened the sale of Fada in every instance."*

**BECKLEY-RALSTON Co., Chicago**

*"We are all very enthusiastic about the new Fada policy. We are being asked by dealers what is required of them to get a Fada franchise, as they all seem anxious to get started with this new proposition."*

**THE GIBSON COMPANY, Indianapolis**

*"... Such sound policies as your company stands for, are what is going to make the radio business a substantial business that will attract to it the proper kind of merchants."*

**NORTH AMERICAN RADIO CORP., New York**

*"We feel that your policy is such that it should be shouted from the housetops, and we can not too strongly commend you for your attitude."*

**TRIANGLE RADIO SUPPLY Co., Inc., N. Y.**

*"... We are firmly convinced that these (opportunistic) manufacturers had no idea that they could remain in radio permanently because of the inferior quality of their product, and this fact is being evidenced daily by the dumping and bargain sales which are so prominent."*

**F. A. D. ANDREA, INC.**

1581 JEROME AVENUE, NEW YORK

Chicago: 326 West Madison Street

San Francisco: 5 Third Street

## New York Radio Jobbers' Association Working for Industry's Stabilization

Benjamin Gross, of Gross-Brennan, Inc., Describes the Objects of Metropolitan Association Relative to Promoting the Stability of the Wholesale and Retail Branches of the Radio Business

New York, May 26, 1925.

Dear Mr. Editor:

Having just glanced through P. A. Warc's article on page 12 of the May issue of The Talking Machine World, entitled "Real Need for Radio Jobbers' Association," I would like to call attention to the fact that in the metropolitan district at least there is a real Jobbers' Association in the fullest sense of the word. This organization, known as the Radio Jobbers' Group of the Electrical Board of Trade, is composed of the leading jobbers in this territory, covering New York, Brooklyn and New Jersey, and before many days go by we will have in it also all the leading music jobbers. A number are already in it. This organization contains all legitimate jobbers who handle radio equipment, whether they are exclusively radio or electrical, music, automotive, or any other industry.

This organization was formed about a year ago after several preliminary meetings, and its work subscribed to with an unusual co-operative spirit. You might be pleased to read some quotations from the Constitution and By-Laws. The "Objects" are outlined as follows:

"Its objects are to promote the welfare of its members and to distribute among them the fullest information obtainable in regard to all matters affecting the radio jobbing business; to aid in bringing about more friendly relations between the radio jobbers and others engaged in the radio business; to assist in standardizing and marketing high-grade radio merchandise and in reducing fire hazard; to improve the quality of radio goods manufactured and marketed by American manufacturers and the service rendered by the various branches of the radio industry."

Another very important point that Mr. Ware speaks of is the qualifications of membership in a Radio Jobbers' Association. You might be interested in reading the following, quoted from qualifications:

"Any individual, firm or corporation in New York metropolitan territory, whose principal business is in the radio jobbing business, may become a member. For the purpose of determining whether an individual, firm, or corporation is engaged in the radio jobbing business, the following definition shall be used: A radio jobber shall be any individual, firm or corporation carrying a general stock of radio supplies, having men on the road, doing an annual business in the sale of radio supplies of not less than \$250,000.

"The term 'general stock' means a full line of radio sup-

plies of the net value of at least \$25,000.

"Having men on the road refers to salesmen covering States located in the vicinity at least of the concern they represent."

Another very important matter is the question of how is the work of the Association backed up by the individual members. Co-operation in an association depends very much on the attendance. You might, therefore, be interested in the following novel scheme that is used in getting attendance, and on time at that, and you would be surprised to learn how effective this sporting method is:

"For attendance and answering roll call, from the time the Chairman's gavel falls at the beginning of a session until such member's name is called at the end of the session, there shall be paid \$5.00.

"For this purpose \$60.00 shall be deposited by each

member annually with the secretary payable with the quarterly dues. All funds not remitted as aforementioned shall be used for such general benefits to members as a group as may be recommended by the Association from time to time."

From time to time at the regular monthly meetings many very important resolutions are adopted. These resolutions cover many phases of handling dealers' accounts, shipments, service, etc., that naturally arise in a jobbers' organization. Here is where the legitimate dealer and those who want to make a profit out of radio can do their share in assisting stabilization of the industry. If they properly respect the various resolutions that are passed that every member of the Association honestly tries to live up to, and not on the other hand try to get the jobber to break down and violate the very resolutions that he subscribes to, the dealer will go a long way in protecting his own standing in the trade and his profits.

Yours very truly,

BENJ. GROSS,  
Gross-Brennan, Inc.

## Important Promotions in RCA Sales Organization

New Appointments Made to Meet the Requirements of Company's Expanding Business—Quinton Adams Tendered Dinner

E. E. Bucher, general sales manager of the Radio Corp. of America, New York City, announced recently several important promotions and appointments in the RCA sales organization. In his announcement to the trade Mr. Bucher stated that these promotions and assignments, which became effective on May 15, were made in order to meet the requirements of the company's expanding business, and in particular to establish facilities for further co-operation with RCA distributors and dealers.

H. T. Melhuish, one of the most capable and popular members of the RCA sales organization, is now assistant sales manager in charge of sales administration, with headquarters at the executive offices in New York. Meade Brunet, well known to the RCA distributors and dealers in New York and Chicago, is now assistant manager of sales in charge of merchandising, with headquarters at the New York offices. Quinton Adams is now assistant sales manager in charge of field supervision with headquarters at the New York office.

E. A. Nicholas has been appointed district sales manager of the New York district office; M. S. Tinsley is assistant district sales manager of the New York district office. P. G. Parker has been appointed district sales manager of the Chicago district office, and A. R. Beyer is now assistant sales manager of the Chicago district office. J. M. Sawyer remains in the capacity of assistant sales manager in charge of production and service.

On Monday evening, May 25, at the Hotel Astor, the Eastern district sales department tendered a testimonial dinner to Quinton Adams, former Eastern district sales manager, to celebrate his advancement to the position of assistant sales manager. M. S. Tinsley, assistant Eastern district sales manager, acted as toastmaster, and short addresses were made by Mr. Adams, Mr. Nicholas, Mr. Wanselow, Mr. Mills, and Mr. Guider. About twenty-six members of the RCA staff in New York were present and a handsome brief case, with gold trimmings, was presented to Mr. Adams, as a mark of esteem.

## Record Artist Enjoying Sonora Loud Speaker

Well-known Orchestra Leader, Record and Radio Artist Is an Enthusiastic Radio Fan and the Radio Is One of His Hobbies

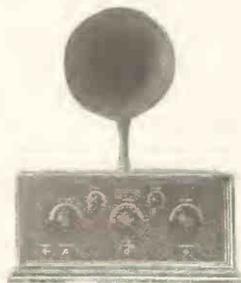
Music lovers and dance enthusiasts need no introduction to Ben Bernie, one of the foremost orchestra leaders in this country and for many



Ben Bernie Listening In

years a headliner on the Keith and Orpheum vaudeville circuits. His records have met with a ready sale everywhere, and in the accompanying illustration Mr. Bernie is apparently enjoying to the utmost the Sonora loud speaker, which he is using in conjunction with his radio set. Ben Bernie has also won enthusiastic approval from radio set owners throughout the country through his broadcasting during the past year.

## Murdock Neutrodyne without loudspeaker retails for \$92.50



Same set with built-in loudspeaker complete for \$100.00  
With adjustable loudspeaker unit, \$110.00

A set to sell to those who  
already have a loudspeaker

This Murdock Five Tube Neutrodyne is a set of outstanding value. It is encased in a handsome mahogany-finished cabinet with room inside the cabinet for your "B" batteries. Batteries and tubes are the only accessories needed.

Every "Murdock" set is backed by our 20 years of successful experience in making radio apparatus.

WM. J. MURDOCK COMPANY  
Dept. C 6, Washington Ave., Chelsea, Mass.

Branch Offices:

NEW YORK      WASHINGTON      CHICAGO  
LOS ANGELES      SAN FRANCISCO      SEATTLE



# MURDOCK RADIO PRODUCTS

Standard since 1904



## *The Starr Piano Company*

STARR PIANOS for over half a century have represented highest ideals of craftsmanship. Each Starr Made Grand, Player-piano and Upright represents a value known the world over.

STARR PHONOGRAPHS from the smallest table style to the elaborate console model possess musical worth which is the result of a careful coordination of each part into a perfect symmetry.

GENNETT RECORDS represent the highest attainment in the art of sound recording. Their variety, perfect reproduction and real musicianship of the artists have made them musical gems of rarest charm. Released every week.

### THE STARR PIANO COMPANY

*Established 1872*

*Factories: Richmond, Indiana*

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, KANSAS CITY, BIRMINGHAM, NASHVILLE, DETROIT, CINCINNATI, BOSTON, CLEVELAND, INDIANAPOLIS.

## Medium Priced Consoles and Portables Lead the Demand in Richmond Territory

Radio Programs Stimulating the Demand for Records, Say Retailers—Dabney & Bugg Expand—  
H. Wallace Carner, Starr Wholesaler, Passes Away—Columbia Furniture Co. Remodeling

RICHMOND, VA., June 8.—Talking machine business as a whole is reported to be holding up well at this season, most of the dealers reporting business to be a little ahead of the same period of last year. A fair amount of moderate priced consoles are in demand, it is said, and the movement of portables is reported to be satisfactory.

The Columbia Furniture Co. is featuring the Regal portable and says it is selling quite a number of them. This firm uses three Audaks for record demonstration and is planning to install three additional machines of this type in the Fall. The store is now being remodeled. The phonograph department will be retained on the ground floor, but the radio department will be located on the mezzanine floor which is yet to be constructed.

That the radio is stimulating demand for records is the opinion of dealers who study the trend of events. It is believed that it will prove a still further stimulus as time goes on.

Dabney & Bugg, Richmond's youngest furniture dealers, who handle both radio and phonographs, have found it necessary to expand their store at 10 East Broad street and have leased the second and third floors of the building next to them. They now have five floors altogether. The firm handles the Kimball phonograph.

The Corley Co. announces the appointment of Powell Bros. Furniture Co., of Boykins, as a Victor dealer.

Fred R. Kessnich, wholesale manager of the Corley Co., and G. W. Greener, treasurer, are planning to make an extended tour of Canada this Summer, taking in Montreal, Quebec and other points of interest.

A. C. Cavado, manager of the Corley store at Durham, N. C., was a visitor to Richmond, early this month. He reports a good increase in business in his territory.

The Frix Piano & Radio Co., of Danville, Va., is remodeling its store, increasing the floor space and installing new fixtures.

H. Wallace Carner, Starr jobber in Richmond for the past four years, died at his home here May 26, aged 53. His death was due to heart trouble and followed an illness of several months. Before coming to Richmond he was

manager of a retail store for the Starr Co. in Fredericksburg. His territory as jobber for the company included Virginia, West Virginia and the Carolinas. Besides a widow, he is survived by his mother, five daughters, three sisters and two brothers. Mr. Carner was a native of Spotsylvania County, Va. During his illness, his business was carried on by Miss Eleanor Farish, a member of his office staff. She is still in charge pending a settlement of his affairs and appointment of his successor.

Victor dealers in this territory are co-operating with the company in the effort to dispose of all single-faced Red Seal records in stock, practically all of them conducting intensive drives through advertising and otherwise to achieve this end.

The retail department of the Corley Co. is trying out a miniature talking machine as a sales-aid novelty, having installed one of the devices on a shelf near the front entrance. Electrically operated and with wiring concealed, it discourses music like a regular phonograph and at the same time makes the store visitor wonder just where the sounds come from.

### Sets Rumors at Rest About Thermodyne Co.

Leo Potter, president of the Thermodyne Radio Corp., New York, and well-known throughout the radio industry, in an interesting chat with *The World* recently commented as follows regarding certain rumors which have been current in the industry: "During the past few months my attention has been called several times to rumors in the trade, particularly among talking machine dealers and jobbers as to the affiliation of the Thermodyne Radio Corp. with other concerns in this industry. In fact, several dealers have asked me if my company is owned or controlled by other interests, and it seems to me this is an opportune time to set these rumors at rest.

"The Thermodyne Radio Corp. has no connection whatsoever with any concern in the radio industry, and the sole control of the company is in my hands. There is no concern of

individual in the radio industry who has any substantial interest in the Thermodyne Radio Corp., no less a controlling interest, and rumors to the contrary are absolutely unfounded.

"It is true that I have connections with various other corporations both in an executive and advisory way, including one or two concerns in the radio industry, but these interests are purely personal and have no relation whatsoever to the activities of the Thermodyne Radio Corp."

### A Talented Member of the Radio Industry

Miss Edith Craine, Widely Known in Dramatic, Musical and Literary Circles, Responsible for Excellent Eagle Radio Publicity

Contrary to the general belief, probably based upon the writing style, the publicity director of the Eagle Radio Corp., is a woman. The E. J.



Miss Edith Craine

Craine that has become so familiar to the readers of "Eagle-Life," the company's house organ, is in reality Edith J. Craine. Besides being the editor of "Eagle-Life" Miss Craine is responsible for the general publicity, the dealer hook-ups and other constructive material coming from the Eagle Co.'s advertising department.

Miss Craine has a wide acquaintance among the dramatic and music profession and through these relationships Eagle Balance neurodynes are being used by many Broadway stars, including Madame Frances Peralta, member of the Metropolitan Opera Co. Such legitimate publicity has wide advertising value and has done its share, together with the merits of the product, to make the Eagle set so well known.

Advertising stunts are generally left to the youth of the profession but the modern business woman knows no limitations. This was again demonstrated by the aeroplane flight recently made by Miss Craine with Pilot Al Caperton and Eddie Squires, the globe-trotting announcer, from Curtis Field on May 26. During the trip slips were dropped from the plane which entitled the finders to rebates on Eagle receivers. Also twenty-five blue cards were dropped from the machine which gave the finders a model "B" Eagle receiver, valued at \$175, upon presentation at the factory.

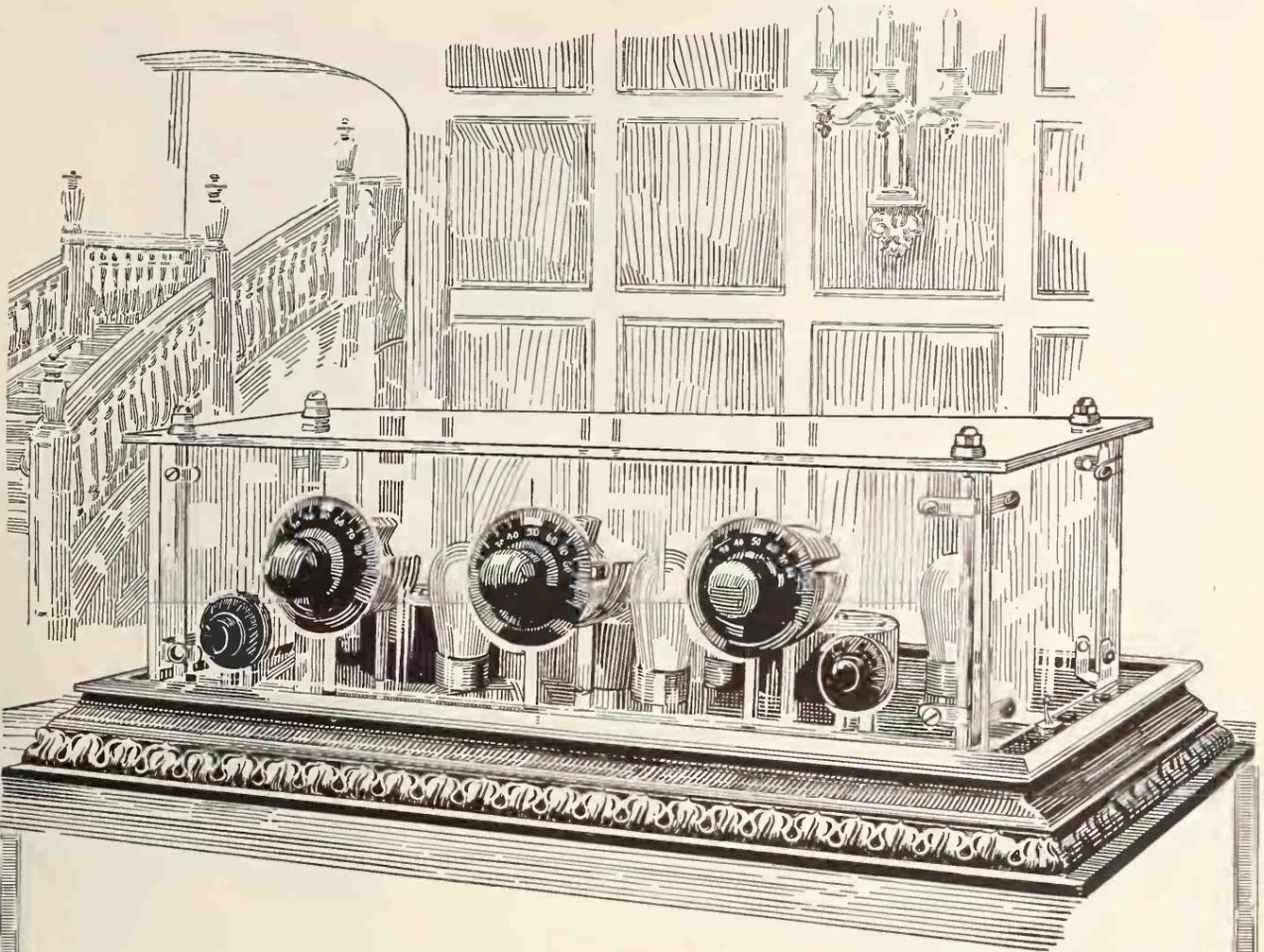
Miss Craine has done much editorial work, particularly relating to children's publications. During the war while connected with the Red Cross she wrote several plays for Hampton Co. Chapter. Rand McNally will shortly bring out two of her books for children, "Littlebits" and "At Uncle Dick's."

Charles Mehr, talking machine dealer of Birmingham, Ala., recently opened a branch store at 404 North Twentieth street, with a complete stock of instruments and records.

# GILFILLAN NEUTRODYNE RADIO SETS

*"Built for Beauty as well as Duty"*

GILFILLAN BROS., Inc.  
LOS ANGELES  
KANSAS CITY LONG ISLAND CITY



The *Clearfield* is here

## Radio de Luxe At a Popular Price

Unique in Appearance—Extraordinary in Result

A six tube set, encased in a heavy dust-proof polished plate glass cabinet, through which every operation of the instrument is visible. No better low loss material is manufactured than plate glass.

Here it is employed to add the final touch of efficiency and beauty to a set without a parallel.

Technically the circuit is a new development in Radio Reception. A six tube set as follows: Two stages of Tuned Radio Frequency employing three Toroidal Coils, a detector, and three stages of audio, comprised of an audio transformer in combination with Lavite resistance coupling.

**\$115**

*Dealers and distributors of the better type are invited to write for special territorial offer.*

**Sherman Radio Manufacturing Corp.**  
 112 Trinity Place  
 New York, N. Y.

## Sales in All Lines, Especially Records, Hold Up Well in Pittsburgh Territory

Talking Machine Sales Volumes Piling Up in Satisfactory Manner—S. Hamilton Co. Has Opened Two New Branches—"Music in the Home" Campaign Launched by W. F. Frederick Piano Co.

PITTSBURGH, PA., June 8.—Jobbers and dealers report that the record business is holding up exceptionally well. The demand seems to be slightly greater for records of the lighter type, dance selections, musical comedy and light opera hits. In some of the stores special efforts have been made to increase the sales of recordings of the higher type and this has resulted in some very good business. This has been especially true at Kaufmann's, the Rosenbaum Co., Boggs & Buhl and the Joseph Horne Co., where special pains have been taken by the salespersons to interest patrons in the higher type of records.

Consoles, selling at a moderate price, and the combination talking machine and radio set are reported the best sellers at this time. In Pittsburgh proper, the machine and record business has shown up well. In one of the downtown stores in one afternoon eight talking machines were sold. In another department store the sales for one week show that twenty-six talking machines had been sold and still another firm reported sixteen machines sold in five days. This is an indication that the phonograph business is still holding its own and that there is always a demand for machines and records if the right type of salesmanship and advertising is utilized.

### Many Music Week Concerts

Music Week, observed the early part of last month, was celebrated throughout the Pittsburgh district with a series of excellent programs in public schools, churches, women's clubs and other semi-public organizations.

### Hamilton Co. Opens New Stores

The S. Hamilton Co. has opened two new stores, one in Braddock and one in Charleroi. At both of the stores the Brunswick, Victrola and the Royal phonographs are handled. E. A. Muller is manager of the Charleroi store, while Miss M. Beebout is in charge of the talking machine section of the Braddock store. This gives the Hamilton Co. a total of six stores. The others are located as follows: main store, 815-17 Liberty avenue, East Liberty store, Wilkinsburg and Ambridge. W. C. Hamilton, president of the company, left for Cape Cod, where

he will spend the next six weeks. Burt Henguwell, sales manager of the company, is planning to spend his vacation in and around Savannah, Ga.

### Victor Campaign Ends With Banquet

The grand finale of the Victor sales drive took the form of a banquet at the Morrowfield Hotel on Monday, June 1. The campaign started on April 24 and closed midnight, May 29. During the campaign thirty-seven dealers of Pittsburgh and vicinity participated with the co-operation of the Victor jobbers. About one hundred and fifty dealers and salesmen and women attended the banquet at which F. K. Dolbeer and J. G. Paine, of the Victor Co., were the guests of honor. Both Mr. Dolbeer and Mr. Paine made interesting addresses. Following the banquet which was enlivened by musical features, prizes were awarded to the salesmen and women who headed their respective classes for volume of sales during the period of the contest.

### Ringgold Band Anniversary Observed

The seventy-second anniversary of the founding of the Ringgold Band of Reading, Pa., will be observed on June 28 at an outing at Yellow House, near Reading. For the anniversary event the celebrated Allentown (Pa.) band under the direction of Martin Klingler will furnish music.

### Prof. J. H. Wilson Dead

Prof. John H. Wilson, aged sixty-two years, a widely known teacher of instrumental music, died at his home here after a brief illness. He was a native of Philadelphia and located in Pittsburgh when a youth. He was a member of the Pittsburgh Musical Society, the Elks, the Masonic fraternity and the Methodist Episcopal church. His widow and four children survive the deceased.

### W. F. Frederick Piano Co. Campaign

The second "Music in the Home" campaign of the W. F. Frederick Piano Co. was launched here recently. Officials of the company stated that "the first Music in the Home campaign was such a sweeping success that it was decided to make these wonderful affairs annual events, and we are in a position to make this second

one so much greater than the first that no lover of music within a day's ride of our Pittsburgh store can afford to deny herself or himself the pleasure of seeing, hearing and enjoying the latest improvements which have been made in the world's finest productions."

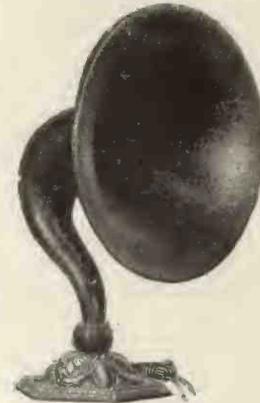
### A. A. Buehn Reports Conditions Improved

Trade conditions for the Summer season are reported as much improved according to A. A. Buehn, treasurer of the Buehn Phonograph Co. He states that there has been a rather satisfactory volume of sales being made by the various Edison dealers that his firm supplies. Many of these dealers are securing business as the result of aggressive drives.

## Stewart-Warner Reproducer Wins Praise for Its Tone

Made to Harmonize With Company's Line of Receivers—Special Processed Fibre With Soft Core Eliminates Vibration

The Stewart-Warner reproducer, built by the Stewart-Warner Speedometer Corp., maker



S. & W. Reproducer

of radio products, has won considerable praise from members of the trade and music lovers, because of its splendid tone quality. The horn is made from fibre by special process and is vulcanized on its outer surface. The core of the horn is allowed to remain soft, which, it is stated, prevents the horn from vibrating at any note. The Stewart-Warner reproducer is finished in a dark walnut leather-like surface, and stands on a metal base which is deep green with gold bronze high lighting. This reproducer harmonizes perfectly with the walnut cabinet work of Stewart-Warner radio instruments.

## Parker Music Co. Has New Store in Dallas

Well-known Houston Music Firm Opens Large New Branch Store, Fourth in Its Chain

DALLAS, TEX., June 6.—One of the newest additions to the retail trade of Dallas is the Parker Music Co., which has just opened a store at 1821 Main street. The establishment is a branch, the headquarters being in Houston and other branches in Galveston and Waco. It is reported that the combined branches will carry the largest stock of band and orchestra instruments in the South.

The Parker organization is the state agent for Holton band instruments made by Frank Holton & Co., Elkhorn, Wis., and has established a big trade in them among the musicians of this section. This is the line of band instruments that the Parker stores all handle exclusively. The local management is in the hands of C. C. Snell, formerly director of the Gainesville Boys' Band.

## Pathe Adds to Distribution

The Pathé Phonograph & Radio Corp., Brooklyn, N. Y., has been appointed distributor out of New York and Chicago for the McCulloch A-C tube. The introduction of this new tube has created a sensation as it is said to represent one of the newest developments in the radio field. The McCulloch A-C tube takes its current from the electric light battery, thus eliminating the "A" battery.

## Exclusively Wholesale Service in the PITTSBURGH DISTRICT

Atwater Kent Equipment  
Pooley Radio Cabinets  
Colin B. Kennedy Equipment  
French Ray-O-Vac Batteries  
Exide Storage Batteries  
Gold Seal Homchargers  
Music Master Loud Speakers  
Weston Radio Plugs  
Pennsylvania Radiophones  
Brach Antenna Sets

Our Slogan  
Service—None Better

**ESENBE CO.**  
SWARTZ & BUEHN

909 Penn Avenue

Telephone: Atlantic 0539  
Catering especially to music dealers

Pittsburgh, Pa.

# The Wonder of Radio!



Crosley owns and operates station WLW, Cincinnati, the first remotely controlled super-power broadcasting station.

## CROSLEY 50 One tube set

**\$14<sup>50</sup>**

Add 10 per cent west of Rocky Mountains



51  
**\$18<sup>50</sup>**

**2-Tube Crosley 51**  
Same as wonderful Crosley 50 with additional tube amplifier. Local and nearby

stations on loud-speaker always and distance up to 1500 miles under average conditions. Much greater range with head phones.

**Special Sloping Front 2-Tube Crosley 51**  
Same as Model 51, with cabinet holding all dry A and B batteries. \$23.50

**2-Tube Crosley 51 Portable**

The Crosley 51 in a black leatherette case, with nickel trimmings. Space for batteries. \$23.50

**Crosley Musicone**

A marvelous new development of loud-speaking principles. Diffusion of sound creates perfect reproduction of all tones. \$17.50



**\$30**

**3-Tube Crosley 52**  
A larger set for those who want greater reception range on the loud-speaker. Operates on three tubes, using wet or dry batteries. Consistent loud-speaker range 1500 miles or more.

**Special Sloping Front 3-Tube Crosley 52**  
Cabinet contains dry A and B batteries. Same efficient detection and reception as regular 52. \$35

**3-Tube Crosley 52 Portable**

Same as other 52 models, but in a black leatherette case. Easily carried. All batteries inside. \$35

Prices quoted above do not include accessories. Add 10 per cent West of Rocky Mountains.

Crosley, the world's largest manufacturer of radio receiving sets, offers radio's wonder—the Crosley Model 50, one-tube genuine Armstrong regenerative receiver at \$14.50. With tube, phones, batteries, antenna wire complete, less than \$25.

This momentous announcement means that every home in America can at last have the enjoyment and the entertainment of high class radio—the thrill of long distance reception as well as local—on a basis of real economy.

It means a further tremendous stride toward achievement of the Crosley aim and ambition to build radio for the millions.

Already, with hundreds of thousands of Crosley receiving sets placed in American homes last year alone, Crosley is sweeping on toward that great goal.

For all time, Crosley has taken the high cost out of quality radio by quantity production, the surest road to lower costs in a manufacturing plant.

But Crosley has gone even farther, by providing simplicity, certainty, reliability—reception as perfect and sure as it can be made in the present state of radio science.

This Crosley 50 is the latest refinement and perfection of the set which brought MacMillan's North Pole messages in to Leonard Weeks, at Minot, N. D., when all others failed though they cost ten times as much.

This is the set which gets the stations from coast to coast; which gives you more for your money by far, because it is the

genuine Armstrong circuit, built by Crosley.



This little diagram shows three tubes using the ordinary radio frequency and detector circuit. Signals pass straight through the three tubes without extraordinary increase in their strength. The tube value therefore is 3.



But Crosley's Armstrong regenerative, with one tube, passes the signals several times through the single tube, each time increasing their strength and giving you much more than the three-tube ordinary circuit, or a tube value of 3+.

That is why the Crosley one-tube set is so much more satisfactory and efficient.

Already, with this perfected Crosley 50, Andie Edmondson, at Stella, Mo., heard 2BD, Aberdeen, Scotland; Paul J. Hall, at Osceola, Neb., heard 2LO, Lon-

don, England; Eugene Barnhouse, at Brookfield, Mo., hears Winnipeg and Montreal, Can., and Springfield, Mass.; James Gordon, at Fremont, Neb., hears them from coast to coast, from Canada to Texas, even picking up 10-watt KFNG at Coldwater, Miss., and 100-watt WFBL, at Syracuse, N. Y.; Mrs. J. E. Martin, at East Palestine, Ohio, hears KGO, Oakland, Calif.; O. W. Bryant, at Sunset, Tex., gets Hollywood, Calif., 1425 miles; Crosley Station WLW, Cincinnati, 1094 miles; Pittsburgh Pa., 1361 miles.

These are only a few examples out of many. Can money buy you greater distance or wider range?

Your jobber will gladly demonstrate the Crosley line and tell you how you can cash in on bigger profits with these fast-selling Crosley sets. Get in touch with him today.

Crosley manufactures receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149 and priced from \$14.50 to \$65, without accessories.

The Crosley Radio Corporation  
Powel Crosley, Jr., President  
626 Sassafras Street, Cincinnati



This slogan will  
create the demand;  
any "Vitanola" will  
close the sale.

"When and What you Want" is the slogan adopted by the Phonograph Manufacturers National Ass'n to use in stimulating the demand for phonographs. We believe it will do it. We *know* there is no better way to get "When and What you Want"—nor to sell the public on this idea—than to play it on a Vitanola, "The Phonograph of Marvelous Tone."

VITANOLA TALKING MACHINE CO.

829 AMERICAN FURNITURE MARKET

666 LAKE SHORE DRIVE

CHICAGO

# From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST

TELEPHONE WABASH 5242

LEONARD P. CANTY

## Summer in Middle West Finds Portables Selling in a Most Satisfactory Manner

Sudden Change to Mid-Summer Weather Responsible for Large Demand for Portable Instruments of All Kinds—Record and Radio Situation Good for This Time of Year—Trade News of Month

CHICAGO, ILL., June 10—The change two weeks ago from inclement weather to mid-Summer temperature brought an encouraging spurt in one phase of the talking machine business, namely, in the sale of portable phonographs. While the vacation period is really ten days or two weeks distant, dealers in this section report that there has been a consistent demand for the small machines. Window displays in practically every talking machine shop are devoted almost exclusively to portables and the dealer finds that he is being repaid for his advertising efforts.

The demand for records has, in general, been spotty, although the total sales figures for May and the first ten days in June will doubtless compare favorably with those of preceding months. The visits of several of the leading orchestras to this and other cities in the Middle West have caused an increase in demand for selections made by those particular organizations, and for dance records generally.

The retail sales figures for straight phonographs and radio combination models still continue to indicate a fair business. Manufacturers during the past two weeks, however, have received many encouraging forecasts as to Fall business prospects from their dealers, and, furthermore, the retailers are in most cases substantiating their statements with orders slated for Fall delivery. All in all, it would appear that the Middle West bids fair to recover from the present slight business depression in the early Fall.

Manufacturers, jobbers and dealers are shaping their sales plans accordingly, mapping out advertising campaigns to start earlier than in past years and grooming their sales organizations for effective work in the early Fall months.

The radio industry, which has been undergoing a process of readjustment during the past six months, is rapidly approaching a plane of stabilization, due to the efforts of those organizations and executives who are bending their every effort to make the radio business steady, safe and profitable. New models, showing a greater degree of refinement in cabinet design, are being placed upon the market, advertising, and sales programs are being

launched, and the present situation seems to prophesy an early and encouraging Fall and Winter business season.

### Vincennes Co. Introduces Radeluxe

The Vincennes Phonograph Co., of Vincennes, Ind., announced to the trade a few days ago a new cabinet which is designated as the Rivoli Radeluxe. The new Vincennes product, which is a combined phonograph and radio cabinet of the highboy type, is constructed to accommodate any of the standard radio receiving sets. It is 32½ inches wide, and the height of the radio compartment is 10¼ inches.

The main feature of the cabinet is the patented horn, which allows the operator to switch from the radio to the phonograph by lowering a lever, which works in the grill covering the horn.

The phonograph is above the receiving set, and on both sides of the phonograph are compartments for record albums, hence the operation of either phonograph or radio set can be accomplished very easily, and the shift from one to the other can be made without the operator rising from his seat.

The unit is of distinctive design, finished in two-tone brown mahogany, with hand inlay work on the doors. The woodwork is of heavy five-ply construction throughout. Battery compartments in the rear of the cabinet accommodate both "A" and "B" batteries.

In addition to the new Rivoli Radeluxe, the Vincennes Phonograph Co. is placing on the market two radio cabinets at a very popular price.

### Attractive Vitonola Billboards

Attractive posters, suitable for billboard use, were placed in the hands of dealers a few weeks ago by the Vitonola Talking Machine Co., this city. The body of the poster is in yellow, trimmed with a red border, and the illustration of the phonograph appears in its natural walnut tone. The copy is designed to attract dance lovers, as it shows several young couples dancing, and carries the slogan "Dancing parties anytime, wherever there is a Vitonola."

Ample space is allowed at the bottom of the poster for the dealer's imprint. A sample was submitted to each dealer, and he was given the

privilege of ordering more at less than actual cost. The dealer is required to pay for only a small portion of the billboard rental cost, the majority being paid for by the Vitonola Talking Machine Co.

### M. C. Schiff Visits Boston and New York

M. C. Schiff, president of the Vitonola Talking Machine Co., 666 Lake Shore Drive, Chicago, spent the first week of June in Boston and New York. During his Eastern trip Mr. Schiff closed several important deals which, he states, give every indication that the talking machine industry is still one of considerable consequence, and that business in the phonograph field is far from being at a low ebb. Mr. Schiff, as is announced elsewhere in this issue, was elected president of the Phonograph Manufacturers' National Association at the May 19 meeting of that organization.

### Install Permanent Okeh Record Laboratory

A permanent recording laboratory was installed by the Consolidated Talking Machine Co., on the fourth floor of its headquarters at 229 W. Washington boulevard, Chicago, during the third week in May. C. L. Hibbard, recording engineer from the Okeh laboratories, New York City, spent several days in Chicago installing the equipment and making the first recordings. Peter Decker, assistant to Mr. Hibbard, also spent a week in the new laboratory and then departed for Kansas City where he made a public recording of the Royal Syncopators dance orchestra in the Royal Theatre.

In the past, it has been necessary to transport from New York and install here a considerable amount of equipment in order to make Okeh records. The new laboratory will do away with this unnecessary labor and will effect a great saving in time.

According to an announcement made by E. A. Fearn, president of the Consolidated Talking Machine Co., a number of foreign language favorites were recorded during the first week. Among them were selections by Vaclav Albrecht, tenor, Mme. Mary Burger and Brousek's orchestra. The Louisville Jug Band, a unique organization of colored artists, also recorded several numbers.

### Ted Lewis Band on Final Lap

Ted Lewis, and his band, Columbia record artists, are in Chicago at the present time, completing the last lap of their twenty weeks' tour of the United States. Lewis' engagement started at the Palace Theatre, the leading variety house of this city, on May 25, and will end on

(Continued on page 116)



Kimball Style X Tudor  
One of many beautiful models

## W. W. KIMBALL CO.

### Phonographs and Pianos

The fact that Kimball Phonographs carry a name prestige is worthy every dealer's careful consideration. More than fifty years in building right merchandise means that the name Kimball stands for quality and durability and therefore ready selling. There is ample variety in Console and Upright Phonographs.

—The Best at the Price

Ask about agency franchise, territory and terms.

W. W. KIMBALL CO. Established 1857 306 So. Wabash Ave., Chicago

Makers of Kimball Phonographs, Pianos, Reproducing Pianos, Players, Pipe Organs, Music Rolls.  
Distributors Columbia Records and Welte-Mignon (Licensee) Reproducing Rolls.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

June 24, establishing a record at that theatre for a continuous run.

His act is billed as the feature, and it has been drawing packed houses at all performances. No two Lewis programs are alike, and he has been featuring especially those numbers which he has recorded for the Columbia Phonograph Co., Inc. Columbia dealers tied up with the appearance of the Lewis band by the use of window displays throughout his stay in Chicago, and during the second week of June obtained particular attention from the record buying public through newspaper advertising. According to all reports, Ted Lewis' visit to Chicago has been a big factor in increasing the sale of records made by this popular jazz artist and his band.

**Cheney Co. Takes Over Cleveland Territory**  
On June 1, the Cheney Talking Machine Co., of Chicago, took over the territory which has been covered since 1918 by the Cheney Phonograph & Sales Co., jobbers, 1965 E. Sixty-sixth street, Cleveland, O. The former Ohio distributors served Cheney dealers in Ohio, West Virginia, western Pennsylvania and western New York State. The territory will be cared for by C. B. Hammond, Cheney sales representative, who may be addressed through the Cheney Talking Machine Co., 24 N. Wabash avenue, Chicago, or at the Park Lane Villa, Cleveland, Ohio. His phone number is Cedar 80.

**The Zenith Radiogram Makes Its Debut**  
The Zenith Radiogram, a monthly dealer publication sponsored by the Zenith Radio Corporation, of Chicago, made its appearance about the middle of May. The new Zenith house organ is attractive, filled with live interesting articles, and was accorded a warm welcome by Zenith dealers, who have already found it to be another helpful link in the chain of Zenith dealer co-operation.

The front cover is attractively finished in two colors, and the reader finds there the purpose of the Radiogram, stated as follows: "It is the purpose of this monthly dealer medium to assist through the exchange of ideas in the betterment of retail merchandising as will build for the substantial and permanent establishment through a lasting dependable confidence through the Zenith organization—from factory to distributor, dealer and to the consumer—the ultimate judge of all merchandise."

Pictures of the new Zenith offices and plant, a story on the coming Arctic exploration party headed by Commander Donald B. MacMillan,

and Commander E. F. McDonald, Jr., president of the Zenith Radio Corp., further helps to make the publication of interest to the reader. A double-page spread contains the pictures of Zenith executives, engineers and field representatives, in connection with an article which portrays the growth of the firm and the part which the officials have played in its progress.

The remainder of the paper is devoted to pictures and stories of enterprising Zenith dealers, their advertising methods, sales schemes, window displays, and to merchandising articles written for the benefit of the dealer by S. I. Marks, treasurer; N. A. Fegen, secretary, and H. H. Roemer, director of sales promotion.

Beginning with the June issue, the Zenith Radiogram will devote four pages to Zenith dealer and consumer experiences, advertising helps, window trims and interior displays. The forms, in the future, will close the twentieth day of each month, and dealers are asked to send copy and photographs of interesting and educational material.

**Artistic Operadio Portable Windows**

One of the most individual and effective window displays arranged to secure Summer business was recently on view in the show windows



Operadio Window of Consolidated Co.

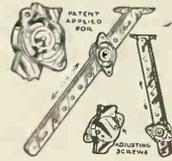
of the Consolidated Talking Machine Co., wholesale distributor of the Operadio portable radio receiving sets. Two large windows were given over to the display of the Operadio portable and as can be seen from the accompanying photographs the surroundings in which the instrument is set are distinctly appropriate to the season.

One window dealt with the simplicity of operation of the instrument, together with charts showing the parts from which the set is constructed. Photographs of celebrities who have used the Operadio and recommend it were also

**LAKESIDE TYPE M SPEAKER**



Furnished complete, or units and horn separate. Write for prices.



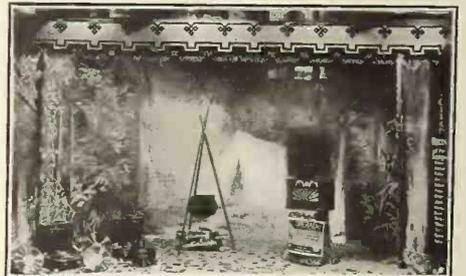
**LAKESIDE FRICTION SLIDE**

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.

shown. The slogan "Radio reception—Whenever you want it—Whenever you want it" was also featured. The second window, showing the Operadio in a camp scene, was most realistic and enabled the passerby to visualize the instrument's appeal as a valuable part of a vacation trip.

The display attracted a great deal of attention and the amount of "drop-in" business and the



Another Consolidated Operadio Window number of inquiries which resulted more than justified the time and trouble gone to in arranging the window.

**S. I. Marks Attends Convention in Hot Springs**  
S. I. Marks, treasurer of the Zenith Radio Corp., Chicago, represented his firm at the Electrical Jobbers' Association convention held at Hot Springs, Va., the first week of June. He remained there for the week of June 8 to attend the Associated Manufacturers of Electrical Supplies convention.

**Morton Downey With Brunswick**  
Morton Downey, one of the most promising young tenors of the present day recently signed a contract to make records exclusively for the Brunswick-Balke-Collender Co. He has been a radio star for some time and is at present appearing in vaudeville. Mr. Downey recently made his first record "The Melody That Made You Mine," and Brunswick dealers report it to be one of their best sellers.

**Some Interesting Figures**  
A recently completed nationwide survey shows that there are approximately 4,000,000 radio receiving sets in use in the United States at the present time. In connection with this investigation there appeared the interesting news that one or more Erlo parts were used in over 1,000,000 of these sets, according to an announcement made by Electrical Research Laboratories, of Chicago. This firm, which was

(Continued on page 118)

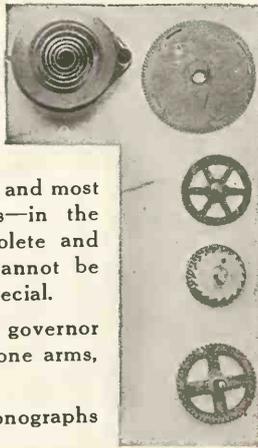
**Repair Parts**

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE LAWS OF ILLINOIS

**Consolidated Talking Machine Co.**  
Manufacturers of

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.



TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

SUCCESSORS TO:  
Standard Talking Machine Co.  
United Talking Machine Co.  
Hornsey Talking Machine Co.  
O'Neill-James Co.  
Ardino Co.

227-229 W. WASHINGTON ST., CHICAGO, ILL.

Branches: 2957 Gratiot Ave., Detroit, Mich.

1121 Nicollet Ave., Minneapolis, Minn.



# The Jewel Reproducers and Tone Arms



**SPECIFICATIONS NO. 1.**

Base made reversible to avoid glued joints in motor board. Made in 8½", 9½" and 10½" lengths in either nickel or gold with "MICA" or "N O M - Y - K A" diaphragms. Plays all records.

**SPECIFICATIONS NO. 2.**

*Write For Our New Quantity Prices*

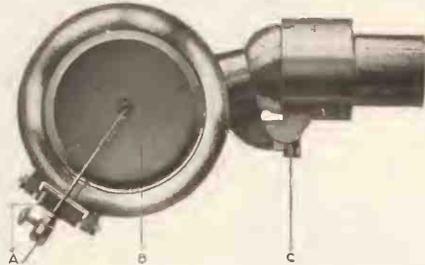
## Jewel Tone Attachment for the Victor



Showing Jewel Victor Attachment in position for playing Edison and Pathe Records

Quickly and easily attached to the gooseneck in place of the regular Victor soundbox.

## Jewel Tone Needle Equipment for the New Edison



Showing Jewel Needle Equipment in position for playing Victor and all lateral cut Records on the New Edison Phonograph

A perfectly balanced reproducer which can be inserted in a few moments in place of the regular Edison reproducer.

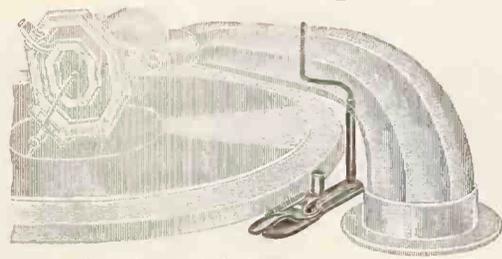
## The Jewel Tone Mute



A Jewel invention built in the reproducer, that controls the volume of sound at its source and functions in such a way that the length of the vibrations are minutely regulated and the tone reduced without interference with clear articulation. Operated by means of a thumb screw instantly adjustable and practically fool proof.

Operated by means of a thumb screw instantly adjustable and practically fool proof.

## The Jewel Tone 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.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

one of the earliest to enter the field of radio manufacture, makes millions of parts for home radio builders, as well as for some of the largest radio set manufacturers in the country.

Returns From Extended Trip

Douglas De Mare, general manager of the Mohawk Electric Corp., manufacturer of the Mohawk one-dial radio receiving set, who has been on an extended six weeks' trip throughout the West, returned to his office a few days ago. He visited the principal cities in the Western part of the country, and spent considerable time in California. In the entire West, according to Mr. De Mare, Summer radio reception is gaining in popularity, and all signs point to a successful season from a sales angle. The Western trip was taken in the interests of a national sales campaign which the Mohawk Electric Corp. will launch this Fall.

New Loop Aerial Introduced

A new loop aerial, in which are incorporated a number of ingenious structural improvements and low loss refinements, was recently placed upon the market by the Electrical Research Laboratories, of this city. In the new Erla loop the jack and plug found in the cast bases of most loops are entirely eliminated. The optimum spacing has been worked out scientifically and the use of proper size flexible, stranded wire does away with the losses caused by high resistance to radio frequency currents.

The new loop has a heavily nicked piano-type hinge which holds the loop erect, and can be folded to a very small, compact bundle in a single operation. A perfected swivel base permits free rotation of the loop. According to advices received from the manufacturer, numerous tests have been conducted which have proved that the new Erla loop increases the range of any receiver operating with a loop aerial.

Vincennes Co. Line at Furniture Mart

The Vincennes Phonograph Co. of Vincennes, Ind., will again display its full line of radio cabinets and phonographs at the Furniture Market, to be held June 22 to July 15, at the American Furniture Mart, 666 Lake Shore Drive, Chicago. The Vincennes display will be in spaces B-19 and B-26, Manufacturers' Division, on the second floor and will be under the supervision of Leon C. Samuels, vice-president of the firm.

McNair Ilgenfritz Has More Successes

Arthur A. Friestedt, president of the United States Music Co., of this city, manufacturer of U. S. player-rolls, received recently a very interesting letter from McNair Ilgenfritz, who has been touring Europe several months. Mr.

Ilgenfritz's musical talents are recognized not only in this country but in all of the leading European centers, and he will resume his duties with the United States Music Co. about August 1, devoting his entire time to the recording and editing of the company's Auto-Art and library edition rolls. In his letter to Mr. Friestedt, Mr. Ilgenfritz said in part: "Just a line to say how glad I am that you advised me to go to Budapest, for it is indeed a beautiful city. I am the guest of Ambassador Brentano, who sponsored a very brilliant musicale for me, which was quite a success. I am returning to Vienna shortly, then Munich, Switzerland, Paris, perhaps Dresden and Berlin, London—then home. I have taken passage on the 'America,' sailing July 8, and will be in Chicago on August 1, ready to do the September bulletin."

Carl Knittel Convalescent

Carl Knittel, of the Wolf Mfg. Industries, Quincy, Ill., who has spent the past four months in El Paso, Texas, returned to Chicago the latter part of May. He is at present convalescing in the Evanston General Hospital.

Marshall Field-Cheney Art Radio Phonograph

A new development in the manufacture of phonographs is embodied in the Chinese Chipendale lacquer cabinet reproduced herewith, made by Marshall Field & Co., of Chicago, in

the doors, both inside and out, and in the decorative brasswork which was also designed and made in the Field workroom. All of the hardware is 14-karat gold-plated, and is of such



Showing Same Model With Doors Open

delicate design that the tracery had to be made under a microscope. The base and legs are covered with gold leaf, applied in the manner used centuries ago by the English and French.

The cabinet contains a Cheney phonograph of the double resonator type, with especially matched horns. The radio set was made according to specifications by the Western Electric Co., and is a six-tube heterodyne, such as is sold only to broadcasting stations. The aerial for the radio is contained in the central swivel panel of the companion screen, which needs merely to be turned to get the directional effect secured by this type of antenna. The screen at the bottom of the center panel conceals the loud speaker, which is connected with a power amplifier equipped with four tubes. Following the dictates of the Queen Anne period of 1710, the panels of the screen are covered with paintings, in this case of a marine character. From the original design to the paintings on the panel the whole screen was produced in the Field studios.

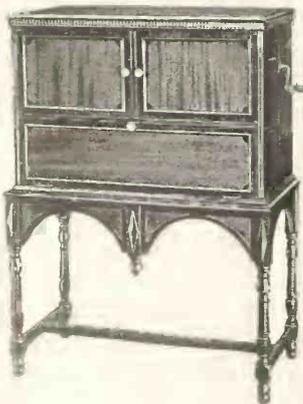
Four additional compartments in the cabinet provide room for player-piano rolls and the base of the table opens, disclosing space for eight record albums.

The contract for the manufacture of the combination phonograph and screen called for a price of \$4,000.00, which is undoubtedly one of (Continued on page 120)



Marshall Field-Cheney Art Model

conjunction with the Cheney Talking Machine Co. This artistic piece of furniture was ordered by a wealthy Chicago business man, and was designed and constructed in the Field studios by the artists and craftsmen of that firm. The Chinese influence on the English style of the period of 1735 is manifested in the scenes on



## Excel Phonographs

and

### Radio-Phonograph Combinations

The illustration shows one of many late models of our line, which has been re-designed, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit. Characterized by

**Beauty of Design, Finish and Tonal Quality**

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. *Catalog and price list mailed on request.*

**EXCEL PHONOGRAPH MANUFACTURING COMPANY**  
 402-414 West Erie Street - - - - - Chicago, Illinois

# Okeh Records

## Make Maximum Sales

### FACTS!

Okeh Records are always quite free from mechanical distortions. Theirs is a superior clarity and tone volume. The extensive variety of features they offer is unexcelled. They challenge comparison. These are the records people everywhere are buying.



Vincent Lopez

Rare, exquisitely played classical selections are heard on Okeh-Odeon Records.

Orchestras of national popularity play Okeh Dance Music.

Country-wide search has secured for Okeh the best of singers.

Nowhere can be found Old Time Tunes as truly characterized as they are on Okeh Records.

The greatest Race Artists are exclusively Okeh.

Let  
This  
Group



Fiddlin' John Carson

Get  
You  
Busi-  
ness



Henry Whitter



James McCravy—Frank McCravy



Butterbeans and Susie



Cogert and Motto  
(The Human Jazz Band)

## Our Service Never Stops

Don't think about being an Okeh Dealer. We can't make you an Okeh Dealer if you only think about it. Writing is the action which produces an Okeh Dealer result. Write now to

# Consolidated Talking Machine Co.

227-229 W. Washington St., Chicago, Ill.

Branches:

2957 Gratiot Avenue, Detroit, Mich.

1121 Nicollet Avenue, Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE \$1.00

## The ALTO

Manufactured by  
ALTO MFG. CO.

1647-51 Wolfram St.

CHICAGO, ILL.

the highest amounts ever paid for an individual phonograph. The masterpiece intensely interested all who were privileged to see it before its delivery, and one of the daily newspapers, on May 12, devoted considerable space in its art section to a reproduction and description of the cabinet and screen.

## Window Display Service Pointers

The direct-mail material devoted to window display service which is sent from the offices of the Brunswick-Balke-Collender Co. each month to Brunswick dealers appeared in very attractive form in April. The literature was in the nature of a folder, the front page being a reproduction of a Western Union Telegram, which carried the message "Invest In This Will Declare Big Dividends." Upon opening the first leaf of the folder, the eye was caught with the statement, in large bold type, that 50,000,000 records were sold in 1924, and the dealer found himself being questioned as to how many he sold. The inside pages carried, in several bright colors, reproductions of window display cards, advertising the latest Brunswick releases of popular selections and dance music. The posters feature only those current records which have the greatest sales strength, and the art designs are unique and varied, bound to arrest and hold the attention of the passerby.

The service is placed in the dealer's hands early in the month, at the same time that the featured records are released. The Brunswick dealer's attention is also called to the fact that a window display, artfully designed, will not only arrest attention, but will bring the customer to the record counter, and direct attention to the phonographs on display.

## Herbert O. Crippen Brings Suit

Præcipe and declaration were filed on May 12 in the Circuit Court of Cook County, Illinois, on behalf of Herbert O. Crippen, of the sales department of Steger & Sons Piano Mfg. Co., Chicago, against the McKinley Phonograph Co., a corporation, the Wade-Twitchell Co., also a corporation, both of Chicago, and Paul B. Armstrong, of Chicago, defendants. Crippen charges the defendants with infringement of letters patent granted to him by the United States Government covering a loud speaker device constructed to contain a sound amplifying tone chamber within an outer casing or horn, for attachment to talking machines, and charging injury to rights secured to the plaintiff by letters patent and conspiracy between the defendants. The article complained against is being marketed and sold by the defendants under the name of the "Armstrong Loud Spaker." Damages are sought against the defendants in the sum of \$100,000.

## Death of Raymond J. Healy

Raymond J. Healy, president and founder of the Raymond Music Corp., 300 North Michigan avenue, and one of the principal stockholders of Lyon & Healy, died suddenly on the afternoon of Tuesday, May 26, in the offices of his physician, Dr. F. D. John, Marshall Field Annex Building. Mr. Healy had been suffering from heart trouble for some time and was awaiting treatment when he was stricken.

Mr. Healy formed the Raymond Music Corp. in 1912, and established headquarters on Wabash avenue, between Adams street and Jackson boulevard, near the Lyon & Healy store. About

**Burns**

**THE PERFECT REPRODUCER**

Tone loud and pleasing  
Handsome material and design  
Black—22.50, Shell—25.00

**American Electric Company**  
State and 64th Sts. CHICAGO



one year ago the offices and salesrooms were removed to the present address.

The deceased was a son of P. J. Healy, founder of Lyon & Healy, and for some time was associated in an active way with that firm. He was fifty-two years old. Mr. Healy is survived by his widow and child and five brothers, Marquette A. Healy, president of Lyon & Healy, Columbus; vice-president and general manager, Vincent; manager of the personnel department, Augustus, now living in North Carolina, a stockholder, and James, also a stockholder.

Funeral services were held on Thursday morning, May 28, at the Church of Our Lady of Mount Carmel, Chicago, with private burial at Calvary cemetery.

## C. L. Davidson With Steger Retail Store

C. L. Davidson, formerly of Davidson's Talking Machine Shop, 234 S. Wabash avenue, recently accepted the position of manager of the phonograph and radio department of the Steger & Sons Piano Mfg Co.'s retail store at 238 S. Wabash avenue. At the present time no lines have been decided upon, but it is expected that several well-known talking machines will be stocked in addition to the products of leading radio manufacturers. The phonograph and radio department will be located in the basement floor, in space which will have ample facilities for display.

## Winners in Brunswick Sales Contest

On June 1, the winners in the first lap of the sales contest being sponsored by the Brunswick-Balke-Collender Co., between Brunswick retail

(Continued on page 122)

Announcing!

## NEW RADIO LOUD SPEAKER UNIT

BY

## FLETCHER-WICKES COMPANY

In this new Radio Product are embodied the same tone qualities and fine workmanship found in every article bearing the Fletcher-Wickes trade-mark.

Write for Samples and Terms

SAMPLES READY JULY 10TH

FLETCHER-WICKES COMPANY

116-122 West Illinois Street

--:

CHICAGO

# RADIO MASTER CORPORATION

of America

F. B. WARD, President

BAY CITY, MICH.

*Four models that are now stimulating the music business for the dealer.*



Model 15  
Price \$40

Butt Walnut or Diamond Mahogany, equipped with horn and loud speaker unit. Can be had with our own radio panel or is so arranged to house practically any other radio panel.



Model 14  
Price \$30

American Walnut or striped Mahogany.

Any of our models can be had with our own radio panels



Our panels work



Model 12  
Price \$85

Butt Walnut—will house any horizontal radio panel.



Model 26  
Price \$40

American Walnut or striped Mahogany—will house any horizontal radio panel.

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

sales people, were announced. The contest, which opened on April 13, and will close on July 6, has been found to be a stimulator of sales, for the retail Brunswick dealer, his salesmen and salesladies, have become intensely interested in the race, and, as a result, a spirit of friendly rivalry has sprung up which has boosted sales totals considerably. Eighty-four awards for successful competitive selling have been offered, totaling more than \$3,000.00, including four free trips to the Brunswick factory at Muskegon, Mich.

Cities and towns have been classed according to population, so as to place each competitor on an equal basis, and the salesman in the large city has no more advantage than his fellow contestant in the smaller town. The prizes total the same for each division, and an award of \$25.00 is made each week during the contest to the high point scorer in each of the four

population classifications. Each month two prizes, the first amounting to fifty dollars, and the second, twenty-five dollars, are given to the high point getter for the month. All points scored by the competing salesmen will be totaled finally to determine the winners of the grand awards of \$150.00, \$75.00 and \$50.00. The high scorer may have the option of a trip to the Muskegon factory, all expenses paid, or he may choose either merchandise or a cash award. In fact, in every instance, winners may choose between prizes. No salesman is awarded more than one weekly prize, nor more than one monthly prize, but he may receive a weekly, a monthly and a grand prize. In case of a tie, each tying salesman is granted the full award.

Each instrument in the Brunswick line, be it a phonograph or a Brunswick Radiola, entitles the salesman to a certain number of points, varying with the model. Because of the en-

thusiasm which the retail sales people have shown, the race each week has been exceedingly close, and as a result, contestants for the monthly awards have been rather evenly matched. The contest has produced great results from the standpoints of many Brunswick dealers, as it has been found that competition between salesmen, whether they are retail salesmen, manufacturers' representatives, or any other group, tends to stimulate action and to make selling a process of real pleasure.

The names of the winners in each population classification, week by week, follow:

First Week—W. O. Mason, Mason Furniture Co., Huntsville, Ala.; W. R. Coats, Wichita Music Co., Wichita Falls, Texas; A. C. Lang, Lang Bros., South Bend, Ind.; M. H. Glick, Robt. E. White Music Co., Cleveland, Ohio.

Second Week—D. Knapp, H. M. Williamson Co., 438 San Berno street, Hollister, Cal.; E. G. Burrier, 57 N. Fifth street, Zanesville, Ohio; Manuel Sanchez, Turner Music Co., 608 Franklin street, Tampa, Fla.; R. P. Williams, P. & R. Sales Co., The Fair, State, Adams and Dearborn streets, Chicago, Ill.

Third Week—R. D. Terry, McDowell & Castator Music Co., P. O. Box 1085, Ponca City, Okla.; R. W. Durrett, Kerr Music Co., 27 S. Central avenue, Phoenix, Ariz.; J. B. Cannon, The J. H. Troup Music House, 38 West King street, Lancaster, Pa.; Harry Nimcowitz, Morris Music Shop, 130 E. Fordham Road, New York City.

Fourth Week—Harry J. Young, Young's Music Store, McAllen, Texas; Ray E. Schafer, Santa Monica Brunswick Shop, 411 Santa Monica boulevard, Santa Monica, Cal.; Harold H. Davis, W. J. Davis Music House, 317 Court street, Saginaw, Michigan; Harry Charles, E. E. Forbes & Sons Piano Co., Birmingham, Ala.

Fifth Week—W. Weale, Haines City Music Store, Haines City, Fla.; Sid Harrell, R. L. Reese & Son, Corsicana, Texas; H. Poeschel, Brunswick Shop, Inc., 283½ Maple street, Holyoke, Mass.; H. C. Vincent, Lyon & Healy, Inc., Wabash & Jackson, Chicago, Ill.

Sixth Week—Arthur Goldberg, Majestic Music Shop, Minneapolis, Minn.; LeRoy R. Albright, The Regal Co., Harrisburg, Pa.; Grant Pauley, Kroh Music Co., Muskegon, Okla.; J. S. McFadden, McFadden Music Co., Fayetteville, N. C.

The names of the winners of the first month's awards, together with the amount of each award, follow:

In cities of 10,000 or under:—  
First prize, \$50.00, W. O. Mason, Mason Furn. Co., Huntsville, Ala.

Second prize, \$25.00, G. H. Rushford, Dolin & Rushford, 302 Second avenue, Hinton, West Va.

In cities with a population of 10,000 to 50,000:—

First prize, \$50.00, Ray E. Schafer, Santa Monica Brunswick Music Shop, 411 Santa Monica boulevard, Santa Monica, Cal.

Second prize, \$25.00, W. R. Coats, Wichita Music Co., 822 Second avenue, Wichita Falls, Texas.

In cities with a population of 50,000 to 100,000:—

First prize, \$50.00, A. L. Lang, Lang Bros., 439 So. Michigan avenue, South Bend, Ind.

Second prize, \$25.00, Manuel Sanchez, Turner Music Co., 608 Franklin street, Tampa, Fla.

In cities over 100,000:—

First prize, \$50.00, M. H. Glick, R. L. White Music Co., 45 The Arcade, Cleveland, Ohio.

Second prize, \$25.00, C. R. Bowen, Fitzgerald Music Co., 727 So. Hill street, Los Angeles, Cal.

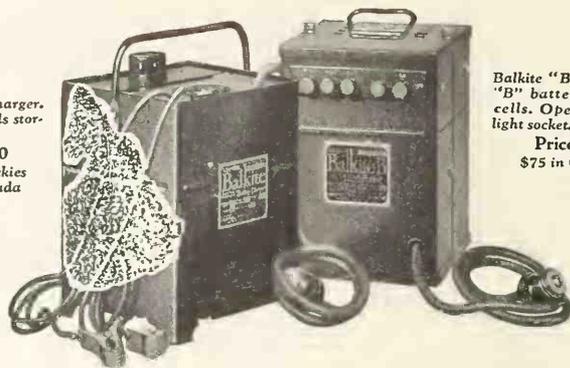
## Organize Under Name of the Sterling Co.

The Sterling Devices Mfg. Co., 412 Orleans street, this city, manufacturer of Sterling tone arms and phonograph attachments, recently organized under the name of the Sterling Co., and removed its plant and offices to Grand Haven, Mich., about the first of May. Officials of the firm, in announcing the change, stated that the continued demand for Sterling tone arms and phonograph attachments, and the fact that the firm had started production of a non-electric vacuum cleaner made additional space necessary. The new site is large enough to take care of future development, and with the additional space and installation of modern equipment, the firm will be in a position to give most prompt service to the talking machine trade.

The Sterling Co. has taken over the affairs of the Sterling Devices Mfg. Co., and there has been no interruption in the general business. Frederick Keller is continuing in the capacity of president and general manager, and Daniel S. Gillespie, who has been a well-known figure in the talking machine trade for some years, is vice-president and treasurer. Hugh E. Lillie, an attorney of considerable repute in western Michigan, is secretary and counsel. The designing and engineering work will continue in the hands of Julius Keller, Sr., who, in addi-

Balkite Battery Charger.  
For charging 6 volts storage batteries.

Price \$19.50  
\$20 West of Rockies  
\$27.50 in Canada



Balkite "B"—replaces  
"B" batteries or dry  
cells. Operates from  
light socket.

Price \$55  
\$75 in Canada

## Balkite Radio Power Units

*two of the fastest-moving  
and most profitable items in radio*

Balkite Radio Power Units supply constant uniform voltage to both "A" and "B" radio circuits and increase the power and clarity of any set. The Balkite Charger charges storage "A" batteries. Balkite "B" replaces "B" batteries entirely and supplies plate current from the light socket.

Both the Balkite Charger and Balkite "B" are entirely noiseless. They are based on the same principle. Both have demonstrated their entire success over a long period of time. Both are free from service trouble, well advertised and fast-moving. They make ideal radio accessories for the music trade.

*Order through your jobber*

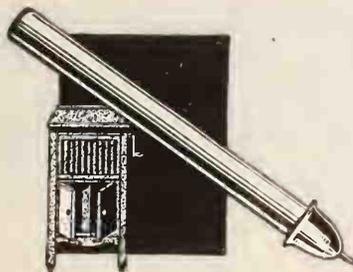
FANSTEEL  
**Balkite** Radio  
Power Units

BALKITE BATTERY CHARGER—BALKITE "B" PLATE CURRENT SUPPLY

Manufactured by FANSTEEL PRODUCTS CO., Inc., North Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

# A Convincing Endorsement by 8,000 Dealers



On a bank check, one endorsement by a reputable person is usually sufficient. With modest pride we offer 8,000 endorsements by dealers of "TONOFONE"—8,000 dealers selling this needle and giving their customers satisfaction with every sale.

### Why the Public buys Tonofone:

It brings out all tones clearly and distinctly without surface noise or scratch; will not injure the finest record; plays 30 to 50 records without changing, saving fuss and bother. *Pleases* 99 out of 100 average buyers. **YET YOUR PROFIT IS 100 PER CENT.**

## Tonofone

Needles Are Packed in Colored Display Cartons  
100 pkgs. to carton

Dealers profit 100%

Write us or your jobber for proposition.

37 S. Wabash Ave.

**THE TONOFONE CO.**  
Manufacturers

Chicago, Ill.

tion to his work in connection with tone arms, was one of the pioneers in the pneumatic tool and vacuum cleaner industries.

### Mohawk With Schmoller & Mueller Co.

The Schmoller & Mueller Piano Co., of Omaha, Nebr., one of the leading music houses in that section of the Middle West, recently completed arrangements with the Mohawk Electric Co., of Chicago, to carry the Mohawk line of one-dial five-tube radio receiving sets, according to an announcement made by the latter firm. The Omaha house will represent the manufacturers of the Mohawk in that district as distributors.

Evidence of their optimistic outlook for the Summer is furnished in their initial order, which, Mohawk officials declare, was exceedingly large. Besides a substantial number of V A Models, the popular standard table type, the Schmoller house has also purchased quite a few console and consolette models, as well as several of the new Mohawk phonograph panels. According to the executives of this music house, radio in the Middle West and particularly the Mississippi Valley States, is gaining in popularity day by day, and they predict a big volume of business in this line. Interest in Summer reception has increased tremendously since last season, and bids fair to continue throughout the warm months, and in the rural districts radio has become almost indispensable as a pastime.

### "The Oriole" Makes Its Appearance

The Oriole Orchestra, Brunswick record artists, directed by Dan Russo and Ted Fiorito, which has become almost a permanent institution in the Marine dining room of the Edgewater Beach Hotel, Chicago, recently published the first number of "The Oriole," an eight-page pamphlet containing interesting news of the world of music publishers, orchestras and mu-

sicians. Several articles refer to Brunswick records made by this popular orchestra, and there are also other news items dealing with popular song hits, the travels of several of the country's leading dance orchestras, and happenings in the world of radio broadcasting.

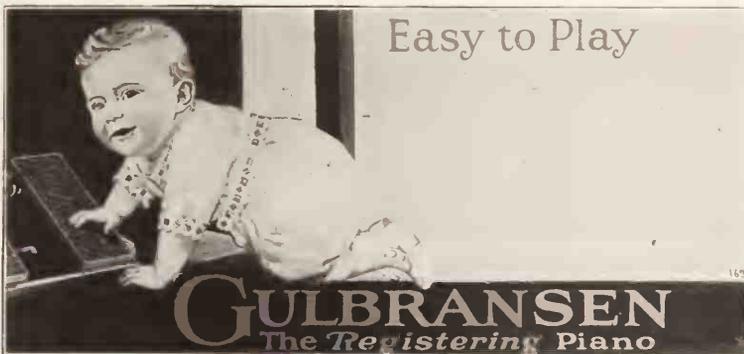
### Gulbransen Posters for Dealers

While the direct advertising plan of the Gulbransen Co., well known manufacturer of Gulbransen registering pianos is engaging the attention of dealers from one end of the country to the other, other types of advertising are not being neglected by this prominent Chicago house. Herewith are reproduced the two latest examples of 24 sheet posters being used in the Gulbransen campaign throughout the United States.

The one with the baby, known as poster number nine, is one of the most striking in use at the present time. The mammoth infant, which is in itself nine and one-half feet long, engages thousands of passersby daily with its friendly smile, and indelibly stamps the Gulbransen trade-mark upon their minds. It is an accepted fact that exaggeration and enlargement aid us in remembering, and in this particular poster

the firm has taken advantage of that principle.

Poster No. 10 on the next page features the Gulbransen registering piano in a moonlit setting, and the handling of the subject is bound to increase further the prestige of the product from an artistic standpoint. At the same time it



### No. 9

### One of the Large and Striking New Gulbransen Posters

serves as a pictorial introduction for the registering grand, tying up with the national advertising of the same product in the Saturday Evening Post and other publications.

On both of the posters liberal imprint space is allowed for the dealer's name, in keeping with the Gulbransen policy of making each one of its posters a dealer poster, and this detail has not been overlooked in the preparation of any of the designs.

### W. C. Hutchings Visits Eastern Points

W. C. Hutchings, assistant general sales manager of the Brunswick-Balke-Collender Co., spent several days around the first of June in New York City and other eastern points. He

(Continued on page 124)

## Close Out

of a limited quantity of high quality phonographs.

Price way below cost of manufacture

Write or wire

**BROADCASTER CORP.**  
2414 W. Cullerton St., Chicago, Ill.



XXV  
\$40.00

48 1/2" high  
22 1/2" wide  
22 1/2" deep

Helmsman No. 17  
Motor. Throw back tone arm. 3/8" thick  
—5-ply Genuine Mahogany and Walnut veneers. Hand-carved legs.



E 2

Specifications:  
36" wide, 22" deep and 35 1/2" high



XXX  
\$43.00

52" high  
24" wide  
23 1/2" deep

Helmsman No. 17  
Motor. Throw back tone arm. 3/8" thick  
—5-ply Genuine Mahogany and Walnut veneers. Hand-carved legs.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

spent considerable time with Harry A. Beach, sales manager of the Brunswick Eastern division, and broadcast a program in the interest of the scientific investigation then being undertaken.



No. 10

Another of the Eye-Arresting Gulbransen Posters

sion, covering Baltimore, Philadelphia, Boston, and New York City branches. The territory survey was taken in the interest of the Brunswick Fall sales campaigns for which plans are now being formulated.

Brunswick Artists' Score

Paul Ash and His Orchestra, Brunswick record artists, are now appearing in the Chicago theatres owned by the firm of Balaban & Katz, with whom they have a one-year contract. Coming from the Granada theatre, San Francisco, where they have appeared for the past two years, Ash and "his gang" captured the hearts of Chicagoans at their first appearance in McVicker's Theatre, and consequently their stay at that showhouse has been extended to one of several weeks.

WJAZ Portable Station Arouses Interest

WJAZ, the portable radio broadcasting station owned and operated by the Zenith Radio Corp., Chicago, is attracting considerable interest throughout the State of Ohio, where it is now on tour. WJAZ moves under its own power from town to town, where talent is gathered for the program broadcasting. The present tour is being made in the interests of better Summer radio reception conditions, under the auspices of the Cleveland Talking Machine Co., Cleveland; The American Light Co., Zanesville, and the Northwestern Radio & Instrument Co., of Lima.

Local Chamber of Commerce clubs, Rotary clubs and various civic organizations arrange talent and programs, as well as news stories, sporting events and weather reports to be broadcast upon the arrival of the station. Interest in radio has been greatly stimulated in this way and Zenith dealers report a large increase in the demand for radio sets.

WJAZ is the portable station which helped to secure many valuable scientific facts during the time of the eclipse of the sun, when it traveled, during zero weather, to Escanaba, Mich.,

It will be the official station used to keep in touch with the Donald B. MacMillan Arctic exploration leaving in June to explore the unknown area lying between Point Barrow, Alaska, and the north pole, and messages will be received from and sent to the expedition at regular intervals.

Reifsnnyder's Fine Music Roll Department

At the opening of the new Reifsnnyder store in Reading, Pa., an interesting feature was the music roll department which is one of the most comprehensive and up-to-date departments of its kind in the East. Perry Reifsnnyder, owner

shows the music roll department in Mr. Reifsnnyder's new store with a large exclusive stock of United States rolls. A similar stock of rolls is carried at the Reifsnnyder store in Lebanon.

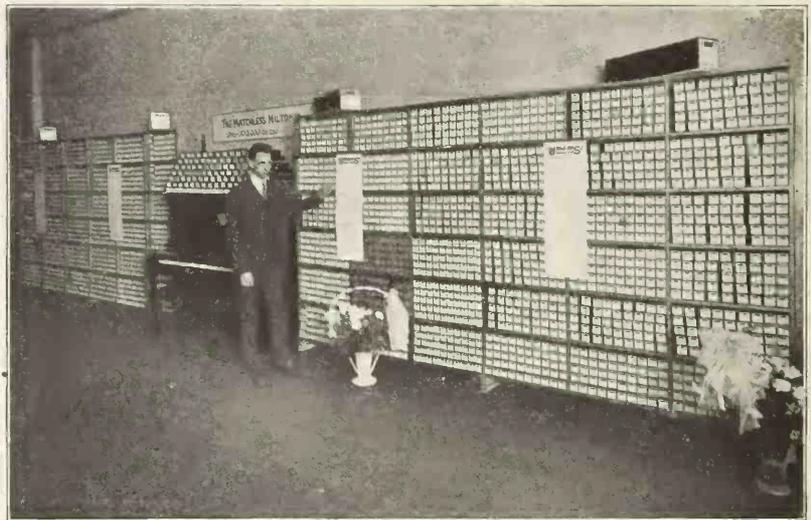
P. L. Deutsch Back From Coast

P. L. Deutsch, vice-president and general manager of the phonograph division of the Brunswick-Balke-Collender Co., arrived in Chicago on June 4, with Mrs. Deutsch and their two children, after a six weeks' trip to the Pacific coast.

Rowerdink's Clever Zenith Billboard

The merchandising of radio products in a stable fashion along the same progressive lines as other products of popular demand is evidencing itself more forcefully from day to day. Aggressive dealers and distributors of radio products throughout the country, realizing the value of meeting other lines billboarded, are contracting for space at strategic points, such as street intersections where traffic is heaviest, and at other points where the passerby's attention will be caught and held.

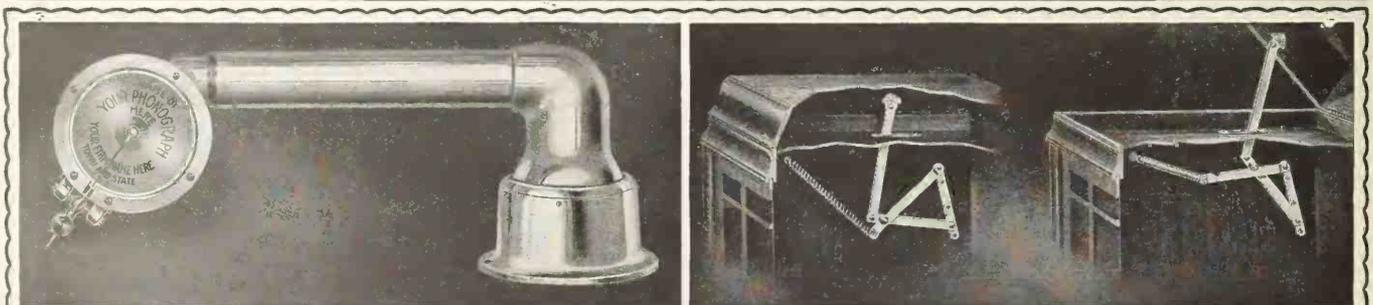
A billboard, like a display window, is worth only the amount of value which the advertiser puts into it. The one shown herewith, which carries the message of W. H. Rowerdink & Son, of Rochester, N. Y., distributors in western New York for the products of the Zenith Radio Corp., Chicago, conveys far more than the average appeal in billboard advertising. In every good piece of copy there should be an attracting influence which tends to lead the eyes and mind through various channels to the ultimate



Reifsnnyder's Attractive Roll Department

of this establishment, is one of the dealers who realize the importance of operating a music roll department as a means of creating a desire for player-pianos. The accompanying illustration

end, namely, the sale of the product. In this particular billboard design the setting sun catches the eye immediately, and then the reader's attention is brought to the dog. This



Scottford Tonearm and Superior Reproducer

Manufactured under patents of Louis K. Scottford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 8 1/2 inches center of base to needlepoint—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes

Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries. Samples sent anywhere for trial

The Superior Spring Balanced Lid Support

A touch of one finger lifts or closes the lid which stops, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with escutcheon plate and all necessary screws.

Low quantity Prices quoted on application

BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STS., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 124)

paves the way to the picture of Commander MacMillan and his Arctic expedition, interesting to every red-blooded American. The solitude of the Arctic is understood, and no greater means of proving radio value exists than an



How Rowerdink's Features the Zenith illustration of this kind. Lastly, and perhaps most important of all, is the tie-up between "Zenith Radio" and Rowerdink's.

**Important Brunswick Catalog**

The Brunswick-Balke-Collender Co., on May 20, mailed to its dealers a catalog bearing the caption "Brunswick Phonograph Accessories and Dealer Helps." The booklet, which contains thirty pages of illustrative and descriptive matter, lists all sorts of accessories suitable for sale and use in a talking machine shop, including needles, albums, delivery bags, spring lubricant, electric motors, record brushes, display cabinets and racks. Among the dealer helps which are included are pictures of Brunswick record artists, record easels, window display services, wall hangers, and advertising novelties. In that section of the catalog devoted to the foreword, attention is called to the fact that a successful talking machine dealer will find it necessary to carry an adequate stock of small goods in order to successfully conduct his business. It is further pointed out that they not only provide an easy means of profit but allow the dealer to render an important service to his customers.

**Gulbransens Used in Broadcasting**

Two Gulbransen grand pianos, manufactured by the Gulbransen Co., of Chicago, are used in the programs broadcasted every Sunday from the National Radio Chapel Studio in this city, operated by WHT, the world's most powerful sending station. This station has obtained from the United States Government the right to broadcast Sunday programs on an extra power basis so that the services may be heard by missionaries all over the globe. In Ecuador, re-

## To Cabinet Manufacturers

The only accessory necessary for you to build your own successful WOOD AMPLIFIER in a radio box or cabinet Loud Speaker, is one of the original BLOOD TAPERED SPEAKERTUBES

Any reputable Radio Engineer will approve, as imperative to good RADIO AMPLIFICATION, the tapered metal SPEAKERTUBE connection, which when complete with either THE MASTERTONE or BLOOD SPEAKER UNITS needs only to be fastened on a wood tone chamber.

Our experimental department is at your service for any information or other assistance upon request.



### TONE ARM CO.

222 West Madison Street  
CHICAGO, ILL.

ceiving stations have already been installed on mountain tops to insure reception. This step was necessary because of the difficulty of broadcasting from the United States to points beyond the equator.

The National Radio Chapel is located at 825 Barry avenue, and the all-day programs placed upon the air every Sunday include sermons, a children's hour, fellowship hour, missionaries' hour, and splendid two-piano numbers, of both a religious and classical character.

**Art Kahn Supplies Music for Conventioneers**

Visiting music merchants and manufacturers were given a real musical treat at the Music Trades Convention at the Drake Hotel on the evening of June 10, when they danced to music furnished by Art Kahn's Senate Theatre Orchestra, exclusive Columbia artists. Mr. Kahn is one of the foremost and most popular or-

chestra leaders in the country, and his band has found a place for itself in the hearts of music



Art Kahn and His Orchestra

lovers on Columbia records and through radio broadcasting

**World Article Excites Dealers' Interest**

In a special letter to all Brunswick dealers on May 29, the Brunswick-Balke-Collender Co. called to the attention of its dealers the article which appeared in the May 15 issue of The Talking Machine World under the caption "Discusses Construction and Acoustical Features of the Brunswick Radiola." The article, written by Dr. Alfred M. Goldsmith, chief broadcaster engineer of the Radio Corporation of America, widely known in radio circles, deals with the construction and operation of the Brunswick Radiola and points out the fact that the phonograph and radio set are mutually supplementary, and that each has enhanced the value of the other by the combination of both in one instrument.

**Gulbransen Publicity in Saturday Evening Post**

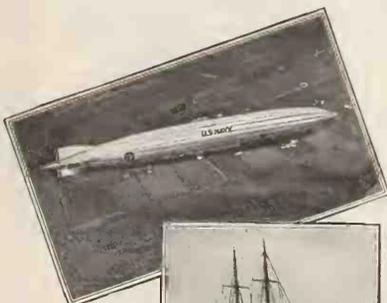
Happiness in the home and entertainment for the entire family was the keynote struck in the national advertising of the Gulbransen Co., manufacturer of Gulbransen registering pianos, during the month of May. This very effective advertising appeared in the Saturday Evening Post of May 15, and in other consumer publications. The advertisement carries an unusually strong appeal to every member of the family, as it shows how the Gulbransen brings musical treats to both parents and their children.

**New Features of Brunswick Portable**

The Brunswick-Balke-Collender Co., recently announced to the trade its portable phonograph, (Continued on page 128)

*Further Adventures of*

# BURGESS BATTERIES



The Shenandoah is Equipped with Burgess Batteries

MacMillan Carried Burgess to the Arctic From U. & U. Photos

*Turn These Adventures Into Sales*

Place yourself in your customer's shoes—if you were a user of Burgess 'A,' 'B' and 'C' Batteries and learned that these experienced buyers use Burgess, you would feel that your choice of batteries was unquestionably verified.

Tell your trade. They will be greatly interested, and their interest means permanent profit.

## BURGESS BATTERY COMPANY

Engineers DRY BATTERIES Manufacturers Flashlight - Radio - Ignition - Telephone

General Sales Office: Harris Trust Bldg., Chicago  
Laboratories and Works: Madison, Wisconsin  
In Canada: Plants, Niagara Falls and Winnipeg



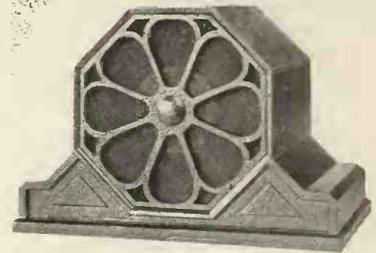
# UTAH

Made In Salt Lake City

## THE COMPLETE UTAH LINE FOR 1925



Utah Super Flex  
\$14.00



Utah Supreme  
\$25.00

**GUARANTEE**  
Buy a UTAH and use it for two weeks. Compare its tone with the best others are able to produce. If the UTAH does not give at least 50% better reception, return it to your dealer and he will cheerfully refund your money.

TELEPHONE CALLING 1728-9

**UTAH RADIO PRODUCTS COMPANY**  
1427 South Michigan Avenue  
CHICAGO, ILLINOIS

June Fifteenth  
1 9 2 5

FACTORY SALT LAKE CITY UTAH

Music Merchants,  
Everywhere, U. S. A.

Hello Fellows:  
Music is your business! You should know Music!  
Music reproduction is OUR business -- we DO  
KNOW MUSIC REPRODUCTION!

As business men and members of the Radio Merchandising Industry you SHOULD know the best Radio Reproducer - IRRESPECTIVE OF PRICE!

The impartial consensus of opinion amongst many of the merchandisers THROUGHOUT the country is "UTAH" - AND WE CAN PROVE IT!

Summing it all up in a "nutshell", we honestly believe you can't afford to be without the "UTAH" line - the fastest selling speakers that stay sold - create satisfied customers and bring new ones to you - recommendation - and THAT you MUST admit is the very essence and foundation of any well organized and established business.

SO - GO TO IT! SELL "UTAH" - We'll help you in every possible way - advertising - merchandising - display cards - booklets - SERVICE - in other words "FULL CO-OPERATION". That's a promise.

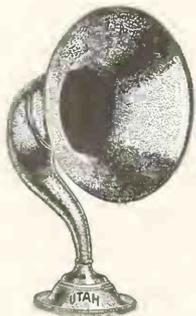
Let's get together fellows, for the big "doings" this season.

With kindest personal regards and best wishes from the writer, we are

Very truly yours,  
UTAH RADIO PRODUCTS CO. *Jimmy E. Fox*

HCP-1

Remember—when you buy from Utah you are dealing with a *manufacturer*, not an *assembler*!



Utah Standard  
\$25.00



Utah Phono Speaker  
With Stand, \$10.00  
Without Stand, 9.50

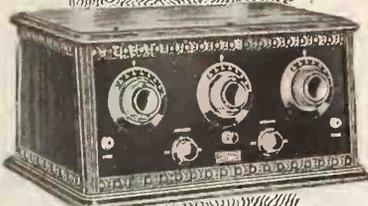
Utah Radio Products Co. Dept. T. M. W. 1427 Michigan Ave., Chicago

# Sold TO Authorized Freshman dealers only!



**Model 5-F-2**  
Massive cabinet with sloping panel.

**\$39.50**



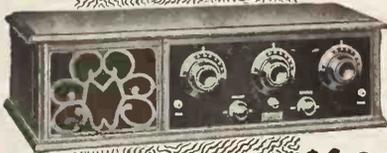
**Model 5-F-4**  
Genuine solid mahogany. Sloping panel.

**\$49.50**



**Concert Model**  
Genuine mahogany contains full-throated loud speaker.

**\$75**



**Model 5-F-5**  
Built in loud speaker. A tremendous value.

**\$60**



**Model 5-F-6**  
With table. Solid mahogany, plenty of room for batteries, etc.

**\$82.50**



**Franklin Console**  
Genuine mahogany, everything self-contained. The most beautiful radio on the market.

**\$115**



**Master "B" Eliminator**  
Works from light socket—cuts out "B" Batteries.

**\$20**

## The 1925-1926 Line of New and Improved **FRESHMAN MASTERPIECE**

### Five-Tube Tuned Radio Frequency Receiving Sets

For sale by a selected group of dealers throughout the United States;—one exclusive dealer only in a specified territory.

**No More Cut-Throat Competition  
No More Losses on Installment Sales**

### THE GREATEST VALUES EVER OFFERED

are made possible by our improved manufacturing facilities and our policy of selling direct to Authorized Dealers.

A complete line of the world's most beautiful radio receiving sets, ranging from the improved 5 tube tuned radio frequency receiver, listing at \$39.50, up to the handsome Franklin Console, of vigorous lines and fine proportions, at \$115.00.

The Freshman Masterpiece line will be supported by a tremendous advertising program, which includes local advertising in every community, over the name of the Authorized Freshman Dealer, as well as the leading radio, general and farm publications.

*Write, telegraph or call at either of our offices for complete data and information.*

**Chas. Freshman Co. Inc.**  
*Radio Receivers and Parts*  
**FRESHMAN BUILDING**  
**240-248 WEST 40TH ST.-NEW YORK, N.Y.**

Chicago Office: 327 So. LaSalle St.

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

which has several new features. The instrument has a new type reproducer and tone arm and a larger tone chamber, equipped with modulating doors which control the volume. Corners are reinforced with leather to lend strength and prevent the scratching of polished surfaces, and increased capacity permits the carrying of twenty-five ten-inch records. The New Brunswick portable phonograph, now ready for delivery, is ten inches high, fifteen and one-half inches wide, and thirteen and one-half inches deep.

**Brunswick Recordings on One-cent Postal**

The monthly mailing cards which are furnished to dealers by the Brunswick-Balke-Collender

Co., are now printed upon one-cent stamped post card stock, a step which was taken to eliminate any increased cost on the part of the dealer because of the new postal regulations which specify "two-cent stamps on private mailing cards."

The newest recordings are listed on these cards, which are usually printed in two colors, and carry an illustration showing one of the leading artists. Space is allowed at the bottom of the card for the dealer's name and address. According to Brunswick executives, these cards are producing excellent results and additional record sales for the many Brunswick dealers who are alive to their opportunities.

## Stewart-Warner Co. to Launch Extensive Drive

**Ambitious Plans Include the Manufacture of a Complete Radio Ensemble — Distributors Cover all Parts of the Country**

The rapid progress of the radio industry is reflected in the elaborate plans which have been completed by the Stewart-Warner Speedometer Corp., Chicago, Ill., to manufacture a complete radio ensemble. The company has planned a very important and far-reaching manufacture and sales campaign that is one of the most ambitious undertakings ever sponsored in the radio industry.

The Stewart-Warner Speedometer Corp. has been known for over twenty years as one of the world's leading manufacturers. Over ten million automobiles in all parts of the world now use Stewart-Warner automobile accessories, the two most familiar of which are the Stewart-Warner speedometer and the Stewart-Warner vacuum tank.

The corporation's products are being distributed solely through the long-established, exclusive Stewart-Warner distributors, located in fifty-five zones throughout the country. Each of these distributors maintains a staff of experts, which includes a radio sales manager trained at the factory to assist the dealer in solving sales problems. Closely associated with the radio sales manager and working with the dealers in each territory is an expert Stewart-Warner radio mechanic also carefully trained at the factory and thoroughly familiar with every technical detail of every Stewart-Warner radio product. He will advise and guide the Stewart-Warner radio dealer in the technical side of the radio business.

In each of the fifty-five zones Stewart-Warner maintains this team of experts, with an adequate corps of assistants. This unusual staff of over two hundred skilled men is an entirely new idea in the sale, service and distribution of radio products, and it has been predicted by authorities that these experts will do much to solve the problems which in past years have made

business unprofitable for the average radio dealer.

The Stewart-Warner radio ensemble includes matched radio units, all made by Stewart-Warner, which have been designed and perfected to co-ordinate perfectly, producing unusually fine results. There is a model to meet every need, equipped with reproducer, radio tubes, batteries, aerial and ground equipment, bearing the Stewart-Warner trade-mark.

Each of the line of Stewart-Warner radio instruments is licensed under U. S. Navy patents. The famous Navy circuit is used in every model. This circuit has been perfected to a remarkable degree in Stewart-Warner radio instruments. Furthermore, due to highly advanced manufacturing processes, each of these instruments is ruggedly constructed and mechanically strong.

The purchaser has a wide range of choice, from a small instrument, very moderately priced, a standard model (both used with the Stewart-Warner reproducer), a console table with built-in Stewart-Warner reproducer, for use with the two popular-priced models, and two console model instruments with built-in Stewart-Warner reproducer and space for all necessary accessories.

Much of the experimental work leading up to the development of the Stewart-Warner reproducer was done by testing on a specially-constructed machine that sends through the reproducer a series of tones and overtones that would immediately show any faulty rendition over the entire range of music. These mechanical tests were followed up by tests in which the human ear was the determining factor.

The base is made of cast metal—beautifully designed and decorated in deep green, with bronze-gold high lighting. The horn itself is made, by a very special process, of vulcanized fibre. The outside is vulcanized hard, which makes it durable, while the inside is allowed to remain softer, which eliminates any possibility of vibration, with consequent tone distortion.

After a great deal of experimenting and testing with the vacuum tubes now on the market, Stewart-Warner decided to design and build a tube especially for perfect operation in Stewart-

Warner instruments. A large vacuum tube factory was purchased, which has now been re-equipped with a great deal of specially constructed machinery which, it is stated, is not found in any other factory.

## Jewett Co. Announces New Merchandising Policy

**To Take Effect With Introduction of New Radio Set—Dealers to Get Exclusive Territorial Rights and Direct Co-operation**

In connection with the introduction of the new Jewett radio receiving set, the Jewett Radio & Phonograph Co., Pontiac, Mich., manufacturer of Jewett sets, Superspeakers and other radio products, has announced a new merchandising policy. This new policy will give the dealer exclusive territorial rights under a very favorable dealer contract. It will enable the manufacturer to work in close co-operation with his merchandising outlets and permit the Jewett executive organization to co-operate directly through the dealer.

Dealers will be selected with great care as to their credit standing, rating in the trade and in their localities, and in return for their support, a prompt serviceable plan of delivery will be carried out so that they will always have a ready source of supply at hand to meet the requirements of their trade.

This same fundamental idea of territorial restriction and careful selection of merchandising outlets will apply to the establishment of Jewett jobbers as well as dealers. The distributors will be given a specified territory in which they will have exclusive rights, and the selection of jobbers is now receiving the careful attention of the Jewett sales organization, under the direction of T. F. W. Meyer, general sales manager of the company.

The advertising program sponsored by this company will be far greater in scope than ever before, and in conjunction with its national campaign, local mediums will be used so that the dealer may participate for his own immediate use or in conjunction with the distributor if he so desires. These methods with the far-reaching and important plans of co-operation evolved by the Jewett organization as a whole, will undoubtedly provide for a banner Jewett year in 1925.

## Pathe Yiddish Record Release

The Pathe Phonograph & Radio Corp., Brooklyn, N. Y., recently released for the Jewish trade, a record coupling Yiddish versions of "Oh! Katharina" and "Mamma Loves Papa," sung by the Jewish Happiness Boys, Morris Goldstein and Joseph Feldman, accompanied by Max Terr and His Grand Street Boys.

When thinking of Phonographs or Radio Cabinets—REMEMBER  
We manufacture a complete line of Portables, Table Models, Uprights and Consoles.

We operate two large plants and build nothing else.

NO ORDER TOO LARGE.

If you have any Phonograph or Radio Cabinet Problems to solve—  
write, wire or phone us.

## THE WOLF MANUFACTURING INDUSTRIES

(Established 1890)

Builders of "MASTERCRAFT" Phonographs and Radio Cabinets  
QUINCY, ILLINOIS



**Broadcaster Highboy Closed.**—50 inches high, 20 $\frac{1}{2}$  inches deep and 34 $\frac{1}{2}$  inches wide. Inside specifications for radio panel, 30 inches by 10 inches. Gold-plated trimmings. Built-in loud speaker unit.

# BROADCASTER

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



**Broadcaster Highboy.**—An open view. Note arm rest for tuning in and which may be used as writing desk.



**Radio Cabinet AA.**—49 inches high, 35 inches long and 16 $\frac{1}{2}$  inches deep. Inside specifications for radio panel, 32 inches by 10 $\frac{1}{2}$  inches. Equipped with loud speaker amplifying horn. Loud speaker unit installed upon request only.



**Radio Cabinet A.**—Outside measurements: 36 $\frac{1}{2}$  inches wide, 16 $\frac{1}{2}$  inches deep and 42 inches high. Equipped with loud speaker horn.



**R P 2.**—Radio phonograph combination. 37 inches wide, 23 $\frac{1}{2}$  inches deep and 35 $\frac{1}{2}$  inches high. This model equipped with FAMOUS FADA 5-tube radio panel.



**C 3 Special.**—Radio phonograph combination. 40 inches wide, 23 inches deep and 35 $\frac{1}{2}$  inches high. This model equipped with FAMOUS FADA 5-tube radio panel.



**E 1.**—Radio phonograph combination. 34 inches wide, 20 $\frac{1}{2}$  inches deep and 34 inches high. This model equipped with FAMOUS FADA 5-tube radio panel.

*"When the One You Love, Loves You"*

*The Waltz In The Air Heard Everywhere!*

**MIDNIGHT WALTZ**

Lyric by Gus Kahn  
Music by Walter Donaldson

*"BECAUSE OF YOU"*

*A Sentimental Ballad With A Wonderful Fox-Trot Rhythm!*

Lyric by Walter Hirsch  
Music by Ted Fiorito

*"You can't go wrong with any FEIST song"*

© 1925 LEO FEIST, INC.

*The New Waltz Ballad So Successfully Sung by Vaudevilles Leading Artists*

Written by Paul Whiteman  
Cliff Friend & Abel Baer

## J. N. Blackman Makes an Interesting Address

At Recent Meeting of Metropolitan Victor Dealers Association Held at Cafe Boulevard, New York—Other Speakers Heard

A very interesting meeting of the Metropolitan Victor Dealers' Association, comprising Victor dealers in New York and vicinity, was held on May 20 at the Cafe Boulevard, New York. A spirit of co-operation and good will was the predominating feature of the meeting and among those who made addresses were representatives of four Victor wholesalers, including Jerome T. Harris, secretary of C. Bruno & Son, Inc.; Chas. B. Mason, sales manager of the New York Talking Machine Co.; Paul Carlson, Chas. H. Ditson & Co., and J. Newcomb Blackman, president of the Blackman Talking Machine Co. Other speakers included B. F. Bibighaus and C. B. Gilbert of the traveling department of the Victor Talking Machine Co.

All of the Victor wholesalers who addressed the meeting conveyed a message of optimism and confidence to the dealers which was based upon important Victor developments the past few weeks as well as a general improvement in business conditions. Mr. Blackman's talk was particularly interesting, and in the course of his address he said:

"Now that the Victor Co. is offering a Victrola combined with a Super-Heterodyne, what greater selling opportunity can a man ask? If Victor dealers here will go after the business in an aggressive manner, as in some other sections of the country, there would be few complaints of bad business."

Discussing the Red Seal single-faced record adjustment plan, announced by the Victor Company recently, Mr. Blackman said, "It is uneconomic for the Victor Co. to take back your stock of single-faced records, in the same way that it would be uneconomic for it to take back an entire stock of merchandise should you not be in a position to carry it. It is unfair to expect this of the company. The Victor factory, with the reduction in price of single-faced Red Seal records, offers to you the greatest value in the history of the industry. To think that you can sell records by McCormack, Caruso, and a host of other universally famed artists for as little as sixty-five cents! The revision in prices affords you an excellent opportunity to turn merchandise into cash and at the same time to show your loyalty and willingness to co-operate with the Victor Co.

"Dealers who are alive to the situation will advertise in their local papers, will display these records in their windows, talk about them to their customers when they come in for other merchandise and not stop at merely disposing of the records they already have in stock but will re-order from their distributors.

"The spirit of co-operation and confidence animating the Victor Co. should alone be sufficient to fill dealers with enthusiasm at the opportunities now presented to them. Show your willingness to co-operate with the company and the company will reward you with many new plans which can then be successfully introduced and which will help you materially.

"If the Victor dealer does not approve of a manufacturer or wholesaler dumping surplus stocks in the market, disregarding the dealer and his stock in hand, then it is up to the dealer to show sales ability and capacity by loyally supporting a sales policy like the Victor. I am sure Victor dealers can be depended upon to do so."

## Plaza Music Co. Issues Broadside on Pal Portable

In a campaign on its Pal portable talking machine the Plaza Music Co., New York City, has just forwarded to the trade a broadside which carries many suggestions for encouraging the sale of portables. In conjunction with this message to the trade at the height of its Summer campaign on the Pal, the Plaza Music Co. chose the June issue of The Talking Machine World to reproduce this message almost simultaneously.

The World advertisement, showing both the Pal and the Regal portables on a blue background, is almost identical in style and character with the broadside forwarded from the Plaza sales department. This hook-up with The World on its Summer campaign is the result of experiences of past seasons in which sales drives of similar calibre produced substantial returns.

## Freshman "B" Battery Eliminator on Market

The Charles Freshman Co., Inc., New York and Chicago, manufacturer of radio receiving sets and equipment, has recently placed on the market a device to be known as the Master "B" Eliminator, to be used in place of the "B" batteries for radio reception. The product may be connected direct to any 110 to 120 volt, 60 cycle A.C. house lighting line. The Eliminator will be distributed to authorized Freshman dealers in the same manner in which the new models of the company are being merchandised.

The Vittas Co., Chicago, Ill., was recently incorporated with a capital of \$3,000,000 to manufacture and deal in musical instruments.

## The Caswell Aristocrat Portable Is Introduced

Many Notable Constructive Features Embodied in the DeLuxe Portable Phonograph—Caswell Portables Selling in Large Numbers

The Caswell Manufacturing Co., of Milwaukee, Wis., has announced to the trade its line of de luxe portable phonographs, to be known as the Caswell Aristocrat. These machines are covered with four to five-ounce genuine pigskin and black shark leathers in several soft tone colors. Every edge is hand sewed and finished, and the panels are embossed in a simple but individual design.

An inside valance, which makes the portable dustproof, is said by the manufacturer to be a unique feature, as it is used only in the Caswell product. The inside coverings are also of genuine leather, finished in harmonizing tones.

All Caswell elements are featured in the mechanical construction of the Aristocrat portable, the motor being the De Luxe Heineman model, with a large nickel-plated speed indicator. The tone arm is of the throw-back type, designed exclusively for portable use, and the "Micro-tone" reproducer, of the knife-edge type, was perfected by one of the foremost acoustic engineers in this country. The especially constructed album, which forms a part of the cover, holds eighteen records.

Apparently no effort has been spared on the part of the manufacturer to make the Caswell Aristocrat a fine piece of furniture, as well as an instrument of fine tone quality. According to the Caswell executives, the Aristocrat models are selling in large numbers, and have met with a warm response in the talking machine trade. Distributors have been carefully chosen from the outset, and a very definite sales policy has been carried into effect which offers the music dealer ample protection. Every machine manufactured in the Caswell plant bears the label of that firm and all products are distributed through the recognized music channels.

## Ritter Music Co. Opened

The Ritter Music Co., of Atlanta, Ga., was recently opened at 54 Auburn avenue by H. Steinichen, Jr., and W. Ritter, who have been engaged in the musical instrument business with local concerns for a number of years. The new company will handle a complete line of band and orchestra instruments and accessories and the Ritter Co. is planning to go after business in a vigorous manner.

## COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing  
THE PECKHAM MFG. CO. 238 South Street  
Newark, N. J.

*Freed-  
Eisemann*

RADIO  
FOR DEPENDABILITY



# Victrola

Marking the triumphant union of the  
**Victor Talking Machine Company**  
and  
**Radio Corporation of America**

—as the world's two greatest institutions  
for the popular dissemination of

**MUSIC**  
CURRENT EVENTS  
RELIGION  
EDUCATION  
POLITICS  
SPORT

C. BRUNO & SON, Inc.  
INVITE THE NATIONAL TRADE TO  
FULL APPRECIATION OF THIS EPOCH-  
MAKING EVENT, UNEXAMPLED IN  
THE 91 YEARS OF MUSIC TRADE  
HISTORY THAT WE HAVE WITNESSED.



**C. BRUNO & SON, Inc.**

351-353 Fourth Avenue

New York

*Victor Wholesalers to the Dealer Only*

# The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

## Spurt in Business Throughout the New England Territory Creates Optimism

Encouraging Business Brings About Better Feeling in the Trade and the Outlook for Satisfactory Summer Sales Volume Is Bright—Columbia Executives Visit Local Headquarters

BOSTON, MASS., June 8.—Business in talking machines, records and radio has shown a bit of a spurt these past few weeks. The new merchandise adjustment put into operation by the Victor Co. which affects the single face Red Seal records is having a marked effect on business and has given new courage to dealers who find it works out most advantageously.

### Big Sonora Business

Manager Joe Burke, of the Musical Supply & Equipment Co., makes a most encouraging report for the Sonora business when he states that the month of May showed surprising results and that even up to the twentieth the business thus far this year has equaled the total for the twelve months of 1924. It is pointed out, however, that this good business was largely stimulated by special sales drives on certain models of machines which the buying public were quick to take advantage of.

Mr. Burke told The World representative that he had just received the first model of the new Sonora radio receiver and the indications are that there will be a good market for this model. With the introduction of this model the Sonora becomes more intimately identified with the radio business than ever before.

Joe Burke lately returned from an encouraging visit among the Sonora dealers in Connecticut on which trip he was accompanied by Dick Keyes, the local salesman in that field. More recently Mr. Burke paid a visit to New York, where he had a pleasant visit with the Sonora's executive family.

### Columbia Executives in Town

Another Boston caller, making his headquarters with Manager Parks, has been Arthur Bergh, superintendent of the recording laboratories who has been studying the needs of the field with regard to the kind of recordings that are most in demand and how to increase sales on popular numbers.

Edwin F. Sause, manager of the export and foreign record department of the Columbia Co.,

spent several days here calling on the trade and he promises to provide a new line of records that will make a quick appeal to the foreign-born people and to be able to supply these in large volume. As a result of his visit here three Portuguese numbers and a dozen or more French ones are now on the way and it is believed these will meet with a quick sale.

### C. S. Spencer in Auto Accident

Caleb S. Spencer, father of Harry Spencer, Boston representative of the Brunswick Co., and himself formerly head of Kraft, Bates & Spencer, Inc., lately met with a serious accident which also involved Mrs. Spencer, the maid and chauffeur. The party were on their way home from Nantasket, where Mr. and Mrs. Spencer had been to arrange about their Summer cottage. The car was in North Weymouth on the way to Quincy when all of a sudden in some most unaccountable manner the car collided with another machine. Mr. Spencer received several bad lacerations, Mrs. Spencer received a lacerated scalp, the maid got a fractured knee and the chauffeur was cut by flying glass. They were all taken to the Quincy hospital but eventually were taken to their home. Both machines were badly damaged.

### E. D. Coots a Visitor

Visiting Boston for several weeks has been District Sales Manager E. D. Coots, of the Sonora, who has been traveling about the New England territory calling on dealers. Another local visitor making the offices of the Musical Supply Co. his headquarters has been Charles O. Henry, the radio engineer, who has been making residential tests and getting everybody happy and satisfied.

### Visits Maine in Interest of Columbia

William S. Parks, New England manager of the Columbia Co., lately took a trip into Maine to look over the field visiting in particular Augusta and Waterville, and a few other places. Mr. Parks has just had with him here in Boston, Daniel DeFoldes, salesman of the interna-

tional record department of the Columbia Co. who has been getting a first-hand knowledge as to the local requirements of the business by calling on dealers in this territory.

### Encouraging Trend in Brunswick Sales

J. D. Keim, a radio technician, has just joined the Brunswick staff at 80 Kingston street, where he is working in conjunction with Harry Spencer, the local representative of the Brunswick.

Platt Spencer, of the Brunswick traveling staff, has just returned from a western Massachusetts trip, taking in Adams and Pittsfield. He found a better feeling than in some time.

Two new concerns to take on the Brunswick line are William L. Nutting, of Nashua, N. H., and Parenteau's Music Store at Biddeford, Me.

### H. Shoemaker a Rotarian

Herbert Shoemaker, manager of the Eastern Talking Machine Co., Victor distributor, has just been elected a member of the Rotary Club, representing the wholesale talking machine industry. Mr. Shoemaker is happy in having just acquired a fine estate at North Scituate, known as the Robertson property. The estate is quite a large one, with a fine substantial old homestead on which he plans to lay out considerable money for extensive improvements, making it his year-round home.

### Unique Gennett Record

Public interest in the trial of Olympia Macri for murder in New Haven has been most intense for some weeks, but in no place has the interest approximated the fever heat into which this trial has thrown the Italian colonies throughout Connecticut. The Starr Piano Co. has taken advantage of this interest by issuing a Gennett record "A Vendetta e Macri" bearing on the case, coupled with an appropriate Italian number. A. Annunziata, Gennett dealer in New Haven, gave an exceptionally large initial order for the records and other Connecticut dealers have also ordered in quantity lots.

### Attended Radio Congress

Arthur C. Erisman, of the A. C. Erisman Co., was in Philadelphia the latter part of the month attending the Music Master Congress. Mr. Erisman lately held a special sale of Strand machines which brought a number of customers to his well-known Tremont street warerooms.

A welcome Boston caller the other day was Chester W. Gaylord, the announcer for the

## Prepare for Vacation Time

In a few weeks the annual vacation season will begin with its demand for portable Victrolas and supplies of records of lighter music for cottage, bungalow and camp.

Are your stocks in proper shape to meet this summer demand?



**OLIVER DITSON CO.**  
BOSTON, MASS.

**CHAS. H. DITSON & CO.**  
NEW YORK

**New England Trade News**

(Continued from page 132)

broadcasting station WDBH at the C. T. Sherer Co.'s department store in Worcester.

**O. W. Ray Buys Large Farm Near Stamford, Conn.**

**Plans to Improve 120-Acre Property as a Permanent Summer Home—Place Includes Miniature Game Preserve of 70 Acres**

O. W. Ray, general manager of the wholesale radio department of the Aeolian Co., has entered the ranks of the gentlemen farmers through his purchase of a farm of 120 acres located near Stamford, Conn., where with his family he will make his Summer home. The property includes a commodious remodeled farmhouse and a number of other buildings, and Mr. Ray is spending considerable money in having additional conveniences installed. The farm is located on the banks of a river, and includes some 70 acres of woodland well stocked with small game.

**Maximilian Weil Addresses Local Dealers' Association**

**Well-known Phonograph-Radio Engineer and Manufacturer Demonstrates the Selectron—Other Features of April Meeting**

At the April meeting of The Talking Machine and Radio Men, Inc., held at the Cafe Boulevard on April 13, when there was adopted the Code of Principles covering radio merchandising as drafted by the Executive Committee of the Association and published in full in The World last month, the principal speaker was Maximilian Weil, head of the Audak Co., New York, and prominent phonograph and radio engineer and manufacturer.

Mr. Weil dwelt at some length on various phases of phonograph and radio merchandising and the developments that have occurred within the past few years. He emphasized particularly the need of sound intelligent salesmanship rather than the ability to take orders after the customer had automatically reached a decision. He paid particular attention to the status of the talking machine dealer as a distributor of

radio apparatus and merchandising problems.

Following his general talk, Mr. Weil demonstrated his latest product, the Selectron, using a Stromberg-Carlson radio receiving panel installed in a Victrola for the purpose. He explained how the installation of the Selectron made it possible to enjoy the music of the radio or the talking machine at will through the simple turning of a switch. He also displayed the newest Selectron, which comes all ready equipped with a special loud speaker unit.

Another speaker of the meeting was R. E. Hicks, of the Greeting Card Association, who explained how that association through the medium of a co-operative advertising campaign and the production of dealer helps, had increased the volume of business in greeting cards from \$10,000,000 in 1918 to something like \$55,000,000 in 1924.

During the course of the meeting Irwin Kurtz, who on that day began his fifth year

as president of the association, was presented with a substantial check by the members in appreciation of his invaluable services to the association and trade.

**Ethel Waters, Columbia Artist, Is Vaudeville Star**

Ethel Waters, one of the newest of Columbia recording artists, whose first recordings of "Sweet Georgia Brown" and "No One Can Love Me," were released recently, is steadily winning new laurels in the form of tribute and praise from the newspapers' reviewers throughout the country. Miss Waters is appearing in the leading vaudeville theatres and in the reviews of these shows invariably it is her act that is given the highest praise. In several instances when reviewers attributed a certain percentage value to an act Miss Waters was given ninety or more per cent out of a possible hundred, taking preference over many world-famed artists. Her records bear out the justice of these critics' claims, for the clearness of enunciation and inimitable style of delivery are just as apparent on the Columbia records as when one hears the artist in person.

**Whiteman Featured in Show**

During the weeks that Paul Whiteman and His Concert Orchestra appeared at the Hippodrome Theatre, New York, the A. H. Mayers talking machine store, at 1989 Broadway, featured an attractive window display of Whiteman records. A large reproduction of a painting of Paul Whiteman was the center of the display and to the side was a list of the latest Whiteman recordings. A photograph of the orchestra was also prominently shown. The use of a red velvet drape for a background added to the attractiveness of the display, which caught the attention of the public.

**Push Kameraphone Portable Phonographs**

The Enterprise Sales Co., Charlotte, N. C., staged an intensive and successful sales drive on the "Kameraphone" phonograph. Special demonstrations of the instrument were given which attracted much attention and resulted in many sales.

**"PERFECTION"**

Reproducers and Attachments

11 Years of Quality

Prices Right

N. E. Distributors of

**"GRIMES"**

Inverse Duplex Radio Sets

Valley Chargers—Philco Batteries

L. S. Brach Antenna Outfits

Fleron Accessories & Equipment

**New England Talking Machine Co.**

93 Federal Street, Boston, Mass.

**Plan Now To Increase Record Sales!**

With the establishing of yourself as an **Okeh** Dealer and the placing of your first large order of **Okeh** -Odeon Records there will be made the first big step toward bigger business. Let us send you details of how profitable it is being an Okeh Dealer.

GENERAL PHONOGRAPH CORP.  
OF NEW ENGLAND,

126 Summer St., Boston, Mass.

Please send me details regarding an Agency for Okeh Records.

Name .....

Address .....

**General Phonograph Corp.**  
**of New England**

126 Summer St. Boston, Mass.

Distributors for

**Okeh Records**

### Radio Manufacturers' Ass'n to Meet at Atlantic City

President Frost Gives Dates as July 10 and 11 —Important Matters to Be Discussed

Major Herbert H. Frost, president of the Radio Manufacturers' Association, announced recently that the first annual convention of the Association would take place in Atlantic City, on July 10 and 11, and that more than 100 of the leading manufacturers of radio apparatus had already signified their intention of attending the convention. One of the most important matters to come before the convention will be the expansion of the Association along lines which will provide for Eastern and Western division with offices and working organizations in both cities.

Although only organized about a year ago the Radio Manufacturers' Association has attained exceptional success as an organization and has worked in close co-operation with the members of the trade. The present officers of the Association are Major Herbert H. Frost, president; Frank Reichman, vice-president; A. J. Carter, secretary-treasurer, and A. A. Howard, E. N. Rauland, J. MacWilliam Stone and P. C. Lenz, Jr., as directors.

The Association announced recently that it had approved of only three national trade exhibitions for the radio industry for 1925; these three shows being the Second Annual Radio World's Fair in the 258th Field Artillery Armory, New York, September 14 to 19; the Fourth Annual Chicago Radio Show in the Coliseum, Chicago, November 17 to 22, and the Third Annual Pacific Radio Exposition in the Civic Auditorium, San Francisco, August 22 to 28. The New York and Chicago shows will be conducted by the Radio Manufacturers' Association and U. J. Herrmann and James F. Kerr, and the San Francisco show by the Pacific Radio Trades Association. Trade shows in other "key" cities will be encouraged by the manufacturers, according to an announcement by the Association but they will exhibit directly in only the three shows. Exhibitions conducted in the "key" cities by local radio trades organizations will be given preference over all others.

Fire in the warerooms of the Winograd Music Store, New Bedford, Mass., recently caused damage to the extent of \$2,500.

### Downward Revision of Vocalion Record Prices

The Seventy-five Cent Records Are Now Listed at Fifty Cents and the More Expensive Numbers at Seventy-five Cents

Edward R. Strauss, general sales manager of the Vocalion record division of the Brunswick-Balke-Collender Co., New York, announced recently a revision in the price list of Vocalion records, whereby the price of all seventy-five cent records was reduced to fifty cents, effective immediately. Vocalion records formerly listing at \$1.00 and \$2.00 were reduced to a list price of seventy-five cents. The very popular Colin O'More Vocalion records are included in the new fifty-cent repertoire, and it is expected that there will be a tremendous demand for the entire Vocalion library and particularly for the records made by this famous tenor.

The Musical Products Distributing Co., New York City, wholesaler of Vocalion records, sent out a very attractive broadside to its trade, announcing the important price revision. This enterprising jobber also furnished its dealers with an effective window streamer, and as a result of its activities, the sale of Vocalion records in the metropolitan district has shown a very substantial increase the past few weeks.

### Some Unusually Fine Standardyne Dealer Aids

WORCESTER, MASS., June 8.—The Standard Radio Corp., of this city, manufacturer of Standardyne radio receivers, has recently added to the many advertising aids prepared by them for Standardyne dealers a series of window display cards. These cards are three in number, lithographed in six colors, each card presenting a distinctly different type of appeal.

The smallest of the cards is a window cut-out displaying prominently the popular "Standy" figure which is the trade mark of Standard radio products and advertises the five-tube Standardyne. The second card is a cut-out showing the famous "World at Your Finger Tips" slogan of the Standard Radio Corp. The third card is the largest display of all and presents both the small model Standardyne and the console model recently installed at the Hotel Biltmore.

### Freed-Eisemann Radio Corp. Clears Decks for Future

Recalls Older Models From Stocks of Dealers and Distributors in Preparation for Marketing of Its Improved Line of Receivers

By a most comprehensive and at the same time effective step the Freed-Eisemann Radio Corp. has cleared its dealers' shelves of its older models and has set the stage for a big drive in its newer models, which will be started at an early date. Distributors and dealers in every State were notified in a long telegram of the program decided upon to recall not only the comparatively few remaining NR 5s, the 1923 model, but also the NR 6s, the 1924 model, coupled with a special arrangement with reference to the very popular NR 20, which is a beautiful cabinet set and which will continue to be listed at \$175 in the company's line for the Fall.

Response to this telegraphic request was instantaneous. The proposal was accepted as a fair and equitable process and within twenty-four hours the plan was in operation. In fact, the corporation received many congratulatory telegrams.

In authorizing dealers to return the NR 5s and NR 6s for credit the Freed-Eisemann Radio Corp. made known the fact that they expect to bring out new models of this general type. It is stated that these new models being placed on the market might embarrass dealers who will have stocks of the corporation's \$150 receivers and before announcing the new line the corporation has accepted back for credit through its distributors all of these two models in its distributors' and dealers' hands under a plan the details of which the distributors have announced. The closing date for the return was May 2.

While the 1923 models have already been sold in this country it was stated that a large proportion of the 1924 models, which the dealers had in stock and which were returned for credit, were sold in bulk under a large export contract and the balance is now in negotiation for shipment to South America. In addition to the new model NR 20, it is understood that several new types of receivers will be marketed by the company next season.

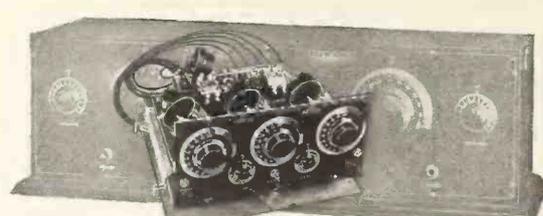
### Brunswick Hour of Music in Argentina

Pratt & Cia, Buenos Aires, Caught Brunswick's Broadcast With Brunswick Radiola

A letter has just been received by the Brunswick-Balke-Collender Co., Chicago, from Pratt & Cia, Buenos Aires, Argentina, stating that on Tuesday evening, May 5, they tuned in on the Brunswick Hour of Music with a Brunswick-Radiola and received the entire concert perfectly. The program was broadcast through Station WJZ, New York, in conjunction with several other Northern stations, and included selections by the Brunswick Concert Orchestra, the Elshuco Trio, Elizabeth Lennox, contralto, and other exclusive Brunswick artists.

An interesting sidelight on the Brunswick Hour has been furnished by numerous letters from distant points, telling the company of the excellence of these programs and of the enjoyment they have furnished in sections which are geographically isolated from the musical centers of the country. Brunswick executives state that the Brunswick Hour of Music has had a marked effect in making the dealers' record sales problems easier, by familiarizing the radio-listeners with the magnitude of the Brunswick record catalog.

Willie Creager's Orchestra, one of the leading Gennett dance recording organizations, has made popular fox-trot records of "Elegie," "Evening Star" and "The Flatterer." These records will be available to the trade soon.

## A-C DAYTON

**PREFERRED —**

*by those who know your needs*

The Phono Set, batteries and all, is completely contained within a standard phonograph cabinet.

Phono Set dials are at the most convenient height and angle for operation by a seated person.

Jobbers to the music 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 any upright 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 Phono Set.  
Signed .....  
Address .....

For complete details, prices and discounts, send in the coupon today. P T M W 5

# This is *Thermiodyne* Year!

REG. U. S. PAT. OFF.

[Ther·mī·odyne]

TF6



Price  
**\$150**  
Without  
Accessories  
(Any acces-  
sories may  
be used)



**D**ISTRIBUTORS and dealers who are now selling Thermiodyne face the summer with tremendous possibilities for making real money.

With Thermiodyne there are *NO* seasons. Summer or winter, night or day, Thermiodyne gives results—*better* results than any other receiver you have ever seen or heard of. A year of comparative demonstrations have proved it.

## People are *buying* Thermiodyne

1. Because nothing like Thermiodyne has ever been seen or heard before.
2. Because the famous Master Control makes instantaneous appeal. It is a revelation to hear dozens of stations glide in and out, each in its proper place, as fast as the knob is turned.
3. Because Thermiodyne uses—instead of a neutralized circuit—an entirely new principle in radio that eliminates squealing, howling, or distortion, and converts metallic harshness into pure-toned melody.
4. Because in addition to these revolutionizing features there is a selectivity, distance-getting ability, clarity, tone quality, and smoothness of performance that make Thermiodyne's superiority incontestable.
5. Because one careful competitive demonstration is convincing—Thermiodyne's performance cannot be equalled by any other receiver at any price.

## Dealers are *selling* Thermiodyne

1. Because we maintain a sound merchandising policy—we assign exclusive territory to both jobber and dealer.
2. Because we make a cash advertising appropriation for local newspaper advertising to each and every exclusive Thermiodyne dealer.
3. Because we back every Thermiodyne with a written guarantee and stand behind every guarantee without alibis or excuses.
4. Because we help you develop sales volume; establish a sound partial payment plan; and assist you in your advertising in a dozen different ways.

## Get your share of the Profits

Dealers everywhere are wiring and writing for exclusive territory. Get in touch with us at once, and let us notify your distributor that you are interested. Make your application today.

THERMIODYNE RADIO CORPORATION, 1819 Broadway, NEW YORK CITY

Canadian Sales Office: Dominion Thermiodyne Radio Corporation, Ltd., 427 Phillips Place, Montreal, Quebec

# *Thermiodyne*

[Ther·MY·odyne]

TF6

Reg. U. S. Pat. Off.

Licensed under Trube and other patents pending

# The Trade in PHILADELPHIA and LOCALITY

## Sudden Demand for Talking Machines and Records Injects New Life in Retail Trade

Rural Districts and Cities and Towns Adjacent to Philadelphia Responsible for the Demand—Girard Phonograph Co. Occupies Spacious New Home—Wilson Co. New Pathe Jobber

PHILADELPHIA, PA., June 9.—Encouragement and renewed interest dominated the Quaker City trade catering to the distribution of talking machines and records during the month as a result of the sudden demand which sprung up for the straight phonograph machines and specified recordings in instrumental and vocal selections on their disk accompaniments. While this awakened interest in the straight talking machines extended to many of the well-known and nationally advertised makes their sales did not broaden into the general market but were confined to the rural district and larger up-State cities and towns centered in the agricultural districts.

The growing interest in the trade during the past year in the radio division of the industry was exemplified in the attendance at the annual conventions of the Music Master, Atwater Kent and Pooley companies where the largest gathering of trade associates in the history of these events congregated. From all sections of the territory in which these radio devices are distributed there came large numbers of retailers, distributors and allied interests to participate in the educational, business and social program arranged for the conventions.

In so far as the record market is concerned there was a freer demand for numerous recordings in folk songs, religious hymns and instrumental selections popular in the rural and agricultural districts, small towns and cities adjacent to these communities. The larger city trade, however, was chiefly confined to jazz and popular music.

### Brisk Okeh Record Sales Continue

Among the local distributors who have been enjoying an extremely good seasonal demand for these records was the Philadelphia whole-

saler of the Okeh, the firm of Everybody's Talking Machine Co., Inc., 810 Arch street, where the record department is under the management of S. D. Lehrman, who has been most active in promoting distribution in this field. Fiddlin' John Carson recordings, the Death of Floyd Collins and Welsh and Lithuanian hymns, folk songs and race selections have been moving in the largest volume since the firm took over the distribution of the Okeh some months ago. In the coal regions surrounding Scranton, Virginia and West Virginia bituminous sections have been buyers of these specialties in Welsh and Lithuanian in heavy quantities. The larger centers in the territory for which the local distributor is the wholesaler are the largest purchasers of race selections. The Okeh colored artists, Clarence Williams, Eva Taylor and their collaborators in making race recordings, were tied up with the formal opening of the new Ridge avenue store of the Lang Piano Co. in the recently constructed building at 2146 Ridge avenue, which, on June 1, was thrown open to the public. Here will be handled the Victor, Brunswick, Columbia, Vocalion, Pathé, Okeh, Paramount and Perfect records, as well as Victor, Brunswick and Columbia machines.

### J. A. Fischer Introduces New Product

There is to be introduced to the trade this month the newest of accessories to the line of the J. A. Fischer Co., 730 Market street. This newest of talking machine devices is the Tone Arm No. 30, an unbreakable arm made in brass and having exceptionally good tone qualities, which is constructed so that it will be available for attachment to any standard make of talking machine. It is of the throw-back type of arm construction. The new packing of the Valley Forge main spring which the firm intro-

duced is among the recent innovations that have been receiving the trade approval. It is the most successful form of preventing rust and corrosion through packing in Mocolcne, which has been adopted by the company. The local headquarters were visited by the Baltimore distributor of the firm, William Braiterman, of the Braiterman-Fedder Co., 1110 Laurens street, Baltimore. This company is the Maryland distributor for the Valley Forge main springs and replacement materials manufactured by the Fischer Co.

### Girard Co. in New Home

A new home has been acquired by the Girard Phonograph Co. on the fifth floor of the building at the northwest corner of Broad and Wallace streets for the purpose of providing the trade with a centrally located distribution center for Edison phonographs and records and the Magnavox and De Forest radios, for which the Girard Co. is distributor in eastern Pennsylvania and southern New Jersey. The new quarters, in addition to providing ready access to the center of the city, provides modern and comfortable surroundings for the dealers, who are invited by Arthur W. Rhinow, of the company, to make these their stopping quarters while in the city. Modern display and demonstration rooms have been installed here for trade associates and visitors and here also are assembled the executive and sales offices of the company. Among the newest plans of the firm to promote and help its dealers throughout the Summer months has been that adopted this month of the retention of the entire sales organization in the field in the Summer months. Heretofore there has prevailed the custom of taking the men off the road in the Summer months. The departure of the Girard Co. from this former system is for the purpose of conducting special missionary work on the radio and Edison phonographs.

### Introduces New Sonora Radio-Phonograph

The Pennsylvania Phonograph Distributing Co., with local offices in the Jefferson Building, during the month distributed its newest addition, the Sonora radio set, a five-tube tuned radio frequency set which is attracting considerable attention in trade circles.

### To Attend Sonora Distributors' Meeting

Vice-president John L. Breuil, of the company, who is also general manager, attended the meeting of the directors of the Sonora Co. held in New York in early June. There will be a meeting of the distributors of the Sonora products held in the metropolis on June 9, at which all the Eastern district representatives are expected to be present in the Broadway offices of the company. Among those who are planning to attend are Vice-president Breuil; Assistant Philadelphia Sales Manager L. E. Hildner, and the Pittsburgh assistant sales manager, J. E. Enders. This special meeting was called for the purpose of informing the trade associates of the important matters pertaining to merchandise changes and the introduction of the new Fall products. There has been an unusually active month at the local headquarters, due to the fact that offerings of discontinued models were made at special prices. These discontinued models were in straight phonographs and are being disposed of to make way for the new types of the future which will be entirely constructed for radio adaptation.

### Trilling & Montague Radio Talks Apprais

Trilling & Montague, of Philadelphia, Pa., distributors of radio sets and accessories, have entered the field with a house organ of their own which is known as Trilling & Montague Radio Talks. Volume No. 1 appeared last month and consists of eight pages of helpful articles and information. In addition to a number of articles



## GUARANTEE PORTABLE RETAILS FOR \$25.00

"LOOK below the motor board." Be sure you get a guaranteed American motor; then your comebacks will bring new customers, and not exchange machines. We guarantee our portables unconditionally.

### SPECIFICATIONS:

1. Textene Leather Case.
2. Standard Heineman Motor.
3. Plays Two 10" Records.
4. Standard Paper Tone Arm.
5. Specially Loud Reproducer.
6. Device for Carrying Records.
7. Machine Will Play 12" Records.
8. Patented "Non-Spill" Needle Cup.
9. Size 14½" x 11½" x 7¾".
10. Weighs 14½ lbs.



Costs you \$10.50

**GUARANTEE TALKING MACHINE SUPPLY CO.**  
109 N. Tenth Street PHILADELPHIA

Write for our latest Main Spring Chart

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 136)

on the subject of radio merchandising there is a presentation of the lines carried, together with detailed information. Under the heading of "Helps for the Retailer" there is a section devoted to "Music Store News" which should prove interesting and beneficial to the talking machine retailer carrying radio.

**Diegel Bros. Are Building**

With the advent of June days there was started the new home that will be devoted to the combined furniture and talking machine store of the Diegel Bros. Co. at 2908 North Fifth street. On the site of the old property the firm will construct a modern two-story structure. The furniture store now is located just across the street from the music store and it will be consolidated under a single roof with the present music house as soon as the building is completed.

**Increasing Interest in Radio During Summer**

In order to hold and increase interest in radio during the Summer months the Atwater Kent

Mfg. Co., of this city, is giving particular attention to the preparation of its weekly Thursday night broadcasting program through Station WEAJ, New York, and a wide range of other stations. The familiar high class staff of Atwater Kent radio artists has been retained and the programs are filled with well diversified selections that are destined to keep most receiving sets tuned in on the Atwater Kent program during its entire course.

**Co-operating With Dealers**

The sales promotion department of H. A. Weymann & Son, Inc., Victor distributors of this city, is co-operating in an energetic manner with Weymann Victor dealers in the recent price reduction of single-faced Red Seal records. H. W. Weymann, general manager of the organization, reports that the dealers whom his company serves have had remarkable sales of these records, various dealers reporting upward to three hundred single-faced Red Seal records sold in one day.

The sales promotion department has addressed an inspiring letter to its dealers on the featuring of these records and has offered to act as a sort of clearing house for these records, offering to take from its dealers' surplus stocks of these records which they might have in exchange for other Red Seal records which the Weymann organization might have in stock.

Another letter from the sales promotion department treats of the new album set in the series of the Music Art Library of Victor records which is the complete recording of the Gilbert and Sullivan comic opera "Pinafore."

**Wilson Co. New Pathé Distributor**

J. Ralph Wilson, who conducts a string of Victrola stores in this city, has just taken on the distribution of the Pathex moving picture machines, manufactured by the Pathex Co., the headquarters of which are in the Pathé Building, Forty-fifth street, New York.

**Drive to Stimulate Business**

Several letters to the trade were sent out during the month in conjunction with the drive of the Victor Co. on its single-faced Red Seal records by the Philadelphia Victor Distributors, Inc., 835 Arch street, for the purpose of stimulating sales among the retailers. Beginning May 18 there were issued a series of circular letters informing dealers how they could tie up profitably by sales campaigns, advertising and by special drives and store exploitation of the Red Seal specialties. Claude Price, of Price

Bros., Minersville, Pa., and Hyman Landau, who conducts stores in Hazleton, Pittston and Wilkes-Barre, Pa., were among the visitors to the company during the month.

**Silver Loving Cup for Vincent Rizzo**

Vincent Rizzo, orchestra leader at the Sylvania Hotel, in this city, was presented recently with a silver loving cup by Joseph P. Rea, Jr., president of the Alpha Phi fraternity. A contest



Vincent Rizzo's Hotel Sylvania Orchestra was staged at the fraternity's annual mask ball, which was not based entirely upon musical art but which stressed the practical use of the orchestra for dance purposes. Many of the leading dance organizations in Philadelphia were present at the contest, and professional dancers among the judges selected Mr. Rizzo's orchestra unanimously for the first prize. Vincent Rizzo and his orchestra are Okkeh artists and their records have met with a very active sale throughout the country.

**Big Brunswick Demand**

In the agricultural regions of the local territory of the Brunswick-Balke-Collender Co., with Philadelphia branch at 40 North Sixth street, there is a large demand for the straight talking machines. Manager E. B. Shiddell, of the company, who has been making the rounds of the State, is exceedingly pleased with the dealers' reports of the sudden demand for these instruments. This demand has been augmented by special advertising campaigns and drives on the dealers' part, which Manager Shiddell has been urging in order to help the retailers in disposing of their stocks. The local branch is tying up with Ray Miller and His Orchestra, which appeared at the Stanley Theatre during the first week of June and featured for the dealers all the records made by these artists. Similar tie-up was made with the two weeks' engagement

(Continued on page 138)



- Fada Neutrodyne Receiving Sets
- Fada Phonograph Panels
- Fada Phono Unit
- A-C Dayton Phono Sets
- Atwater Kent in Pooley Cabinets
- Marwol 5-Tube Receiver
- Freed-Eisemann, 5 Tube Phono Panels
- Superspeaker Horn
- Jewett Vemco Phono Unit
- Music Master Loud Speaker
- Philco Batteries
- Willard Batteries
- Eveready Dry Batteries
- R C A Tubes
- Timmons "B" Eliminator
- Balkite "B" Eliminator
- Balkite Charger
- R 148 Signal Loop

*Distributed by Philadelphia's leading Musical Radio Wholesaler*

**PENN PHONOGRAPH CO.**  
913 Arch St. Philadelphia, Pa.



**Jos. W. Jones**  
J 80  
*Upright Victrola Receiver*

Four-tube, non-oscillating, tuned radio frequency receiver. Designed for dry cell tubes, type 199, affording maximum volume, sensitivity and clearest tone. Adaptable to all upright victrolas. Can be installed into the space occupied by three record shelves. Drawer shaped cabinet. Receiver self contained. Housing A, B and C batteries. Two tuning controls.

List \$80.00.  
Write us.

**H. A. Weymann & Son, Inc.**  
1108 Chestnut Street PHILADELPHIA

**VICTOR WHOLESALERS**

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 137)



**RADIOLOG RECORD CLEANER**  
*Log your stations and clean your records*

An attractive, useful, almost indispensable advertising accessory for Combination Sets.  
**Either Given Away or Sold**—Will help to break down Sales resistance for the dealer.  
 Stations and dial readings—recorded in either pencil or ink. Dealer's adv. in centre of top. Record cleaning surface on back.  
**JOBBERS:** Your retailers will be interested in this business stimulator.  
 Write at once for sample and details

**PHILADELPHIA BADGE CO.**  
*Manufacturers of the Famous Velvaloid Record Cleaner*  
**942 Market Street Philadelphia, U. S. A.**

of Nick Lucas, who gave the patrons of the Fox Theatre a treat in his guitar and vocal combinations during the month and who was entertained at the Kiwanis Club through the courtesy of Royer Smith, head of the talking machine firm bearing his name at Tenth and Walnut streets, and appeared in many radio programs while in the city.

**Planning Radio Exposition**

A radio exposition of national scope which will present the latest in radio equipment will be held at the Arena at Forty-sixth and Market streets here, October 3 to 10, inclusive.

It is being sponsored by the Philadelphia Public Ledger and will be managed by G. B. Bodenhoff, of Cleveland, who successfully conducted similar expositions in Buffalo and Cincinnati.

This exposition probably will be one of the most widely advertised events of the year in the radio world. Manager Bodenhoff this month has taken billboards along the highways between New York and Philadelphia; Philadelphia and Washington; Philadelphia and Atlantic City and Philadelphia and Harrisburg, covering completely the territory in the Philadelphia trading area, reaching both public and dealers. Thirty days before the show these boards will be greatly increased.

Manager Bodenhoff is working this Summer on an elaborate program for the week of the show and on decoration plans.

**Association Enjoys Outing**

Business cares which are not a few these days were entirely forgotten in the open air day of mirth and jollity with the Victor Dealers' Association as host and the Victor distributors and Victor management as guests in the Mohican Club House and on its grounds on the New Jersey Shore of the Delaware just above Philadelphia on June 30.

Arrived at the grounds little time was lost in getting into sports clothes and thereafter until the welcome to a shad dinner there was a ceaseless and varied program of open air stunts reaching a climax in the battle on the diamond between teams representing the Dealers and the Distributors, the former triumphing in the score of 18 to 5.

The address given by Assistant Sales Manager E. J. Dingley was enthusing and inspirational. President Homer Davis in brief and happy words extended welcome to the Association's guests.

**Attractive "Valley Forge" Literature for Trade**

The J. A. Fischer Co., Philadelphia, Pa., distributor of Valley Forge main springs and a complete line of talking machine parts, is continuing to send to the trade attractive literature on the products which it handles. The latest piece emanating from Fischer headquarters is entitled "Why We Want You to Try Valley Forge Main Springs," which is followed by an interesting tabulation of the qualities of these springs. On the two inside pages appears the Valley Forge main springs chart which was announced some time ago and which shows at a glance the various numbers and sizes contained in the line. The back page is devoted to motors and there are also included several special offerings.

**How the Robelen Piano Co. Produces "Selling" Windows**

Wilmington, Del., Retailer Features One Line in Window and Shows Value of Concentrated Display Effort in Stimulating Sales

An excellent example of good use of the show window in radio merchandising is found in the recent window trim of the Robelen Piano Co.,



**Robelen's Unusual Window Display of Music Master Batteries**

of Wilmington, Del. The whole window is built around the new multi-cell "B" batteries of the Music Master Corp of Philadelphia, and the four months' guarantee which these batteries carry is further emphasized by the cards at-

tached to each battery, reading: "I am Guaranteed for Four Months."

By this individualization of the guarantee to each battery, its salesmaking value is fully capitalized, whereas, if this guarantee had been featured only as shown by the sign on the giant dummy battery in the background, much of the sales value of the guarantee would have been lost.

Another particularly pleasing phase of this window display is its concentration upon one line. It is a window of Music Master batteries and Music Master speakers. This is in striking contrast to the average radio window, which looks like a radio museum, and which, by the way, is a form of window display long since discarded by retailers who appreciate the attention value of concentrated effort.

**Gulbransen Pianos for Famous Whitehall Club**

PALM BEACH, FLA., June 1.—The Whitehall Club, of this city, is now equipped with a Gulbransen grand and a Gulbransen upright piano, according to word forwarded the firm's head-

quarters in Chicago, by Harwood & Wilson, Gulbransen dealers in West Palm Beach, who made the sale.

The Whitehall Club, which has a host of well-known capitalists on its membership roll, was originally built for the Palm Beach home of Henry F. Flagler, builder of the Florida East Coast Railway and hotel system. At the time of his death it passed through his heirs and was then sold to the club. According to advices forwarded by Har-

wood & Wilson, the two Gulbransen instruments were selected by the best musicians connected with the Society of Art in competition with several other high-priced and nationally-known instruments.

**THE LOUIS BUEHN CO.**

1025 ARCH STREET  
 PHILADELPHIA

WHOLESALE

**RADIO**

Atwater Kent  
 Thompson Neutrodyne  
 Pooley-Atwater Kent  
 Burgess Batteries  
 Ray-O-Vac Batteries  
 Philco-Diamond Grid Batteries  
 Balkite Chargers  
 Music Master  
 Tubes  
 Accessories

25 Years Jobbing  
 Experience

Quality Merchandise

Service Unexcelled

Proven Merchandising Policies

Satisfaction Guaranteed

26 MILLION HOMES IN THE U. S. A.

10 Million Own Phonographs

ONLY 4 MILLION OWN RADIO SETS

(INCLUDING HOME-BUILT SETS)

**START GETTING YOUR SHARE**

# ZENITH

TRADE MARK REG.

## RADIO

→LONG DISTANCE←  
TRADE MARK REG.

### Protection for the Dealer that means—PROTECTION!

The radio dealer who operates under a Zenith franchise is *protected*:

Costs More  
But Does More



Super-Zenith IX

- (1) His territory is exclusive. A dozen dealers within a stone's throw may sell the same *competing* brand. He alone can sell Zenith.
- (2) When he buys Zenith receiving sets for resale, he is free from the fear of unexpected price-cuts. He is backed by a manufacturer who understands the value of price-stability.
- (3) When he advertises Zenith, he builds sales which no one but he can cash. He is not boosting the business of the man across the street or around the corner.

Leaving Boston June 17th, Zenith receiving and transmitting sets will accompany MacMillan to the Arctic—on the greatest scientific expedition of modern history. During coming months, Zenith will participate in radio tests of tremendous interest, will enjoy world-wide publicity. Thousands of Zenith dealers will cash in big on this publicity.

Will you sell Zenith receiving sets this coming season—or—*will you wish that you had the right to sell them?*

Write or wire for particulars of the Zenith franchise.

**Zenith Radio Corporation**  
310 South Michigan Avenue, 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. Pat. No. 1,113,149. They are NON-RADIATING.

**Zenith 4R - - \$100**  
**Zenith 3R - - \$175**

The new Super-Zenith is a six-tube set with a new, unique, and really different patented circuit, controlled exclusively by the Zenith Radio Corporation. It is NOT regenerative.

**SUPER-ZENITH VII**—Six tubes—2 stages tuned frequency amplification—detector and 3 stages audio frequency amplification. Installed in a beautifully finished cabinet of solid mahogany—44 7/8 inches long, 16 3/4 inches wide, 10 3/8 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 re-

produce 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. 6-W  
310 South Michigan Avenue, Chicago, Ill.

Gentlemen: Please send me full particulars of your dealer proposition.

Name . . . . .

Address . . . . .

## Fair Business Enjoyed in Baltimore

Satisfactory Sales of Talking Machines and Radio Sets—Exceptional Record Business Reported—Trade Activities of the Month

BALTIMORE, MD., June 10.—Business is reported as being generally fair and slightly ahead of the corresponding month last year, both in talking machines and radios, while the record business was exceptionally good, running anywhere from 30 to 50 per cent better than in April, 1924.

### Eagerly Await Victor-Radiola

Victor dealers and jobbers are elated over the announcement that the Victor Co. is going into the radio business and predict a big sale of the product in this territory, notwithstanding the fact that so many radio machines are already in the field.

"We have already booked a number of orders for the superheterodyne sets which are built to be installed in the special Victrolas," said W. C. Roberts, manager of E. F. Droop & Sons, Inc., one of the three Victor jobbers here. "While the talking machine business has not been as good the past month as I would like to see it, business has been fair and the record business exceeded that of any single month since the early part of last year. Business generally, however, is very satisfactory and we have no complaint to make."

### Satisfactory Brunswick Sales

"The volume of business so far this year is very satisfactory, being about 30 per cent above that of the first four months of 1924," said Charles F. Shaw, manager of the local branch of the Brunswick Co. "Business throughout the territory has shown a steady increase and I see no reason why this should not continue. The record business has also shown a very gratifying increase, which I attribute in no small degree to radio. There is no doubt in my mind that the radio instead of hurting the talking business will eventually prove a benefit and this is being demonstrated right now in the demand for records."

The Gas & Electric Co., which recently entered the radio business, has announced that it will erect a powerful radio broadcasting station here.

### Becomes a Pal Portable Distributor

The Columbia Wholesalers, Inc. have been appointed distributors of the "Pal" portable



## COLUMBIA

"A Profitable Line"

Columbia New Process Records, recording the popular hits of the day, the symphonies of the Great Masters of Music, "blues" songs by popular race artists, "fiddle" tunes that are in demand, and sacred music, offer you an opportunity to add money to the profit side of your ledger.

Columbia phonographs, with their many exclusive features, present a line of machines that is complete and suitable for the tastes of any of your customers.

Let Us Serve You!

## Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.

talking machine and report a big demand for this popular machine in this territory. Owing to the vast waterfront around the city and the number of Summer camps dealers have a big opportunity with this machine, according to W. H. Swartz, vice-president of the company, and are not slow in taking advantage of the opportunity presented by the "Pal."

Mr. Swartz also reports a very good demand for the Columbia movie slides featuring Columbia consoles 520, 530 and 550 and upright models 430 and 460, as well as New Process records. More and more dealers are taking to this form of advertising, especially in the movie houses in the residential sections of the city, and increased sales in all cases show the value of this way of reaching the buying public.

### News Brieflets

Hecht & Co., Baltimore and Pine streets, have been featuring a sale of the Kamephone phonograph with very good results during the past month.

F. C. Bickford, who came here to take charge of the talking machines business of Fink & Co., 231 North Howard street, several months ago, has resigned and returned to New York.

Miss Emma Grole, for the past thirteen years in charge of the record department of Cohen & Hughes, Inc., has severed her connections with the firm. She is taking a short rest before making any plans for the future.

J. Calvin Carney and Samuel J. Aaron have been appointed receivers for the Capital Radio Cabinet Co., 901 South Fourth street, by Judge Stanton in city court.

### Cohen & Hughes in New Quarters

Cohen & Hughes, Inc., Victor and radio distributor of this city, has taken possession of its new building in this city. The new headquarters are elaborately furnished and provide facilities for the conduct of the business which are well destined to augment the already high quality of Cohen & Hughes service. The large windows on the ground floor provide excellent display facilities and although no goods are sold at retail these window displays will have an excellent effect upon the promotion of the prestige of the lines carried by retail dealers. The location at Cathedral and Eager streets is close to the Union Station and will greatly facilitate out-of-town deliveries.

## Movie Slides Advertise Fada Neutrodyne Sets

F. A. D. Andrea, Inc., New York City, manufacturer of Fada neutrodyne radio receiving sets, recently added to its already large list of dealer sales helps the Slide-Vertising as an aid to the company dealers in making sales. The company furnishes slides colored with mahogany bright red, green, blue and orange blended to give unusual effects and imprinted with the dealer's name. These slides are employed during the course of the performances, in the dealer's local motion picture house. Thus, the dealer is enabled to reach practically the entire population in his locality.

## Parker Co. Opens Branch

DALLAS, TEX., June 6.—One of the most recent additions to the music trade of this city is the Parker Music Co., which recently opened a store at 1821 Main street. This is a branch of the main store situated in Houston with other branches at Galveston and Waco.

### FAST SERVICE TO THE SOUTH

## From Pennsylvania to Florida

COLUMBIA WHOLESALERS, Inc., is known as the Radio Distributor with a real cooperative dealer service and merchandising plan.

The ONLY DISTRIBUTOR in the South with an exclusive dealership proposition.

### Distributors of

FADA  
CROSLEY  
MAGNAVOX  
(Exclusive Distributors)

PHILCO (Radio and Automotive)  
BURGESS  
BRACH  
TOWERS SCIENTIFIC (Exclusive)

THOROLA  
KING CHARGERS  
APCO  
CUNNINGHAM

## COLUMBIA WHOLESALERS, INC.

WHOLESALE ONLY

205 W. Camden St.

Baltimore, Md.

# IN THE MUSICAL MERCHANDISE FIELD

## How Clever Selling, Tie-Ups and Lessons Build Small Goods Business for Loeser's

Thirty Thousand Dollar Annual Business Result by Aggressive and Intelligent Merchandising Methods—How Summer Sales Volume on Musical Merchandise Is Achieved

While talking machine dealers are resigning themselves with more or less philosophic patience to the seasonal slackness that is apparent this time of the year, the dealer with foresight is redoubling his sales efforts in pushing stringed instruments and other small goods. There is no time during the year, with per-

haps the exception of the period immediately preceding the Christmas holidays, when the natural demand for this type of instrument is as strong as during the Summer months. Advertising, window displays and every other method of bringing musical merchandise to the attention of the public should be indulged in,

to stress the desirability and appeal of these instruments and ripen the latent desire for them into actual sales.

The small goods department of Frederick Loeser & Co., Brooklyn, N. Y., under the management of William A. Rider, has been especially successful in the retailing of these instruments, doing a business of some \$30,000 annually on a strictly cash basis. There are a num-



William A. Rider

ber of factors responsible for the success which this department has achieved, the main ones being advertising of the better order, attractive window displays, effective tie-ups with radio concerts at which artists on the steel guitar or ukulele are featured. Another feature that adds immeasurably to the selling ability of Mr. Rider and his staff is that they are accomplished artists on stringed instruments and on Saturdays and other days, when the adjoining departments of the store have large crowds, impromptu concerts are given which result in many sales.

During the Summer months a series of free lessons on instruments purchased are offered. An example of the manner in which this offer is made is shown in the following excerpt from a recent advertisement.

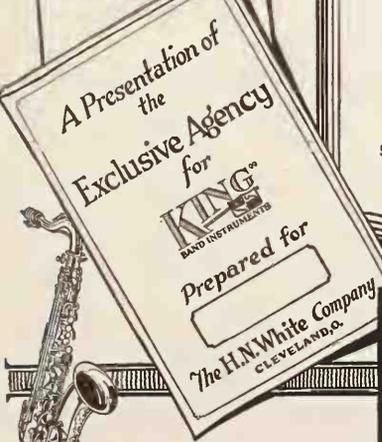
"Listen In" To-night on Station WAHG. A concert by an expert player of the Hawaiian steel stringed guitar will be broadcast at about 10.15 p. m. One of the artists to play to-night is to give guitar instruction in Loeser's beginning at once.

Hawaiian Guitar of Koa Wood and a series of lessons for..... The new teaching method to be employed will be a revelation to many. Anyone with an ordinary ear for music will play this mellow instrument in actually shorter time than would be required to play with equal efficiency on the ukulele, and the ukulele is considered one of the most simple instruments to learn! In three lessons, by the new method, many will play reasonably well."

Through Mr. Rider's ability to give excellent solos on the ukulele and play selections from the operas without any vocal work, thus demonstrating the ability of the instrument as a real musical instrument and not merely as an accompaniment for the voice, he has been able to sell many of the higher priced models, ranging from thirty-five to fifty dollars. He gives a demonstration to an interested customer and explains that in the better models the fretting is accurate and real fingering is possible.

During a recent sales campaign, backed with consistent newspaper advertising and Mr. Rider's appearances at broadcasting stations both as soloist and as one of the members of the American Hawaiian Trio, with the resultant tie-up with the store, approximately one hundred ukuleles were sold in a day.

# A Plan for Financing Payment Sales of KING Band Instruments



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

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

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

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

THE H. N. WHITE CO.  
5206-64 Superior Ave. Cleveland, Ohio  
Manufacturers of  
"KING" BAND INSTRUMENTS

THE H. N. WHITE CO., 5206-64 Superior Ave., Cleveland, O.  
Gentlemen: Kindly send the booklets checked:  
 Plan of Financing Payment Sales.  
 Exclusive Agency for King Instruments.  
We (do) (do not) handle band instruments.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

SEND COUPON FOR BOOKLETS!

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 141)

# HOHNER Harmonicas and Accordions

THE WORLD'S BEST



Hohner Harmonicas Increase Summer Profits

Ask Your Jobber

**M. HOHNER** 114-116 East 16th Street  
New York City



**HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915**

## New H. N. White Plan of Financing Pleases Dealers

Handling of Instalment Paper by Finance Co. Is Proving a Great Success

CLEVELAND, O., June 8.—The new plan for financing instalment sales of King instruments, recently put into operation by the H. N. White Co., manufacturer of the King line of saxophones and band instruments, is meeting with great success, according to officials of the company.

By this plan a commercial banking house, through arrangements made by the H. N. White Co., takes over the paper of the dealer's customer, supplying the dealer with cash. In this manner the dealer with limited capital is able to go after business without having the worry of carrying a lot of long-term paper.

"Dealers often lose sales through not being able to finance the sale of a high-priced instrument to a customer," explained R. M. White, secretary of the firm, to a representative of The World. "Often a dealer will tell a customer he does not handle band instruments just because of the difficulties involved in selling on the time basis.

"With the plan we are now offering our deal-

ers this obstacle is removed and sales are growing. Dealers can have small goods departments without tying up too much capital and are disposing of their leases without sacrificing a cent of profit. We make the plan attractive to our dealers by cutting away all red tape and they seem to appreciate it."

## A Fine Hohner Window

BOSTON, MASS., June 8.—Much attention was attracted to the windows of the Oliver Ditson store on Tremont street, recently, by the attractive Hohner window display. The complete line of all sizes and shapes was shown. The window also contained the cut-outs furnished dealers by M. Hohner, Inc., showing the peoples of all nations playing the Hohner, garbed in their native dress.

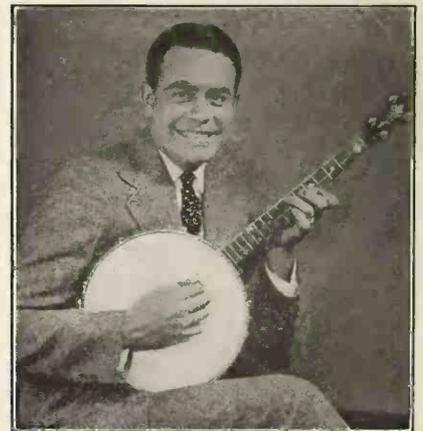
## Fred Bacon at Landay Hall

Fred Bacon, famous banjoist and head of the Bacon Banjo Co., Inc., Groton, Conn., recently gave a concert at Landay Hall, New York. A large and enthusiastic audience gave hearty applause to Mr. Bacon's playing. Landay Bros. are agents for the Bacon and B. & D. Silver Bell lines of banjos made by the Bacon Co.

## Brooke Johns Finishes National Concert Tour

Banjo Artist Features Vega Instrument in Concerts and Broadcasting

Brooke Johns, popular banjo artist and Vega enthusiast, returned to New York several weeks ago after a country-wide tour. Upon his return



Brooke Johns

he broadcast his playing from a local station to his numerous friends throughout the country. It is interesting to note that in this broadcasting Mr. Johns used his Vega banjo, which was autographed by President Coolidge and the Prince of Wales. This is one of Brooke Johns' prized possessions and is only used on special occasions.

The Vega Co., Inc., Boston, Mass., manufacturer of the Vega banjo, reports banjo demands continuing strongly and expects that this good business will continue during the Summer months.

## Cleveland Music Week Closed by Demonstration

CLEVELAND, O., June 8.—National Music Week in this city closed with a huge instrumental demonstration by school pupils who play in orchestras and bands. The concert was held in the Public Hall. An elementary orchestra of 635 pieces was directed by Miss Helen Hannen. A junior high school band of 180 boys was directed by Eugene J. Weigel and there was a drum and bugle corps of 150 boys. Russell V. Morgan, director of music in the Cleveland public schools, and J. Leon Ruddick conducted the senior high school band. There are now 2,300 boys and girls playing in school bands and orchestras. The local interest in this form of music has boosted retail sales.

## Who Is Making The Dealer Profit in Drums?

The **Ludwig** Dealer

You are primarily interested in profits. Not a "paper" profit nor profits that you think you may get but actual dollars that swell the cash box totals.

If you want such profits to be yours. If you want the continued patronage of the professional player. If you want the new business of the drum performer in the home, the school and the playground, then we ask you to investigate the profit performance of the Ludwig line.

Send for full details and prices now.

## LUDWIG & LUDWIG

World's Foremost and Largest Makers of Drums and Drum Accessories

1611 NO. LINCOLN STREET

CHICAGO, ILL.



IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 142)

## W. J. Haussler Analyzes Trade Changes in Annual Report of the National Ass'n

More Earnest Spirit of Co-operation Needed, Says William J. Haussler, Retiring President of the National Musical Merchandise Association at Music Trades Convention in Chicago

[We take pleasure in presenting herewith the annual report of William J. Haussler, of C. Bruno & Son, Inc., New York, president of the National Musical Merchandise Association, which was presented at the annual convention of that body held in Chicago on June 10, a report of the meeting appearing elsewhere. Mr. Haussler's paper is particularly interesting in view of the strong appeal for closer co-operation in the musical merchandise trade.—EDITOR.]

Seven years have passed since the inception of this Association. Two years ago this June,



William J. Haussler

it was my privilege and pleasure to appear before you, rendering at the time an account of my stewardship and that now again becomes my bounden duty.

Marked changes have come about since our last meeting. They have altered materially the situation in the music industry and as a result of this condition, the future course will be trying, if not hazardous, for certain manufacturers, jobbers and retailers.

Responsibility for this may be attributed principally to radio, and yet this is not said in any sense as a criticism of that marvelous invention—a utility of prime importance—but merely to qualify my remarks. Radio is an industry that should be quickly associated with the music business, and in my mind, the sooner this is brought about, the quicker it will be assimilated, and to the benefit of all. As radio is known and handled to-day, it cannot be considered a constructive force in the business world. This statement will not meet with favor in every quarter, but a faithful and honest analysis will confirm my conviction.

What I may say to you in the course of this report, I want you to consider as being presented in a spirit only of constructive and helpful criticism, and any seemingly unkind remark that I may direct is not intended in any sense to find fault, but purely with a purpose emanating from a strong desire to see the music industry more closely bound together for the betterment of all.

Ours is an association that is outstandingly different from any other. Our membership is limited and widely scattered, which makes it very difficult, if not impossible, to meet more than once a year. And I regret being compelled to say that when the annual occasion does present itself, some of our members are conspicuous by their absence, although they have

no reluctance in sharing the benefits that accrue through the work of the Association. Some of our members are absent for good and sufficient reasons and my remarks, therefore, are not directed toward them.

What we need more to-day than ever before is combined and concentrated effort, for, as we have properly learned in the national slogan, "In unity there is strength." Frankly, we need a more earnest spirit of co-operation if we are to progress to any perceptible degree or if we are to elevate our organization to that plane of efficiency where it rightfully belongs. Two years ago, I had the occasion to remark that the prime essentials which influence the success of any organization such as ours are: First—a large and representative membership; and Second—active participation of the members in the activities of the organization. Properly met, these factors would rapidly bring us to the forefront as one of the leading units affiliated with the Music Industries Chamber of Commerce. The ideal, however, cannot be attained without constant striving, without unceasing and untiring labor on the part of not only one or two of your officers, but the membership as a whole.

It would seem at times that we do not appreciate the benefits and the value of the Chamber and the truly great service that it renders to those who are willing to avail themselves of its advantages. If this Association is to carry on, if it is to function as a dignified and important body, it must receive the whole-hearted support and co-operation of every member. If after our meeting here in Chicago this year we are to go back to our respective places of business and forget our duties as members until the call for the next annual meeting is sounded, I will be inclined to believe that the situation is quite hopeless. Let me say, and I do so in all sincerity, that unless we give some impetus, a "kick," so to speak in street parlance, the handwriting will soon appear on the wall.

Because some firms in the musical merchandise field are members of other associations is

to my mind not sufficient reason to hold aloof from our own, the National Musical Merchandise Association. Their merchandise business is sufficiently large enough to justify their support of the national association, and by so doing the benefits which would accrue to them would far outweigh the temporary investment in the way of membership fee.

Every day is the dawn of a new era in the music field. Musical appreciation is spreading to every nook and corner of this country so that there can be no question as to the future of the music business. Everywhere we go in this broad land of ours, we find young and old developing their interest in music. Thus, the opportunity is here for all connected with the music industries and trades to give their undivided support to the program of educating America to a still higher degree of musical appreciation.

Band and orchestra development in this country is being carried on on a most comprehensive scale. In industry, as well as in commerce, we find a decided leaning toward music in the form of organization of orchestras, bands, glee, choral and stringed instrument clubs.

Our participation in this work, however, has been little in comparison, and that brings me to the point of presenting for your earnest consideration the plan of organizing musical units in public schools. This plan, while not being new, is a good one and the members of the National Association because of their knowledge and experience of small goods are perhaps better situated to handle this work.

I wish to take this opportunity of expressing my thanks to the officers and department executives of the Music Industries Chamber of Commerce for their numerous courtesies during the past year, and further to express a word of appreciation to the music trade press for the co-operation given to us as an Association and individually. Their aid has been most valuable and I would be negligent were I to omit an expression of thanks.

Fellow Members, I have briefly sketched some of the salient thoughts that have been in my mind and I do hope that each and every member of this Association will weigh them carefully and see the wisdom of putting new life and vigor into our work.

I cannot be too forceful and emphatic in saying that the future rests with ourselves.

# BRUNO

THE OLDEST AND  
LARGEST MUSICAL  
MERCHANDISE HOUSE  
IN AMERICA

*Exclusively Wholesale*  
ESTABLISHED 1834

C. BRUNO & SON, INC.  
351-53 FOURTH AVE. NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 143)

## Guild of Banjoists, Mandolinists and Guitarists Holds Meeting in Toledo

Twenty-fourth Annual Convention of This Organization Meets at the Hotel Waldorf in That City With Program Covering Four Days—Manufacturers Well Represented at Gathering

TOLEDO, O., June 5.—The American Guild of Banjoists, Mandolinists and Guitarists opened its twenty-fourth annual convention at the Hotel Waldorf late in May with a program to cover four days and members were in attendance from every section of the country. W. J. Derr, Toledo, was convention manager. The first day of the meeting the hotel was as busy as a beehive, with members trying new instruments and rehearsing for the concerts which were a big part of the convention.

On Monday the business sessions opened on the mezzanine floor of the Waldorf. President Walter J. Holt, of Washington, D. C., called the convention to order and an address of welcome by Hon. Bernard F. Brough, mayor of Toledo, to which President Holt responded, was the opening gun. Then came the reading of the minutes of the last meeting. Following which the secretary-treasurer, Miss S. Franklin Harvey, submitted her report for the year. A feature of this was the announcement that the Guild has enjoyed a substantial increase in membership

in all departments—trade, life, associate and professional—the increase amounting to about 50 per cent. This fine showing was made possible by advertising in co-operation with dealer members. A historical sketch of the Guild was published during the year, giving a picture of the early days of the body. A new Guild directory was also issued.

Then the matter of issuing an official Guild organ independent of any outside affiliation was discussed. It was decided to appoint a committee to consider the question and report at a later meeting. George Krick, of Philadelphia, was made chairman.

The president appointed the nominating Committee, naming George Krick chairman and W. D. Moyer his aid. The chairman then appointed Claude Rowden, William Edward Foster and Mrs. A. C. Lorenz as other members.

The afternoon session, which had scheduled a historical review of the fretted instrument as an educational factor, was dispensed with in order to hold a rehearsal for the artists' recital

on Monday evening and the grand festival concert on Tuesday. After the rehearsals G. F. Chapin, of the Standard Musical String Mfg. Corp., Brooklyn, N. Y., addressed the convention on the process of making strings, going into elaborate details.

The keynote of the gathering was better understanding and co-operation between the trade and the teachers. There is at present a feeling that one is a competitor of the other, which does not work to the best advantages of the association.

### Dealers Hook Up With Convention

Local dealers advertised the convention and the instruments used by the artists. Grinnell Bros. used special display ads, welcoming the visitors. They also offered their music hall for rehearsals and opened a box office for the sale of tickets for the festival concert. A. R. Cummings, manager of the small goods department of the store, was especially active in promoting the success of the convention.

The list of exhibitors included the Bacon Banjo Co., Groton, Conn. Fred J. Bacon personally was in charge of this exhibit, which drew much interest. The tenor banjo was a feature, as was the \$400 B. & D. Silver Bell and other models. Chas. Rothermel, Chicago banjoist, assisted in this display room. Bacon's All-Star Silver Bell Banjo Orchestra, the average age of whose members is 55 years, was one of the outstanding features of the gathering. Its members are F. J. Bacon, Groton, Conn.; F. S. Morrow, Harrisburg, Pa.; A. R. Cummings, Toledo; Wm. C. Stahl, Milwaukee; B. J. Clark, Minneapolis; George A. Peate, Montreal; Fred C. Meyer, Philadelphia; Walter J. Holt, Washington; W. J. Smith, New York; W. J. Derr, Toledo, and Arling Schaeffer, Chicago.

The display of Gibson, Inc., Kalamazoo, Mich., was in charge of Frank B. Campbell, sales and advertising manager.

Ludwig & Ludwig, Chicago, had an exhibit under the supervision of F. D. Weatherington, of the sales department. Drums and banjos were the principal items on display.

On Monday evening there was held at the Waldorf Hotel an artists' recital for registered members only which really represented a test between the old and the new, the artist and the comer, in which Fred J. Bacon was shown to great advantage. Other numbers were by W. J. Derr's Mandolin Orchestra, Toledo; The Gibson Trio, Haug, McQuillen & Landas, a banjo Sextette, with Claude Rowden as conductor, and solos by Loretta Tabaka, Chicago, Mandola Solo; Hazel Ruth Templeton, Sioux City, Ia., harp solo; Julius Bellson, St. Paul, tenor banjo solo, and Charles Rothermel, Chicago, ukulele solo.

At the business session on Tuesday the following officers were elected: President, Walter J. Holt, Washington, D. C.; vice-president, William B. Griffith, Atlanta, Ga.; secretary-treasurer, Miss S. Franklin Harvey, Washington, D. C., and field secretary, James H. Johnstone, Kalamazoo, Mich., all of whom were re-elected. The new board of directors consists of William Edward Foster, New York; Mrs. Roy Elwood Scott, San Diego, Cal.; W. W. Moyer, Harrisburg, Pa.; Albert Bellson, St. Paul, Minn.; Carl L. Ostrander, Seattle, Wash., and Paul Jacqueline, Haverhill, Mass.

The movement to have the Guild publish an official organ was discussed at considerable length and it was finally decided to limit the publication to a quarterly bulletin.

Arling Schaeffer, Chicago, was appointed chairman of the committee to draft a bill for the licensing of music teachers to be presented to the Legislature and the Guild will endeavor to secure the co-operation of all legitimate music teachers in the movement.

The afternoon session was abandoned to permit of rehearsals for the grand festival concert at the Auditorium on Tuesday evening.

Wednesday was given over to the consideration of resolutions and routine business.

# EVERY DEALER

will want a copy of the

## NEW *Leedy* CATALOG "N"

(Out June 1st)



Ninety-six pages  
Two hundred and fifty photographs  
Thirty new instruments

All about the New *Leedy* Professional Floating Head Snare Drum

Send a postal for yours to-day—Mailed free

*Leedy* Mfg. Co. INDIANAPOLIS INDIANA

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 144)

### New Weymann Catalog Is Devoted Entirely to Banjos

Extensive Line of Banjos Illustrated and Described—Photos of Many Artists Using Weymann Instruments a Feature

H. A. Weymann & Son, Inc., Philadelphia, Pa., manufacturer of Weymann orchestra banjos and Keystone State musical instruments, has issued a fifty-four-page catalog entirely devoted to Weymann banjos. H. W. Weymann, general manager of the company, in referring to this new catalog, known as No. 56, stated that this specialization on banjos alone was made for the convenience of those specifically interested in banjos. Much care has been given to the preparation of the catalog, which constitutes a particularly attractive piece of sales literature. It thoroughly illustrates and describes every number in the widely diversified Weymann line.

Included in this catalog are descriptions of three styles of Weymann tenor banjos. In the Weymann orchestra tenor banjo six styles are shown from a popular priced model to the deluxe model which retails at \$350. Then follow the Weymann piccolo-banjo, ukulele-banjo, mandolin-banjo in several styles, guitar-banjo, orchestra mandolin-banjo and orchestra guitar-banjo. There is also described the construction of the banjos, including the Weymann patented tone amplifying rim, Weymann detachable tone resonator, which is also patented, as are the Weymann "four-to-one" pegs and combination neck brace and adjuster.

Instead of the testimonial letters included as part of a catalog the Weymann catalog contains a number of pages of photographs of prominent banjoists with their Weymann banjos.

The only letter reproduced is particularly interesting, having been sent by J. C. Bequette, lieutenant of the Supply Corps. of the U. S. N. The banjoist on the U.S.S. Trenton, upon which Lieut. Bequette is stationed, used a Weymann banjo, and the letter states in part: "Perhaps the most interesting thing to you is the fact that the ship went into the Persian Gulf while on our shakedown cruise, with the temperature between decks where the banjo was stored was at least 125 degrees. No one on the ship ever experienced such heat. Our guitars, which had been bought in Naples, all fell to pieces. The pianos were nearly ruined. The Weymann banjo, which was exposed just as much as the other instruments, did not suffer any ill effects in any way and is as good now as the day it was bought. I cannot speak too highly of your product."

### Bacon Banjo Artists Feature Silver Bell News

The latest issue of Silver Bell News, produced by the Bacon Banjo Co., of Groton, Conn., has been placed in the mails. Although a high precedent has been set in former numbers, the current issue has seemed to surpass previous numbers in general attractiveness. The issue is well illustrated by half-tone engravings of prominent Bacon banjo artists, as well as prominent orchestras. Among the soloists are such well-known players as "Montana," Frank Di Prima, May Singhi Breen, Edwin Sheldon, Minear Brothers, Frank C. Bradbury, Eugene Lucartorto, George Buttus, Laura Mason Crisp, Charles E. Links, R. J. Amenta, Lorne H. Hitchins, Charles R. Shibley, Guisepe Pettine, Frank S. Morrow, Russell Manuel, Bob Marvin, John G. Amendt, McGrath Bros., T. D. Brockmeyer, Stephen St. John, John Martell and Milton Protheroe.

In the orchestral field there are shown illustrations of Phil Romano and His Orchestra, Heber Brothers Society Orchestra, Toledo Banjo Orchestra, the Melody Girls and Merry Garden Orchestra.

### Associated Music Dealers of Chicago Plan Meeting

Musical Merchandise Men Will Hold Special Session on June 18 Following the General Music Trade Conventions

CHICAGO, ILL., June 8.—It is announced that the Associated Music Dealers of Chicago, a local organization consisting of members of the retail and wholesale musical merchandise trade, will hold a special meeting on June 18.

A program will be outlined at that time to take up and work on various problems affecting the retail and wholesale business.

A number of the wholesale members of the association are exhibiting at the Drake Hotel during the Convention, including Chicago Musical Instrument Co.; Cole & Dunas, Continental Music Co.; Illinois Supply Co., and S. Simon.

### Unusually Interesting Issue of Ludwig Drummer

May Number of Ludwig & Ludwig House Organ Shows Extensive Line of Drums and Accessories and Contains Instructive Data

The May issue of the Ludwig Drummer, the house organ of Ludwig & Ludwig, manufacturers of drums and drummers' supplies of all kinds, contained some unusually interesting features, not the least of which were the illustrations and descriptions of the extensive line which has placed this concern with the leaders in the musical merchandise and band instrument industry. Another feature of the house organ was a page devoted to photos of the many leading artists using Ludwig drums in their work.

"The Drum—Its History in the United States and the Trip of a Rudimental Drummer" is the title of an instructive article by S. A. Moeller, which appears in this issue.

## JUST A SAMPLE SHOWING RESULTS OF "Silver Bell" Banjo Sales



CONSENTINO'S BANJO BAND, Lawrence, Mass.

JOSEPH CONSENTINO—Director

Above Players all have Silver-plated "SILVER BELL" BANJOS

Mr. Consentino, who conducts a School of Music, writes an interesting letter:

"Enclosed find check for \$177.22 in payment of last invoice. Sold the Silver Bell Mandolin-banjo the day after my concert. The Bacon Ensemble especially was more than applauded. I took special care in the training of this and together with the appearance of such beautiful instruments, the Band was in every way a splendid success. Send one gross each B & D Super Tenor-banjo strings. Please rush and would like another No. 2 Silver Bell Tenor-banjo."

Send for New—SILVER BELL NEWS—Just Out  
24 Pages—Illustrated—Portraits of Leading Artists and Orchestras

Bacon Banjo Co., Inc. Groton, Conn.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 145)

### Patent Granted to W. F. Ludwig on New Banjo

New Method of Banjo Construction Provides for Several Important Improvements in the Instrument

CHICAGO, ILL., June 5.—A patent was recently granted to William F. Ludwig, of Ludwig & Ludwig, Inc., for a new type of banjo construction. The patent is No. 1,539,815, dated May 26, 1925. The patent has been assigned to Ludwig & Ludwig, Inc. Mr. Ludwig's invention relates to that type of banjo in which the skin head is stretched over to concentric rings in order to provide primary and secondary resonating chambers in the body of the banjo and the improvement has for its object:

To provide a structural formation and combination of parts whereby a free and unimpeded outflow of sound through and from the annular chamber formed by the pair of concentric rings of the banjo body is attained in a simple and effective manner and by means of which the component parts of the banjo body are interconnected in a ready and substantial manner and a substantial bearing or abutment is provided for the tensioning screw bolts of the head or skin of the instrument.

### Leedy Drums Featured in Contest at Theatre

BIRMINGHAM, ALA., June 5.—Leedy drums were featured in a campaign engaged in by the Saxophone & Sheet Music House recently. This establishment is the local agent for the Leedy Mfg. Co. and Vic Wahn, proprietor of the store, arranged a contest at the Lyric Theatre. Drums were displayed in the lobby and after each performance boys were invited to engage in competitive drumming. The prize, a Leedy trap drum outfit, was won by Alfred Romeo, Jr., whose father was so pleased that he immediately purchased a higher priced outfit.

George Lehmann was recently incorporated at Albany to make musical instruments with a capital stock of 250 shares of preferred stock at \$100 per share and 250 shares of common stock at \$10 per share. The incorporators are C. Nordlie, A. B. Kellogg and W. H. O'Brien.

### Werlein's to Wholesale Musical Merchandise

Well-known New Orleans Concern Embarks in New Field—Adolph J. LaCoste Buyer

NEW ORLEANS, LA., June 5.—Philip Werlein Ltd., prominent music house, has embarked in the wholesale field in small musical goods. The Werlein concern has been identified with the wholesaling of pianos and talking machines for some time, but has only recently made the decision to add string, brass, woodwind, and percussion instruments and parts and equipment to the line their salesmen touring Louisiana and other Southern States will offer the retail trade.

### Bruno & Son Report Big Gains in Banjo Sales

The arrival of the Summer season has had the effect of greatly increasing the demand for banjos, according to officials of C. Bruno & Son, Inc., New York. This company reports a brisk movement throughout its entire banjo department, particularly in the Glee Club and Magic Wonder lines, which are being given special attention by the sales force.

### Silver Bell News Features Bacon Banjo Testimonials

GROTON, CONN., June 8.—The current issue of the Silver Bell News, the organ of the Bacon Banjo Co., Inc., features the photographs and testimonials of famous banjoists who play and recommend Bacon instruments. Included in the gallery of celebrities are "Montana," the cowboy banjoist playing vaudeville; Frank di Prima, with Ray Miller's Orchestra; May Singhi Breen, of radio fame; Arthur Tipaldi, with Phil Romao's Orchestra and many others.

### H. A. Weymann & Son, Inc. Gives Rebate to Dealers

PHILADELPHIA, PA., June 3.—H. A. Weymann & Son, Inc., manufacturer of Weymann orchestra banjos and Keystone State line of musical instruments, has announced a rebate of 10 per

### The Most Prominent Banjoists are Playing Weymann Instruments



J. J. F. MATTINGER  
of the Art Kahn Orchestra  
Chicago

Write to us

H. A. WEYMANN & SON, Inc.  
1108 Chestnut Street Philadelphia, Pa.

cent on the net amount to dealers whose purchases amount to \$3000. or more net during the twelve months period beginning with date of first shipment and on and after this date. It is believed that this will not only serve to stimulate increased interest in the sales of Weymann musical instruments but will also suitably reward those dealers who have expended much effort in featuring Weymann merchandise.

### Buegeleisen & Jacobson's New Catalog Supplement

Buegeleisen & Jacobson, 5-7-9 Union Square, New York City, importers and wholesalers of musical merchandise, have recently distributed a supplement catalog listing violins, accordions, harmonicas, bows, trimmings, strings and many other lines offered at substantial reductions.

Important price changes affecting merchandise in the firm's catalog No. 132 is also appended to this supplement catalog. Buegeleisen & Jacobson have sent catalogs to their entire mailing list and are also mailing them out in response to the numerous requests received from dealers, thus giving them a wide distribution.

### New King Instrument Agency

MINNEAPOLIS, MINN., June 6.—The Musical Instrument Supply Co. recently secured the franchise for King band instruments for this city and vicinity. President Linquist expresses himself as being highly pleased at having secured the agency and has placed an order for a complete line. The Musical Instrument Supply Co., is the headquarters for professional and amateur musicians and the large stock carried is sufficient to fulfill all requirements. The service department is headed by Mr. Dodge, who has had many years' experience in the retailing of band instruments.

### W. F. Ludwig Ends Trip

CHICAGO, ILL., June 8.—William F. Ludwig, president of Ludwig & Ludwig, Inc., manufacturers of drums, drummers' supplies and Ludwig banjos, returned yesterday from a combined business and pleasure trip throughout the West Coast, accompanied by his family. Mr. Ludwig made a survey of conditions in the territories he visited, in addition to spending a pleasant vacation with his family.

## SPECIAL Combination Offer

Make  
100%  
Profit



This \$25  
Cabinet FREE

This Beautiful Cabinet is 22½ inches high, 25¾ inches wide, and 12 inches deep; in mahogany piano finish. Has 12 glass tubes.

## Armour's Music Strings

You will make 100% by taking advantage of this Special Combination Offer of the most complete and varied assortment of straight length high-grade gut and wound strings ever assembled in a case. It is a fine money-making ornament that will bring the better class of musical trade to your store.

Assortment costs you..... \$51.75  
Assortment retails at..... 103.50

Your Profit 100% — You Get This Cabinet FREE

Send Today for Complete Details

ARMOUR AND COMPANY Write Section W. 6 Music String Dept. CHICAGO

### Conference of Eastern Sonora Distributors Held

Officials of Company Meet With Wholesalers and Discuss Policies and Inspect New Models

A conference of the officials of the Sonora Phonograph Co., Inc., and the Eastern distributors of the company was held at the Hotel Pennsylvania on Tuesday, June 9, at which plans for the coming six months were discussed, and the Sonora line of merchandise for the Fall season was displayed and inspected. The new models to be featured in the Fall are two high-boys, available to be adapted for radio or as combination units, equipped with the Sonora panel. All models of the Sonora are now radio adaptable.

The meeting, which lasted throughout the entire day, opened with an address of welcome by S. O. Martin, president of the company, in which he outlined conditions in the trade as they exist to-day, made forecasts concerning the coming season and briefly explained the policies of the company. Mr. Martin's outline made clear that the company's position as well as the industry's position as a whole was sounder than for several years, and the Sonora Co. anticipated a varied and increased business in the Fall. He was followed by Joseph Wolff, vice-president in charge of production, who dwelt on the radio manufacturing end of the business, its problems and the company's plans for overcoming them. Inspection of the full line of Sonora products which were on display followed Mr. Wolff's instructive talk.

The afternoon session opened with a discussion of the advertising policies of the Sonora Co. for the Fall, presided over by F. W. Schnirring, director of advertising for the sales department. An interesting talk on advertising was also given by Stewart Nimms, vice-president of the J. Walter Thompson advertising agency. F. W. Goodman, general sales manager, then outlined the sales and jobber policies of the company in a brief talk, which ended the business of the day. Dinner was served on the roof garden of the Hotel Pennsylvania and the party then was entertained at the Ziegfeld Follies.

The wholesalers represented at the meeting were: the New England Phonograph Distributing Co., Boston; Pennsylvania Phonograph Distributing Co., Philadelphia, and Pittsburgh, Pa.; Greater City Phonograph Co., Inc., New York; Long Island Phonograph Co., Brooklyn, N. Y.; Ohio Musical Sales Co., Cleveland, O., and the Gibson-Snow Co., Syracuse, N. Y. This conference is to be followed by a similar meeting of Middle Western distributors at the Hotel Drake, Chicago, Ill., on June 18.

### Prevent Use of Edison Name

As a result of the suit of Thomas A. Edison, Thomas A. Edison, Inc., and Edison Storage Battery Co. against Edison Radio Corp. and Edison Tire & Rubber Co. there was issued by consent on May 18 by the District Court of the United States, Northern District of Illinois, Eastern Division, a perpetual injunction against Edison Radio Corp. and Edison Tire & Rubber Co. enjoining them from using in their corporate name or business style, or otherwise in their business or in connection with their products the word "Edison" or any like word or name.

### Retires as Wholesaler

MOBILE, ALA., June 8.—W. H. Reynolds, Victor distributor and dealer for more than twenty years, retired from the wholesale field on June 1, and will devote all his efforts to the retailing of talking machines, operating his stores at Mobile, and Pensacola, Fla. Mr. Reynolds is most optimistic over the future of the talking machine and feels that the best days for the dealer are still to come.

### New Zenith Distributors Appointed in Brazil

Herman Stoltz & Co. to Distribute Line in Brazil With Headquarters in Rio de Janeiro

The foreign representative of the Zenith Radio Corp., Chicago, cabled the firm's headquarters on May 26, to the effect that he had closed a contract with Herman Stoltz & Co., of Rio de Janeiro, to act as exclusive distributors for Zenith Radio Corp. products in Brazil. The firm is one of the largest distributors in South America and is amply equipped to give service and prominence to the Zenith line in its territory.

According to radio sales authorities, the situation in South America, as far as radio is concerned, might be aptly compared to the situation which existed in North America but two years ago. The North accepted radio at the outset, but in the South products moved in a much slower fashion. Now, with the new super-power

broadcasting stations, South Americans are given the benefit of talent from the United States, and as a result radio is coming into its own on that continent. There are no restrictions to hinder radio sales, such as a tax for broadcasting, as is the case in Europe.

### New Edison Recordings by Miss Anna Case

Anna Case, the distinguished Edison artist, has recently recorded the old favorites, "The Mocking Bird" (Winner) and "Good-Bye" (Tosti). These two will appear on the same Edison record, which has just been released this month.

Otto Heineman, president of the General Phonograph Corp., New York, who this week attended the convention in Chicago, expects to sail for Europe, aboard the "Mauretania" on July 15 on a six weeks' combined business and pleasure trip.

*One handle handles it"*

# Outing

TRADE MARK

*"Master of movable Music"*



4

YEARS HAVE PROVED  
OUTING PORTABLES  
ARE THE BEST

**SENIOR, \$37.50**

finished in  
Red Mahogany, Brown  
Mahogany and Oak

**JUNIOR, \$25.00**

finished in  
Brown Mahogany, Brown  
or Black Leatherette and  
Oak

DISTRIBUTORS

A. C. ERISMAN CO.....	175 Tremont St., Boston, Mass.
GENERAL PHONOGRAPH CORP.....	15 West 18th St., New York, N. Y.
SILAS E. PEARSALL CO. ....	10 East 39th St., New York, N. Y.
EVERYBODY'S TALKING MACHINE CO., INC.,	810 Arch St., Phila., Pa.
IROQUOIS SALES CORP.....	210 Franklin St., Buffalo, N. Y.
JAMES COWAN CO.....	18 West Broad St., Richmond, Va.
JAMES K. POLK CO., INC.....	294 Decatur St., Atlanta, Ga.
BELKNAP HARDWARE & MFG. CO.....	111 E. Main St., Louisville, Ky.
STERLING ROLL & RECORD CO.....	137 West 4th St., Cincinnati, O.
OHIO MUSICAL SALES CO.....	1747 Chester Ave., Cleveland, O.
C. L. MARSHALL CO.....	514 Griswold St., Detroit, Mich.
TARG & DINNER MUSIC CO.....	229 West Randolph St., Chicago, Ill.
EDWARD G. HOCH CO.....	27 No. 4th St., Minneapolis, Minn.
MAJESTIC MUSIC SHOP.....	16 South 7th St., Minneapolis, Minn.
RENIER MUSIC HOUSE.....	545 Main St., Dubuque, Iowa
MARKS PHONOGRAPH & RADIO CORP.....	2215 Pine St., St. Louis, Mo.
SCHMELZER CO.....	2015 Grand St., Kansas City, Mo.
CARL FLORINE.....	514 Charles Bldg., Denver, Colo.

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

Canadian Distributors: R. S. WILLIAMS & SONS CO., LTD., Toronto, Winnipeg, Montreal.

Representatives in:

Sydney, New South Wales; Melbourne,	Havana, Cuba.	Barranquilla, Colombia.
Brisbane and Perth, Australia;	Buenos Aires, Argentine Rep.	Genoa, Italy.
Wellington, New Zealand.	Santiago de Chile.	Dublin, Ireland.

## New David Grimes, Inc., Sales Policy Announced

Move Made Following National Survey of the Radio Industry by E. P. H. Allen, General Sales Manager—Extensive Publicity Planned

Following a national survey, E. P. H. Allen, general sales manager of David Grimes, Inc., manufacturer of Grimes radio products, announced a new selling policy for the season of 1925. The plans of the company call for a widespread national advertising campaign to in-



The Grimes Message on Billboards

clude painted signs, billboards, mileposts, newspapers and other media. In conjunction with its new selling campaign, which will be directed to the consumer, with dealer outlets, the Grimes organization has eliminated all jobbers.

In the future the Grimes distribution will be made from centrally located warehouses in the key cities of the country. The sales will be under the direct control of zone managers who will deal with the retail merchant. In this manner the tremendous advertising campaign inaugurated by David Grimes, Inc., will be assured of representative outlets which will be able to care for the needs of communities based upon sales created through direct advertising.

Restricted territory will be allotted to Grimes neighborhood dealers in the larger cities and the dealer outlets will be limited in the smaller towns. There are additional guarantees of protection.

David Grimes, Inc., is one of the first of the larger organizations to take such a decided step in its manner of distribution. It is proposed in dealing direct with the retailer that the movement of goods will forestall a heavy surplus of its sets in any territory which would be a detriment to the trade. Under its program representative dealers will be assured of standard priced merchandise.

None will find it necessary to tie up capital other than for current needs. A healthy movement, however, of Grimes products should be assured through the advertising program.

David Grimes, Inc., billboard advertising will be of national extent. The main automobile highways will be placarded with mile-post boards, reminding consumers

of the Grimes instruments. An extensive newspaper and magazine advertising drive will be made and all this will be supplemented with dealer advertising display signs, consumer literature and much direct sales promotion work.

The new line of Grimes' instruments will range in price from \$50 to \$300 in both table and console models. The cabinet designs are exclusive and all are period models. All parts entering into the electrical equipment are manufactured in the large Grimes factories in Jersey City, N. J.

The Grimes instruments have been assured of a display at all of the big radio shows for the coming season. Last week an exhibit of

Grimes instruments was shown at the Lake Shore Drive Hotel, Chicago, Ill., during the convention of the National Association of Music Merchants.

## Fred A. Siemon Now With the Radio-Master Corp.

Fred A. Siemon, for many years with the Chicago branch of the Rudolph Wurlitzer Co., has been appointed representative in the Chicago territory for the Radio-Master Corp., of Bay City, Mich. Mr. Siemon will handle the very comprehensive line of radio cabinets, radio-phonograph combinations and phonographs which the big Michigan factory is now placing upon the market.

A permanent display room has been opened at 222 West Madison street, Chicago. There will also be displays of the Radio-Master line at the Furniture Mart, June 22 to July 18.

## W. F. Stidham, Sleeper Representative in Gotham

William F. Stidham, West Coast representative of the Sleeper Radio Corp., recently spent a few days in New York, visiting the home office officials and receiving information and instruction on the new models contemplated and the Sleeper sales plan for the coming season.

Mr. Stidham is at present maintaining a branch office of the Sleeper Corp. in Los Angeles, with local warehousing facilities and direct service to the company's authorized dealers. He reports a steadily growing demand on the West Coast for the product of the Sleeper Corp. and expects a greatly increased market during the coming season, when he is planning to extend the scope of his activities from southern California all the way to Washington.

## Dealers Tie-up With "Farrand-Godley Week"

The North American Radio Co., 1845 Broadway, New York City, one of the active jobbers in the metropolitan area, recently inaugurated a Farrand-Godley Week in which its retail outlets throughout the greater city made a special sales drive on the Farrand-Godley speaker. Demonstrations of the product were given in the stores. The Farrand-Godley speaker was given special window displays and this activity was supplemented by special ads in the leading papers placed by the North American Radio Co. and some of its most active dealers.

David F. Goldman, head of the North American Radio Corp., was the first of all the Farrand-Godley distributors to conceive the idea of a week's sales drive on this product and the Farrand Mfg. Co. expects this idea later in the year to be carried out elsewhere.

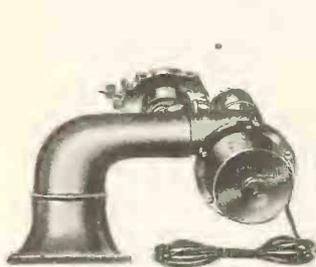
## Fada Radio, Ltd., of Canada, Is Organized

The Fada Radio, Ltd., Toronto, Canada, formed to manufacture a complete line of Fada neutrodyne radio receivers as announced in last month's World, is licensed under the Canadian Hazeltine patents in conjunction with F. A. D. Andrea, Inc., New York. The officers of the company are Frank A. D. Andrea, president and treasurer; Concette Andrea, vice-president; R. M. Klein, secretary; C. R. Fraser, manager, and T. M. Rozelle, superintendent.

## Allen Sisson With Edison

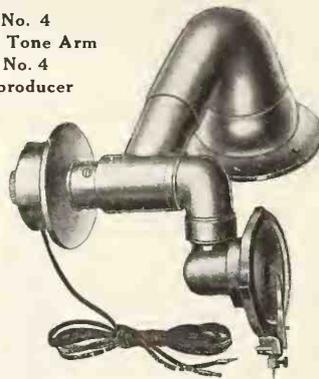
A new Edison artist who makes his debut with the releases for the current month is Allen Sisson, the champion fiddler of Tennessee. His first record features "Farewell Ducktown," reel, and "Rymer's Favorite," reel.

## The Last Word in Cabinet Equipment



No. 6 Radio Tone Arm  
No. 4 Reproducer

No. 4  
Radio Tone Arm  
No. 4  
Reproducer



Our Radio arms have through their own merits been adopted by some of the largest manufacturers in the trade.

Our No. 4 reproducer illustrated on tone arms is scientifically constructed and REALLY REPRODUCES either vocal or instrumental music.

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MUTUAL exclusive proposition.**

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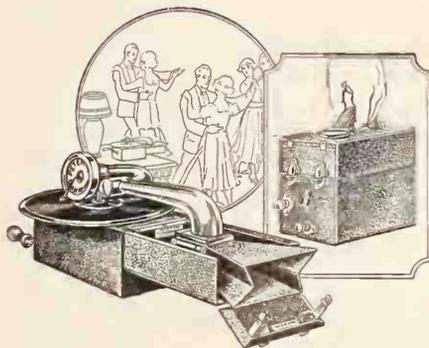
149-151 Lafayette Street

New York City

## MUTUAL PHONO PARTS MFG. CORP.

DISTRIBUTORS { Canadian Acme Screw & Gear, Ltd. .... 1209 King St., West, Toronto, Can.  
Industries Unidas, S. A. .... Balderas 110, Mexico City, Mexico  
Targ & Dimer, Music Co. .... 229 W. Randolph St., Chicago, Ill.  
Arthur Brand & Co. .... 1618 Vine St., Cincinnati, Ohio  
Shapleigh Hardware Co. .... 4th St. and Washington Ave., St. Louis, Mo.

# A REAL PORTABLE for SUMMER SALES



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PATENTED IN FOREIGN COUNTRIES. U. S. PATENTS PENDING.

### LIST PRICES

**\$25** DE LUXE  
Leather Models

**\$20** Black Imitation  
Leather Model

### SMALL IN SIZE—SMALL IN COST

Dimensions 6"x4 $\frac{1}{4}$ "x6 $\frac{3}{4}$ ". Weight 5 Pounds.

PETER PAN is equipped with single-spring Swiss motor of highest type.

PETER PAN will play any disc record, and reproduces with faithful detail.

PETER PAN is a real musical instrument thoroughly adjusted and guaranteed.

PETER PAN has a wonderfully mellow tone quality and pleasing volume.

**PETER PAN IS A QUALITY PRODUCT BUILT TO COMMAND REPEAT ORDERS**

Let us send you a sample PETER PAN for your inspection. We will bill you at list price, less 40%, subject to return if not satisfactory. We are sure you will be pleased.

**SEND YOUR ORDER NOW**

# PETER PAN GRAMOPHONE CO.

342 MADISON AVE., NEW YORK

## Latest Summary of Exports and Imports of "Talkers"

Figures on Exports of Records Summarized in April, 1925, Show Increases—Other Data

WASHINGTON, D. C., June 8.—In the summary of exports and imports of the commerce of the United States for the month of April, 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 April, 1925, amounted in value to \$40,027, as compared with \$29,924 worth which were imported during the same period of 1924. The ten months' total ending April, 1925, showed importations valued at \$376,836, as compared with \$500,658 worth of talking machines and parts in the same period of 1924.

Talking machines to the number of 6,717, valued at \$189,476, were exported in April, 1925, as compared with 6,398 talking machines

valued at \$281,542, sent abroad in the same period of 1924. The ten months' total showed that we exported 60,941 talking machines, valued at \$2,084,334, as against 57,383 talking machines, valued at \$2,281,310, in 1924.

The total exports of records and supplies for April, 1925, were valued at \$176,255, as compared with \$186,858 in April, 1924. The ten months ending April, 1925, show records and accessories exported valued at \$1,406,278, as compared with \$1,237,528 in 1924.

The countries to which these instruments were sent during April and their values were as follows: France, \$3,485; United Kingdom, \$870; other Europe, \$8,364; Canada, \$5,324; Central America, \$14,293; Mexico, \$5,598; Cuba, \$27,467; Argentina, \$3,922; Chile, \$1,756; Peru, \$5,191; other South America, \$40,930; China, \$2,185; Japan, \$4,773; Philippine Islands, \$7,161; Australia, \$25,965; New Zealand, \$22,484; other countries, \$9,708.

## Mrs. L. M. Green Files Suit for Million Dollars

Claims Damages From the Victor Co. for Breaking Alleged Agreement to Continue Pearsall Co. as a Jobber

Mrs. Lydia M. Green, widow of Thomas F. Green, has filed suit against the Victor Talking Machine Co., in the United States District Court, Eastern district of New York, for \$1,000,000, comprising \$500,000 as compensatory damages and \$500,000 as exemplary damages. Mrs. Green, who at present owns the stock of the Silas E. Pearsall Co., is filing this suit as an individual and as executrix of the last will and testament of Thomas F. Green. The bill of complaint enumerates details as to payments made to acquire thirty-three and one-third per cent of the capital stock of the Silas E. Pearsall Co. from a certain party; the complaint alleged further that as a consideration for these payments the Pearsall Co. would be continued as a part of the Victor jobbing organization. The complaint further states that the Pearsall Co. lived up to its agreement but that the Victor Co., by reason of its decision to cut off the supplies of merchandise furnished the Pearsall Co., last December, caused the damages mentioned. The complaint states that there was no fair reason for cutting off the Silas E. Pearsall Co. as a wholesaler of Victor products; and that through its act of cutting off the Pearsall Co. as a jobber, the Victor Co. had failed to live up to its agreement.

When questioned regarding the suit the Victor Co. said: "The Victor Co. has no comment to make except that it denies all liability alleged by the complainant."

## Edison Records by Rev. S. Parkes Cadman

Among the new releases of Edison records are two original types of religious selections. On one side is a Scripture lesson with hymn—St. Mark 10:46 to 50 (Geo. F. Root) "Why Do You Wait?"—Rev. S. Parkes Cadman, D.D., and Metropolitan Quartet. On the other side is a Scripture lesson with hymn—Revelation 21:21 to 26—Hymn "The Gate Ajar for Me" (Mrs. Lydia Baxter and S. J. Vail) Rev. S. Parkes Cadman, D.D., and Metropolitan Quartet.

## New Apco Battery Charger

PROVIDENCE, R. I., June 8.—The Apco Mfg. Co., of this city, maker of Apco battery chargers and other radio products, has announced a new "B" battery charger at a very popular price. It is described as a combination electric light bulb and vibrator type charging a 24, 48 or 96-volt battery at from 1/10 to 1/4 of an ampere. It is also claimed that the operating cost of this charger is hardly measurable.

## Radio Manufacturers Gather at Hot Springs, Va.

Further Stabilization of Industry Seen—No Sensational Changes in Radio Are Expected—Standardization to Be a Help

HOT SPRINGS, VA., June 8.—Leaders of the radio industry, representing the most prominent manufacturing interests of the country, gathered to-day at the fourth annual convention of the radio section of the Associated Manufacturers of Electrical Supplies at the Homestead Hotel here. It was the consensus of opinion that developments in 1925 will greatly further stabilization of radio, both as an art and an industry.

A survey of the plans contemplated by radio manufacturers throughout the United States would indicate that, while continued refinements in many aspects of the art are to be expected, fundamental developments had reached the stage where the art was no longer subject to the expectation of sensational changes.

A statement issued by E. B. Mallory, of the Westinghouse Electric & Manufacturing Company, as chairman of the radio section of the Associated Manufacturers of Electrical Supplies, declared that among other subjects for discussion at the present meeting will be the standardization of batteries so that the equipment may be interchangeable in all makes of standard radio sets.

Another great forward step in the manufacturing industry, it is expected, will follow the probable establishment of a universal vacuum tube base, following the precedent set by the electrical industry in the "Edison base," now used universally in lighting throughout the country.

## Pal Window Display Cut-Out Popular With Dealers

The Plaza Music Co., New York City, manufacturer of the Pal portable, has in recent weeks found an enthusiastic demand for its new multi-



The Plaza Delivery Truck

colored window display cut-out. The dealers in the metropolitan area during the recent warm spell found portable displays one method of creating sales despite the hot weather. The Plaza delivery truck spent two whole days in making deliveries of this new display material to dealers in New York and New Jersey. This newest truck has since been making special delivery trips filling orders for Pal portables many of which undoubtedly were the result of the sales creating window arrangements.

## Finds Growing Demand for Valley Forge Line

BALTIMORE, MD., June 8.—The Braiterman-Fedder Co. has recently completed extensive alterations to its building in this city. William Braiterman has completed a trip through the territory in the interest of Valley Forge main springs and the line of talking machine repair parts made by the J. A. Fischer Co., Philadelphia, Pa., of which the Braiterman-Fedder Co. is distributor. General Manager Fedder reports a steady growth of business and a steady increase in the number of accounts on the books.

## One Year!

It is a little less than a year since the Newport was presented to the American Public through responsible distributors and dealers.

Back of this presentation was the firm resolve that come what may, the Newport was to be a quality product. The Newport was to embody tried and proven engineering principles; it was to be constructed of the best materials; it was to be subjected to every laboratory and factory test; and it was to be housed in cabinets that would harmonize with the appointments of the finest homes. The Newport was to be sold on statements of fact.

There could not and would not be any compromise.

The instantaneous response on the part of dealers and jobbers and the acceptance on the part of the public of Newport has embedded more deeply than ever in our minds, the original concepts on which Newport was inception.

*Newport Radio Corp.*

250 West 54th Street.  
New York City

*The Newport is a Good Receiver,  
Built in a Piece of Fine Furniture.*

# Los Angeles Dealers Find Summer No Insurmountable Obstacle to Business

Second Annual Convention of the Western Music Trades Association Promises to Be Outstanding Success—Don Humphrey Opens Branch—Radio Show Space Selling Rapidly—The News

LOS ANGELES, CAL., June 4.—The announcement and issuance of phonograph records recorded under improved methods has created great interest in the local record departments and inspired the salespeople with renewed zest. A somewhat peculiar condition exists in this connection, however, because it would seem impolitic to advertise these new recordings as a new and improved process to the general public, for fear of antiquating the large stocks of old recordings. A way will doubtless be found to advertise these fine new recordings in a manner beneficial to the whole trade.

### Interest Centers on Western Convention

The majority of the dealers, wholesalers and others directly interested in various branches of the music trade are looking forward to the second annual convention of the Western Music Trades Association which will be held at the Biltmore Hotel, this city, June 23 to 26. From indications at the time of this writing this convention promises to be an outstanding success. Certainly, an unusually comprehensive and constructive program has been planned and there is no doubt that visitors will take away with them much that will be of value in the everyday conduct of business.

### Victor Dealers Approve Plan

A special meeting of the Victor dealers of Los Angeles was held at the offices of the Music Trades Association of Southern California at which G. P. Ellis, Los Angeles manager of Sherman, Clay & Co., and Otto May, of the Victor Talking Machine Co., were also present. Approval of the reduction sale plan of single-faced Red Seal records with Victrola credit was voiced.

### Don Humphrey Acquires Branch

Don Humphrey, who has for a number of years held the band and orchestra instrument and sheet music department concession of the

Long Beach branch of the Fitzgerald Music Co., has recently acquired the piano, phonograph and radio departments. Mr. Humphrey states that his unfamiliarity with these new departments misled him into believing that the sale of phonographs was to a large extent passé and he accordingly reduced his stock of Brunswicks to the minimum. He was pleasantly disappointed, however, and, as a consequence, has been obliged to order and re-order Brunswick phonograph models of all types in quantities in order to fill the orders of his customers. He declared, however, that the manager of his Brunswick department, Mr. Wyatt, is a strong phonograph enthusiast and is probably greatly to "blame" for this condition—he believes the present and future of phonograph sales depend on the enthusiasm and faith of the salesman.

### Margaret Young Enthuses Audiences

Margaret Young's appearances at the Orpheum Theatre night after night brought forth intense enthusiasm and applause. The Los Angeles branch of the Brunswick Co., and Howard L. Brown, invited about seventy retail Brunswick salespeople to attend one of the performances of this Brunswick artist and on the night of their attendance a special Brunswick Radiola was presented to Miss Young.

### Columbia Branch Active

W. E. Henry, energetic manager of the Columbia Phonograph Co., Inc., for both Los Angeles and San Francisco, is specially active these days supervising his large territory. Much interest is being evidenced among Columbia dealers at the announcement of Columbia's initial step into the radio field with a loud speaker.

### Sales Campaign Ends With Banquet

The Victrola sales campaign which was carried out with the aid of canvassers during the latter part of April and during the month of

May, was concluded on the 25th, a banquet and dance being given on the occasion by the Victor Co. and Sherman, Clay & Co., at the Biltmore Hotel. Otto May, of the Victor, presided and shared with G. P. Ellis, Los Angeles manager of Sherman, Clay & Co., the announcement of presentations of the various prizes for high sales of machines and records. The rest of the evening was given over to an enjoyable dance to music by members of Art Hickman's Orchestra. The winners were: Sophie Angus, of the Platt Music Co., for the largest volume of record sales; Rosamund Drake, of Barker Bros., for highest unit of record sales; Ruth Caris, of the Platt Music Co., second highest unit of record sales; Dorothy Rock, of Barker Bros., second highest volume of record sales; Virginia Orton, Platt Music Co., sale of Bubble Books; Sophie Angus, Platt Music Co., Tungsten needles; R. Johnson, Platt Music Co., highest department record sales; Rosa L. Horn, Barker Bros., second highest department record sales; Fred Kahn, Platt Music Co., highest Victrola sales; other salesmen who won prizes were: Paul I. Lowrie, George Nicholson, L. E. Stockweather, A. G. Cook, Joe Spain, A. B. Wayne, Betty Lagher, D. J. Short, B. E. Gossett, Walter E. Lyons, W. T. Jenkins, Louis Loos, Philip Barrere, Theodore Larson, Lloyd Robinson, Donald Johnson, Irving Westphal, H. H. Fish, William Ray, B. McLaughlin, Henry Riggs, C. D. Davenport, D. Doughty, Harry Bode, LeRoy Miller, Wilbur Spray, Frank Morino, C. E. Wallace, Mary Hurwitz, Fred Hilliard, C. C. Stephenson, Alberta Gates, Rose Abelring, D. M. Dehuse, L. G. Shatney, A. J. Carlson, A. W. Wayne, R. W. Colwell, C. E. Sheur, T. P. Miller, E. Dugdale, M. Lightner, F. Salmacia, Ed. L. Hones, Geo. Nicholson, R. J. Thornfall, H. Lingard, and B. S. Pittinger.

### Radio Show Space Sells Rapidly

Exhibition space at the Third National Radio Exposition, which will take place at the Ambassador Auditorium, Sept. 5 to 12, inclusive, is going at a rapid pace. Reservations for space at this show were made during the last December show by a number of exhibitors then and several of them have increased the amount of space for September by 75 to 100 per cent.

## Makes Important Statement

PHILADELPHIA, PA., June 8.—Walter L. Eckhardt, president of the Music Master Corp., of this city, issued the following statement this week to a representative of The World: "In order to set at rest various rumors that may have arisen in the trade during the past few months, I wish to state that the Music Master Corp. is not financially interested in the Thermodyne Radio Corp., except as a buyer of the specially developed set which Thermodyne will manufacture under the direction of the Music Master Corp., and for Music Master exclusively."

## New Columbia Hits

Two new Columbia records, to be released within the next few weeks, which should head the list of popular recordings, are "Yes, Sir, That's My Baby," sung by Blossom Seeley, with two-piano accompaniment, and "Take 'Em to the Door Blues," sung by the pennant-winning battery of songland, Van and Schenck. Both of these selections are among the leaders of popular song hits, and as rendered by these famous Columbia artists they bear all the earmarks of being "best sellers."

## W. C. Fuhri on Business Trip

William C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., New York, left recently on a three-weeks' visit to the trade throughout the Middle West and South. Among the cities he will visit are St. Louis, Cincinnati and New Orleans.

# CALIFORNIA DEALERS

We Are  
**EXCLUSIVE** *Pathé* **DISTRIBUTORS**  
Record

IN YOUR TERRITORY

All

Cliff Edwards & Lee Morse  
Numbers Carried in Stock

Also

Latest Dance, Popular Vocal,  
Hawaiian, Sacred, Operatic  
and Standard Records



Cliff (Ukulele Ike) Edwards

**Immediate Deliveries**

**West Coast Phonograph & Record Company**

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Los Angeles, Cal.  
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San Francisco, Cal.  
Phone: Prospect 3789

Write or phone for further details

## Improvement Noted in the Detroit Field

Betterment in Industrial Conditions Reflected  
in Sales Gains in All Lines of Business—  
Trade Activities and News of Month

DETROIT, MICH., June 8.—The general improvement in local industrial conditions has had a splendid effect on talking machine business, dealers reporting that during May business was very good and that collections also had improved. More men than ever are being employed in Detroit at the present time and it looks as if this healthy condition will prevail for some time to come.

The extreme warm spell which hit Detroit and vicinity the last week in May stimulated the sale of portable talking machines, and dealers have had to re-order to supply the demand. It caused people to hie to their Summer places and to take out their canoes and boats. With more people than ever planning to go camping this Summer, the portable should be a factor in talking machines with the retailers. Several stores have gone in for specializing on the portable and last year did a very large business on this type of instrument.

Quite a number of our music dealers are leaving the end of the week to attend the music convention being held this week in Chicago. Among some of them are C. A. Grinnell, S. E. Clark, A. H. Howes, all of Grinnell Bros.

The trade will regret to learn of the death of Henry S. Doran, for many years one of Detroit's prominent talking machine dealers, who died at his residence, 1726 Virginia Park, after a six weeks' illness. He operated the Doran Phonograph Co. on Michigan avenue for many years and later on Washington boulevard, retiring about six months ago. He leaves a widow and two children.

Manager Quinn, of the Brunswick Shop, Detroit, reports that business has taken a big jump the past four weeks and the way sales are being made convinces him that the year will show a big increase over 1924, despite the bad start. The biggest demand at this shop is for the combination machine.

We understand that Paul McCullough, Michigan representative of the Brunswick Co., is shortly to be married to one of Detroit's prominent young business ladies, Miss Edna McMahon.

Sam Lind, of the S. E. Lind Co., says his sales for the past thirty days have been excellent on the Royal line which he distributes exclusively in Michigan. He has added a number of new dealers throughout the State and has taken some splendid orders on the full line.

The opening of the outdoor dance halls on East Jefferson avenue is bringing to Detroit some of the famous dance orchestras of the country, and this is stimulating the sale of their records. For instance, at Ramona Park, there

**COMING  
THE SUMMER**

**Priess Straight 8**

The set that will carry with it the assurance of  
sales and profit protection

**PRIESS RADIO CORP.**

**BROADWAY AT 4th ST. NEW YORK, N. Y.**

is a stand where records are sold. Ray Miller is due at Granada Park soon for an indefinite engagement and the stand there expects to do a whirlwind business during this engagement.

The Artonian Piano Co., which recently added a talking machine department, handling both Victor and Brunswick lines, is more than

pleased with the results so far. In order to handle these lines, it took a store adjoining its piano store, and already it finds itself cramped for space.

Okeh records are selling in Detroit better than ever, according to the statement of dealers, as well as the wholesale office here.

## Portable Business Leads in Cleveland

Many Live Dealers Have Launched Portable  
Sales Campaigns With Excellent Results—  
Other Lines Also Moving Satisfactorily

CLEVELAND, O., June 6.—Talking machine dealers in this vicinity report that conditions are satisfactory considering that this month marks the beginning of the Summer season. Portables have been showing great activity and many of the larger stores are engaged in vigorous drives after this type of business, featuring attractive window displays, etc. Record sales are also showing a steady increase.

During the past month several recording artists have appeared at the local theatres and this has had the effect of stimulating the sale of records. Van and Schenk and William A. Kennedy, exclusive Columbia artists; Maureen Englin, new Gennett artist, and Benny Krueger and His Orchestra, Brunswick artists, are among the latest artists whose appearances have helped dealers.

The recent announcement by the Starr Piano Co. that a new series of Gennett records, to sell for fifty cents, has been placed on the market, has met with much favorable comment from dealers.

The new \$5,000,000 public library which was recently opened has a "silent room" for a piano and other musical instruments. The music section of this library contains 500 volumes for reference use, 2000 books about music, 3000 bound volumes of scores and 2300 pieces of sheet music.

The Dreher Piano Co. recently sold one music-lover a single order for \$950 worth of Victor

records of the operas. The customer asked for all the Victor opera records ever made. This sale can be traced to the May season of opera at the Public Hall by the Metropolitan Opera Company of New York.

The St. Clair avenue store of the Euclid Music Co. is featuring the Sonora talking machine prominently in its window displays. This store, the outlying one of the four operated by the company, has a fast growing business, supplying the people at Euclid Beach and Collinwood, suburbs of the city.

The assets of the H. B. Bruck & Sons Co. will be sold at auction on June 9, announces Harry H. Rose, receiver. The assets amount to about \$65,000 against liabilities of \$125,000.

Many of Cleveland's talking machine dealers are co-operating with Akron dealers in making plans for celebrating the city's centennial in July. An industrial exhibit in the armory will include talking machines, radio equipment and other musical instruments.

One of the biggest drives on radio ever held in this city was that of the May Co., which featured \$600,000 of Freed-Eisemann merchandise in a sale, during the last two weeks of May.

The Linger Radio Corp., this city, was recently incorporated with a capital stock of \$5000. The incorporators are M. E. Ganger, R. B. Mandelbaum, M. A. Miller and E. M. and J. A. Klein.

The regular meeting of the Cleveland Music Trades Association was postponed until June 16 because of the National convention in Chicago. Among the dealers from this city who plan to attend the convention are Rex Hyre, Henry Dreher, Dan E. Baumbaugh, M. O. Matlin, Otto C. Muehlhauser, Harlan Hart, Herman Wolfe, M. E. Smith, George M. Ott and H. H. Valentine.

TERRITORY NOW BEING ALLOTTED

PROTECTION TO DEALERS

**“EVERYBODY’S”**

FOR EVERYBODY

**EVERYBODY’S OPPORTUNITY**

**EVERYBODY SELLS—  
EVERYBODY BUYS—  
EVERYBODY HAS—  
EVERYBODY’S RECORD**

Everybody  
Write  
Today

**BRISTOL & BARBER CO., Inc.**  
3 East 14th Street      Distributors      New York, N. Y.

Manufactured by  
Everybody's, Inc.,  
Bridgeport, Conn.

**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.

**How Audak Equipment Boosts Sales of Records**

Dealer Experiments With Store Lay-out and Finally Discovers What He Considers Best Arrangement From Sales Standpoint

The value of Audak equipment to stimulate record sales, especially with dealers who have limited floor space, is generally accepted. To secure the full benefit of this equipment, however, its location in the store must be given careful attention. A metropolitan dealer who sells records exclusively has in his several stores been experimenting with his layout and has finally hit upon what is, in his opinion, the ideal layout for the Audak sets. Running lengthwise along the store the Audak stands are placed about eight inches from the wall. This space is then utilized for record racks, so that the customers using the Audak demonstrators can select at random whatever records they wish to hear. It also has the value of keeping names of new releases before their eyes while they are listening to the selection they are playing. Immediately above the record racks he has placed posters bearing the names of selections which he feels have a steady appeal. These are standard and classical selections with a universal appeal, but which must be put before the eyes of customers constantly to impress them with their desirability. The consequence of this arrangement is that customers calling at the store to secure whatever record they have in mind cannot help but see recent releases, with the result that in a great majority of cases they hear the records and increase their purchases. An interesting result of this dealer's experience with this arrangement is that before using it the sales of the store were over 90 per cent popular records. Upon deciding to change the Audak layout, he filled the record racks behind the sets with standard and classical records, and the posters placed over the racks listed only these same types of records. In a few months' time the sales at this store averaged about 60 per cent classical and the balance popular, indicating in no uncertain terms the value of the new arrangement.

**Adds to Distribution**

Bristol & Barber, Inc., New York City, talking machine distributor, has been appointed exclusive distributor East of the Mississippi River for Everybody's record made by Everybody's Record Co. of Bridgeport, Conn. This latter company is in no way connected with any other firm in the field and is only engaged in the production of records. It is reported that a large number of retail accounts have already taken on the new record with satisfactory results.

The Kelley Music Co., which has had quarters on West Eighth street, Chattanooga, Tenn., for the past two years, is in its new home at 622 Market street.

J. M. Mayers, of the International Phono. Co., New York, who recently returned from Florida, is sailing this month for Europe.

**SOUTHERN VICTOR WHOLESALERS**  
*The Corley Company*  
RICHMOND VIRGINIA

**Adler-Royal Phonograph Chosen for S. S. Leviathan**

Handsome Instrument Graces Office of James G. Summitt, Purser of Flagship of United States Lines and Largest Ship Afloat

The Adler Mfg. Co. reports the installation of an Adler-Royal phonograph in the office of James G. Summitt, purser of the S. S. Leviathan, flagship of the United States Lines and largest ship afloat. Officials of the Adler Co., in stating that the "World's Perfect Liner" has installed the Adler-Royal phonograph, point with pride to the fact that Mr. Summitt, who is himself a talented musician, should choose the Adler-Royal for his private office.

It is said that Purser Summitt's office is the Mecca during voyages of the hundreds of musicians who are constantly making the crossing between the United States and European ports on this famous ship. The walls of Purser Summitt's office are lined with interesting mementos of these gatherings in the form of autographed photographs of famous artists.

**Blood Tone Arm Co., of Chicago, in New Home**

Entire Clerical and Production Department Moved to Bay City, Mich.

Blood Tone Arm Co., manufacturer of tone arms and other phonograph and radio equipment, has moved its entire clerical and production departments to Bay City, Mich., and all bills for merchandise, statements, and any communications whatsoever should be mailed to the company at that address.

The Knickerbocker Talking Machine Co., New York City, reports big business with the new certified Hy-life radio battery.

**Talking Machine and Radio Men, Inc., Meet**

George E. Brightson and J. L. Bradford, of Brightson Labs., Inc., Deliver Talks—E. A. Widman Discusses Records and Radio

The regular monthly meeting of the Talking Machine and Radio Men, Inc., was held on June 10 at the Cafe Boulevard, New York. The principal speaker of the day was George E. Brightson, president of the Brightson Laboratories, Inc., New York, manufacturer of the Brightson True Blue tubes, who spoke of merchandising policies and assured the dealers of the utmost in co-operation and protection in their handling of the True Blue product. He was followed by J. L. Bradford, chief engineer of the Brightson organization, who spoke on the chief selling points of the True Blue tubes, principally their uniformity and tonal qualities, eliminating microphonic noises.

E. A. Widman, president of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., also spoke, giving a survey of the record situation and making forecasts of the probable development of radio receivers and warned dealers to understand fully the products which they handle. The assembled members were entertained by members of the Irving Berlin, Inc.

The date for the annual outing of the association was announced as September 2 but the place has not as yet been decided upon. There will be no July meeting of the association, the next gathering to be held on August 15, at which meeting the Argus Radio Corp., New York, will demonstrate and explain the Power Electric radio set.

Warren C. Whitney of the Dalrymple Whitney Corp., New York, Ware distributor, has severed his connections with the firm because of ill-health and will reside in Denver. He disposed of his interests to J. R. Mischler.

*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 31 in. wide, 10 in. high and 12 in. deep. Removable back. Finished in brown mahogany with two-tone effect.

All Udell cabinets are priced to make you attractive dealer profits. Complete illustrated folder gladly mailed upon request. Write for your copy today!

**THE UDELL WORKS, Inc.**  
28th St. at Barnes Ave. Indianapolis, Ind.

# HAPPENINGS IN THE DOMINION OF CANADA

## Important Trade Activities Feature the Month in the Toronto Territory

Brunswick Executives and Salesmen Present at Special Demonstration of Records—A. W. Brown, Manager of C. W. Lindsay, Ltd., Passes Away—Other Activities of the Month

TORONTO, ONT., June 9.—The death is announced of A. W. Brown, manager of the C. W. Lindsay, Ltd., Ottawa branch. His length of service with the house of Lindsay was in excess of twenty years.

S. C. Thornton, music and radio dealer of Dundas, Ont., paid a visit to Chicago recently and while there contributed a number of cornet solos to a program broadcast from the Drake Hotel. Mr. Thornton is vice-president of the Canadian Radio Trades Association.

Recent trade visitors to important Canadian centers were Messrs. Roy S. Dunn and Reynolds, of the Zenith Radio Corp., Chicago. Mr. Dunn is a Canadian by birth.

At a recent meeting of the executives and salesmen of the Brunswick-Balke-Collender Co., Toronto, the staff was favored with a demonstration by Mr. McKelvey, of the Brunswick Chicago staff, whose special work at present is demonstrations to the trade and the various branches of the company to show the superiority of Brunswick records in various ways.

There is now in the hands of the Canadian trade the new catalog of Columbia New Process records. It is a 200-page book of all-Canadian production.

At a recent meeting of the Canadian Radio Trades Association, Toronto, R. H. Coombs, general manager of the Canadian National Carbon Co., was unanimously elected to the chairmanship of the manufacturers' division.

A new Canadian phonograph record patent is recorded in the name of the Brunswick-Balke-Collender Co., of Canada, Ltd. It is thus partially described: "As an article of manufacture, a phonograph record having a centering aperture, one portion of the surface of which is adapted to engage the spindle of a record table, and another portion of the surface of which flares outwardly to join the spindle engaging surface with a plane surface of the record, the flaring surface being adapted to make only blunt edges where it joins the spindle engaging surface and the plane surface of the record."

Pollock-Welker, Ltd., a recently formed company with an Ontario charter, has purchased the factory, plant and business of the General Phonograph Corp., Ltd., at Kitchener, Ont., and will continue specializing in the manufacture of Helycon phonograph motors, tone-arms and reproducers, which are so favorably known to the trade in Canada and on the other side of the line. The principals of the newly organized corporation have been active in the business of phonograph manufacture for many years. Arthur B. Pollock is one of the pioneers of the industry. Alexander H. Welker has been asso-

ciated with Mr. Pollock in motor development and production and when the General Phonograph Corp., Ltd., purchased the business of the Pollock Mfg. Co., Ltd., a few years ago. Mr. Welker continued the factory superintendency while Mr. Pollock was general manager. In order to create an outlet for one of their models of the Helycon motor, Pollock-Welker, Ltd., are introducing a portable phonograph.

Conservative estimates place the total of 1925 radio business 50 per cent in excess of that done last year. In a preliminary radio report issued by the Canadian Daily Newspaper Association here it was stated that music dealers to the extent of 80 per cent are handling radio and supplies. Estimates given for the whole of the Dominion show that there are eighty-three

wholesalers and jobbers, fifty manufacturers, 989 exclusive radio dealers or those whose radio sales constitute their main business, and 5,004 retail radio dealers. In view of these figures a 50 per cent increase in Canadian sales for 1925 would give Canada a sales quota of \$40,500,000.

After about two months of conflict over the new amendment to the Ottawa Copyright Act the Special Committee has arrived at what is practically a compromise on the measure.

The effect of the modified clause regarding radio entertainments is that where the show is purely amateur there shall be no royalty for songs or music but the consent of the author is necessary. Where the performance is for profit, payment may be exacted. The courts, if any case arises, will have to distinguish between these classes and fix the remuneration.

An amendment to protect the Canadian manufacturer of gramophone records from paying double royalties on records made by Canadians, but exported, was also adopted by the Special Committee of the House of Commons considering amendments to the Copyright Act.

## Montreal Trade Interested in Radio —Stabilization of the Industry Needed

Special Drive on Sonora Phonographs by C. W. Lindsay a Huge Success—Uses Live Female Model in Window, Which Attracts Wide Attention—Other News and Activities of the Trade

MONTREAL, CAN., June 8.—Efforts to stabilize the radio trade and bring about conditions that would permit dealers to look into the future with more confidence are required. Price cutting continues to some extent, but manufacturers and distributors are trying to get their customers into line so as to stop the annoyances caused by competing dealers offering the same articles at different prices. Standard sets are being sold in fair volume and supplies and parts are in good demand for this particular season of the year. The effect of price cutting by manufacturers with surplus stocks of parts has badly demoralized dealers who bought generously when approached for the first time; these dealers resent being placed in a position that causes them to lose money by being placed in competition with dealers who held off buying until the manufacturers cut down, in some cases to such an extent that retail prices are lower than original dealers' costs.

C. W. Lindsay, Ltd., distributor of the Sonora phonographs, recently disposed of a large number of these machines in a special drive.

Hartney's, Ltd., who are noted the breadth and depth of Canada for their original feature windows exploiting records, recently gave over the same to a display of the title "Rock A Bye Baby Days" in which a stunning live female model was utilized in rocking baby to sleep.

W. J. Storey, advertising and display manager of C. W. Lindsay, Ltd., states that locally there seems to be no definite rule as to what

constitutes the correct means of pricing a radio set, and cites an example whereby in two local stores two similar sets were displayed in show windows. One at \$345, the other at \$245. Now the general public were not aware that the difference in prices was the cost of the so-called accessories, but quite naturally put it down to a difference in profit. He now raises the question, are there such things as accessories to a radio set? He claims not. He therefore contends that all radio sets should be priced complete and ready for operation. If a dealer should price a set stripped then let him state openly that it is priced less batteries, tubes, ear phones, aerial equipment, etc.

Frank Ramsperger, of the International Music Store, the live-wire Brunswick dealer, declares that his Summer business in Brunswick records will be greater in volume than ever. The portable phonograph is becoming more and more popular.

The Point St. Charles Music Store, 301 Centre street, has added a phonograph department. Columbia phonographs and records will be specialized in.

Layton Bros., Ltd., are handling a large quantity of Brunswick phonographs and records these days and are leaving no stone unturned to dig up new business.

## Trade Activities of the Month in Winnipeg Field

WINNIPEG, MAN., June 8.—Fred J. Lockyer, formerly of the J. J. H. McLean Co.'s Winnipeg staff, has been appointed manager of the phonograph and radio department of Heintzman & Co.'s Moose Jaw, Sask., branch.

Brunswick dealers in Winnipeg report big sales of "Three o'Clock in the Morning," and "Moonlight, a Waltz and You," played by Harry Snodgrass. Florence Easton, Brunswick artist, scored with both critics and public in her recital given in Winnipeg lately and her Brunswick recordings were in big demand.

Calgary, Alta., is to have a new industry. A Dominion charter has been granted to W. W. Grant, Ltd., with a capital of \$300,000. The company is planning to manufacture radio sets.

## Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.  
MONTVALE, NEW JERSEY

## Plans Fully Developed to Stabilize Radio Industry

Dayton Fan & Motor Co. Introduces Exclusive Territory-Distributor and Dealer-Franchise Plan—Vice-President Graham's Talk

The Dayton Fan & Motor Co. Dayton, O., manufacturer of Day-Fan receiving sets and other products, has adopted an exclusive territory-distributor and dealer-franchise plan. Its distributors will be selected lists of outlets in the key cities of the country, the dealer outlets being selected by the jobbers. The Day-Fan list prices which will be announced this month together with discounts will be guaranteed for a full year.

D. A. Graham, vice-president of the company, in commenting upon its business policy covering sales and distribution, recently said: "There are properly four stages in the development of the radio industry. The first might be called the stage of mystery when anything that was claimed to bring music out of the air could be sold without logical argument or price comparison. The next stage was the radical swing of the pendulum to the general belief that there must be a radio expert in every store. This condition proved impractical from a business standpoint and the public, meanwhile informed, began to boil down the many conflicting statements in claims to the simple yard stick of 'what does it look like,' 'what will it do' and 'what does it cost.' We are now in this stage and rapidly reaching the last stage which is sound business organization and policy for the perpetuation of the highly profitable industry.

"It takes little investigation to see the conditions which this history has most naturally brought about. As the competition increased and the supply became more nearly equal to the demand, competition along good business lines became too strong for some and resulted in cut prices and upset conditions generally.

The unstable organizations must be and will be eliminated by the natural workings of economical law, and the problem we are most interested in is how soon this elimination can be made and the process hastened.

"We believe the restricted territory policy is a long step in the right direction. Ordinarily it is not economically sound to meet artificial conditions with restrictions and it is quite probable that this remedy will not be permanent after conditions have adjusted themselves. The fact remains, however, that there are two or three thousand manufacturers and the country cannot support this enormous capacity—nor will it be possible within a reasonable time so to educate and organize such an enormous number of manufacturers that their policies may all be consistent and in the interest of the trade and public. The number, therefore, must be reduced and restriction will accomplish this process quickly and surely—for any individual community can only support a certain number of jobbers and dealers and each of these can only economically sell a few lines."

## H. Freed Sails to Visit European Radio Stations

Harry Freed, father of Joseph R. Freed, president and chief engineer of the Freed-Eisemann Corp., Brooklyn, N. Y., manufacturer of the Freed-Eisemann neodyne radio receiving sets, recently sailed for Europe. He will visit the chief centers of broadcasting throughout the continent as well as Great Britain and Scandinavia.

The Freed-Eisemann company reports having done an excellent volume of export business on the NR 6 models. The fact is attributed to the increasing interest in broadcasting in foreign countries, the demand having been created for American receivers because of their satisfactory performances and all around efficiency.

### FACTORY REPRESENTATION WANTED

Les. Robinson of Robinson Bros., Sydney, Australia, will arrive in New York about June 26th, and will be open to secure factory representation for phonograph products as well as player pianos and accessories in both industries. Trade reports available from R. G. Dun or United States Trade Department at Washington. Also Standard Bank of South Africa. N. Y. Address: Les. Robinson, care Kelly Tire Co., Export Division, 250 West 57th St., New York City.

## Everybody's T. M. Co. Don't Make Everybody's Records

S. Fingruid, treasurer of Everybody's Talking Machine Co., Inc., Philadelphia, Pa., maker of Honest Quaker main springs and the Everybody's line of talking machine repair material, has issued a statement to the effect that Everybody's Talking Machine Co., Inc., is not engaged in the manufacture of talking machine records. This statement was brought about by the recent placing upon the market of a new line of records under the label "Everybody's," which is in no way connected with Everybody's Talking Machine Co., Inc., of Philadelphia.

## Pushing Red Seal Records

C. Bruno & Son, Inc., Victor distributor, New York City, reports that the many dealers it serves have had remarkable success with the sales of single-faced Red Seal records which were recently reduced in price. Much interest has also been manifested not only in the early advent of the Victor loud speaker, but also in the announcement of the new Victor radio combination which will be placed on the market at an early date.

# RIVOLI

Space B-19-26, Manufacturers' Division,  
American Furniture Mart, Chicago, Illinois

## Complete Display of Rivoli Phonographs and Radio Cabinets

Particular attention is invited to RIVOLI RADE-  
LUXE, the Final Analysis of Phonograph and  
Radio combined into one Article of Furniture

## VINCENNES PHONOGRAPH COMPANY

VINCENNES : : INDIANA

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Suite 210, 110 W. 40th St.,  
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ALFRED H. HAAG,  
31 DeLong Building,  
Philadelphia, Pa.

## Sales in All Lines in Toledo Are Good in Spite of the Warm Weather Prevailing

Opening of Summer Resorts Has a Stimulating Effect on Sales, Especially of Portable Instruments—Get-Together Meeting of Brunswick Dealers a Success—Other Trade Activities

TOLEDO, O., June 8.—Talking machine, record and radio demand, considering the very warm weather prevailing in this locality, is stepping along. Beach and lake cottages are again being occupied, hence portables, together with new records, are purchased freely by persons summering away from the city. In this connection certain stores find it profitable to cater to this trade by establishing branches or supply stations in one of the prominent stores at the various resorts nearby. Moreover, the June bride, with her new home to make ready, is a decidedly worthwhile prospect.

The reduction in Red Seal single-face record prices brought about an avalanche of publicity and a resultant demand which has nearly cleaned out the available local supply.

Recently a get-together gathering of Brunswick dealers was held in the J. W. Greene Co. rooms. The reason for the meeting was to acquaint retailers with the sales arguments and propaganda which will sell more Brunswick Radiola combinations. Mr. McKelvey, from headquarters, delivered a talk on the new musical instrument. "It is neither a radio nor a phonograph, but a musical device which is in a class by itself," he said. A. G. Burr, of the Chicago Brunswick office, and Mr. McCullough, Detroit district representative, were present. Among the out-of-town dealers were Compton Bros., Findlay, O., and Crane-Halleck Co., Bowling Green, O. Wm. Broer, representing the B. H. Broer Co., jeweler, who conducts two South Side stores, stated after the meeting that his company is about to enlarge its Brunswick department in order to devote more space and time to the advancement of radio combinations.

A dinner dance at the Toledo Woman's Club marked the close of the five weeks' "Have You a Victrola?" drive here. John G. Payne, of the Victor Talking Machine Co., Camden, N. J., addressed the assemblage of dealers.

The Greene Co. looks upon its windows as reflecting the character of the enterprise, hence expert service is employed to obtain the finest results. Recent trims which attracted wide attention were Flanders Field-Memorial Day window, June bride display, and at present, a great portable push is in progress with window displaying Victor, Brunswick, Gypsy, Pal and Aristocrat models. Cheney models are also figuring in deals regularly.

The United Music Store, according to Harry L. Wasserman, proprietor, during the past weeks has closed five times as much talking machine business as during the month of May last year. He expects to tie up with athletic events as the Summer advances by offering prizes which will acquaint persons throughout

the city with the store. Brunswick and Victor products are dealt in by the house.

At the LaSalle & Koch Co. record shop, Miss Elinore Brown was named manager, succeeding Ruth Laidley, who is to be a June bride. Victor, Brunswick, Pal, Spencerian and Gypsy portables will be exploited aggressively during the weeks ahead.

At the Whitney-Blaine-Wildermuth Co. Howard Potec is now in charge of the talking machine department.

The Union Music Co., according to Geo. Terry, manager, has taken on the Regal and Outing portables. A campaign directed at the out-of-doors lover will be launched shortly for the purpose of interesting him in the small machine.

Vincent DePrisco, whose clientele numbers a large following of Poles, Bulgarians, Germans and Italians, has recently taken on the Pal portable.

The J. Piotrowski stores, which feature the Columbia line, according to Jos. Piotrowski are experiencing renewed buying of machines and records.

The Phonograph Supply Co., T. W. Reade, proprietor, is gradually converting its business from retailing phonographs to wholesaling of parts, springs, motors and general accessories for the phonograph.

C. L. Yockey, Newark, O., Columbia dealer, is enjoying a better-than-usual record and machine volume. This was made possible by employing women to sell records in the home and to bring the joy of owning a machine into the residence of many who have long desired a phonograph.

The Klopfer Music Co., Bucyrus, O., has taken on the Columbia in addition to the Victrola which it has heretofore handled exclusively. The Sladen Furniture Co., Monroe, Mich.; Bauch Co., Oak Harbor, O.; general store Victor retailers; N. E. Jones Piano Co., Mansfield, O., general music store, are other new Columbia accounts opened by F. W. Gumaer, in charge of the Toledo territory.

### New Columbia Supplement

Beginning with the July issue the record supplements of the Columbia Phonograph Co., Inc., will appear in an entirely new dress. A better stock of paper is being used and the new supplement is twice as wide as the former ones. The new releases, instead of being merely listed, will have explanatory footnotes of the selection, the composer and the artists. Photographs of the various Columbia artists also appear throughout the supplement and, all in all, the supplement is a big improvement.

## Electrical Research Labs. Merge With Cabinet Firm

Well-known Manufacturer of Radio Products Increases Facilities Through Merger With Caswell-Runyan Co., of Huntington, Ind.

CHICAGO, ILL., June 8.—An operating merger involving several million dollars of invested capital and plant facilities with a capacity of 500,000 receivers per annum has just been concluded between the Electrical Research Laboratories (Erla) of Chicago, one of America's largest manufacturers of radio parts and receiving instruments, and the Caswell-Runyan Co., of Huntington, Ind., large manufacturer of radio cabinets and cedar chests.

The combined effort of these institutions will be devoted to the manufacture of a new and revolutionary type of receiver developed by the Electrical Research Laboratories, soon to be announced as the Erla Circloid Five.

"There is no reason," states George A. Pearson, president of the Electrical Research Laboratories, "why the finest radio receiver, housed in the most luxurious console, should not be marketed at a price that will gain for it ready admittance to the average man's home.

"The important cabinet manufacturing interests now allied with ourselves will easily make this possible, resulting in a stimulation and growth of radio I believe.

"Ninety-five per cent of the constituent parts of our completed receivers, including the cabinets, will be manufactured entirely within our own plants as the result of our merger."

Because of the magnitude of the manufacturing and sales program involving the Erla group of interests, distribution will be arranged through exclusive distributors in principal cities, who, in turn, will appoint franchise dealers.

## New Edison Artist in the Walsh Family

A very clever announcement was recently mailed by Mr. and Mrs. Arthur J. Walsh conveying the news of the arrival of a new head to the family in the person of a baby daughter who has been named Barbara Walsh. Mr. Walsh has for many years been associated with Thomas A. Edison, Inc., as music director and also as advertising manager.

The Argus Radio Corp., New York City, manufacturer of the Power electric radio, has placed its new models on the market. This set is operated entirely without batteries and the models include consoles, table models and panels. Ira Greene, head of the organization, reports that the Power set has met with much favor and is being carried by many of the larger stores in the country who are finding it popular with the public.



## START THE PORTABLE SEASON RIGHT SELL THE IMPROVED KAMERAPHONE (De Luxe) Made in U. S. A.

### Special Features of Kamraphone 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.

### Special Warning to the Trade

The new improved Kamraphone De Luxe features a patented sound chamber contained in the lid of the instrument. Patent No. 1533949, granted April 14, 1925, covers thoroughly this feature. Imitations and infringements of the Kamraphone Portable will be prosecuted to the fullest extent of the law. Dealers and jobbers are warned against selling instruments that infringe on this patent.

**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**

547 Broadway

Formerly SPECIALTY TRADING CO.

New York, N. Y.

# GLEANINGS *from the* WORLD *of* MUSIC

## Special Weekly Campaigns on Outstanding Numbers Are Big Summer Sales Stimulators

Drives in Behalf of "O Katharina" and the "Flapper Wife" Show How Much Can Be Accomplished in These Brief Campaigns to Stimulate Sales of Sheet Music, Records and Rolls

The successful week's campaign conducted by Leo Feist, Inc., on "O Katharina," and the continuous campaign by the Sam Fox Publishing Co. on the "Flapper Wife," are indications of what can be done in a season that is none too active. Right now with the Summer months upon us, measures that will bring prospective purchasers into the music stores should be welcome.

There are, of course, just as many meritorious numbers in the current catalogs during the Summer as can be found in the busier seasons of the year. How best to get the most out of the sales of such successes is a problem. It would appear that a series of weekly cam-

paigns on the best offerings throughout the whole Summer period would not only do much to sell records, but would add to the volume of sales on much other merchandise.

Songs that are worthy of this unusual attention are not hard to find. For instance, additional sales could easily be obtained on such Feist numbers as "Honey I'm in Love," and "Midnight Waltz." The Berlin song "Yearning"; the Edward B. Marks "Sleeping Beauty's Wedding"; and Shapiro, Bernstein & Co., Inc., "If You Knew Susie."

Special emphasis can be placed upon novelty songs during the Summer months with the assurance that there can be obtained a healthy

response. Dance selections also, when properly featured, are readily sold. In fact, any outstanding dance number of the month will produce additional sales if an active drive is launched.

To get the most out of a series of weekly campaigns as outlined above, the co-operation of the entire trade is necessary. Starting with the publishers and the sheet music dealers a campaign in which the record manufacturer, his distributors and dealers, as well as the various player-roll interests, can, by supplementary efforts, make these sales drives not only national in scope but profit-producing campaigns.

Publishers hesitate to inaugurate special weekly drives on songs during the Summer season. One of the main reasons for this is that it is often too much to hope for the allied interests' co-operation. No publisher cares to spend money on a campaign that would only be 50 per cent successful. He hesitates to link his name or his songs with a sales drive that might be considered of only fair calibre.

## "Midnight Waltz" Shown in Dreibelbis Window Display

Butte, Mont., Music Merchant Finds Regular Window Displays One of Best Sales Methods

The Dreibelbis Song Shop, Butte, Mont., has long been one of the outstanding music stores of the Far West which have produced interesting window displays. These displays have not only attracted local attention but in some instances have called forth comment from music men in other parts of the country. The fact that they are a continuous feature of the establishment demonstrates that this method of publicity is profitable. That the profits are not ordinary is also shown by the fact that in many instances the displays themselves are comparatively expensive. Whether of simple or elaborate design they require thought and attention but over a long period they undoubtedly have been worth while.

The latest of these displays of the Dreibelbis Song Shop is an entire window given over to the Leo Feist, Inc., success "Midnight Waltz," one of the best sellers of the present season. The accompanying reproduction of this window, which attracted wide attention and created many sales, will give an impression of its elaborateness.

H. A. Doyer, who together with Louis Dreibelbis, the proprietor, is responsible for the attractive displays in this song shop, in describing the "Midnight Waltz" window says: "The win-

dow was dark, dimmed upper lights, background of dark blue crepe paper, sign dark blue, sparkling stars scattered about, border and face of clock pale blue. The letters and twelve o'clock were cut out and yellow tissue paper pasted on back. We used 200 watt lamps with two flash plugs giving intermittent light. The two candles are of cardboard and are lit at all times.

"We sold 175 Brunswick records of 'Midnight Waltz' in three days and about 200 copies of

Dempsey is the vocalist, accompanied by Charles Lavell at the organ and Derville and the Rialto Melody Men. Illustrated song slides are also used. This is a successful, profitable and enterprising manner of creating sales for both sheet music and records."

The Dreibelbis Song Shop carries Brunswick and Columbia machines and records, Buescher hand instruments, Vega string instruments and Ludwig drums.



Featuring Midnight Waltz

the music. "Katharina" will be our next number and will be featured in a like manner.

"All of the numbers that have these weekly features through the Dreibelbis Song Shop are used in conjunction with vocal and organ recitals at the Rialto Theatre in Butte. Marvin

## Buys the Catalog of Luckhardt & Belder

One of the most important changes that have taken place in the standard publishing field in years was recently consummated through the purchase by Harold Flammer, Inc., of the catalog, good will and entire business of the long established internationally-known firm of Luckhardt & Belder.

Harold Flammer, Inc., recently moved into its new home in the new Steinway Hall, 113 West Fifty-seventh street, New York, and the Luckhardt & Belder business is being consolidated and will be moved to the Flammer institution.

The Luckhardt & Belder catalog contains close to four thousand titles. It includes many valuable copyrights and will be a distinct addition to the vocal and piano catalog of Harold Flammer, Inc. It will consolidate two important octavo catalogs containing anthems, choruses, school music and other compositions.

**"Let It Rain  
Let It Pour"**  
*It'll Be In Virginia  
In The Morning*  
A Dixie Fox Trot Song  
With a Great Melody

*If It Wasn't  
For You*  
**"I WOULDN'T  
BE CRYING  
NOW"**  
A Great Song  
and a  
Dandy Fox Trot

**"I'M SO  
ASHAMED"**  
A New Ballad by  
the writers of "Why  
Should I Cry Over You"

**"I Had Some-  
One Else  
Before I  
Had You"**  
*(And I'll Have Someone  
After You're Gone)*  
Fox Trot Song

"You Can't Go Wrong With Any 'FEIST' Song"

## FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST  
**IRVING BERLIN INC., 1607 BROADWAY, NEW YORK**

## Leo Feist, Inc., Checks Infringement on Its Well-known Success, "O Katharina"

St. Paul, Minn., Firm Makes Offer of Special Edition of Number to Trade at Price of 15 Cents Per Copy—Plates Confiscated Before Infringing Copies Were Printed

Dealers throughout the country and Leo Feist, Inc., the publishers of "O Katharina," were somewhat surprised recently to receive a letter from the McClure Music Co., of St. Paul, Minn., offering to trade the Feist sensational success, "O Katharina," in a special edition at fifteen cents per copy.

The Feist offices immediately commenced an investigation and its attorneys took the fastest train West in order to commence criminal prosecution. Arriving in Chicago it was found that a well-known music printer, who should have known better, had been inveigled into the plan (he says innocently) to print the Feist publication. After a conference with the United States district attorney at Chicago the printing plates were confiscated before any such infringing copies of "O Katharina" had been printed. The original manuscript of the arrangement and the printed proof have been delivered to and are now in possession of the Federal authorities who have under advisement criminal prosecution.

Leo Feist, Inc., has issued a friendly warning

in which it is pointed out that they are the owners of the exclusive rights for "O Katharina" in North America and will spare no expense in prosecuting anyone who infringes, or aids and abets such infringement either by printing, selling or offering for sale spurious copies either vocal or instrumental.

The sales of "The Flapper Wife" song have shown heavy increases each week and, with the more intensive sales drive now accorded the number through "The Flapper Wife Week" campaign, increased sales totals should result.

Following this week's campaign, "The Flapper Wife" sales should continue for many weeks, for the story which accompanies the song's exploitation will run altogether in sixty-two daily issues of the papers using it. Some of these papers are already running the story, others have booked it for early release so the interest will continue for some time to come.

## Ager, Yellen & Bornstein to Occupy New Quarters

Firm Has Signed Lease for Entire Floor in New Building at Seventh Avenue and Forty-ninth Street—To Be Moved by October 1

Ager, Yellen & Bornstein, Inc., who in the short space of a few years' time jumped into prominence as popular publishers, have just signed a five-year lease for the entire third floor of the new business structure now being completed at the corner of Seventh avenue and Forty-ninth street, New York City. Ben Bornstein, president and general manager of the company, made the announcement early this week that the firm would enter its new home on October 1 of this year or sooner.

Ager, Yellen & Bornstein, Inc., started their big success with "Lovin' Sam" and later produced several other successes. During the past season it gave the trade "I Wonder What's Become of Sally," one of the biggest ballads of the year, which is said to have passed the million point in copy sales. In a talk with a representative of The World Mr. Bornstein said: "Perhaps one of the reasons we have been successful is the fact that we publish few songs. I believe our catalog is smaller than any other house in the industry. A few songs but real ones has been our motto."

The Ager, Yellen & Bornstein, Inc., catalog for the Summer months is being billed as "hot weather proof." Among the numbers are "Cheatin' On Me," and the successor to "I Wonder What's Become of Sally" called "I've Found My Sweetheart Sally" and another new number called "Away From You." The com-

pany has also just released three new songs, "Row Row Rosie," described as a clever comedy song, "Smile All the While" and "Are You Sorry?" a fox-trot ballad.

## "Moonlight and Roses" Meeting With Success

Number Published by Villa Moret, Inc., Sung and Recorded by John McCormack—Big Campaign Behind It

The success of "Moonlight and Roses," published by Villa Moret, Inc., Pantages Building, San Francisco, Cal., marks another addition to the Pacific Coast organizations which have developed nation-wide song successes. John McCormack is the latest artist to sing and record "Moonlight and Roses." It is appearing on the programs of many other artists and, with the campaign now being carried on by Villa Moret, the publisher, in professional circles, further publicity is assured this success.

Villa Moret, Inc., is headed by Charles N. Daniels, president; Ben Black, vice-president; Paul L. Corbell, secretary and treasurer, and Bob Watts, sales manager. All of these are well-known music men. Daniels has been successfully composing for close to a score of years.

## New Fox Co. Ballad Popular in Concert

"Little Bluebird of My Heart," by Twohig and Grey, Being Sung by Many Artists

The Sam Fox Publishing Co., of Cleveland, O., recently released a new song called "Little Bluebird of My Heart," the words of which are by Daniel S. Twohig and the music by Frank H. Grey. That the number is unusual is demonstrated by the fact that already sixty concert artists are using it in their programs. These include practically all of the outstanding singers of the country, such as Merle Alcock, Frances Alda, Paul Althouse, Elsie Baker, Barbara Maurel, Allen McQuhae, Marguerite Namara, May Peterson, Carmela and Rosa Ponselle, Anna Fitziu, Jeanne Gordon, and others.

The Sam Fox Publishing Co. has inaugurated a Summer campaign on this new charming lullaby ballad. From present indications it should prove an active June offering. It has been given an attractive title page which will lend itself readily to window and show-counter displays. As the singers who are using "Little Bluebird of My Heart" are most enthusiastic, the new offering should continue in the same programs throughout the Fall period.

The Graf Music Shoppe, 126 West State street, Olean, N. Y., of which Joseph and George Graf are proprietors, has been opened for business with a full line of music goods.

## 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

# "Honey, I'm In Love With You"

*It Was No Wonder They Could Dance With The Music That Was Provided. It Was Hard To Keep From Swaying Especially When The Tune Was "HONEY, I'M IN LOVE WITH YOU."*  
 N.Y. EVENING POST

*Musical Piece And A Lively One With A "HONEY I'M IN LOVE WITH YOU" Song Hit For The Town To Whistle.*  
 N.Y. TIMES

I'm in love with no-body but you, With ev-ry thing you do. I nev-er, never knew an-y-body who

## The Big Song And Dance Hit From "MERCENARY MARY"

L. Lawrence Weber's New Musical Comedy  
 Lyrics and Music by  
 William B. Friedlander and Con Conrad

### Other Songs From The Same Big Show Hit

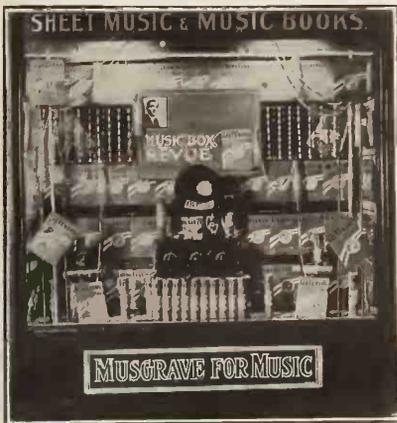
"JUST YOU AND I AND THE BABY" - "MERCENARY MARY" - "BEAUTIFUL BABY"  
 "You Can't Go Wrong With Any FEIST Song"

© 1925 LEO FEIST Inc.

### "Listening" Featured by Toronto Music Dealers

Irving Berlin Campaign on Number Wins Cooperation of Sheet Music Dealers in Canadian City and Big Increase in Sales Results

TORONTO, CANADA, June 8.—The dealers in this territory have taken an active part in the current campaign on Irving Berlin's "Listening," one of the original successes in this season's



Featuring "Listening"

"Music Box Revue." Musgrave's Music Shop, of which George Musgrave is manager, gave a full window display to this number during the store's special sales drive. Besides the window feature the number was given a conspicuous space on the counters and was played frequent-

ly by a pianist. Substantial sales of "Listening" were the result. The window display, a reproduction of which is herewith shown, used as the center of the attraction a receiving set upon which stood a loud speaker, the interior of the horn appropriately carrying the caption "Listening."

### Charles Brull Returns From American Visit

Will Exploit Three Numbers From Edward B. Marks Music Co. Catalog in Germany

Charles Brull, the well-known German publisher and head of Edition Karl Brull, has returned to Europe following a several weeks' visit to this country. He took back with him contract to exploit three numbers from the Edward B. Marks Music Co. catalog, namely, "Montmartre Rose," "Just A Little Kiss From You," and "Sob Sister Sadie." Mr. Brull intends to widely exploit these numbers in the European centers. The same German publishing house will also feature May Singhi Breen's "Comic Ukulele Book" and "Kiddy Ukes" as well as the Ross Gorman saxophone numbers, "Skaters," fox-trot, and "Wagneriana."

### "Row, Row, Rosie"

Ager, Yellen & Bornstein, Inc., are to make a Summer campaign on their new song by Al Bryan and George Meyer, entitled "Row, Row, Rosie." This is a comedy song which has been given a try-out in vaudeville with excellent results.

### New Music Publisher

Ted Fiorito, the well-known orchestra director and composer of "No, No, Nora," "When Lights Are Low," "Charley, My Boy," "Eliza," "Oh Mabel" and others, together with Victor Young, the director of symphony orchestras and concert master and arranger for the Balaban & Katz Orchestras, associated with Carroll Martin, musician of note and well-known composer, and Dan Russo, co-director of the Oriole Orchestra, have organized the Oriole Music Publishers Co. The new firm has opened offices at 6312 Broadway, Chicago, Ill. In the same building Russo and Fiorito operate an orchestral exchange and it also houses the new radio station in which Russo and Fiorito and Nelson Brothers Bond & Mortgage Co. have substantial interests.

### "Sleeping Beauty's Wedding"

The Edward B. Marks Music Co. is finding a demand for its standard popular selection, "Sleeping Beauty's Wedding," from practically every large city in the country and many smaller trade centers. This number, together with "Sob Sister Sadie," "Montmartre Rose" and "There'll Be Some Changes Made," will be featured in a Summer campaign by this publishing house.

Jack Mills, Inc., has opened a new department for the purpose of publishing and exploiting English and American ballads and standard songs particularly available for the concert field.



# The FLAPPER WIFE

Sensational Newspaper Song Hit.  
Sweeping the Country

Released on Leading Records & Player Rolls.  
Feature this Hit

**Sam Fox Pub. Co.**  
CLEVELAND NEW YORK

# SPECIAL OFFER

FOR A SHORT TIME ONLY  
ON GENUINE

# COLUMBIA PRODUCTS

- 40 Columbia Main Springs... \$10.00  
(1" x 0.28 x 10")
- 6 Columbia Tone Arms... \$10.00
- 6 Columbia No. 6 Reproducers... \$10.00
- 1 Columbia 2-Spring Motor... \$7.50  
Complete with 12" Turntable
- 1 Columbia 3-Spring Motor... \$9.50  
Complete with 12" Turntable
- 1 Columbia 4-Spring Motor... \$11.50  
Complete with 12" Turntable

LOWEST PRICES ON QUALITY

## MAIN SPRINGS

Each Spring Packed in Individual Box

No.	Description	Price each
405	1 1/4 in. x .022 x 17 ft., pear-shaped holes on both ends for Victor motor	0.60
406	1 1/4 in. x .022 x 12 ft., pear-shaped holes on both ends, for Victor motor	0.50
407	1 1/4 in. x .022 x 17 ft., bent arbor and pear-shaped hole outside for Victor motor	0.60
408	1 1/4 in. x .022 x 12 ft., bent arbor and pear-shaped hole outside for Victor motor	0.50
409	1 1/4 in. x .022 x 17 ft., bent arbor and bent end outside for Victor motor	0.60
410	1 1/4 in. x .022 x 12 ft., bent arbor and bent end outside for Victor motor	0.50
411	1 1/4 in. x .022 x 9 ft., bent arbor and bent end outside for Victor motor	0.45
412	1 3/16 in. x .025 x 19 ft., pear-shaped holes for Heineman No. 44 and Pathe motor	0.60
413	1 in. x .020 x 15 ft., both ends bent for latest style Victor motor	0.50
420	1 in. x .025 x 12 ft., pear-shaped holes on both ends for Heineman Nos. 33-77	0.40
421	1 in. x .020 x 13 1/4 ft., oval holes on both ends for Victor Nos. 4-6-8	0.40
422	1 in. x .020 x 13 1/4 ft., bent arbor for Victor motor Nos. 4-6-8	0.40
423	1 in. x .025 x 16 ft., oblong hole for Meisselbach motor Nos. 16-17-19	0.60
424	1 in. x .025 x 16 ft., oblong hole for Krasco, Sonora, Silvertone, Saal motors	0.60
425	1 in. x .025 x 16 ft., pear-shaped and oblong holes outside for Krasco, Sonora and Aeolian	0.60
426	1 in. x .025 x 11 ft., pear-shaped holes for Columbia single-spring motor	0.35
427	1 in. x .028 x 10 ft., pear-shaped holes for Columbia, two, three and four-spring	0.38
428	1 in. x .025 x 18 ft., pear-shaped and oblong hole for Brunswick and silent one-spring motor	0.65
429	1 in. x .022 x 9 ft., oblong hole outside for Meisselbach No. 12 motor	0.35
430	1 in. x .025 x 12 ft., oblong hole outside for Sonora, Saal and Brunswick	0.40
435	3/4 in. x .023 x 10 ft., pear-shaped hole for Pathe and Blich motors	0.30
436	3/4 in. x .023 x 10 ft., oblong hole outside for Meisselbach Nos. 9-10	0.30
437	3/4 in. x .025 x 10 ft., pear-shaped hole for Columbia and Heineman No. 36	0.28
438	3/4 in. x .025 x 8 ft., for Madison and German motors and Pal machine	0.25
439	1/2 in. x .022 x 8 ft., for imported motor	0.22
440	1 in. x .028 x 16 ft., button holes for latest style Columbia	0.65
441	2 in. x .022 x 16 ft., for Meisselbach motor No. 18	1.25
442	2 in. x .025 x 16 ft., for Edison motor, old style	1.25
443	1 1/4 in. x .028 x 21 ft., for Edison disc motor, latest style	1.25
444	3/4 in. x .022 x 11 ft., for Edison motor	0.22
445	3/4 in. x .022 x 8 ft., for Swiss motor	0.22
446	3/4 in. x .028 x 11 ft., for Western motor	0.30
447	1 1/16 in. x .030 x 21 ft., for Edison	0.90

Write for Complete Price List of Repair Parts, Needles, Attachments and Hardware

## FAVORITE MFG. CO.

105 EAST 12TH STREET NEW YORK  
Tel.: Stuyvesant 1666

# WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

## WANTED

### Direct Sales Organizations

To sell complete 5-tube Tuned Radio Frequency Set on Free Home Demonstration Plan.

Reasonable Price and Deferred Payment Plan assure Volume Business.

Exclusive representatives are established on a permanent and profitable basis.

No investment required of responsible producers.

This is an opportunity to represent one of the large manufacturers of complete radio sets whose ample financial and factory facilities assure a permanent business relationship.

For details address "Executive Offices," 300 Madison Avenue., New York City. Attention H. C. Cooley.

**WANTED**—Phonograph or radio salesmen to establish agencies for large radio manufacturer (see above ad). Our liberal merchandising plan makes money quickly for you and your dealers. A real opportunity to make a permanent connection. Write fully and in confidence to H. C. Cooley, 300 Madison Avenue, New York City.

**POSITION WANTED**—Young lady with unusual experience in publicity and advertising departments. Familiar with buying of printing, advertising layouts, type selections, etc. Special qualifications covering radio and phonograph products. Address "Box 1513," care of The Talking Machine World, 383 Madison Ave., New York City.

**POSITION WANTED**—Experienced sales representative, thoroughly familiar with Victor business and identified for many years with music, pianos and phonograph activities, is open for a sales executive position. Also understands radio merchandising and can furnish first-class references. Previous experience also includes advertising and publicity work. Address "Box 1512," care of The Talking Machine World, 383 Madison Ave., New York City.

**DISTRIBUTORS WANTED** — In every State in the U. S. A. Exclusive rights. On the Sunlight "B" and "C" guaranteed radio batteries. Write for information care of "Box 1516," care The Talking Machine World, 383 Madison Ave., New York.

**POSITION WANTED** by man with 18 years' experience; familiar with pianos, phonographs, records, radio and musical instruments; has wide acquaintance throughout Central and Southern States and desires connection with manufacturer seeking distribution in that territory. Can furnish exceptional references and services; will be available on short notice. Address "Box 1509," care The Talking Machine World, 383 Madison Ave., New York City.

**POSITION WANTED**—Man, five years' experience merchandising, advertising and selling phonographs and radio sets, seeks connection with large department store, manufacturer or distributor; metropolitan district preferred. Address "Box 1510," care The Talking Machine World, 383 Madison Ave., New York City.

**POSITION WANTED**—Victrola repairman, 20 years' practical experience and a first-class touch-up work on cabinets. Can give very best of references. Address "Box 1514," care of The Talking Machine World, 383 Madison Ave., New York City.

**POSITION WANTED**—Phonograph mechanic with high-class experience on all makes motor to repair; can do good wood finish work. Polisher, with best of references, wishes a good position. Address "Box 1515," care of The Talking Machine World, 383 Madison Ave., New York City.

## FOR SALE

Entire stock of Victor records and machines at wholesale prices; no second-hand stock to offer; inducive offer to immediate purchaser. Address "Box 1508," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

## WRITER

trained in

## ADVERTISING and MUSIC

Past experience in selling phonographs, pianos, records and piano rolls; and six years' copy and layout work with large New York advertising agencies. He knows music and can write about it. He knows good advertising and can produce it. He wants to work for a manufacturer, distributor or publisher in the musical field. Address D. Lindsay, care of Hanff-Metzger, Inc., 95 Madison Ave., New York City.

## FOR SALE

Music store in large city, Middle West; carry Brunswick, Columbia and Edison, also radio. Good prospect for man with capital to invest. Inventory less than \$5,000. Owner selling account of health. Address "Box 1511," care The Talking Machine World, 383 Madison Ave., New York City.

## 8000 MAINSPRINGS BELOW COST

Highest grade, guaranteed stock; two popular sizes; fit Brunswick, Saal, United, Krasco and many other motors. Terms Cash.  
1"x18" in lots of 100..... 41c each  
1"x13" in lots of 100..... 35c each

WILLIARD N. MUTZBAR  
709 Wells St., Milwaukee, Wis.

## FOR SALE

Long established talking machine, radio and music business, located at Paterson, N. J. Showing wonderful profits. Sacrifice to immediate buyer as owner resides in Florida. Address "Opportunity," The Talking Machine World, 383 Madison Ave., New York City.

## Driggers Music Store Opened

Driggers Music Store has been opened in Bainbridge, Ga., with a fine line of talking machines, records and general musical merchandise. The establishment is the only one of its kind in town. The store is very attractive, having been fitted with the most modern fixtures.

## SPRINGS

VICTOR	
1 1/4"x.022x17"	bent each end.....No. 6543 \$ .57
1 1/4"x.022x18"	6" marine ends.....No. 3014 .57
1 1/4"x.022x17"	bent arbor.....No. 5362 .56
1 1/4"x.022x13"	bent arbor.....No. 5423 .48
1 1/4"x.022x9"	bent arbor.....No. 5427 .38
1 1/4"x.022x9"	bent each end.....No. 6542 .38
1"x.020x13"	6" marine ends.....No. 2141 .35
1"x.020x15"	marine ends.....No. 3335 .38
1"x.020x15"	bent arbor.....No. 5394 .39
1"x.020x15"	bent at each end.....No. 6546 .39
COLUMBIA	
1"x.028x16"	crimp arbor, new style.No. 20009 .61
1"x.028x10"	Universal.....No. 2951 .32
1"x.028x11"	Universal.....No. 2951 .36
1"x.030x11"	hook ends.....No. 1219 .34
HEINEMAN	
1"x.025x12"	motors, Nos. 33 & 77..... .35
1 3/16"x.026x19"	also Pathé..... .70
1 3/16"x.026x17"	.....No. 4 .60
SAAL-SILVERTONE	
1"x.027x10"	rectangular hole.....No. 144 .39
1"x.027x13"	rectangular hole.....No. 145 .45
1"x.027x16"	rectangular hole.....No. 146 .53

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.  
Complete catalogue on request



# EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY MANAGER

## Announcement of Reimposition of McKenna Duties Causes Agitation in Trade Circles

All Factors of the Music Trade Represented at the British Music Industries Convention—Important Paper on Price Maintenance Read by Louis Sterling—Exhibits at Wembley—The News

LONDON, ENGLAND, June 3.—Business was for a time considerably unsettled in the gramophone field, consequent upon Mr. Churchill's proposals in the Budget for the reimposition of the so-called McKenna Duties as and from July 1. Nine months previously, the Labor Chancellor, Mr. Snowden, had seen fit to abolish the duties, and in the intervening period, the gramophone industry was able, by an efficiency of organization and methods of production, to withstand the undoubted blow that such an abolition occasioned. Then comes the announcement that two months ahead those duties are to be reimposed, giving in that time the foreign exporter of musical instruments full opportunity to flood the country with his goods, and probably negative the effect of the duties for many months, if not a year, when it is quite on the cards that political necessity would dictate once again their abolition. Considerable agitation in trade circles, affected by the reimposition, however, called forth a statement from the Chancellor that imports affecting those trades were being closely watched in the intervening period and, if necessary, the duties would be made retroactive to the date of the Budget announcement. It is not expected that the reimposition of the tax will permit of any increase in the

price of British-made goods. The possible period during which the duties will operate will afford manufacturers opportunity to consolidate the position gained since their first imposition, so that, should the duties again be removed, manufacturers will have less than nothing to fear from foreign competition. In a pronouncement to the music industries, Col. Tatton, organizing director to the Federation of British Music Industries, says: "In my judgment, the reimposition of the tax should make no difference whatever to the price of British-made goods. There is nothing whatever in the nature of a price ring among British musical instrument manufacturers. The output capacity of the British factories is far beyond the possible consumption of the market. There is, therefore, unrestricted competition of a very acute order, which should be sufficient to keep prices at the lowest economic point. The imposition of duty on imported luxury articles should not affect that competition one iota."

### British Music Industries Convention

The convention, held this year at the Welsh seaside resort of Llandudno, was attended by about 300 representatives of retail and jobbing trade and manufacturers in all lines of the music business. In addition, there were represent-

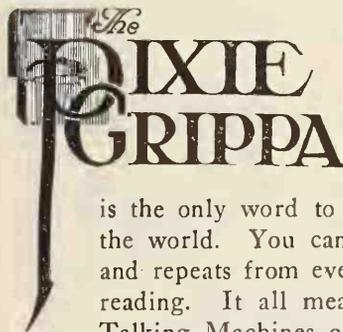
atives of the American, Canadian and Australian industries, all of whom took an active part in discussions. Meetings of the Gramophone Dealers' and Gramophone Manufacturers' Associations were held. At the dealers' meeting, E. D. Pollard read an interesting paper on "Hire Purchase," and after discussion the meeting resolved that in their opinion it is necessary for a minimum of 10 per cent to be added to the net cash price of gramophones sold on hire purchase terms, and that the period of such purchases should be restricted to twelve months. At the Manufacturers' Association's meeting, matters of purely domestic interest to members were discussed. With reference to the situation created by the reimposition of the McKenna Duties as affecting imported machines and parts now in stock, a resolution was passed strongly deprecating any form of preferential trading after July 1, the date of the reimposition.

### Louis Sterling on Price Maintenance

One of the most important papers read at the Convention was by Louis Sterling, of the Columbia Graphophone Co., who convincingly pointed out "The Advantages of Price Maintenance," from the points of view of the manufacturer, the dealer and the public. Points from Mr. Sterling's paper are as follows:

"Different classes of trade and different kinds of merchandise naturally have different discounts to dealers, to cover the retailer's expenses and profits. Thus while 15 per cent may be a very satisfactory rate of discount on a high-priced motor car, 33 1/3 per cent, taking a

(Continued on page 162)



# SENSATIONAL

is the only word to apply when talking of the success of the Pixie Grippa all over the world. You can't get away from facts. Our Mail week by week adds fresh orders and repeats from every quarter of the Globe. Our Testimonial Dossier is wonderful reading. It all means that Pixie Grippas get right ahead of all other small Portable Talking Machines on sheer merit for *really powerful Tone Quality*. Downright Fool-proof design and unbeatable workmanship. It's a big Gramophone in a small box. Not an "assembled" contraption. Every part our own exclusive manufacture.

World's patent and registrations pending. Plays all 12 inch records.

Made to suit every known Market.

### SHIPPING PRICES:

(Minimum order 4 machines. Packed free our Factory.) Available where territory not already closed. Canada and Australia excepted.

In fine Leatherette Case, Weatherproof.....	\$8.00	gold
" " Solid Oak Case, Weatherproof.....	8.75	"
" " English Cowhide Case, Weatherproof.....	10.50	"
" " Teak Case, Insect proof.....	11.25	"
" " Andaman Padouk Case, Insect proof.....	12.75	"

Sole Licensees and Manufacturers

PEROPHONE, Ltd., 76-78 City Road

Cables Perowood

LONDON, ENGLAND

Bentleys Code



Weight, 6 1/2 lbs.  
Measurement, 10 1/2 x 4 x 7 1/2

## FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 161)

fair comparison of dealers' expenses, is not by any means too high for the music industry."

"Without price maintenance there could be no fixed standard of quality guaranteed. Every cut in price would, sooner or later, find its reflection in cuts in quality to permit production at those cut prices. And such methods would shatter the fabric of permanence in any industry."

#### Comparison With United States Industry

Mr. Sterling, in support of the last paragraph, referred to the gramophone industry of the United States, and said, "Some years ago, under an old anti-trust law, a decision was given in the courts compelling the cancellation of all price maintenance contracts. The moment that happened various department stores started a cutting campaign and commenced to sell well-known brands of gramophones at anywhere from 10 per cent to 25 per cent below list prices. . . . The result was that where formerly perhaps 90 per cent of the sales were well-known brands and the American public was getting an article with the guarantee of the manufacturer behind it for value, to-day the contrary is the case in most stores. Ninety per cent of gramophones sold are of unknown brands, or what are known as stencil gramophones, the reason being that the store cannot afford to sell instruments at 10 per cent or more below the regular list price, and accordingly they gradually introduce various other lines of gramophones, perhaps of good appearance, but of bad quality, as they are made to be sold at a cheap price, and to-day 90 per cent of the sales in most department stores consist of unknown and unworthy gramophones. On these the department stores make a bigger percentage of profit than they originally made on the established brands. The American public is suffering because it is buying an article of which it does not know the value, and it is paying a price higher than the real value, because the

distributor has to make an extra profit on these machines to compensate for losing money on the branded goods. Therefore, as a result of the lack of price maintenance in the United States, the manufacturer is suffering, the dealer is not making a reasonable profit, and the public is being sold articles of inferior quality at higher prices than their value."

Mr. Sterling went on to give figures showing that a similar state of affairs existed in the American radio industry and stated that the number of gramophone and radio manufacturers, wholesalers and dealers of both lines in the United States who are going out of business, is phenomenal. In conclusion, he said that, in England, which has a strong price maintenance policy, the music industry is going ahead, and, in the United States, where it is illegal to have a price maintenance policy, the music industry is in a state of disruption, and that there are very few manufacturers or dealers in the United States who are to-day operating at a profit.

#### The Columbia Co.'s Balance Sheet

The balance sheet and profit and loss account of the Columbia Co. for the year ended March 31 was issued recently and is to be presented to the ordinary shareholders at the annual general meeting a few days after I mail this report. The position of the company, as shown by the balance sheet, is stronger than that of last year, exceedingly healthy though it was, the share capital being far exceeded by the liquid assets, either in cash or its equivalent. All the costs of the matrices, patents, trade-marks, copyright, good-will, etc., have been written down to £1 sterling.

The profit for the year, subject to taxation, amounted to £126,619, which, with the balance brought forward from last year's accounts of £18,056, makes a total sum of £144,675 available for consideration. From this is to be deducted £15,000, the interim dividend of 7½ per cent already paid, less tax, leaving a balance of

£129,676, which the directors recommend should be appropriated as follows:

A reserve for taxation and contingencies of £10,000; a final dividend of 12½ per cent (payable less tax), a bonus of 20 per cent (payable less tax), making a total of 40 per cent for the year, £65,000; and an addition of £7,500 to the Staff Pension Fund, leaving a balance to be carried forward to the next account of £47,176.

Since the closing of the financial year on March 31, and therefore coming into the sphere of 1925-1926 operations, the company, as I have previously reported, offered at par 300,000 of 7 per cent cumulative preference shares of £1. The issue was heavily over-subscribed, £3,000,000 being offered. The shares are now at a premium of 3s. 9d.

It is now proposed to issue 100,000 ordinary shares pro rata to ordinary shareholders at 30s. per share, which is about 14s. under the present-day price.

The object of the issue is to repay loans from the company's bankers, obtained for the purpose of acquiring the large interest in the American business, negotiated by Louis Sterling on his recent trip to New York.

#### Gramophone Exhibits at Wembley

It is too early as yet to speak of business at this year's British Empire Exhibition. Three firms only, of the gramophone industry, have taken space. All three exhibited last year and on the strength of business done then, found sufficient reason for again participating, so that it is certainly surprising that an industry, normally so keenly competitive, should have neglected such an opportunity. The firms exhibiting are Gerophone, Ltd., the manufacturer of the famous Pixie Grippa portables; Peter Pan Gramophone Co., Ltd., which is showing, in addition to its already well-known range of instruments, a new 1925 model. This is slightly larger than its previous models, measuring 7½ inches

(Continued on page 164)

## THE OUTSTANDING ACHIEVEMENT IN PORTABLE GRAMOPHONES

# The "RESONA"

Registered Trade Mark

## PORTABLE GRAMOPHONE

Fitted with SWISS Worm Gear Motors, supplied in Solid Oak, Real English Cowhide, and Washable Art Leather Cloth.



### LIST PRICES

Oak or Leatherette (any color) Single Spring Motor . . . . .	\$25.00
Oak or Leatherette (any color) Double Spring Motor . . . . .	27.50
Covered Real English Cowhide (handstitched) Single Sp. Motor . . . . .	30.00
Covered Real English Cowhide (handstitched) Double Sp. Motor . . . . .	32.50

Far West \$2.50 Extra. Packed in cases (24) or assorted.

Dealers are urged to order a sample case comprising each type made.  
"RESONA" PORTABLES SPEAK FOR THEMSELVES—THEY SELL ON SIGHT.

THE PORTABLE GRAMOPHONE COMPANY, Ltd.  
Manufacturers and Merchants

Albion Works, Albion Street

KINGS CROSS, LONDON, N. I., (ENGLAND)

# Special Announcement to U. K. and Colonial Buyers

# HOMOCHORD RECORDS

## REFLECT TRUE TONE VALUES

True tone is the outcome of perfect recording—Perfect recording is reflected in the sure test of the piano—Homochord piano recordings represent an amazing degree of fidelity hitherto thought impossible of achievement. All pre-conceived notions have been knocked on the head and we can truthfully aver that the difficult tones of the piano have at last been musically photographed on Homochord Records. This standard of tone perfection is the result of a new system of recording adopted in our laboratories which goes to insure a definite 100 per cent degree of fidelity in all HOMOCHORD RECORDS.

# BRING TRUE MUSIC *to the* HOME



Colonial and Foreign Traders Should Write for a Special Sales Proposition

*Regular monthly issues go to swell our big and up-to-date catalogue*

10-in.  
12-in.  
Double-sided

**THE BRITISH HOMOPHONE CO.**

Limited

19 City Road

London, E. C., England



Chosen Solely for Reproduction



Perfect Pianoforte Renderings //



Real Concert Hall Effects //



Perfect Syncopation

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 162)

# The VULCAN MAINSRING

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**



by 7½ inches by 4½ inches, but weighs only 5½ pounds. It carries a swan-neck tone-arm, which is attached to a scoop-shaped amplifier, giving a tone equal to that of a gramophone of much larger dimensions. The Gramophone Co. (His Master's Voice) has an even more comprehensive exhibit than that of last year, and again is easily the best exhibit in the whole of the music section.

#### Brief Paragraphs of Interest

Keith Prowse & Co., Ltd., the music publishers and musical instrument wholesalers, and sole agents in this country for the Sonora phono-

graphs, recently offered 43,000 odd £1 shares to the public at par. I understand that the whole of the shares were applied for and that the issue was entirely successful.

Recent gramophone share quotations are as follows: Gramophone Co.'s £1 shares stand at 34-35s.; Vocalion 10s. shares which were quoted shortly after issue at a discount, now stand somewhere around 12s.; Columbia 10s. shares are to-day standing at 44s.

Smith & Co. (Gramophones), Ltd., manufacturers of the well-known "Tonia" models, have recently taken additional premises at City road,

to cope with the continued increasing demand for these instruments. Their new portable model is the smallest portable carrying records and it is attracting trade attention.

The Columbia Co.'s record pressings of the Palace Theatre "hits" from "No, No, Nanette," viz., "Tea for Two," and "I Want To Be Happy," totaled over 100,000 in a few weeks.

J. D. Cumner, a well-known recording expert, has recently patented a process for manufacturing records practically unbreakable yet bendable, the material in texture and thickness being similar to the ordinary men's linen collars.

## Oregon Music Trades Association Re-organized at Second Meeting in Portland

Committees Appointed and Other Important Routine Business Transacted—Many Answers Received in Atwater Kent Music Memory Contest—Other News and Activities of the Month

PORTLAND, ORE., June 4.—The Oregon Music Trades Association has been reorganized and held its second general meeting at the Elks Building, May 21. After partaking of a sumptuous dinner, G. F. Johnson of the G. F. Johnson Piano Co. and president of the Association called the business meeting to order. The president then announced the following committees: Membership, Frank M. Case, manager of Sherman, Clay & Co., chairman; Chas. Soulé, district manager of the Starr Piano Co.; E. B. Hyatt, of the Hyatt Music Co.; Harry Quackenbush, manager of the Bush & Lane Piano Co., and Herbert G. Reed, president of the Reed, French Piano Co. Finance: J. J. Collins, of Collins & Erwin Piano Co., chairman; L. D. Heater, of the L. D. Heater Co., and B. R. Brassfield, manager of Wiley B. Allen & Co. Entertainment: Warren A. Erwin, of Collins & Erwin Piano Co., chairman; Frank Lucas, of Seiberling & Lucas Music Co., and W. A. McDougall, of the McDougall-Conn Music Co.

The association then adopted unanimously two recommendations of the executive committee. First that a minimum charge of \$10.00 be made for the erection of an antennae and second that when a radio sale was made a coupon be given the purchasers entitling them to three free service calls after the sale. This to correct an abuse of the privilege by many prospective buyers. The addition of the 5 per cent carrying charge on radio, phonographs and musical merchandise was discussed and adopted to go into effect June 1, and the executive secretary instructed to send a copy of the rule to all the dealers in Oregon. It was also decided to hold a State-wide meeting during the Portland Rose Festival June 15 to 20 when many of the up-State dealers would be in the city attending the Festival. It was also announced that the Association would hold a joint music and radio show early this Fall in connection with the Radio Association.

Persons from all parts of Oregon, Washing-

ton, Idaho and California, numbering 300, sent in answers to the Atwater Kent Music Memory Contest, broadcast through radio station KGW, The Morning Oregonian, sponsored by the Sunset Electric Co., the Atwater Kent distributor for Portland. A series of three concerts was broadcast, one week apart, at which time fifteen piano numbers were played. First prize, a complete Atwater Kent five-tube set was awarded Arnold Leduc, whose list contained thirty-seven correct titles out of the forty-five selections broadcast. A four-tube set was given for second prize, an Atwater Kent de luxe loud speaker for third, loud speakers for fourth and fifth prizes, and an Atwater Kent phonograph radio attachment for sixth prize. Music houses co-operating with the Sunset Electric Co. were the McCormick Music Co., the Hyatt Music Co. and the G. F. Johnson Piano Co.

The Victrola and radio departments of Sherman, Clay & Co. have been consolidated and both placed under the management of Criff Neilson.

A new Sherman, Clay & Co. store has been established at Roseburg, Ore., with Oakly White placed in charge.

Charles Soulé, district manager of the Starr Piano Co., is making an extensive trip in his territory, covering all of Oregon, Washington and Idaho. In making the swing of his circuit Mr. Soulé sends in numerous reports to his local office, with piano business being exceptionally brisk and Starr phonographs and Genett records showing a steady gain. Mr. Soulé expects to return in time to straighten out his local business before leaving for Los Angeles, where he will attend the Western Music Trades convention.

Freda Hempel, famed coloratura soprano and exclusive Edison artist, presented a "Jenny Lind" costume concert at the municipal auditorium, May 14.

The Ross-Woodman Furniture Co. of Astoria,

Ore., has been appointed Columbia representative, according to a report of Randall Barglett, district manager of the Columbia Phonograph Co. Mr. Barglett states that the trade is receiving the new Columbia radio attachments for phonographs with enthusiasm. Business is extremely brisk in phonographs and records.

Carl Jones has been placed in charge of the piano department of the Hyatt Music Co. and the phonograph and radio departments placed under William Bartlett.

William D. Fenton, Jr., general manager of the Seiberling, Lucas Music Co., is receiving the sympathy of his friends on the death of his father, William D. Fenton.

## Fourth Edition of "Opera at Home" Is Issued

From the Gramophone Co., Ltd., London, Eng., The Talking Machine World is in receipt of the fourth edition of "Opera at Home," in which the stories of one hundred and fifty-six operas are briefed for the information of music lovers, together with short biographies of the composers and the index numbers of "His Master's Voice" records as they are sung in the operas. An interesting preface by Sir Hugh Allen, president of the Royal College of Music, appears and the book is profusely illustrated with photographs of the leading operatic artists.

## E. G. Browne Moves

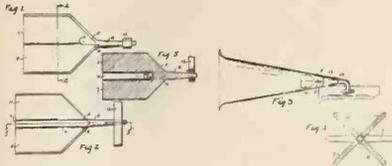
E. G. Browne, who has operated Browne's Music Shop in Hackensack, N. J., for the past two years, is moving to a more central location at 142 Main street, that city. The Browne Shop is known as "Hackensack's Music Center." The new home will be one of the most attractive retail shops in the city and will handle a line of high-grade pianos, Victor talking machines, quality radio products and a complete line of sheet music.

Fire recently destroyed the entire stock of phonographs, records and radios at the Music Shop, Princeton, N. J. The amount of the loss is placed at \$20,000.

# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., June 8.—Clarifying Vibrator. Frederic E. Mathey and Louis A. Mathey, Indianapolis, Ind. Patent No. 1,527,207.

This invention relates to an improvement for clarifying and amplifying sound, and the objects of the invention are to effect an increased



distinctness in the sound issuing from a directing and amplifying means as the horn used in a phonograph or a radio amplifying device, to effect a natural reproduction of the original sound in that the original inflection, enunciation and tone are reproduced without distortion, and to amplify the sound.

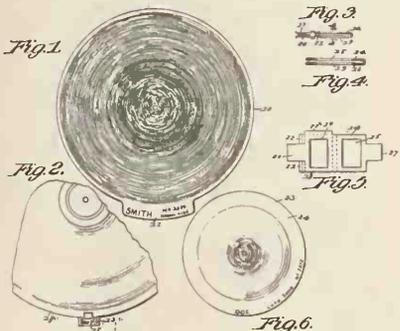
We find that when an orchestra or band selection is reproduced through a horn of a phonograph or a radio device containing the invention the usual composite rendition is so altered that the tone of the individual instruments of the orchestra or band are plainly distinguishable. An appreciable increase in the volume of the sound issuing is also noted.

Fig. 1 is a side elevation of the clarifying vibrator; Fig. 2, a side elevation of the vibrator rotated clockwise through an angle of forty-five degrees from the position shown in Fig. 1; Fig. 3, a sectional view through a reproducing horn showing the method of employing the vibrator; Fig. 4, a section taken on the line 4-4 of Fig. 1; and Fig. 5, a section taken on the line 5-5 of Fig. 2.

Phonograph Record. Arthur Burdette Smith, South Brownsville, La. Patent No. 1,530,142.

This invention relates to records for reproducing machines such as phonographs and the like, and relates more particularly to records of the disk type.

An object of this invention is to produce novel means whereby the trade-mark and identifying



indicia and titles of records of the disk type may be exhibited without necessitating the removal of the records from a cabinet or storage; and furthermore, an object of the invention is to produce a record of the character indicated having greater capacity or record surface than those now commonly used.

It is a further object of this invention to provide novel means whereby records now in common use may be provided with indicia by which their identity or character may be observed without the necessity of removing the records

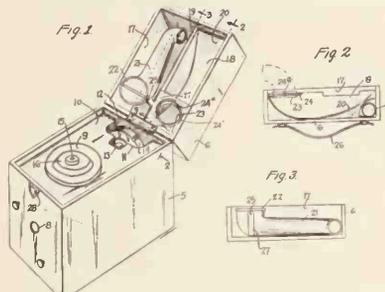
from a cabinet or storage; and the invention further contemplates the provision of novel means by which the labels or tag-like tickets may be attached to the said records.

Figure 1 illustrates a plan view of an improved record embodying the invention. Fig. 2 illustrates a plan view of a fragment of an ordinary record, showing a device embodying the invention applied thereto. Fig. 3 illustrates an end view of the tag holding clip. Fig. 4 illustrates a sectional view on the line 4-4 of Fig. 3. Fig. 5 illustrates a plan view of the blank from which the clip is formed, and Fig. 6 illustrates a plan view of a record of modified construction.

Portable Phonograph. Solomon Sachs, New York. Patent No. 1,533,949.

This invention relates to phonographs and in particular to a type of cabinet or box containing the same.

A particular object of the invention is to provide a small box which when closed will give



the appearance of the small box camera, and which, when open, may be used after the ordinary manner of a phonograph.

A further object of the invention is to provide a sound amplifying compartment in the cover of the box to one end of which may be adapted the tone arm, the sound box being so arranged that the sound will be thrown after the manner of the regular cabinet phonographs.

A further object is to so construct a phonograph cabinet or box of this nature, that all of the parts going to make up the phonograph may be contained therein in such a position that the box may be closed and locked and carried about from place to place.

Fig. 1 is a view in perspective of a phonograph constructed in accordance with the inventor's ideas. Fig. 2 is a section on the line 2-2 of Fig. 1, and Fig. 3 is a section on the line 3-3 of Fig. 1.

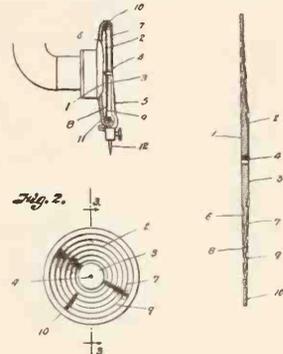
Sound Reproducing Diaphragm. James H. Sutlive, Kansas City, Mo., assignor of one-fourth to C. W. Redpath, same place. Patent No. 1,523,670.

This invention relates to sound reproducing diaphragms and it is particularly designed for use in connection with a mechanically operated sound reproducing machine in which the diaphragm is operated by a vibratory arm to reproduce sound.

The inventor has provided a diaphragm which, while of stiff material, is so constructed that it is flexible enough to permit bodily movement of the major portion of the diaphragm so that a relatively large amount of air is displaced and so that the movement of the diaphragm is practically a full body movement as distinct from the fractional diaphragm movement common with diaphragms now in use. "In actual practice," says the inventor, "when a comparison is made between the diaphragm forming the subject matter of this invention and known makes of my diaphragm are broader and rounder, not necessarily louder, but with a fuller tone quality, which I attribute in no small measure to the fact that the diaphragm has a greater body

movement more in the nature of a piston movement than is possible with known types of diaphragms."

The diaphragm forming the subject matter of this invention is shown as consisting of a very flat cone having a straight end or base and



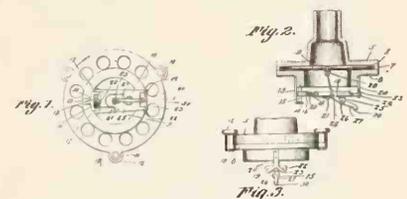
an inclined or cone face; there being circumferential grooves on opposite faces of the cone, the grooves on one face being offset with respect to those on the other so that the central solid portion of the diaphragm can have a free body movement as distinct from a tilting or pivot movement common to present-day diaphragms.

The patentee states that the present invention is a continuation of a former application filed by him on June 17, 1920, Serial No. 389,639, in which was described a diaphragm which was in effect cone-shaped, but it did not contain the grooves.

Fig. 1 is a sectional view through a sound box of a sound reproducing machine to which the invention is applied. Fig. 2 is a face view of the diaphragm, and Fig. 3 is a cross sectional view on the line 3-3 of Fig. 2, the diaphragm being greatly magnified.

Reproducer. Charley Reuter and Oscar Schilling, Warsaw, Ill. Patent No. 1,535,496.

This invention relates to phonograph reproducers, the primary object of the invention being to provide a reproducer which will not be affected by jars or vibrations of the machine to which the reproducer is applied, to the end that



the record being played will send off regular and unbroken sound waves.

Further objects of the invention are to provide means for insuring the proper tension of the stylus in the sound grooves of the record and to provide means for securing the stylus in a perpendicular position, when irregularities are encountered in the record tablet.

Referring to the drawing: Fig. 1 is a bottom plan view of a reproducer constructed in accordance with the present invention. Fig. 2 is a vertical sectional view through the reproducer. Fig. 3 is an elevational view of the reproducer, a portion of the upper section being broken away.

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# Advance RECORD BULLETINS for July, 1925

## Victor Talking Machine Co.

**LIST FOR MAY 22**

19640 Titina.....Billy Murray 10  
I Don't Want to Get Married.....Billy Murray-Ed. Smalle 10

19641 Whoa! Nellie!—Shimmy Fox-trot, Paul Whiteman and His Orch. 10  
Pozzo—Fox-trot, Paul Whiteman and His Orch. 10

19642 No One—Fox-trot.....Jack Shilkret's Orch. 10  
Isn't She the Sweetest Thing—Fox-trot, Jack Shilkret's Orch. 10

**FEATURE RECORDS**

815 Valse in D Flat Major ("Minute Waltz") (Chopin).....Rachmaninoff 10  
Waltz and Elfyn Dance (Grieg)—Piano, Rachmaninoff 10

18705 When You're Gone I Won't Forget.....Peerless Quartet 10  
There's a Vacant Chair at Home, Sweet Home, Charles Harrison 10

**LIST FOR MAY 29**

**VOCAL RECORDS**

45491 Forsaken (Koschat).....De Reszke Singers 10  
On Wings of Song (Mendelssohn), De Reszke Singers 10

19650 Homeland.....Victor Male Chorus 10  
Winter Song.....Victor Male Chorus 10

19651 Peter Pan.....Henry Burr 10  
West of the Great Divide.....Henry Burr 10

35753 A Miniature Concert—Part 1. 1. Opening Chorus 2. Piano Solo—Frank Banta. 3. "Love's Old Sweet Song"—Sterling Trio. 4. Monologue—Monroe Silver. 5. "When You and I Were Young, Maggie"—Henry Burr. 6. "Casey Jones"—Billy Murray and Chorus, The Eight Popular Victor Artists 12

A Miniature Concert—Part 2. 1. Introduction, 2. "Sweet Genevieve"—Campbell and Burr. 3. "Saxophobia"—Rudy Wiedoeff. 4. "Gypsy Love Song"—Frank Croxton. 5. "Carry Me Back to Old Virginny"—Peerless Quartet. 6. "Massa's in de Cold, Cold Ground"—Chorus, The Eight Popular Victor Artists 12

35756 Gems from "Rose-Marie".....Victor Light Opera Company 12  
Gems from "No, No Nanette,".....Victor Light Opera Company 12

**INSTRUMENTAL RECORDS**

55255 Artist's Life Waltz (Strauss), Rudolph Ganz and St. Louis Symphony Orch. 12  
Pomp and Circumstance March (Elgar), Rudolph Ganz and St. Louis Symphony Orch. 12

19537 Justin-Tyme.....Roy Bargy 10  
Jim Jams.....Roy Bargy 10

19620 My Wild Irish Rose.....Jesse Crawford 10  
When You and I Were Young, Maggie, Jesse Crawford 10

19635 With Trumpet and Drum (Weldon), Pryor's Band 10  
Pershing Patrol (Phillis).....Pryor's Band 10

**DANCE RECORDS**

19636 Swanee Butterfly—Fox-trot, Waring's Pennsylvanians 10  
Little Peach—Fox-trot...Waring's Pennsylvanians 10

19652 When I Think of You—Fox-trot, Howard Lanin and His Benjamin Franklin Hotel Orch. 10  
Lady of the Nile—Fox-trot, Howard Lanin and His Benjamin Franklin Hotel Orch. 10

19591 Hello, Hilo—Fox-trot.....Alika Hawaiian Trio 10  
Hot Tamale Molly—Fox-trot, Alika Hawaiian Trio 10

**RED SEAL RECORDS**

First Victor Record by Pablo Casals

6501 Goyescas—Intermezzo (Granados) Pablo Casals 12  
Adagio (Bach).....Pablo Casals 12

6502 Litany (Schubert-Cortot).....Alfred Cortot 12  
Impromptu (in F Sharp Major) (Chopin), Alfred Cortot 12

1079 A la Valse (Victor Herbert)—Violin, Mischa Elman 10  
To Slumber-Land (Kopylow-Hartmann)—Violin, Mischa Elman 10

1084 Sentinella (The Sentinel) (Bracco-De Curtis), Neapolitan.....Beniamino Gigli 10  
Sto Penzanno's Maria (I Am Thinking of Mary) (G. B. Ernesto De Curtis), Neapolitan, Beniamino Gigli 10

8067 Lucia—Verranno a te sull' aura (Borne on the Sighing Breeze) (Donizetti)—Italian, Amelita Galli-Curci-Tito Schipa 12  
La Sonnambula—Son geloso del zefiro (I am Jealous of Each Wandering Zephyr) (Bellini)—Italian.....Amelita Galli-Curci-Tito Schipa 12

1087 Dear One (Fisher-Richardson-Burke), Edward Johnson 10  
I'll See You in My Dreams (Kahn-Jones), Edward Johnson 10

1086 When You and I Were Seventeen (Kahu-Rosoff), John McCormack 10  
June Brought the Roses (Stanley-Openshaw), John McCormack 10

**FEATURE RECORDS**

6015 Dreams of Long Ago (Carroll-Caruso), Enrico Caruso 12  
Love Me or Not (Secchi).....Enrico Caruso 12

55079 Bohemian Girl—The Heart Bow'd Down (Baife), Reinald Werrenrath 10  
Faust—Even the Bravest Heart (Gounod), Reinald Werrenrath 10

**LIST FOR JUNE 5**

19654 Swanee Butterfly.....Georgie Price 10  
Isn't She the Sweetest Thing.....Georgie Price 10

19648 Collegiate—Shimmy Fox-trot, Vocal Refrain, Waring's Pennsylvanians 10  
Look at Those Eyes—Fox-trot, Vocal Refrain by Tom Waring...Waring's Pennsylvanians 10

19655 Does My Sweetie Do—and How—Fox-trot, Waring's Pennsylvanians 10  
Bye and Bye—Fox-trot, Meyer Davis' Le Paradise Band 10

**FEATURE RECORDS**

631 Chanson Indoue (A Song of India) (Rimsky-Korsakow)—In French.....Galli-Curci 10  
Coq d'Or—Hymne au Soleil (Hymn to the Sun) (Rimsky-Korsakow)—In French, Galli-Curci 10

17380 Whistler and His Dog (with descriptive effects) (Pryor).....Pryor's Band 10  
Warbler's Serenade (whistling chorus) (Perry), Pryor's Band 10

**LIST FOR JUNE 12**

19662 You're Just a Flower From an Old Bouquet—Fox-trot, Charles Dornberger and His Orch. 10  
Bye Bye Blues—Fox-trot, Fred Hamm and His Orch. 10

19661 Don't Bring Lulu—Fox-trot, Jan Garber and His Orch. 10  
Waitin' for the Moon—Fox-trot, Jan Garber and His Orch. 10

19656 Everything Is Hotsy Totsy Now.....Gene Austin 10  
Yes Sir, That's My Baby.....Gene Austin 10

**FEATURE RECORDS**

671 Turkish March (from "Ruins of Athens") (Beethoven)—Violin.....Jascha Heifetz 10  
Chorus of Dervishes (from "Ruins of Athens") (Beethoven)—Violin.....Jascha Heifetz 10

45369 Will Rogers Nominates Henry Ford for President.....Will Rogers 10  
Will Rogers Tells Traffic Chiefs How to Direct Traffic.....Will Rogers 10

**LIST OF JUNE 19**

45493 Dreams (La Mont-Van Alstyne), Lambert Murphy 10  
One Little Dream of Love (Simpson-Gordon), Lambert Murphy 10

19670 Polonaise (Noskowski)....Polish National Orch. 10  
The Postilion—Mazurka (Namyslowski), Polish National Orch. 10

19666 Ah-Ha!—Fox-trot, Paul Whiteman and His Orch. 10  
Just a Little Drink—Fox-trot, Paul Whiteman and His Orch. 10

19671 Honey, I'm in Love With You (from "Mercenary Mary")—Fox-trot, Paul Whiteman and His Orch. 10  
Charleston—Fox-trot, Paul Whiteman and His Orch. 10

19672 Stomp Off, Let's Go!—Shimmy Fox-trot, Fred Hamm and His Orch. 10  
Flag That Train—Shimmy Fox-trot, Fred Hamm and His Orch. 10

C. Polla.....Clover Gardens Orch. 10  
Why Do I Love You So? (from "Tell Me More")—Fox-trot, Under Direction of W. C. Polla.....Clover Gardens Orch. 10

370-D Let It Rain (from "Sky High")—Comedian, Willie Howard 10  
The Barber of Seville (from "Sky High")—Comedian.....Willie Howard 10

369-D Rose-Marie (from "Rose-Marie")—Tenor Solo, Charles Hart 10  
Serenade (from "The Student Prince")—Tenor Solo.....Charles Hart 10

368-D Tell Me More! (from "Tell Me More")—Tenor Solo.....Alexander Gray 10  
Three Times a Day (from "Tell Me More")—Tenor Solo.....Alexander Gray 10

**DANCE RECORDS**

371-D Seminola—Fox-trot...Reisman and His Orch. 10  
Oriental Moon—Fox-trot, Leo Reisman and His Orch. 10

366-D By the Light of the Stars—Fox-trot, Harry Reser's Syncopators 10  
Sing Loo—Fox-trot, Harry Reser's Syncopators 10

360-D Waitin' for the Moon—Fox-trot, Sam Lanin and His Roseland Orch. 10  
Suite 16—Fox-trot, Sam Lanin and His Roseland Orch. 10

372-D Little Peach (from "Louie the 14th")—Fox-trot.....Markel and His Orch. 10  
Beside a Sil'ry Stream—Fox-trot, Markel and His Orch. 10

376-D Flag That Train (To Alabam!)—Fox-trot, Lanin's Red Heads 10  
I Wouldn't Be Where I Am If You Hadn't Gone Away—Fox-trot...Lanin's Red Heads 10

374-D Original Two Time Man—Fox-trot, The Cotton Club Orch. 10  
Riverboat Shuffle—Fox-trot, The Cotton Club Orch. 10

382-D Carolina Sweetheart—Waltz, The Xylo-Rimba Orch. 10  
Dark Hawaiian Eyes—Fox-trot, The Xylo-Rimba Orch. 10

**VOCAL MUSIC**

364-D If You Knew Susie (Like I Know Susie)—Comedian.....Eddie Cantor 10  
Nuthin's Gonna Stop Me Now—Tenor Solo, Billy Jones 10

375-D The Midnight Waltz—Tenor Solo, Lewis James 10  
Pal of My Cradle Days—Tenor Solo, Lewis James 10

361-D Ukulele Lady—Comedienne, Vaughn De Leath 10  
Banana Oil—Comedienne, Vaughn De Leath 10

377-D Who Takes Care of the Caretaker's Daughter—Vocal.....Chester Gaylord 10  
There's One Born Every Minute—Vocal, Chester Gaylord 10

365-D Oh, How I Miss You Tonight—Tenor Solo, Lewis James 10  
Today—Tenor Solo.....Charles Hart 10

363-D Take Me Back to Your Heart—Baritone and Tenor Duet.....Hall-Ryan 10  
(Most of All) I Want Your Love—Baritone and Tenor Duet.....Hall-Ryan 10

378-D As a Porcupine Pines for Its Pork—Tenor and Baritone Duet, Billy Jones-Ernest Hare 10  
Now George—Vocal.....Harry Frankel 10

379-D Sweet Georgia Brown, Ethel Waters and Her Ebony Four 10  
No One Can Love Me (Like the Way You Do).....Ethel Waters and Her Ebony Four 10

**NOVELTIES**

373-D Waters of Waikiki—Steel Guitar Novelty, Frank Ferera 10  
Isle of Oahu—Steel Guitar Novelty, Frank Ferera 10

381-D A Little Love, a Little Kiss—Vibra-Phone, George Hamilton Green 10  
At Dawning—Vibra-Phone, George Hamilton Green 10

## Columbia Phono. Co., Inc.

**VOCAL AND DANCE SELECTIONS**  
From Current Musical Productions

50014-D Selections from "Rose-Marie," Robert Hood Bowers and His Concert Orch. 12  
Waltz Medley from "The Student Prince," Robert Hood Bowers and His Concert Orch. 12

50015-D Vocal Gems from "No, No, Nanette," Columbia Light Opera Company 12  
Vocal Gems from "The Love Song," Columbia Light Opera Company 12

367-D Honey, I'm in Love With You (from "Mercenary Mary")—Fox-trot...The Columbians 10  
Aloma (from "Aloma of the South Seas")—Fox-trot.....The Columbians 10

362-D Kickin' the Clouds Away (from "Tell Me More")—Fox-trot, Under Direction of W.

## Brunswick Records

10188 My Desire (Eberhart-Cadman)—Tenor with Orch. ....Mario Chamlee 10  
Mother! O My Mother! (Miller-Ball)—Tenor with Orch. ....Mario Chamlee 10

10189 Elegy (Elegie) (Coursen-Massene)—Soprano with Piano and Violin, Violin Obligato by Fredric Fradkin.....Elizabeth Rethberg 10  
Angel's Serenade (Millard-Braga)—Soprano with Orch., Violin Obligato by Fredric Fradkin, Elizabeth Rethberg

O Kath-a-ri-na, O Kath-a-ri-na, to keep my love you must be lean-er, There's so much of you, two could love you!

**THE SENSATION OF SENSATIONS!!**

# "O KATHARINA"

Europe's And Now America's Biggest Song Hit!!

"You Cant Go Wrong With Any 'FEIST' Song"

ADVANCE RECORD BULLETINS FOR JULY— (Continued from page 166)

- 2871 Yearning (Davis-Burke)—Tenor with Orch. Allen McQuhae
- Oh, How I Miss You Tonight (Davis-Burke-Fisher)—Tenor with Orch. Allen McQuhae
- 2886 When I'm Gone You'll Soon Forget (Keith)—Male Quartet with Orch. Fireside Quartet
- When You're Gone I Won't Forget (Reid-De Rose)—Male Quartet with Orch. Fireside Quartet
- 2869 Tell Mother I'll Be There (Fillmore)—Male Quartet with Organ. Criterion Quartet
- In the Sweet Bye and Bye (Bennett-Webster)—Male Quartet with Organ and Piano. Criterion Quartet
- 2887 The Melody That Made You Mine (Friend-Polla)—Tenor with Piano; Piano by Dan Lieberfeld. Morton Downey
- When the One You Love Loves You (Friend-Whiteman-Rae)—Tenor with Piano; Piano by Dan Lieberfeld. Morton Downey
- 2870 Lord Geoffrey Amberst (Hamilton), Amherst Glee Club
- College Medley (Arr. by Reser), Amherst Mandolin Club
- 2882 Florida (Greer-Green)—Vocal Duet with Piano; Piano by Phil Ohman.
- (The Radio Franks) Wright-Bessinger
- If It Wasn't for You (Fields-Rose-Berg-Wiedorf)—Vocal Duet with Piano; Piano by Phil Ohman. The Radio Franks
- 2852 Dustrin' the Keys (Kilrea-Clayton)—Piano Solo. Harry Snodgrass (King of the Ivories)
- Blue Evening Blues (Rose-Kahn-Burton)—Piano Solo. Harry Snodgrass (King of the Ivories)
- 2877 Pango Pango Maid (Bibo-Phillips)—Fox-trot, for Dancing. Isham Jones Orch.
- Popular Street Blues (Short-Mon)—Fox-trot, for Dancing. Isham Jones Orch.
- 2879 Down and Out Blues (Farrell-Sizemore)—Fox-trot, Trombone Passages by Miff Mole, for Dancing. The Cotton Pickers
- Those Panama Mamas (Johnson-Bibo)—Fox-trot, Trombone Passages by Miff Mole, for Dancing. The Cotton Pickers
- 2881 Tea for Two (from "No, No, Nanette") (Caesar-Youmans)—Popular Concert, Under Direction of Walter Haenschchen. Brunswick Hour Orch.
- Listening (from "Music Box Revue") (Irving Berlin)—Popular Concert, Under Direction of Walter Haenschchen. Brunswick Hour Orch.
- 2874 Oh, How I Miss You Tonight (Davis-Burke-Fisher)—Fox-trot, Vocal Chorus by Mark Fisher; for Dancing. Oriole Orch.
- Ah Hal (Clare-Monaco)—Fox-trot, Vocal Chorus by Mark Fisher; for Dancing. Oriole Orch.
- 2860 Deep in My Heart, Dear (from "Student Prince in Heidelberg") (Donnelly-Romberg)—Violin Solo with Orch. Fredric Fradkin
- The Magic of Moonlight and Love (Adapted from Melodies of Tschaiakowsky by Hajos)—Violin Solo with Orch. Fredric Fradkin
- 2867 You're So Near and Yet So Far (Spier-Schlöss)—Fox-trot, for Dancing. Gene Rodemich's Orch.
- I Had Someone Else Before I Had You (Harris-Darcy)—Fox-trot, for Dancing. Gene Rodemich's Orch.
- 2868 We're Gonna Have Weather (Whether or Not) (Hall)—Male Quartet with Orch. Quartet
- I Like Pie, I Like Cake, But I Like You Best of All (Little-Sizemore-Shay)—Male Quartet with Orch. Campus Quartet
- 2861 Ukulele Lady (Kahn-Whiting)—Comedienne with Orch. Margaret Young
- Take 'Em to the Door (Rose-Davis-Henderson)—Comedienne with Orch. Piano Passages by Phil Ohman. Margaret Young
- 2863 Oh Katharina! (Gilbert-Fall)—Tenor with Orch. Billy Jones
- What Do You Say, Boys (Cal De Voll)—Tenor and Baritone with Orch. Billy Jones-Ernest Hare
- 2883 Fourth of July—Voice, Fiddle and Banjo. Bill Chitwood-Bud Landress
- Johnny, Get Your Gun—Voice, Fiddle and Banjo. Bill Chitwood-Bud Landress
- 2884 Furniture Man—Voice, Fiddle and Banjo. Bill Chitwood-Bud Landress
- Pa, Ma and Me—Voice, Fiddle and Banjo. Bill Chitwood-Bud Landress
- 2872 Twilight, the Stars and You (Brown)—Fox-trot, for Dancing. Bennie Krueger's Orch.
- Oh Vera! (Brown)—Fox-trot, Vocal Chorus by Billy Jones; for Dancing. Bennie Krueger's Orch.

Edison Disc Records

ALREADY RELEASED

SPECIALS

- 51523 Miserere—Il Trovatore (Giuseppe Verdi)—Banjo. Eddie Peabody
- Poet and Peasant Overture (F. V. Suppe)—Banjo. Eddie Peabody
- 51522 Farewell Ducktown—Reel (Champion Fiddler of Tennessee) Allen Sisson
- Rymer's Favorite—Reel (Champion Fiddler of Tennessee) Allen Sisson
- 51524 Pale Moon (An Indian Love Song) (Frederic Knight Logan). Herbert Soman's Salon Orch.
- June Brought the Roses (John Openshaw), Herbert Soman's Salon Orch.
- 51552 Who Takes Care of the Caretaker's Daughter (While the Caretaker's Busy Taking Care) (Chick Endor)...Bud Birmingham and His Uke
- We're Gonna Have Weather (Whether or Not) (Wendell Hall)...Bud Birmingham and His Uke
- 51546 Oh, How I Miss You Tonight (Benny Davis-Joe Burke-Mark Fisher)...James Doherty
- If You See That Gal of Mine (Sing Her Home) (Sam M. Lewis-Joe Young-Fred E. Ahlert)...Charles Harrison
- 51549 Stradella Overture—Part 1 (Flotow), American Concert Orch.
- Stradella Overture—Part 2 (Flotow), American Concert Orch.
- 51555 Ukulele Lady (Gus Kahn-Richard Whiting) Arthur Hall-John Ryan
- Don't Bring Lulu (Billy Rose-Lew Brown-Ray Henderson), Billy Jones-Ernest Hare (The Happiness Boys)
- 51541 The Time Will Come (Carson J. Robinson), Vernon Dalhart & Co.
- Doin' the Best I Can (M. T. Slaughter), Vernon Dalhart & Co.
- 82341 The Mocking Bird (Septimus Winner)...Anna Case
- Good-bye (G. J. Whyte-Melville & F. Paola Tosti)...Anna Case
- 51560 West of the Great Divide (Whiting-Bill), Walter Scanlan
- A Kiss From You (Mitchell-Maffay), Charles Harrison
- 51545 Where Is My Rose of Waikiki (Egan-Whiting), Waikiki Hawaiian Orch.
- Pearl of Hawaii (Parish-Herbert), Waikiki Hawaiian Orch.

- 80830 Some Day He'll Make It Plain (Leeb-Geibelt), Metropolitan Quartet
- The Eastern Gate (Martin)...Metropolitan Quartet
- FLASHES
- 51540 Moonlight and Roses (Bring Memories of You) Black-Moret)—Fox-trot and Song—Fox-trot played by Polla's Clover Gardens Orch.
- When You and I Were Sweetest (Kahn-Rosoff)—Waltz and Song—Waltz played by Polla's Clover Gardens Orch....Charles Hart
- 51543 Swanee Butterfly—Fox-trot (Rose-Donaldson), Broadway Dance Orch.
- Oriental Moon (Frawley-Flanders)—Fox-trot, Broadway Dance Orch.
- 51539 Egyptian Echos (A Rhythmic Classic) Adapted by Frank Black from Luigin's "Egyptian Ballet"—Fox-trot....The Aristocrats
- Hungaria (A Rhythmic Classic) Adapted by Frank Black from Liszt's "Second Hungarian Rhapsody"—Fox-trot....The Aristocrats
- 51542 Charleston (Mack-Johnson)—Fox-trot, Golden Gate Orch.
- Mamie (Smith Shilkret)—Fox-trot, Frank Silver's Dance Orch.
- 51549 When My Sugar Walks Down the Street (All the Little Birdies Go Tweet-Tweet-Tweet)—Fox-trot, Billy Wynne's Greenwich Village Inn Orch.
- Lenore—Fox-trot, Billy Wynne's Greenwich Village Inn Orch.
- 51553 The Midnight Waltz (Kahn-Donaldson), Jack Stillman's Orch.
- The Vale of Golden Dreams (Days-Arras-Dolgoff)—Waltz....Jack Stillman's Orch.
- 51551 The Flapper Wife (Burton-Rupp)—Fox-trot, with Vocal Chorus by Arthur Hall, Golden Gate Orch.
- Everything Is Hotsy Totsy Now (McHugh-Mills)—Fox-trot with Vocal Chorus by Vernon Dalhart....Golden Gate Orch.
- 51554 Tell Me More! (from "Tell Me More") (De Sylva-Ira and Geo. Gershwain)—Fox-trot, Polla's Clover Gardens Orch.
- The Time Will Come (Robison)—Fox-trot, Polla's Clover Gardens Orch.
- GENERAL GROUP
- 51530 Lauterbach and Hi-Lo Hi-Lo (with Yodles), George P. Watson
- Love's a Magic Spell, and Snyder, Does Your Mother Know You're Out (with Yodles), George P. Watson
- 51536 My Irish Song of Songs—"Once Upon a Time" (Sullivan-Dubin)....Will Oakland
- Only a Pansy Blossom (Howard-Rexford), Will Oakland

Edison Blue Amberol Records

- 4977 Turkey in the Straw—Breakdown, The Blue Ridge Duo—Gene Austin-George Reneau
- 4978 Susie Ann, The Blue Ridge Duo—Gene Austin-George Reneau
- 4999 Titina (from "Puzzles of 1925")....Billy Jones
- 5000 In the Heart of Hawaii....Waikiki Hawaiian Orch.
- 5001 I'll Make the Pies Like Mother Made (If You'll Make the Dough Like Dad)....Billy Jones
- 5002 Yearning (Just for You)—Fox-trot, Billy Wynne's Greenwich Village Inn Orch.
- 5004 Florida—Fox-trot and Song—Fox-trot played by Jack Stillman's Orch....Arthur Hall
- 5005 By the Waters of Minnetonka—Fox-trot, Mel Craig's Orch.

Okeh Records

DANCE RECORDS

- 40327 She's Crying for Me Blues—Fox-trot, Original New Orleans Rhythm Kings 10
- Golden Leaf Strut—Fox-trot, Original New Orleans Rhythm Kings 10
- 40368 Mighty Lak' a Rose—Waltz, Sandor Jozi and His Orch. 10
- Blue Bird—Waltz...Sandor Jozi and His Orch. 10
- 40369 Birmingham Bound—Fox-trot, Emerson Gill and His Orch. 10
- Let Me Linger Longer in Your Arms—Fox-trot, The Melody Sheiks 10
- 40378 Bobbed Haired Bobbie (Bobbie Be Mine)—Fox-trot, Vocal Chorus by Chic Harvey, Arcadian Serenaders 10
- San Sue Strut—Fox-trot...Arcadian Serenaders 10

VOCAL RECORD

- 40367 Miss You—Tenor with Ukulele Accompany, Harry Robinson 10
- Mamie—Tenor with Ukulele Accompany, Harry Robinson 10

OLD-TIME TUNE RECORDS

- 7009 Utah Carl—Singing with Guitar Accompany, Charles Nabell 12
- Follow the Golden Rule—Singing with Guitar Accompany, Charles Nabell 12
- 40374 Fox Chase in Georgia—Singing with Banjo Accompany, Land Norris 10
- You Ought to Be Arrested and Put in Jail—Singing with Banjo Accompany, Land Norris 10
- 40391 Lost John—Harmonica Solo...Henry Whitter 10
- 40376 Old Joe Clark—Orch., Vocal Chorus by Al Hopkins...The Hill Billies 10
- Whoa! Mule—Orch., Vocal Chorus by Al Hopkins...The Hill Billies 10

SACRED RECORD

- 40377 There Shall Be Showers of Blessing—Guitar and Mandolin Accompany, The Jenkins Family 10
- That Lonesome Valley—Guitar and Mandolin Accompany, The Jenkins Family 10

RACE RECORDS

- 8209 Sue, I Don't Want You No More—Contralto-Baritone Duet, Piano Accompany by Eddie Heywood...Butterbeans and Susie 10
- I've Had Those Lonesome Journey Blues All Day—Contralto-Baritone Duet, Piano Accompany by Eddie Heywood...Butterbeans and Susie 10
- 8212 Baby, I Can't Use You No More—Contralto, Accompany by Clarence Williams' Blue Five, Sippie Wallace 10
- Trouble Everywhere I Roam—Contralto, Accompany by Clarence Williams' Blue Five, Sippie Wallace 10

Gennett Records

FOR DANCING

- 5710 Susie—Fox-trot....Bailey's Lucky Seven
- Flag That Train—Fox-trot....Bailey's Lucky Seven
- 3007 Twilight—Fox-trot....Nathan Glantz and His Orch.
- Bestie a Sil'ry Stream—Fox-trot, Vocal Chorus by Arthur Hall....The Club Macon Orch.

- 3008 Isn't Sbe the Sweetest Thing?—Fox-trot, The Rainbow Serenaders
- Waitin' for the Moon—Fox-trot, Nathan Glantz and His Orch.
- 3058 Mandy Make Up Your Mind—Fox-trot, Chubb-Steinberg Orch.
- Steppin' in Society—Fox-trot, with Vocal Chorus by Art Hicks....Chubb-Steinberg Orch.
- 3059 Honey, I'm in Love With You—Fox-trot, with Vocal Chorus by Frank Cornwall, Ferley Breed's Orch.
- Sweet Georgia Brown—Fox-trot, Original Indiana Five
- 3060 Everything Is Hotsy Totsy Now—Fox-trot, Original Indiana Five
- Seminola—Fox-trot....Original Indiana Five
- 3061 Craving—Fox-trot....The Southerners
- Suite 16—Fox-trot....The Southerners
- 3063 Maybe You're Lonely—Fox-trot, with Vocal Chorus by Jack Tilson, Marion McKay and His Orch.
- My Sweetie and Me—Fox-trot, Virginia Entertainers

POPULAR VOCAL

- 3052 Who Takes Care of the Caretaker's Daughter (While the Caretaker's Busy Taking Care), Razaf (The Melody Man)
- Yes, Sir, That's My Baby, Razaf (The Melody Man)
- 3053 Ukulele Lady—Orch. Accompany, Tremaine Bros.
- I Had Someone Else Before I Had You, Tremaine Bros.
- 3064 That's Banana Oil—Orch. Accompany, Maureen Englin
- Can't Your Friend Get a Friend For Me?—Orch. Accompany, Maureen Englin

STANDARD VOCAL

- 3051 Mother and Home—Tenor, Violin and Guitar Accompany....Vernon Dalhart
- The Runaway Train—Tenor, with Violin, Guitar and Harmonica Accompany....Vernon Dalhart

COMIC SONGS

- 3003 I Wrote This Song Myself—Ukulele Accompany, Paul Earle
- Your Whiskers Keep on Growing—Ukulele Accompany, Paul Earle

- 5713 Songs for the Home (Part I): Everybody Works But Father; Old Mill Stream; Sweet Adeline; Paradise Alley; Maggie Murphy's Home, The Ritz Quartet
- Songs for the Home (Part II): I Want a Girl in the Gold Old Summer Time; Sidewalks of New York; Daisy; Sweet Rosie O'Grady; On a Sunday Afternoon....The Ritz Quartet

- 5715 The Old Hen Cackled and the Rooster Crowed Reel, with Banjo, Guitar and Fiddle Accompany....Homer Davenport and Young Bros.
- Down in Tennessee Blues—Fox-trot—Banjo Solo, Homer Davenport
- 5719 Hy Patillion—One-step, with Banjo, Guitar and Fiddle Accompany, Homer Davenport and Young Bros.
- The Fox Chase—Reel, with Banjo, Guitar and Fiddle Accompany, Homer Davenport and Young Bros.
- 3062 Sand Cave—Accompany by Jolly Four Orch., George Ake
- Little Old Log Cabin in the Lane—Guitar and Banjo Accompany....David Miller

OLD-TIME MOUNTAIN TUNES

- 5700 The Peeler and the Goat—Schottische; Accordion, with Lifting....Frank Fitzpatrick
- The Leitrim Jig—Jig; Accordion, Frank Fitzpatrick
- 5701 The Lass From Mulligan (Irish Reel)—Flute Solo, with Lifting; Piano Accompany by Paddy Muldoon, John Griffin (The Fifth Ave. Bus Man)
- Castlebar Boys (Irish Reel)—Flute Solo, with Lifting; Piano Accompany by Paddy Muldoon, John Griffin (The Fifth Ave. Bus Man)
- 5702 Ancient Irish Classics (The Coulin—The Irish Exile—Lament For Ireland)....McNamara Trio
- Irish Waltz Medley (The Boys of the West—The Snowy-Breasted Pearl)—Waltz, McNamara Trio
- 5703 Corned Beef and Cabbage—Piano Accompany, Fitzpatrick Bros.
- McFadden's Goat—Piano Accompany, Fitzpatrick Bros.
- 5704 Irish Jig (The Dingle Puck Goat)—Jig, McNamara Trio
- Irish Reel Medley (My Love Is on the Ocean)—(Bonnie Kate)—Reel....McNamara Trio
- 5712 Bold Jack Donahue—Tenor, with Piano Accompany by Parnell McKelvey....Emmet O'Toole
- The Jackets Green—Tenor, with Piano Accompany by Parnell McKelvey....Emmet O'Toole

COLORLED VOCAL

- 3006 Worried Down With the Blues—Orch. Accompany, Hociel Thomas
- I Must Have It....Hociel Thomas

Vocalion Records

- 21014 My Wild Irish Rose (Olcott)—Tenor and Male Trio, with Orch. Accompany, Colin O'More and Male Trio
- Macusbla (Rowe-MacMurrrough)—Tenor with Orch. Accompany....Colin O'More
- 15023 Oh, How I Miss You Tonight (Davis-Burke-Fisher)—Tenor with Orch. Accompany, Irving Kaufman
- Yearning (Davis-Burke)—Tenor, with Orch. Accompany....Irving Kaufman
- 15024 I Had Someone Else Before I Had You (Harris-Darcy-Stanley)—Tenor, with Orch. Accompany, Irving Kaufman
- Red Hot Henry Brown (Rose)—Tenor, with Orch. Accompany....Irving Kaufman
- 15025 Just a Bundle of Sunshine (Drew-Herbert)—Vocal Duet, with Guitar Accompany, Earl and Bell
- Everything Is Hotsy Totsy Now (McHugh-Mills) Vocal Duet, with Guitar Accompany....Earl and Bell
- 15026 Murder in the First Degree (Smith)—Comedian with Piano Accompany....Ham Tree Harrington
- Last Go Round (Easton)—Comedian, with Piano Accompany....Ham Tree Harrington
- 14998 Wild Bill Jones (Southern Song)—Voice and Guitar, George Reneau (Blind Musician of Smoky Mts.)
- The Letter Edged in Black (Southern Song)—Voice and Guitar, George Reneau (Blind Musician of Smoky Mts.)
- 15022 Jimtown Blues (Rose-Davis)—Fox-trot, for Dancing....The Tennessee Tooters
- Kansas City Stomps (Morton)—Fox-trot for Dancing....The Tennessee Tooters

(Continued on page 168)

ADVANCE RECORD BULLETINS FOR JULY—(Continued from page 167)

**Three New Song Hits!!!**

WHEN I THINK OF YOU

A New One by Harry Owens and Vincent Rose  
Writers of "Linger Awhile"

LET ME LINGER LONGER IN YOUR ARMS

A fascinating Fox Trot by Cliff Friend and Abel Baer  
Writers of "JUNE NIGHT"

PAL OF MY CRADLE DAYS

Marshall Montgomery and Al Piantadosi's Great "Mother" Ballad!

"You Can't Go Wrong With Any 'FEIST' Song"

- 15027 All Aboard for Heaven (Rose-Meyer)—Fox-trot for Dancing, Ben Bernie and His Hotel Roosevelt Orch.
- Cheatin' On Me (Yellen-Pollack)—Fox-trot for Dancing, Ben Bernie and His Hotel Roosevelt Orch.
- 15028 Pango Pango Maid (Bibo-Phillips)—Fox-trot for Dancing, Ben Bernie and His Hotel Roosevelt Orch.
- By the Light of the Stars (Sizemore-Little-Shay) Fox-trot for Dancing, Ben Bernie and His Hotel Roosevelt Orch.
- 15029 In a Little Love Boat (Breau-Tobias)—Fox-trot for Dancing, Fletcher Henderson and His Orch.
- Suite 16 (Meyers-Kassel-Schoebel)—Fox-trot for Dancing, Ben Selvin and His Orch.
- 15030 When You Do What You Do (Parish-Johnsen)—Fox-trot, for Dancing, Fletcher Henderson and His Orch.
- Memphis Bound (Banta-De Rose)—Fox-trot, for Dancing, Fletcher Henderson and His Orch.
- 15020 Twilight, the Stars and You (Brown)—Fox-trot, for Dancing, with Vocal Chorus by Irving Kaufman, The Ambassadors—Under direc. of L. Katzman
- Oh, Vera! (Brown)—Fox-trot for Dancing, with Vocal Chorus by Irving Kaufman, The Ambassadors—Under direc. of L. Katzman
- 15021 Amor, Amor (Love, Love) (de la Revista "Ra-Ta-Plan")—Fox-trot, for Dancing, The Castilians
- La Guardia Blanca (The White Guard) (de la Revista "Ra-Ta-Plan")—March-Fox-trot, The Castilians

- Old Favorites—Part 1—Waltz, Piedmont Dance Orch.
- POPULAR VOCAL RECORDS
- 032125 Oh, How I Miss You Tonight—Tenor, Charles Warren
- Some Day We'll Meet Again—Baritone, Frank Sterling
- INSTRUMENTAL RECORDS
- 036254 Strumming Uke Blues—Ukelele Solo, Frank Ferera
- Ukelele Dreams—Ukelele Solo, Frank Ferera
- 036255 In Shadowland, Petite Symphony
- Pal of My Cradle Days, Petite Symphony
- NOVELTY RECORD
- 021146 Casey at the Dentist—Novelty, (Original Michael Casey) Russell Hunting
- Casey Courting His Girl—Novelty, (Original Michael Casey) Russell Hunting
- JEWISH SELECTIONS
- 03701 Keiner Weist Nit Wemess Morgen Sis, Joe Feldman, Acc. by I. J. Hochman's Orch.
- Dem Menschens Freund Is a Dollar, Joe Feldman, Acc. by I. J. Hochman's Orch.
- 03702 "A Chosid Be im Rebiu" (Fin Studenten Liebe), Annie Lubin, Acc. by I. J. Hochman's Orch.
- "Die Liebe" (Fin Studenten Liebe), Annie Lubin, Acc. by I. J. Hochman's Orch.
- 03703 Libe Is a Paradiis, Michal Michalesko, Acc. by I. J. Hochman's Orch.
- "Motke", Michal Michalesko, Acc. by I. J. Hochman's Orch.
- 03706 Oh, Katharina, Morris Goldstein, Acc. by Max Terr and His Grand Street Boys
- Mamma Loves Papa, Papa Loves Mamma, Joe Feldman, Acc. by Max Terr and His Grand Street Boys

- Just Like a Baby—Ukelele and Voice, Cliff Edwards (Ukelele Ike)
- 11579 Ukelele Lady—Voice and Orch., Lee Morse and Her Blue Grass Boys
- Blue Waltz—Voice and Orch., Lee Morse and Her Blue Grass Boys
- DANCE RECORDS
- 14423 Stepping in Society—Fox-trot, Vocal Chorus by Frank Sterling, Lou Gold and His Orch.
- June Days—Fox-trot, Casino Dance Orch.
- 14425 Seminola—Fox-trot, Lou Gold and His Orch.
- Yvette—Fox-trot, Casino Dance Orch.
- 14428 Sweet Georgia Brown—Fox-trot, The Blues Chasers
- Rose of the Moonlight—Fox-trot, Lou Gold and His Orch.
- 14432 Charleston—Fox-trot, Charleston Rhythm, The Blues Chasers
- What a Smile Can do—Fox-trot, The Blues Chasers
- 14433 Cross Words Between My Sweetie and Me—Fox-trot, Southampton Society Orch.
- Ah Ha!—Fox-trot, Southampton Society Orch.
- 14434 Everything Is Hotsy Totsy Now—Fox-trot, Southampton Society Orch.
- Oh That Sweet in Suite 16—Fox-trot, Southampton Society Orch.
- POPULAR VOCAL RECORDS
- 12205 Pal of My Cradle Days—Tenor, Charles Warren
- West of the Great Divide—Baritone, Frank Sterling
- 12206 Midnight Waltz—Tenor, Jimmy Flynn
- I Wouldn't Be Crying Now—Tenor, Jimmy Flynn
- 14437 It's Time to Keep Away From You—Fox-trot, Boyd Senter
- Slippery Elm—Fox-trot, Boyd Senter
- REGULAR SUPPLEMENT
- 11576 I've Found My Sweetheart Sally—Ukelele and Voice, Cliff Edwards (Ukelele Ike)
- When Georgia Smiles—Ukelele and Voice, Cliff Edwards (Ukelele Ike)
- 11580 Yes Sir, That's My Baby, Lee Morse and Her Blue Grass Boys
- An Old Fashioned Romance, Lee Morse and Her Blue Grass Boys
- DANCE RECORDS
- 14424 Sing Loo—Fox-trot, Vocal Chorus by Charles Warren, Speciale and His Orch.
- In a Little Love Boat—Fox-trot, Nathan Glantz and His Orch.
- 14426 I'm Always Thinking of Someone—Fox-trot, Carolina Club Orch.
- Hurry Back Old Sweetheart of Mine—Fox-trot, Carolina Club Orch.
- 14427 I Think You're Wonderful—Fox-trot, Vocal Chorus by Billy Jones, Lou Gold and His Orch.
- Who—Fox-trot, Nathan Glantz and His Orch.
- 14429 Aida (Medley)—Fox-trot Rhythm, The Better Music Dance Orch.
- Tannhauser (Medley)—Fox-trot Rhythm, The Better Music Dance Orch.
- 14430 On the Oregon Trail—Fox-trot, Mike Speciale and His Orch.
- You're So Near (And Yet So Far)—Fox-trot, Nathan Glantz and His Orch.
- 14431 Sweetheart of Sigma Chi—Waltz, Carolina Club Orch.
- Old Favorites—Part 1—Waltz, Casino Dance Orch.
- POPULAR VOCAL RECORDS
- 12204 Oh, How I Miss You Tonight—Tenor, Charles Warren
- Some Day We'll Meet Again—Baritone, Frank Sterling
- INSTRUMENTAL RECORDS
- 14435 Strumming Uke Blues—Ukelele Solo, Frank Ferera
- Ukelele Dreams—Ukelele Solo, Frank Ferera
- 14436 In Shadowland, Petite Symphony
- Pal of My Cradle Days, Petite Symphony
- NOVELTY RECORDS
- 11219 Casey at the Dentist—Novelty, (Original Michael Casey) Russell Hunting
- Casey Courting His Girl—Novelty, (Original Michael Casey) Russell Hunting

**Pathe Phono & Radio Corp.**

- SPECIAL RELEASES JUNE 15
- 025141 If You Knew Susie, Like I Know Susie—Ukelele and Voice, Cliff Edwards (Ukelele Ike)
  - Just Like a Baby—Ukelele and Voice, Cliff Edwards (Ukelele Ike)
  - 025145 Ukelele Lady—Voice and Orch., Lee Morse and Her Blue Grass Boys
  - Blue Waltz—Voice and Orch., Lee Morse and Her Blue Grass Boys
  - DANCE RECORDS
  - 036242 Stepping in Society—Fox-trot, Vocal Chorus by Frank Sterling, The Virginia Creepers
  - June Days—Fox-trot, Piedmont Dance Orch.
  - 036244 Seminola—Fox-trot, The Virginia Creepers
  - Yvette—Fox-trot, Piedmont Dance Orch.
  - 036247 Sweet Georgia Brown—Fox-trot, The Texas Ten
  - Rose of the Moonlight—Fox-trot, The Virginia Creepers
  - 036251 Charleston—Fox-trot, Charleston Rhythm, The Texas Ten
  - What a Smile Can Do—Fox-trot, The Texas Ten
  - 036252 Cross Words Between My Sweetie and Me—Fox-trot, Southampton Society Orch.
  - Ah Ha!—Fox-trot, Southampton Society Orch.
  - 036253 Everything Is Hotsy Totsy Now—Fox-trot, Southampton Society Orch.
  - Oh That Sweet in Suite 16—Fox-trot, Southampton Society Orch.
  - POPULAR VOCAL RECORDS
  - 032126 Pal of My Cradle Days—Tenor, Charles Warren
  - West of the Great Divide—Baritone, Frank Sterling
  - 032127 Midnight Waltz—Tenor, Jimmy Flynn
  - I Wouldn't Be Crying Now—Tenor, Jimmy Flynn
  - 036256 It's Time to Keep Away From You—Fox-trot, Boyd Senter
  - Slippery Elm—Fox-trot, Boyd Senter
  - REGULAR SUPPLEMENT
  - 025142 I've Found My Sweetheart Sally—Ukelele and Voice, Cliff Edwards (Ukelele Ike)
  - When Georgia Smiles—Ukelele and Voice, Cliff Edwards (Ukelele Ike)
  - 025146 Yes Sir, That's My Baby, Lee Morse and Her Blue Grass Boys
  - An Old Fashioned Romance, Lee Morse and Her Blue Grass Boys
  - DANCE RECORDS
  - 036243 Sing Loo—Fox-trot, Vocal Chorus by Charles Warren, Lenox Dance Orch.
  - In a Little Love Boat—Fox-trot, Majestic Dance Orch.
  - 036245 I'm Always Thinking of Someone—Fox-trot, Carolina Club Orch.
  - Hurry Back Old Sweetheart of Mine—Fox-trot, Carolina Club Orch.
  - 036246 I Think You're Wonderful—Fox-trot, Vocal Chorus by Billy Jones, The Virginia Creepers
  - Who—Fox-trot, Majestic Dance Orch.
  - 036248 Aida (Medley)—Fox-trot Rhythm, Casino Dance Orch.
  - Tannhauser (Medley)—Fox-trot Rhythm, Casino Dance Orch.
  - 036249 On the Oregon Trail—Fox-trot, Lenox Dance Orch.
  - You're So Near (And Yet So Far)—Fox-trot, Majestic Dance Orch.
  - 036250 Sweetheart of Sigma Chi—Waltz, Carolina Club Orch.

**Domino Records**

- DANCE RECORDS
- 3506 If You Knew Susie—Fox-trot, Moulin Rouge Orch.
  - You'll Be Ma and I'll Be P, Fox-trot, Imperial Dance Orch.
  - 3507 Everything Is Hotsy Totsy Now—Fox-trot, Chateau Laurier Dance Orch.
  - Ah, Ha!—Fox-trot, Missouri Jazz Band
  - 3508 Smile All the While—Fox-trot, Roseland Dance Orch.
  - Wondering—Fox-trot, Imperial Dance Orch.
  - 3509 If You Hadn't Gone Away—Fox-trot, Chateau Laurier Dance Orch.
  - Some of These Days—Fox-trot, New Orleans Jazz Band
  - 3510 Sweet Georgia Brown—Charleston, Fox-trot, Six Black Diamonds
  - Charleston—Charleston Fox-trot, Six Black Diamonds
  - 3511 June Brought the Roses—Waltz, Hollywood Marimba Band
  - In the Ballroom—Waltz, Hollywood Marimba Band
  - 3512 Sleeping Beauty's Wedding—Fox-trot, Roseland Dance Orch.
  - The Flapper Wife—Fox-trot, Imperial Dance Orch.
  - 3513 Ukelele Lady—Fox-trot, Moulin Rouge Orch.
  - Craving—Fox-trot, Chateau Laurier Dance Orch.
  - 3514 Yes, Sir, That's My Baby—Fox-trot, Dance Orch.
  - Flag That Train—Fox-trot, Roseland Dance Orch.
  - 3521 In Shadowland—Waltz, Hollywood Dance Orch.
  - Where Are You, Girl of My Dreams—Waltz, Hollywood Dance Orch.
  - VOCAL RECORDS
  - 3515 Pal of My Cradle Days—Tenor Solo with Orch. Solo, with Orch. Accomp., Sidney Mitchell
  - Just for Awhile—Male Duet, with Orch. Accomp., Hall-Ryan
  - 3516 Ukelele Lady—Male Duet, with Orch. Accomp., Hall-Ryan
  - I've Found My Sweetheart Sally—Baritone Solo, with Orch. Accomp., Arthur Fields
  - 3517 Don't Bring Lulu—Baritone Solo, with Orch. Accomp., Arthur Fields
  - I Wanna Go Home—Baritone Solo, with Orch. Accomp., Arthur Fields
  - 3518 June Brought the Roses—Tenor Solo, with Orch. Accomp., Billy Burton
  - Where Are You, Girl of My Dreams—Baritone Solo, with Orch. Accomp., Arthur Fields
  - 3519 In the Baggage Coach Ahead—Solo, with Guitar and Violin Accomp., Vernon Dalhart
  - A Boy's Best Friend Is His Mother—Solo, with Guitar and Violin Accomp., Vernon Dalhart
  - RACE RECORDS
  - 3520 That Old-time Religion (Spiritual), Dixie Mixed Quartet
  - The Lord's Gonna Move This Wicked Race (Spiritual), Dixie Mixed Quartet
- Perfect Record Co.
- SPECIAL RELEASES
- 11575 If You Knew Susie, Like I Know Susie—Ukelele and Voice, Cliff Edwards (Ukelele Ike)

**Cameo Records**

- DANCE RECORDS
- 720 In Shadowland—Waltz, Arthur Lange and His Orch.
  - If You Only Knew—Waltz, Paul Van Loan and His Orch.
  - 725 My Sugar—Fox-trot, Ace Brigade and His Fourteen Virginians
  - 726 Let Me Linger Longer in Your Arms—Fox-trot, with Vocal Refrain, Bob Haring and His Orch.
  - Wondering—Fox-trot, Ace Brigade and His Fourteen Virginians
  - 727 Cross Words Between Sweetie and Me—Fox-trot, Mike Special and His Orch.
  - Isn't She the Sweetest Thing—Fox-trot, Broadway Broadcasters
  - 728 Sleeping Beauty's Wedding—Characteristic Fox-trot, Bob Haring and His Orch.
  - 730 Seminola—Fox-trot, Bob Haring and His Orch.
  - Lady of the Nile—Fox-trot, Varsity Eight

Sweet Georgia Brown—Fox-trot, Charleston, Varsity Eight  
 731 Waitin' for the Moon—Fox-trot, Bob Haring and His Orch.  
 Sing Loo—Fox-trot..... Bob Haring and His Orch.  
 732 Ah, Ha!—Fox-trot..... Varsity Eight  
 If It Wasn't for You I Wouldn't Be Crying  
 Now—Fox-trot..... Lou Gold and His Orch.  
 733 Hawaiian Love Nest—Waltz, with Vibraphone,  
 Hollywood Dance Orch.  
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734 Ukulele Lady—Tenor, with Uke, Ukulele Bailey (Webb Hahn)  
 Cheatin' On Me—Tenor, with Uke, Ukulele Bailey (Webb Hahn)  
 729 Let It Rain, Let It Pour (I'll Be in Virginia  
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 Mamie—Quartet, Orch. Accomp., Strand Male Quartet  
 722 My Gal Don't Love Me Any More—Duet, with Uke Accomp., Salt and Pepper  
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 723 Hot Tamale Molly—Vocal Blues, Lucile Hegamin and the Dixie Daisies  
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 721 Moana Luca Hula—Hawaiian Duet, Ferera-Paaluhi  
 Malanai and Kamakani—Hawaiian Duet, Ferera-Paaluhi  
 538 What a Friend We Have in Jesus—Baritone Solo, Douglas Stanbury  
 I Need Thee Every Hour—Tenor Solo, William Robyn

Banner Records

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1538 Smile All the While—Fox-trot, Sam Lanin's Dance Orch.  
 Craving—Fox-trot..... Lou Gold's Dance Orch.  
 1540 Charleston—Charleston Fox-trot, Six Black Diamonds  
 Sweet Georgia Brown—Charleston Fox-trot, Six Black Diamonds  
 1537 June Brought the Roses—Waltz, Continental Dance Orch.  
 In the Ballroom—Waltz, Continental Dance Orch.  
 1543 Yes, Sir; That's My Baby—Fox-trot, Lou Gold's Dance Orch.  
 Waiting for the Moon—Fox-trot, Sam Lanin's Dance Orch.  
 1536 If You Knew Susie—Fox-trot, Moulin Rouge Orch.  
 Ah, Ha!—Fox-trot..... Hollywood Dance Orch.  
 1544 Everything Is Hotsy Totsy Now—Fox-trot, Lou Gold's Dance Orch.  
 Some of These Days—Fox-trot, New Orleans Jazz Band  
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 Wondering—Fox-trot..... Hollywood Dance Orch.  
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 9840 Ukulele Lady—Fox-trot..... Moulin Rouge Orch.  
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 9841 I Think You're Wonderful—Fox-trot, Lou Gold's Dance Orch.  
 Flag That Train—Fox-trot, Sam Lanin's Dance Orch.  
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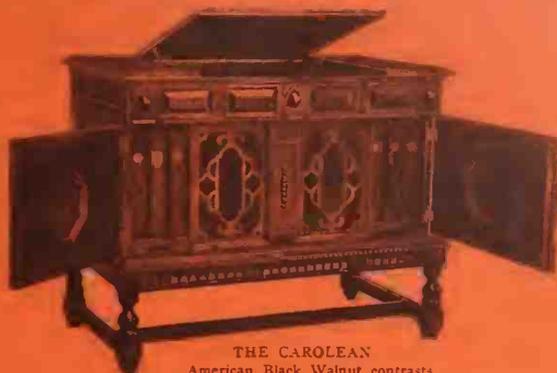
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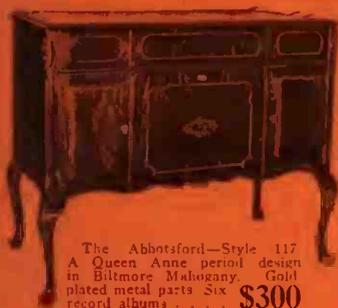
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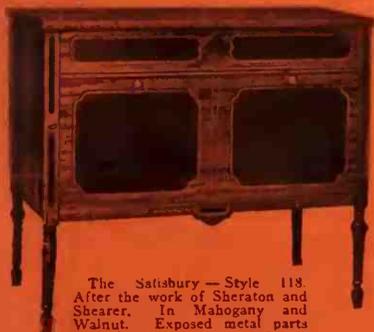
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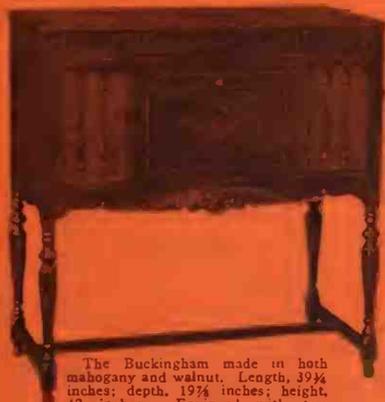
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