

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, July 15, 1925



"Radio is Profitable with Brunswick Radiolas"

BRUNSWICK PHONOGRAPHS
BRUNSWICK RADIOLAS
BRUNSWICK RECORDS



The Sign of Musical Prestige

Brunswick

PHONOGRAPHS · RECORDS · RADIOLAS

B. U. Co. 1925

When the Sun does *not* shine after the rain!

LOSS of profit can usually be recovered, but the loss of prestige—your customers' confidence in you—is an irretrievable loss. The man who purchased a radio set from you only to find another store offering it a few weeks later at a much lower price has a grievance—a just grievance.

The years of effort it has taken to build up public confidence in your store is lost overnight.

The dealer who secures the Sonora radio franchise secures his prestige and profits—the Sonora merchandising policy protects him through any

storm. Sonora realizes that a profitable income comes through permanent outlets.

We suggest your applying now for the Sonora radio franchise which covers Sonora radio receiving sets, Sonora speakers, the Sonora period model receiving set, Sonora combination radio and phonograph, and Sonora radio-adapted phonographs.

With these models the Sonora dealer is sure to bask in the sun of popularity, and there will be no "rain", for the new line is in thorough accord with the new demand.



Sonora De Luxe Radio Speaker

A Sonora radio product which has always protected dealers' profits and prestige. Sonora dealers sell it everywhere at \$30.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

SONORA PHONOGRAPH COMPANY, INC., 279 BROADWAY, NEW YORK

The Talking Machine World

Vol. 21. No. 7

New York, July 15, 1925

Price Twenty-five Cents

Adler-Royal Line Being Placed With Distributors

Having Established High-class Dealer Representation Adler Mfg. Co. Now Placing Its Line With Carefully Selected Distributors

Lambert Friedl, vice-president and general sales manager of the Adler Manufacturing Co., New York and Louisville, Ky., announces a new development in the merchandising arrangements of his company whereby the line is now being placed with a number of distributors. Mr. Friedl states:

"The second phase in the merchandising of the Adler-Royal line has now been reached. When we first launched our phonograph and radio business we found it expedient to build distribution by going direct to the dealer through our own district representatives. Events soon proved that our policy was correct. In a short period of time we had developed a corps of energetic, far-seeing dealers practically throughout the United States. The quality of the Adler-Royal line plus exceptional prices and liberal discounts made an immediate appeal and brought success far beyond our expectations.

"With the advent of the 1925 Fall season and with distribution well established, our next step has been taken; that of offering our line with its built-up and assured distribution to a limited number of high-class distributors. We are choosing only those distributors who our

knowledge of the field assures us are fully capable of carrying on our work and policies in the manner which will be demanded by us. In some cases we have seen fit to grant distributing franchises to several of our former district representatives; in other sections we are appointing distributors who seem to be the most logical for our purposes. We are proceeding carefully in this matter and considering only distributors of the very highest standing and calibre. We prefer to build slowly and substantially rather than to rush in blindly with the possibility of making serious errors.

"In order to make our service to both dealer and distributor doubly effective and satisfactory, we have zoned the United States into nine districts and have appointed sales managers who will be in direct charge of each district. These district sales managers are from our own organization and will work in unison with the distributors and dealers appointed. Their knowledge of and acquaintance in both the phonograph and radio fields will enable them to give a high type of service and co-operation to the end that holders of franchises will profit.

"All Adler-Royal policies, including the attractive franchise and liberal discounts, will continue in effect under the new arrangement. In addition, a complete new line for 1925-26 has been brought out and presented to the trade. The new line includes neutrolyne radio sets in a variety of attractive cabinets, some of the Highboy type; combinations, both console and Highboy; radio speakers and the popular Adler-Royal phonographs."

Roy A. Forbes in Important Post With the Victor Co.

Appointed Sales and Merchandising Manager of the Victor Talking Machine Co.—Formerly Manager of Well-known Retail Departments

CAMDEN, N. J., July 7.—The Victor Talking Machine Co. has just announced the appointment of Roy A. Forbes as sales and merchandising manager of the company.

Mr. Forbes has successfully managed retail departments for many years and the company feels that he is particularly well fitted to look after the distribution of Victor products since many of the retailer's problems are familiar to him. It is stated that Mr. Forbes will make a special point of discussing such problems with distributors and dealers.

Mr. Forbes is perhaps best known for his work as manager of the talking machine department of James McCreery & Co., the New York department store, which resulted in his receiving and accepting an offer to take charge of the talking machine department of the John Wanamaker store in Philadelphia, where he had been for several years before joining the Victor Co. staff and where he had made a success.

In its announcement the Victor Co. expresses its appreciation of the many years of earnest service given by Frank K. Dolbeer, who has retired, and extends to him the best wishes of the company officials for the future.

The future plans of Mr. Dolbeer have not been announced by him but it is anticipated that he will take a long vacation before entering upon any new activities. He is one of the veterans of the trade, having been engaged in it for over a quarter of a century. He first joined the Victor Co. in 1914 as credit manager and resigned in 1918 to become Comptroller of the Willys-Overland Co., automobile manufacturers. He rejoined the Victor organization in 1921, as manager of the traveling department and in 1923 was made sales manager.

Farrand Mfg. Co. Moves Plant to Long Island City

Necessity of Enlarging Company's Manufacturing Facilities to Meet Steadily Growing Demand for Speakers Compelled Move

The Farrand Mfg. Co., manufacturer of the Farrand cone-shaped speaker, formerly located in Newark, N. J., has moved to a new factory building, Thomson avenue at Court street, Long Island City, N. Y. Due to the increased demand by Farrand distributors the necessity of greatly enlarging the company's manufacturing space and equipment has been felt for some time. The decision to take over the Long Island quarters was based upon the excellent shipping facilities, the layout of the floor space and the "daylight" lighting arrangements.

In conjunction with the removal to the new quarters the Farrand Mfg. Co. makes two important announcements: First, that it will shortly introduce a smaller sized Farrand speaker to sell at about half the price of the larger model which has been so successful. This decision is based upon an analysis of trade and consumers' needs and the smaller model, according to the sales department of the Farrand Co., will undoubtedly have as large a sale as the bigger model during the coming season. The other decision is the elimination for the 1925 season of the Farrand receiving set. Although the new factory quarters give the company several times the floor space of the old quarters all of it will be utilized.

E. J. Totten Appointed Beacon Co. Sales Manager

Well-known Member of the Talking Machine Trade Made Sales Manager of the Beacon Radio Mfg. Co., Inc., of Brooklyn, N. Y.

I. Goldberg, president of the Beacon Radio Mfg. Co., Inc., 100 South Third street, Brooklyn, N. Y., manufacturer of a complete line of



E. J. Totten

radio products, announced this week the appointment of E. J. Totten as sales manager of the company. Mr. Totten needs no introduction to the talking machine industry, for he has been identified with the trade for nearly fifteen years. For ten years he was sales manager of the Musical Instrument Sales Co., visiting the trade throughout the country and becoming intimately familiar with the dealers' problems. Subsequently he was associated with Cohen & Hughes and recently he joined the staff of the

American Piano Co. A keen student of merchandising as applied to the talking machine business, Mr. Totten joined the Beacon organization in order to utilize his sales experience to the best possible advantage.

The Beacon Radio Mfg. Co., Inc., has attained phenomenal success as a manufacturer of radio products during the past few years. It has made a specialty of manufacturing parts for radio manufacturers and there is practically no part of a radio set that is not made in its entirety at the Beacon plant. The company is a molder of Bakelite and it also manufactures cabinets.

Some time ago Mr. Goldberg decided to utilize his vast experience in the manufacturing of radio parts by building a complete radio receiver, and the Trinity six-tube radio receiving set is now a part of the Beacon Radio Mfg. Co.'s line. This set has many distinctive features which will be announced to the trade in the near future, and Mr. Goldberg secured Mr. Totten's services in order to provide talking machine dealers with maximum co-operation in merchandising this set. Mr. Totten will specialize on the introduction of the Trinity radio receiver to the talking machine trade, and according to the company's plans this product will be marketed direct to the dealers. An aggressive sales campaign backed by co-operative dealer helps is now being worked out under Mr. Totten's direction, based on his lengthy experience in the talking machine trade, and distribution of the new product has already been started.

New Building Leased by Charles Freshman Co., Inc.

The Charles Freshman Co., Inc., New York, manufacturer of Freshman radio products, recently announced the leasing for a term of years through Brown, Wheelock, Harris, Vought & Co., a three-story factory building containing 100,000 square feet at E33rd street and Brown street, New York.

Is It a Summer Slump or a Dealer Slump?

Putting Extra Punch in Sales Promotion Campaigns Brings Home the Bacon for Dealers—Tell The World How They Get Business

Often there are off seasons when it is necessary to put more punch in sales work in order to show a profit. In the talking machine retail field there is rather a widespread feeling that it is really of little use to attempt to do very much to promote Summer sales. No one will deny that during the Summer months there is a natural drop in sales insofar as the talking machine business is concerned, but that this condition can be overcome to a large extent by a determined and persistent effort to get business is proved by the fact that so many dealers are keeping up volume by just that means. Hard work is the answer to this problem, as the letters from a few live dealers reproduced below will show. These dealers emphasize the need for going out after business and while they admit that it is difficult to dig for sales in warm weather they are unanimous in their opinion that it pays.

Gunther-Kenney, Inc., Middletown, N. Y.

We are located in the center of a rural district, and near to a section where a large quantity of produce is raised for New York and Philadelphia markets. This being the case it is necessary for us to go out for most of our Summer business as the farmers and truck growers are kept busy at this time, and can not get into town. It is also necessary for us to do all our preliminary business for Fall and Winter at this time, so we combine both at the same time.

Our salesmen go about in cars and take a quantity of records with them which they play for the farmers, or leave a selection with them which they call for on the next trip out. This

gives the men who are busy during the day a chance to hear them in the evening, and in most cases when the records are called for the salesman has very few returned. On these trips catalogs on new records, radio and talking machines are distributed and new prospects

That there is a natural lethargy in the demand for talking machines and other musical instruments during the Summer, no one will deny, but that this condition can be overcome to a certain extent by buckling down to business is equally true. In the accompanying article a number of dealers tell how they make vacation time profitable. . . .

looked up. In a great many cases we sell phonographs before the Fall business opens up and we also pick up sales in the portable types. This being a Summer boarder section we often make sales of the portable models to the boarders.

The radio end of our business is pushed along the same lines, and the musical instrument line is always good, as we carry a large stock of the different string instruments that are so popular just at present. Most of our string

instrument business during the Summer is done with vacationists and there is also a constant demand for accessories for these instruments.

We believe the music house that does not go on a vacation itself during the Summer can promote its business to a considerable degree if it will send its salesmen out through the rural districts. Of course we realize that all music houses are not located in a district the same as ours, but the opportunities to increase the business probably can be worked out along the same lines if Summer is not regarded as a vacation time.

Maison Blanche Co., New Orleans, La.

We certainly do not believe Summer months are dead months in either radio or phonographs, and the best evidence we can offer is that this month's sales will almost equal last November, December and January sales. We are also ahead of May, 1924, and June and July, 1924, were both big months and our plans are, "beat last year's sales."

Special advertising, window displays, radio expositions, and special concerts in the department featuring new records are effective. Recently we packed five hundred in the department—all the space we had available. Oh! yes, we sold records and made a lot of new friends.

We are planning a big phonograph sales drive for July. Expect to sell one hundred machines. Of course, our sales people must take their vacations during Summer, but just now it's a problem how we can let them go and not be forced to get others to fill their jobs while they are away. Just this thought: People

(Continued on page 8)

NYACCOFLEX
R. P. 1.



Dealers, write your jobber for details, or address

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

WE
MAKE IT



YOU
PREPARE
FOR BIG
DEMAND

LESS USUAL DISCOUNTS

Radio Panels
for
Console Phonographs

R. P. 3

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

List \$45.00

R. P. 5

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

List \$65.00

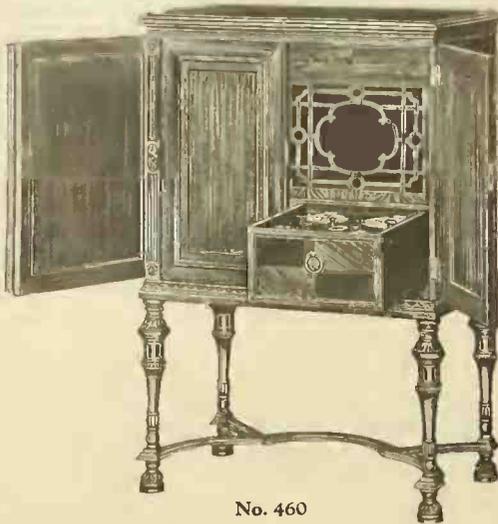
New York Album & Card Co., Inc.

23-25 Lispenard Street, New York



Brunswick Firmly Established in the Radio Field

BRUNSWICK was the first to offer the public a successful *unit* . . . the Brunswick Radiola, first successful combination instrument on the market. Today it has been accepted by the public to a degree that entrenches Brunswick as leader, not only in the phonograph and record field, but in the combination field of phonograph and radio.



No. 460

One of 11 models of the Brunswick
Radiola ranging in price from
\$170 to \$660

IN broadcasting world-famous artists, Brunswick again was first. Awakening a renewed interest in radio, in records of artists of the New Hall of Fame, and in the phonograph. Thus Brunswick has constantly stimulated the sales activity of Brunswick Dealers by important contributions in advancement.

Brunswick's vast laboratory and manufacturing resources are prepared to meet the demands of the public and the industry for improved instruments, for finer reproduction, for more faithful recording.

Brunswick is always ready — anticipating public and trade demands.

Brunswick is the leader today in making Musical History.

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

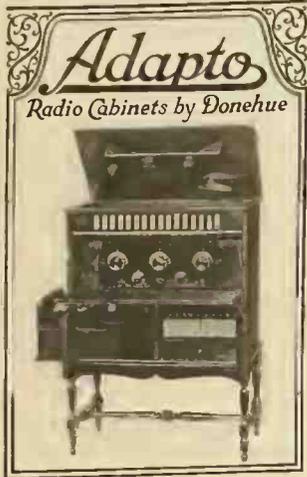
GENERAL OFFICES: CHICAGO

Branches in all Principal Cities New York Office: 799 Seventh Avenue

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

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

The Sign of Musical Prestige
Brunswick
PHONOGRAPHS • RECORDS • RADIOLAS



Retail Prices Maintained

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

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

DISTRIBUTED BY

- Central Distribution Company, Inc. New York City
- Stanley & Patterson, Inc. New York City
- Buffalo Radiophone Company, Inc. Buffalo, N. Y.
- U. J. Sedman Automobile & Radio Co., Inc. Brooklyn, N. Y.
- W. S. Siefert & Sons, Inc. Boston, Mass.
- Colliver & Company, Inc. Newark, N. J.
- E. M. Wilson & Sons, Inc. Philadelphia, Pa.
- Pico Phonograph Co., Inc. Philadelphia, Pa.
- Cohen & Nuehr, Inc. Pittsburgh, Pa.
- Cohen & Nuehr, Inc. Baltimore, Md.
- Cohen & Nuehr, Inc. Washington, D. C.
- C. B. Hayes Co., Inc. Wheeling, W. Va.
- Earle Rother Co., Inc. Wheeling, W. Va.
- American Hoses & Equipment Co. Charlotte, N. C.
- Herbison & Galtbrith, Inc. Toledo, Ohio
- J. J. Coover Rubber Co., Inc. Columbus, Ohio
- Julius J. Buntin Co., Inc. Cincinnati, Ohio
- Eastern Auto Supply Co., Inc. Detroit, Mich.
- The Schaeffer Company, Inc. Kansas City, Mo.
- L. H. Kautz Co., Inc. Kansas City, Mo.
- W. & E. Radio Service Co., Inc. Omaha, Neb.
- J. N. Schroeder Radio Co., Inc. Tulsa, Okla.
- Chicago Electric Company, Inc. St. Paul, Minn.
- The F. Ronald Company, Inc. Tucson, Ariz.
- Grand Radio Supply Co., Inc. San Francisco, Cal.
- Harbert Co., Inc. Seattle, Wash.

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 AVON MODEL ADAPTO—also with loud speaker and concealed horn, and equipped to receive any make radio—mahogany and walnut. Price, \$65. West of Rocky Mountains, \$70.

Pathex, Inc. Launches Extensive Sales Drive

Manufacturer of Pathex Motion Picture Camera and Projector Starts Advertising Campaign in the East Which Is Getting Results

Pathex, Inc., 35 West Forty-fifth street, New York, manufacturer of the Pathex motion picture camera and projector, and a subsidiary of the Pathé Exchange, Inc., launched its sales and advertising campaign on July 8 and 9 through the medium of full pages in the leading newspapers in New York, Boston, Philadelphia and Newark, N. J. The product went on sale Thursday, July 9, and judging from the first results of the campaign, the success of the



Henry C. Brown

Pathex motion picture camera and projector will be far beyond all anticipations. From both a merchandising and advertising angle the campaign is being worked out along practical and co-operative lines, with the idea of giving the dealer every possible form of sales assistance.

Henry C. Brown, vice-president of Pathex, Inc. is directly responsible for every detail of the gigantic advertising and sales promotion work that is the outstanding feature of the Pathex campaign. Mr. Brown is recognized generally as one of the foremost sales and advertising executives in the country, and his vast experience is being utilized to advantage in the introduction of the Pathex motion picture camera and projector. For many years Mr. Brown occupied important executive posts with the Victor Talking Machine Co. and he numbers among his intimate friends dealers from coast to coast.

The full pages in the newspapers attracted wide attention and resulted in a direct demand for the Pathex motion picture camera and projector that was most gratifying to the dealers. In its present form the campaign is being launched in the States of New York, Pennsylvania, Massachusetts, Rhode Island, Connecticut and New Jersey, and Mr. Brown states that as soon as production facilities permit, additional territories will be included in the sales plans. The complete Pathex outfit, consisting of motion picture camera and projector, lists at only \$97.50, and the fact that the product itself was made absolutely foolproof before its introduction to the public is one of the reasons for its success. The Pathex motion picture camera photographs everything from a distance of five feet to infinity and the motion picture projector operates on the home electric light current, throwing motion pictures twenty-seven by thirty-six inches at a distance of only twelve feet. It is provided with an automatic stop for titles, saving 25 to 30 per cent of the film footage and an automatic film take-up and rewind makes the operation and changing of film extremely simple. The Pathex motion picture film is non-inflammable and is packed ready for instant use in a daylight loading magazine. The

Pathex library comprises two sizes of reels of Pathex motion pictures for home exhibition.

The success of the Pathex campaign in metropolitan territory is indicated by the fact that the product is already being merchandised by representative dealers in every section of Greater New York, and among the concern's marketing the product in New York and Brooklyn are the Davega stores, John Wanamaker, Landay stores, Frederick Loeser, Willoughby's, Herbert & Hiesgen, E. B. Meyrowitz, John T. Owens and many others. Mr. Brown states that the Pathex motion picture camera and projector will be marketed direct to the dealers and the sales plans include window display helps and practically every other form of dealer co-operation.

F. D. Williams, of Music Master Corp., Promoted

Prominent Executive, Long Connected With Philadelphia Concern, Appointed to Important Post of General Sales Manager

The recent announcement of the appointment of Fred D. Williams as general sales manager of the Music Master Corp., of Philadelphia, Pa., created considerable interest throughout the trade. Mr. Williams had been identified with the Music Master Corp. for a number of years in the important post of district sales manager of the Mid-West territory, with lead-



Fred D. Williams

quarters in Chicago, and the announcement of his advancement to take full charge of the entire sales of the organization was made at the recent third annual radio congress held by the Music Master Corp. at the Bellevue-Stratford Hotel, Philadelphia.

In spite of his youthful appearance, Mr. Williams has had an extensive business experience and training. After nine years in the service of the U. S. Rubber Co., which served as a thorough foundation for his later business developments, he accepted a position with the Johns-Manville, Inc., remaining with them about eight years in various executive capacities. His most important work in this connection was the supervision and training of salesmen and solving of sales problems. He later became vice-president and general manager of the L. H. Gilmer Co.

While Mr. Williams was vice-president and general manager of the L. H. Gilmer Co. Mr. Eckhardt heard of his remarkable ability to solve difficult sales problems. Accordingly, it was not long before he was appointed to the important position in charge of the Mid-West for the Music Master Corp., and it was, therefore, logical that with the expansion of the company and the need of a highly trained general sales manager, Mr. Williams was appointed to this important position.

Vocalion Records

now 50c

—the news in music as it is made

THE newest song hit . . . the latest dance . . . the new popular novelty! Look for them on Vocalion 50c Records (west of the Rockies, 55c). The "news" in music while it is news.

The purpose of the Vocalion 50c Record is to provide the trade with a record having wide distribution, giving the public quickly the new popular song, dance and novelty hits of the day . . . at a popular price.

By reason of its wide distribution and "purchase accessibility," the Vocalion Record will go far in stimulating interest in the phonograph in countless homes.

* * * *

Thus Brunswick Dealers benefit, too, by this renewed activity. The Brunswick Record, with its highly selected array of world-renowned talent, is entrenched still more advantageously. The Brunswick Record is *confined* in its distribution to Brunswick Dealers.

All dealers will be interested in our Vocalion Record Plan. Inquire about it.

Vocalion



THE BRUNSWICK-BALKE-COLLENDER CO.
 Manufactures—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 Office: 358 Bay Street, Toronto
 Branches at Montreal, Winnipeg, Calgary, Vancouver



Is It a Summer Sales Slump or a Dealer Slump? Portable Phonograph Is in Demand All Year Round

(Continued from page 4)

usually plan and arrange to have money to spend for a good time during the Summer. Do you know of anything in which one could have a better time—"Good music," "good radio," at home, camp, seashore, over the lake, every place?

L. & S. Music Shop, Crooksville, O.

Our store is located in a town of about 4,000 people and about ten smaller towns within ten miles around us, making us within easy reach of 12,000 people. Most of our trade are miners and pottery workers, and quite a few farmers. My store was started five years ago last May 21, by myself and R. W. Springer. Mr. Springer and myself were in business about two years together and I took over his share. We did not have very much money to start with, both of us being twenty-one years of age and no knowledge of business, and up till the time I took him over we had increased our assets but very little. To date I have brought by business to where it is in a very stable condition. I spend all of my time Winter or Summer canvassing for sales, and I get them. I handle Edison and Columbia phonographs, and a complete line of Baldwin pianos and musical merchandise.

I do believe that there is more or less a Summer's slump on the public's part in buying, but the largest slump is the dealer himself. In the Summer time the roads are good and I can reach more people; so I have just as good a chance to make sales in the Summer as in the Winter. I never even let myself think that there is any difference between Summer and Winter as far as sales go. I advertise continually to keep my store in the people's mind. I am now ready to run a June drive on pianos, starting the 15th of this month. I run a similar drive twice a year and it always goes across, but it takes a lot of work. I always decorate the store for the occasion, using large posters for the windows, advertising in the newspapers, hand bills and personal calls. You can't miss making sales by this method. The real solution of a Summer slump is work and plenty of it.

The Music Store, Prescott, Ariz.

It does not do for any one in the music business to relax his efforts. We are agents for the Edison and have just put over one of the Edison Tone Tests and of all the advertising we do that is the best. In small towns they have very little chance to hear good music and if a dealer will get back of an Edison Tone Test and make it a musical event that the people will look forward to he will get results in all lines of business he handles. In these days of the automobile when the people are so fascinated they will mortgage their lives to ride, the music dealer has to rustle for what he gets. In

other words he has to go out and get it or it is lost. I also do not believe that advertising cut prices gets a fellow very far in the long run. If there is no profit in the goods you sell it is no use to handle them. Quality and service are the greatest advertising medium for the dealer. I believe in small towns it pays to keep a man on the pay roll just to do small repairs on phonographs free or at a nominal expense as it leads to many record sales.

Hockett-Cowan Music Co., Fresno, Cal.

We are always trying to sell in the Summer-time and, of course in a fruit country like this, sales do begin to pick up in August when the people start to work in the fruit. We are, however, trying a little scheme of addressing all the school teachers of district schools, asking if they do not want to earn some extra money in the Summer by sending us a musical census of their respective districts and offering them compensation against any sale we close which they send in to us.

Griswold's, Hannibal, Mo.

Business is what you make it. We find that personal letters and personal calls bring business in the Summer season. It does not come easy but it is worth the effort.

Bradshaw Music Co., Fitzgerald, Ga.

We have no special sales plan to stimulate sales during the Summer months. Persistent plugging by every member of our sales organization has been largely instrumental in increasing our sales, regardless of season or the state of the weather. Hard work on the part of every member of the organization is effective in keeping up sales volume.

A. K. Plant Opens Store

A. K. Plant and his son, who have been long connected with the piano business, have opened up a new store just opposite the post office on Main street, Tuskegee, Ala. A full line of Columbia and Victor talking machines and records, Zenith radios and Jesse French pianos is being handled. The store was formally opened last month when a host of well-wishful friends were in attendance.

Will Handle Freshman Line

Fred Gardner's Temple of Music at 379 Essex street, Lawrence, Mass., announces its appointment as exclusive agent in that city for the entire line of Freshman radio sets.

A petition in involuntary bankruptcy was recently filed against the Butte Phonograph Co. Butte, Mont.

Has Big Merchandising Possibilities, Says Manager Raymond, of the Weirlein House of New Orleans, Who Tells of the Trend

NEW ORLEANS, La., July 6.—The portable phonograph business has changed its status from a hot month's item to an all-the-year-round merchandising possibility, Philip Weirlein Co., Ltd., finds. Sales of the popular low-priced instruments need not, and usually do not, interfere with the sale of larger machines, so far as the New Orleans buying public are concerned. R. I. Raymond, advertising manager of the store, noting that the demand has steadily changed from its former seasonal quality to a steady increase regardless of the time of year, has discovered purchasers of the machines are often debutantes from the wealthiest families. The growth of an art center in the Vieux Carré or the old French-Spanish section of New Orleans surrounding Jackson Square has led to the development of studio dancing and the house-to-house progression of a group of young people out for an evening's dancing.

A portable phonograph is part of the equipment of every studio or tea room or other business venture chosen by wealthy girls as an outlet for their talents and energies. Therefore, girls who could afford to pay thousands of dollars for a fine instrument buy a twenty-five-dollar talking machine. But they would never countenance such economy on the part of their wealthy parents. Mr. Raymond has figured out, applying a little advanced psychology to the problem. Fine machines are selling, and fine records of studying masterpieces continue to enjoy unabated demand. The machine for the home is still the best and latest developed machine available, Mr. Raymond points out, and the store can go ahead and develop the portable phonograph business, or let it grow in spite of itself, without fear of encroaching on more profitable business. The portable machine trade is "lagnappe"—the New Orleans phrase for "a little extra thrown in for good measure."

Powel Crosley, Jr., Granted Patent on Radio Device

Patent rights have been granted to Powell Crosley, Jr. for a unique book-type variable condenser. The object of the invention is to provide simple construction for such devices, especially in the means for varying the capacity, and yet have durability and accuracy. Nearly 2,000,000 of this type condenser have been made in the Crosley plant since patent application was made in 1921.

Times have changed in the Record Business

Old fashioned, profit-absorbing sales methods are going rapidly into discard

Wanamaker, Lyon & Healy, A. Hospe & Co., Grinnell Bros., Baldwin Piano Co. and a great many other prominent concerns have adjusted their sales to meet the changed conditions by adopting

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.

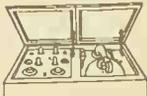




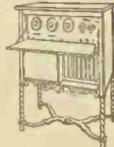
Authority to Sell Stromberg-Carlson products,

IF you value freedom from service costs and trouble, security from depreciation on apparatus stocked, sold or partially sold, gratifying receiver performance after installation as well as during demonstration, we will be pleased to hear from you.

Selling direct from factory to dealer and guaranteeing price stability, we place our franchise with care. But—to merchants who measure up to the opportunities we offer, the heartiness of Stromberg-Carlson cooperation is proving a big aid to business at this time.



No. 3 Type Receiver,
 phonograph panel
 —4 tubes.



No. 2 Type Receiver.
 Console model
 —5 tubes.

STROMBERG-CARLSON TELEPHONE MANUFACTURING CO., Rochester, N. Y.

Builders of apparatus for voice
 transmission and voice reception—



standard throughout the world
 for over thirty years.





(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

President, C. L. Bill; Vice-Presidents, J. B. Spillane, Edward Lyman Bill, Randolph Brown; Treasurer, Raymond Bill; Secretary, E. L. Bill; Asst. Secretary, L. E. Bowers; Asst. Treasurer, Wm. A. Low.

J. B. SPILLANE, Editor**RAY BILL, B. B. WILSON, BRAID WHITE, Associate Editors**
C. R. TIGHE, Assistant Editor
LEE ROBINSON, Business Manager
FRANK L. AVERY, Circulation Manager

Trade Representatives: V. D. WASH, E. B. MURPHY, ROSKOPF C. ANDERSON, JR., V. E. MONTAGAN, ROYCE COOK, A. J. NICHTM

Western Division: Republic Building, 209 So. State Street, Chicago, Ill. Telephone, Wabash 3247. LEXASO P. CARY

Boston: JOHN E. WILSON, 324 Washington Street

London, Eng., Offices: 2 Grosvenor Building, Basinghall St. W. LORNE STOVAN, Mgr.
The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

Published the 15th of every month at 383 Madison Ave., New York.

SUBSCRIPTION (including postage): United States, Mexico, \$2.00 per year; Canada, \$3.00; all other countries, \$4.00. Single copies, 25 cents.

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

REMITTANCES should be made payable to The Talking Machine World by check or Post Office Money Order.

NOTICE TO ADVERTISERS—Advertising copy should reach this office before the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.Long Distance Telephones—Numbers 2642-3-4-5-6-7-8 Vanderbilt
Cable Address: "Elbill," New York**NEW YORK, JULY 15, 1925**

Preparing for the Coming Fall Campaign

BEFORE the official opening of the Fall season there are going to be a number of announcements of very important new moves of direct interest to several divisions of the music industry and particularly to dealers in talking machines and radio. There has been for several months rumor after rumor regarding contemplated announcements by this or that company, some of the rumors baseless and others with some substance of fact, but there are enough actual developments under way, however, to give the trade much to talk and think about when they are finally given publicity.

Those who are looking forward to something revolutionary in the industry seem doomed to disappointment, but the past few months have been devoted most earnestly to sound development along various lines and the result has been that ideas, plans and products have been perfected on a basis that will make 1925 a year of genuine progress. Particularly pleasing is the fact that most of these moves are tending towards the stability of the industry, thereby giving to the distributor and dealer something definite and tangible upon which to build for the future without being worried over possibilities of sudden shifts calculated to mean loss of trade and lost profit.

It will be well for the trade member who seeks to keep abreast with the times and know exactly what he is doing this Fall and Winter to keep his ear close to the ground for the next six weeks at least.

A New Era in the Production of Records

TALKING machine record manufacturers are not standing still by any means; nor have they stood still for a season since the business emerged from the experimental stage well over a quarter of a century ago. It has been recognized always by those responsible for the reproduction of instrumental music and the voice through the medium of records, that the art has not yet reached the point of perfection. This is not to be accepted as a criticism of the product, but rather as a mark of wisdom, for when there develops the feeling that perfection has been reached and nothing else has to be done, the backward movement commences.

The results of this continual experimenting in record production, and particularly in the recording work itself, have become quite evident during the past few months in the new improved types of records put on the market by the leading companies or which have been developed to a point where they will shortly be offered to the public. The development of highly improved methods of recording and other moves have made possible the production not only of records with greater volume, which is desirable but not wholly essential, but of records with a clarity and fidelity of tone that is little short of remarkable when compared with what has been done in recording heretofore.

It was not so many years ago, for instance, when acceptable recording of choral numbers by large groups of singers was a most difficult feat. In fact, the result was frankly regarded as a novelty and in a sense a compromise, for there were limitations to the volume and variety of tone that could be concentrated satisfactorily into one recording diaphragm. Now we have thoroughly successful recordings of great choruses of thousands of voices, which may be said to be practically as satisfactory from a musical standpoint as were the listener to sit in the auditorium where the chorus itself was singing.

This is just one instance of many that tend to indicate new accomplishments in the art of recording that more than anything else may be expected to keep the talking machine and its accompanying records popular with the great American public and insure the future of the industry. There is a certainty about the performance of a good record that keeps it in a class by itself, regardless of what other form of entertainment may develop, and renders it in a large measure non-competitive.

President H. C. Cox's Illuminating Statement

PROBABLY no statement of a talking machine executive for some years at least has aroused more interest in the trade than that made some weeks ago by H. C. Cox, president of the Columbia Phonograph Co., in which he outlined briefly, but at the same time comprehensively, the future plans of that company as he saw them.

In making his announcement Mr. Cox took into his confidence dealers who have had placed upon them the responsibility of the distribution of Columbia products and his assurances regarding what has been, and is being planned, in the furtherance of the interests of his company and particularly its products, has served to develop confidence to a remarkable degree.

It is not to be expected that any large manufacturing organization, such as the Columbia Co., can freely lay all its cards on the table and publish the details of contemplated moves before those moves have been consummated successfully, for that would be, quite frankly, bad business practice from a competitive standpoint. It is quite possible, however, for such a concern to outline in some measure, just as Mr. Cox did, some of the outstanding features of its future plans, and the men in the field, whose efforts keep the products moving into the homes, are entitled to such information for the protection of their own interests and the guidance of their own movements. Fortunately, the number of concerns who believe in substituting frankness for mystery is on the increase.

The Pro and Con of Canvassing for Business

MORE than one dealer has taken occasion to declare that, while canvassing may be all right in its way as a means for selling talking machines, records and radio during the off-season, particularly during the Summer, the expense of this method of selling is out of proportion to the results obtained.

This may be true in a good many instances, for there are many ways of canvassing and likewise many ways of estimating profit.

The main thing to consider in canvassing is not how much the individual sale costs, when made by this method, but rather how much the general sales volume is increased, for it is turnover and frequent sales at a profit, regardless of how small the margin may be, that make for profitable business, and not the large profit on each deal. Woolworth proved this with his ten-cent stores, while other emporiums with high-priced, slow-moving stock went broke.

A dealer in the metropolitan district of New York recently reported that from sixty to seventy per cent of his Summer business was brought in by crews of canvassers working within a 150-mile

radius of the store. It cost him more per sale but the sales volume was increased and there was also an increase registered in the net profits, a condition to be desired much more than one of waiting in the store for sales that are few and far between.

In certain sections close to a large city, it also happens that the dealer must either adopt the canvassing method for self-protection or see the stores in the larger cities take away his local business by that same means. In fact, more than one dealer complains about the operations of large city establishments in canvassing the territory where he has been located for years and taking away sales, while at the same time he does practically nothing to offset the activities of the outsiders.

Canvassing is hard work, but so is most selling where no automatic demand exists. It does not mean that the individual dealer must run a crew of five, ten or twenty men in a territory, but it does mean that the salesman who otherwise might devote the time between infrequent store sales to rest and meditation can, with a little physical exercise and a few dimes for carfare, go to the prospect in the home and develop contact that means business. In the selling of talking machines and, for that matter radio, the story of Mohammed and the mountain still applies.

The Dealers' Duty in Local Musical Activities

FROM an inquiry recently instituted by The World in widely separated sections of the country, it is gratifying to learn that dealers in talking machines and musical instruments generally are taking a more active part than ever before in the development of musical activities in their respective communities. There are a few arid spots here and there, but in the main the dealers active in this direction report tangible results in return for their efforts.

While it may be too much to claim that music merchants are responsible for the increased interest in music prevailing at the present time, it must be admitted that they have played a prominent part not only through their own individual efforts, but by their sympathetic attitude toward all cultural movements in which music has been a dominant issue.

The talking machine primarily, and now the radio, are great missionaries in the cause of music, and when the dealers handling these lines publicly express the faith that is in them by participating in all local movements that help to intensify an increased appreciation for music, much has been done in a broad way to advance the position of the industry nationally.

Local Chambers of Commerce and other organizations of business men formed for civic betterment regard music to-day as an asset of commanding importance. The attitude of these bodies emphasizes the increased interest in music everywhere and naturally shows the widened market which exists for musical instruments of all kinds in America to-day.

Too many people are prone to measure the United States by the musical conditions that prevailed twenty years ago, forgetting that in the interim there has been a complete new birth of musical appreciation in all parts of the country—North, East, West and South. And this reveals the great merchandising possibilities of the talking machine, records and radio, in every com-

munity where the dealer is wide-awake enough to identify himself in a prominent way with the musical affairs of the town or city in which he resides—thus making his store a musical rendezvous. Having his name identified with local musical events is a factor of great importance from a purely business angle, as these affairs are of broad cultural value to the community.

Proof That Better Class Music Is in Demand

IS there a demand among the buying mass of American people for music of the better sort—a demand sufficiently large to make it well worth consideration from a strictly commercial standpoint?

There are those connected with the production of talking machine records who have for decades maintained, and properly, that records of good music represented the real basis and made for the permanence of the industry, while on the other hand there have been those, particularly among retailers, who have been inclined to believe that the market for high-class records was not sufficiently large to warrant intensive cultivation. With this last group the rule has been to capitalize on easy-selling popular records, with their short and hectic lives, and keep the high-class numbers for those who came and asked for them.

Recent developments, however, have emphasized most strongly that high-class records, not only the semi-classics, which should naturally have a general appeal, but those selections generally regarded as "heavy," hold an interest for the public that is little short of surprising. This has been brought out largely through increased sales of the albums of high-class records and the recent offering of single-faced records of the high-class type at special prices with a view to clearing the dealer's shelves for fresh stocks of the new double-faced records.

There are those who will take comfort in the argument that the rapid movement of these high-class single-faced records has been due solely to the price appeal. This would be logical were it not for the fact that the prices quoted, even though reduced from list, have been materially higher than the prices at which quantities of the so-called popular records can be obtained.

Moreover, while there may be a small proportion of bargain "hounds" who buy articles because they are cheap, regardless of whether they want them or not, by far the great majority of the public will not buy music, unless it holds for them sufficient interest to warrant the price. In short, 99 out of every 100 records that have been bought have been accepted because they interested the purchaser. In view of the proof of the demand offered so strongly and convincingly there is every reason to believe that proper attention to the field which undoubtedly exists for high-class record sales will pay the average dealer most substantially.

DEALERS should give earnest thought to the propaganda now being given prominence in newspapers and other channels in opposition to instalment selling, the claim being made that the practice is jeopardizing the credit structure of the country and leading to the impoverishment of the working people. This statement does not coincide with the reports of the savings banks or the general facts available in the economic field. The propaganda should not go unchallenged.

RADIO

CABINETS

PHONOGRAPH

WE ARE NOT YOUR COMPETITOR

We do not manufacture or market any product of our own. Your interests and requirements are our business—not a side line to be subordinated to our own line of merchandise. May we have your inquiries?

QUALITY

SERVICE

PRICE

JORDAN CABINET CORPORATION

EDWARD B. JORDAN, JR., President

First Avenue and 56th Street

Brooklyn, N. Y.

For thirty years the name Jordan has stood for quality in cabinet work

Proper Lighting and Simplicity Make the Windows Real Producers of Sales

Edison Window Display Planned by Gallup & Alfred, Hartford, Conn. Shows How Planned Lighting and Simplicity of Arrangement Make the "Eye of the Store" Attention-compelling

The most effective window from the standpoint of the talking machine dealer is one in which the display of a talking machine, radio or whatever instrument it is intended to feature, stands out in such an attractive manner that it not only will be seen by the passers-by but will compel people to stop and look. Often, in an effort to place a talking machine in a "home setting" window properties such as furniture are used in a way that they and not the instrument which the dealer is interested in selling stand out. Then, too, there is another important item in making window displays effective and that is the right kind of lighting. Shadows in the windows are enemies to sales and any merchant who has a poor lighting arrangement in his window will find it a good investment to install the proper lighting equipment.

The illustration herewith is an Edison phonograph window display arranged by Gallup & Alfred, Hartford, Conn. This window, by the way, was given considerable publicity in the local newspapers as one of the better lighting windows of the Hartford Electric Light Co. The Hartford Daily Courant had this to say regarding the display: "The better lighting window of the Hartford Electric Light Co. offers this week the New Edison phonograph from the Gallup & Alfred store. A window that is beautiful in its simplicity, with the phonograph so placed that the correct lighting of the window enhances the chances of the passing public being attracted to look at the display. The phonograph, of course, is the important factor and nothing else is permitted to interfere with its being the cynosure of all eyes. A simple window? Yes. But artful in its simplicity, and

in the efficiency of lighting effects utilized."

A glance at the illustration will attest to the effectiveness of this particular display. Here is concrete proof that simplicity is an aid to achieving the striking in window display. The window is not cluttered with too much furniture. No attempt has been made to show an



Edison Window of Gallup & Alfred

entire room. Rather the art lies in showing a furniture group in a corner of a room with the artistically finished phonograph as the center of attraction. That is real art in window display. The usual and the ordinary may be seen in any number of windows and little attention is paid to them. But when a merchant achieves something out of the ordinary he is sure to attract the attention of a goodly portion of the passing public to his merchandise

"Cajan" Folk Song Recorded by General Phono Corp.

Folk Song of the Acadians, Who Live in the Louisiana Bayous, Recorded by Dr. James F. Roach, New Orleans, for Okeh Records

NEW ORLEANS, LA., July 6.—The first recording of a "Cajan" folk song for Okeh records has been made by the Hart Piano House, Southern jobbers for the Okeh line.

The "Cajans," or Acadians, have a type of music all their own. They are the descendants of the French colonists banished from Grand Pré by the British after the cession to England of some of the French holdings off the Canadian shore, near Newfoundland. These people have lived along the Louisiana bayous, weaving and spinning and raising the peculiarly tinted cotton made famous in the cloths they weave, and the dialect they speak and the songs they sing in the fields and over the cradles are heard only in the bayou country. As portraits of bayou life they are real poetry, connoisseurs say, telling stories of the strange water creatures that inhabit the bayous, and the uneventful life of fisherfolk.

The initial record is "Gue Gue Solingail," or "Song of the Crocodile." It is sung for the Okeh by Dr. James F. Roach, a new Orleans non-professional, who is gaining a widespread reputation for amateur and radio appearances. The success of the first recording will mean, it is believed, further experiment along the same line and the introduction of typical Cajan music and dialect lyrics to many music lovers, via the talking machine.

The Somerset Radio Corp., New York, recently increased its capital from \$300,000 to \$600,000.

PEERLESS RECORD CARRYING CASE

IS THE PORTABLE'S COMPANION

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 MISSION ALBUMS

The new Peerless 10 and 12-inch Art Mission Album has won recognition, overnight, as being the finest product of the album maker's art. There is good profit in it, too.

Attractively Bound—Stamped in Gold—At a Popular Price

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

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

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



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.



POLICY



WHEN Everybody's Service started we knew exactly where we wanted to go and how to get there. Our aim was to be the largest and best serving replacement-part house. Consider the big saving of time and money to dealers who could obtain twenty different parts at one source—Everybody's—and thus save twenty stamps, letter-heads, envelopes and the time consumed for writing, to say nothing of a similar duplication when paying the invoices. In a short time our replacement-part business grew to such huge proportions that we designed and created better merchandise in Accessories, such as Main Springs, Needles, Tone Arms, Sound Boxes and other parts. We introduced the Honest Quaker brand of products, which immediately gained favor because of superior qualities.

Our policy at the start and our policy today is THE SAME. This is the biggest intangible factor of our business, and summarized is CUSTOMER SATISFACTION. The prestige of Everybody's Service has spread throughout both American continents, and in many other countries on earth can be found dealers who rely on us for their supplies.

Our huge business proves that the policy is the gauge of success.

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

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

Ress Speeded Sales 600 Per Cent in Month

Youngstown Dealer Found Himself With a Big Stock of Machines and Records on Hand and No One Buying, So He Made Radical Changes in His Sales Plan Which Snatched Success From Failure

A business sometimes reaches the point where instead of progressing it stands still, and then a period of retrogression sets in and the merchant faces ruin unless radical changes are made which will again bring up the sales volume to a point where a profit is made.

This was exactly the condition faced by Joseph Ress, proprietor of the Ress Music Store, of Youngstown, O. With a stock on hand of about one hundred and twenty-five talking machines of various leading makes and between 15,000 and 20,000 records Mr. Ress found his business slowing up until in April of this year only four phonographs were sold during the entire month, representing a gross income from this source of only \$275. The situation was so serious that this dealer was at the point of discouragement and giving up, but fortunately he is the type of man who fights to the last ditch, so instead of throwing away the work of years he analyzed every phase of his business. The result was a change of policy which brought sales to the profit point with a jump. In one month, May, an increase of business reaching the tremendous figure of 600 per cent was registered. Mr. Ress had found the answer to his problem, namely, wrong selling policy, something which is keeping many dealers from success, although they do not realize where the fault lies.

Reasons for Change of Policy

Youngstown is a manufacturing center. In the city are thousands of people who depend entirely on local employment. These people are in the vast majority and as a result local business depends to a very great extent on their prosperity. Also, as is natural in a city of this character, there are many foreigners, representing almost every nationality on the globe. Mr. Ress, after much thought, came to the conclusion that the one great fault with his methods during the preceding ten years had been the fact that he asked for a too high first payment. He was certain that many people wanted to purchase a talking machine but the great drawback to the purchase was the large down payment he had been asking. He realized that if he would ask for a very small first payment on an instrument he could increase his sales tremendously. Of course, if a small initial payment was the basis of the sale he would have to make up in some other way. His revised plan of selling, however, provided for this by making the maximum length of the contract, regardless of the amount paid at time of sale, ten months. In other words, he did not prostitute his business for the sake of sales, nor did he intend to operate on a basis where he stood to lose by too much leniency in the length of contract.

"The big principle back of the new policy," says Mr. Ress, "is this: If a banker can afford to 'sell' money without a down payment, why,

I believe the talking machine dealer can sell a talking machine at as low as a dollar down, if, like the banker, he makes provision to get his money within a reasonable length of time. It is better to sell on a dollar down basis and get all of the money due in ten months than to sell on a 10 per cent down plan and then permit the contract to run from twelve to eight-

Joseph Ress analyzed his territory and found the solution to a problem which is keeping many dealers from the success they deserve. He adopted some of the tactics of the banker and in twenty-six working days following the adoption of the new plan he sold thirty-eight talking machines, to say nothing of a large number of records and other items of merchandise.

teen and even twenty-four months as so many dealers do."

Important Changes in the Contract

While making these important changes in his business policy, Mr. Ress also revised the contract which he had been using in connection with instalment sales to make it more efficient. In the first place, under the contract he had been using for over ten years the customer simply signed the usual chattel mortgage agreement, and he also placed his signature to a promissory note agreeing to make the payments on a weekly, semi-monthly or monthly basis for a period of ten months.

The new contract, however, besides being less ponderous in form has several advantages. First this contract is made out in duplicate, a copy going to the customer. Second, and most important, especially at the time a sale is made, the back of the original copy, which remains in the hands of the dealer, contains a number of questions which are asked before the face of the contract is filled in. These questions include the name, age and occupation of the customer, employer's name, employer's address, department in which customer works, as well as space for the names, addresses and occupations of three references. In connection with this phase of the contract Mr. Ress says: "Under the old contract we could not even ask for references without using an extra sheet of paper. As you will note the present contract has questions which the customer is compelled to answer. It has been our experience that when a prospective customer sees questions of a per-

sonal character in print he will answer them willingly enough, but if the same questions are asked by the dealer he will be offended.

"Here is how we check up on the references. While the customer is busy selecting records to be delivered with the instrument just purchased we get busy on the telephone and call up at least one of the names he gave as references. If this is OK we take it for granted the customer is responsible. A large part of our business is with the factory workers and they usually submit proof of their employment by showing us their employe's badge or card. If they are unable to do this we simply telephone the employer and verify their statements.

"If the customer proves to be all right the important thing to do is to make delivery without loss of time, otherwise the customer may suffer a sudden change of heart regarding the purchase. We use an automobile of the coupé type. There is room in this car for the talking machine and also the customer and we take both to the latter's home. This little courtesy pleases him or her and safeguards us.

"Another feature of the contract provides for sale of same to any finance company we may select. When we do dispose of paper we do so to a company which permits us to do the collecting. This is done for several reasons; first, we know our customers and can get the money without offending them; second, we make them come to the store to make their payments and thus we have an excellent opportunity of making sales of records and accessories, and third, we continually build up good will by this frequent contact with our patrons. We use no collectors for these reasons."

Analysis of Sales Under New Policy

As has been mentioned, under the new policy sales jumped 600 per cent the first month. From May 9 to June 9, twenty-six business days, thirty-eight talking machines of various kinds and one radio set were sold. These included twenty-one portables, twelve consoles, five uprights and one cash sale of a radio set for \$200. The buyers included fifteen colored persons, nine American-born individuals, three Greeks, two Hungarians and one each Slovak, Jewish, Russian, Ukrainian, Welsh, German, Italian, Croatian and Polish, indicating that there is a tremendous market for portable phonographs among the foreign-born who are prevented from purchasing expensive machines by lack of money and that it pays to find out just who are your potential customers. It is interesting to note in connection with these sales that there were four repossessions within a month. In each case the reason for this was that the head of the family had lost his job. Another important factor was that in spite of the fact that the company emphasized extreme-

(Continued on page 16)

STARR PIANOS STARR PHONOGRAPHS

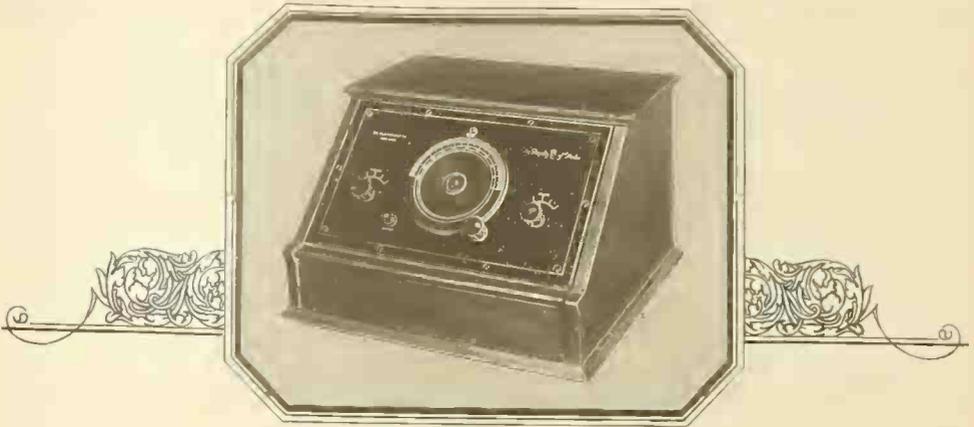
GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana



New—MODEL TWENTY—One Dial

Dealers, here is the latest addition to the Kennedy line—the new Model Twenty. It is a one-dial, 5-tube radio-frequency unit, combining extreme simplicity with accurate tuning of all radio-frequency stages.

The single dial is a special Kennedy development and is so arranged that all stations are uniformly distributed from one end of the scale to the other. It is 5-in. in diameter, and has a positive vernier control. Widely spaced graduations assure easy reading of the dial scale. Two auxiliary control knobs are provided—the slight movement of one compensates for antenna tuning, while the other regulates volume. Model Twenty operates satisfactorily on an indoor aerial.

The cabinet is of mahogany, furnished with a beautiful satin finish. Panel slopes at the convenient Kennedy angle dial markings and engravings are in gold—exposed metal parts in permanent dull black.

Adding Greater Value to the Kennedy Protective Dealer Franchise

The new Model Twenty adds still greater value to the Kennedy Protective Dealer Franchise. It rounds out the Kennedy line, affords recognized Kennedy quality

at a moderate price, and gives every present and prospective Kennedy dealer a real incentive to get back of Kennedy receivers.

The Kennedy Line for 1925-26

The additions of Model Twenty and the new Kennedy Royal Sixteen (a 5-tube upright cabinet model with built-in reproducing unit and tone chamber) offer you real profit-making possibilities—plus the insurance of a permanent, growing business that the Kennedy Protective Dealer Franchise extends to you.

Write today for full particulars.

K E N N E D Y



Colin B. Kennedy Corporation,
2018 Locust Street, St. Louis, Mo.

You may send particulars of the Kennedy Protective Dealer Franchise and full information on the complete Kennedy line.

Name..... Address.....
City..... State.....

Richmond Dealer Cashes in on Canvassing

How Sixty Per Cent of Walter B. Fulghum's Business Is Secured by Canvassing—Use of Phone Helps—Told by Arthur D. Young

In spite of the fact that many dealers consider canvassing ineffective as a method of talking machine sales promotion there are some live dealers who find outside sales work the basis of their success. Of course, the retailer whose store is located in a large city on a busy street naturally gets a large part of his business because of location. On the other hand dealers in smaller communities face an entirely different problem. If this type of dealer were to depend on passers-by and chance sales he would not be in business very long. Canvassing is the answer. Good outside salesmen working along carefully planned lines are the backbone of the business.

How Fulghum Wins by Canvassing

How a dealer in a small city can build volume business in this manner is concretely illustrated by the accomplishment of the Walter B. Fulghum store in Richmond, Ind., a town of about 20,000 population. Sixty per cent of the business at the Walter B. Fulghum store is won as a result of personal campaigns. Within the last three years the company has been able to boost its sales 25 per cent by a system of regularly conducted personal campaigns.

"Though we have a corner location on Main street and trim eye-arresting windows," explains Walter B. Fulghum, "we find that 60 per cent of our business is done as a result of personal campaigns. I keep three men on the road all the time. They cover a trading radius of fifty miles. Personally I am out every morning handling the hard customers which my salesmen were unable to crack.

Daily "Canvassing" by Phone

"We have a mailing list of 5,000 made up of members of the golf clubs, city clubs, automobile lists, and covering several small towns. A girl has a special telephone book in which is tipped off the names of prospects. She calls up at least twenty persons every day and on rainy days when she knows that the folks are in sine shops as many as fifty.

"How does she approach the customer? She just says, 'I am Miss Wetzel from the Fulghum

store. Someone has given us your name for our mailing list. We'll be glad to mail you our supplements if you do not receive these from another store. If you're downtown I'll be glad to have you drop in. Ask for Miss Wetzel. Have you a machine?"

"If the reply is no, of course, she is a prospect. If she has an old machine, we try to interest her in a new one; and she is a prospect for records. This is one way in which we obtain prospects. In most cases we get them through our salesmen who make daily reports of their activities or through customers whom we have sold already."

Direct Mail and Personal Follow-up

Mr. Fulghum explained that as soon as a prospect is on his list a letter is forwarded to her. Here is a prospect letter:

Dear Mrs. Record:

Now that Spring is here and you will soon have your Spring house extending done, you will want a new piece of furniture in your home. What would be more appropriate than a Victrola, which not only adds to your furnishings but brings so much happiness as well.

If you have children you cannot do more for them in a musical way, as they can get a complete knowledge of music through it. Come in to our store and let us show you the world-famous Victrola. Prices range from \$35 to \$480.

Soliciting your patronage, we are

Yours truly,

The letter is followed by a personal call, and if the person has evinced a definite interest in a machine arrangement is made to demonstrate that very evening.

Evening Demonstrations Prove Best

"Our salesmen," declared Mr. Fulghum, "do not take machines with them. Above all, they are not ramming anything down people's throat. We chose the evening for demonstration, because at that time the whole family is there to enjoy the music, and there is the possibility of a neighbor dropping in who may eventually become another prospect. A dozen or more records are brought to the home, and a little of everything is played. The tastes of the family decide.

Check Up on Prospect's Credit Standing

"I forgot to tell you," added Mr. Fulghum,

"that before a salesman goes around to demonstrate we give the customer a credit scrutiny. This we do by means of the latest tax returns and the local credit men's association. This is important. Last year we charged off only five dollars on our books for the music department.

"Girls are more efficient in this department than men. We have a girl who has been with us for nine years and knows fully 75 per cent of the people personally in town. We have a plan whereby our employees may buy stock in the company and thus become vitally associated with its welfare. This has helped us build up a staff of loyal workers, with the right incentive in sales work."

Ress Speeded Sales 600 Per Cent in a Month

(Continued from page 14)

By low down payments the average first payment was \$13.02 and a fraction. This, in connection with the fact that no contract runs for a longer period than ten months, shows an extremely healthy condition. The gross volume of business for the month was \$3,492.50; down payments totaled \$508.00, leaving a balance of \$2,984.50 to be collected within ten months.

Handling the Right Kind of Records

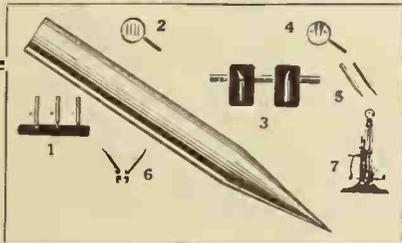
Because Youngstown has a large foreign-born population the Ressa Music Store features foreign records in a big way. The stock ranges between 15,000 and 20,000 discs, including Columbia, Victor, Okeh, Odéon, and Paramount records in all languages. A complete stock of so-called American records is always on hand. In addition the complete foreign record catalogs in the following languages are featured: Arabic-Syrian, Armenian, Austrian, Bulgarian, Croatian, Finnish, German, Greek, Hawaiian, Hebrew-Jewish, Hungarian, Italian, Lithuanian, Polish, Roumanian, Russian, Ruthenian, Serbian, Slavish-Slovak, Kraimer-Slovene, Scandinavian, Swiss, Swedish, Turkish, Ukrainian, Welsh. Also the partial catalogs of Bohemian, French, Mexican and Spanish records are handled.

Profiting by Service

Mr. Ressa believes in service. He has found it a paying investment. One of his many clever service stunts consists of repairs of all kinds. He maintains an expert service man who is supplied with unique cards. These cards are twice as long as the average business card, about six inches. On one half of the card is the name and address of the store, as well as a list of the lines handled. The other half of the card, which is to be torn off and returned to the store, is really a record of service work done. On this is space for the name, street number, city and nationality of the customer. Below this is space for remarks in which is entered a brief description of the work done, together with charge for same.

Quick delivery, as has been mentioned before, is also a feature of Ressa service which has made many friends for the store, especially that feature which provides for the transportation for the customer to his or her home.

Under the new policy also a persistent advertising campaign is carried on in all of the foreign language newspapers as well as the English dailies. This is bringing in a constant stream of people and it is keeping the name of the establishment before all nationalities. Window displays feature price as much as anything else, for the reason that price is the determining factor in the majority of sales made by the Ressa Music Store. The analysis made by Mr. Ressa before he changed his policy convinced him of the importance of price.



Can the needles you sell successfully pass these tests?

- 1 Do your needles fit the record grooves exactly? Okeh and Truetone Needles do!
- 2 Do your needles show uniform lengths and perfect playing points? Okeh and Truetone Needles do!
- 3 Under pressure, a good needle breaks and a poor one bends. Okeh and Truetone Needles snap right in two!
- 4 Do your needles show a smooth surface and perfect playing points? Okeh and Truetone Needles do!

- 5 Are your needles highly polished, with the perfect playing points still retained? Okeh and Truetone Needles are!
- 6 Broken, do your needles show a jagged break and close-knit, even grain? Okeh and Truetone Needles do!
- 7 Under the microscope, do your needles show the hardness of steel that all good needles must have? Okeh and Truetone Needles do!

Okeh and Truetone Needles

Products of the
GENERAL PHONOGRAPH CORPORATION
OTTO HEINEMAN, President

25 West 45th Street

New York, N. Y.

Brandes announces a broader line

SINCE 1908, Brandes has been specializing in radio acoustics. The high quality of its products has given the company an acknowledged standing throughout the radio world. Its laboratories have been constantly striving to improve the audio circuit of the radio receiving set, which circuit, in the final analysis, determines the quality of the reception. It now gives us much pleasure to announce several important additions to our line.

An audio transformer of outstanding merit.

A large horn type speaker of unusual quality and beauty which we believe will be accepted as the standard of comparison.

A cabinet speaker of harmonious design that will not only satisfy the most aesthetic taste but will give a performance equal to that of the best horn type speaker.

For those who prefer to use the horn of their phonograph, the unit of the cabinet speaker will be available as a phonograph attachment, suitably encased for this application.

Brandes has always set for itself a high standard of distribution policy, constantly endeavoring to make its jobber-dealer franchise more valuable.

This policy will be continued and every effort will be made to improve conditions by carefully selecting distributors and by controlling production so that the latter keeps pace with, rather than runs ahead of the demand.

The new Brandes price list will be issued as of August 1, 1925, and the Brandes jobbers will be protected thereafter against any price reduction made effective prior to July 1, 1926.

The new Brandes line

Brandes Audio
Transformer
Brandes Cabinet Speaker
Brandes Speaker, Type H
Brandes Phonograph
Attachment

And these Old friends

Adjustable *Table-Talker*
Superior *Matched Tone*
Headsets
Navy *Matched Tone*
Headsets

Watch for the New Re-
ceiving Sets With

"Acoustics
by Brandes"

M. Rypinski

Vice-President.

Brandes

Experts in Radio Acoustics
Since 1908

Open a Direct Factory Branch in New York City

Neufeldt & Kuhnke, Manufacturers of N & K Radio Products, Will Conduct Business in United States, Its Possessions, Mexico, Canada and Cuba—J. B. Price Is Sales and Advertising Manager of the Company

Owing to the rapid growth of its American business, Neufeldt & Kuhnke, manufacturers of the well-known N & K radio products, have found it necessary to open a direct factory branch in New York, and this branch will conduct the business in the United States and its possessions, Mexico, Canada and Cuba. For several years past the interests of Neufeldt & Kuhnke have been handled by the Th. Goldschmidt



J. B. Price

Corporation, 15 William street, New York, which has been the sole distributor of N & K products and which attained exceptional success in the introduction of these products to the American trade.

In addition to several new radio items which Neufeldt & Kuhnke are placing on the American market as well as in the other countries served from the American branch, it is the firm's intention to expand also on other technical devices which it manufactures. The sales and executive offices will remain for the present at 15 William street, with a stock and warehouse, as well as an assembling plant at 46 E. Houston street. Equipment has already been installed at the assembling plant for the purpose of testing, inspecting and assembling the products as well as an experimental department for further development work.

F. O. Willhoff, formerly secretary and treasurer of the Th. Goldschmidt Corp., has joined the Neufeldt & Kuhnke forces. Mr. Willhoff, who is a consulting mechanical and electrical engineer, is a graduate of Columbia University and for thirteen years was Professor of Mechanical Engineering at Queens University, Can-

ada and Columbia University, New York. He is a member of the American Society of Mechanical Engineers and an associate in the American Institute of Electrical Engineers and the Institute of Radio Engineers. All testing, experimenting and everything pertaining to the technical end of the business will be under the direct supervision of Mr. Willhoff, who has spent many years in the study and practice of radio engineering. Aided by capable mechanics, Mr. Willhoff will be in a splendid position to perfect products which can be merchandised to the trade with complete assurance as to their dependability.

J. B. Price, who has officiated as sales and advertising manager of the radio division of the Th. Goldschmidt Corp., has also joined the N & K forces, occupying the same position that he had heretofore. Mr. Price played a very important part in popularizing N & K products last season, placing them in the hands of the leading jobbers throughout the United States, Canada and Mexico.

One of a series of new N & K loud speakers is now ready for the market, and is illustrated in another section of this issue of *The World*. Although this speaker is only nine inches high and six and one-half inches square, it is capable of producing a tonal volume and quality that

compares very favorably with speakers very much larger. This speaker contains a Neufeldt & Kuhnke imported loud speaker unit which is adjustable, and the construction of which is based on a new departure in bi-polar units.

In a chat with *The World*, Mr. Price, who is not only well known in the radio industry, but who spent a number of years in the phonograph industry, commented as follows regarding N & K sales plans: "We have completed all details for a new sales policy that will enable the jobbers handling N & K products to make real profits. We are not going to overcrowd the various sections of the country but will give the jobber breathing space to work in, and exclusive territory will be one of the features of our policy. We are now perfecting plans for practical dealer service that will be constructive and based on the suggestions of the leading jobbers. Included in our plans is a consistent campaign in the leading trade papers wherein the names of our jobbers will be featured and at the height of the radio season we are planning to use newspaper advertising in the leading trade centers in co-operation with our jobbers. Our sales staff is now being augmented and we welcome the suggestions of our jobbers to make our sales and merchandising plans practicable and productive."

Lower Court Ruling Upheld in Victor-Brunswick Suits

Decision of District Court Holding Both Johnson and Browning Patents Invalid Affirmed by U. S. Circuit Court of Appeals

PHILADELPHIA, Pa., July 6.—The United States Circuit Court of Appeals in this city today affirmed the findings of the Federal District Court of Delaware, in an action brought by the Victor Talking Machine Co. against the Brunswick-Balke-Collender Co. for alleged interference with the Johnson Patent No. 946,442 covering in substance adjustable doors mounted at the delivery end of the amplifier or enclosed horn of a talking machine, and praying that Claim 1 of the Browning Patent No. 1,402,738 covering amplifying means for talking machines be adjudicated void, inoperative, and invalid.

The Circuit Court of Appeals also upheld the lower court in its finding in a counter-suit brought by the Brunswick-Balke-Collender Co. against the Victor Co. to restrain the latter company from alleged infringement of the Browning patent.

The original suit was filed by the Victor Co. in the United States District Court in Wilmington, Del., on February 1, 1922, following the granting of a patent covering amplifying means for talking machines to John Bailey Browning. The lower court held that the patent owned by the Victor Co. was invalid because E. R. Johnson, who claimed to be the inventor, had apparently acquired his knowledge for a con-

cealed horn from a design by Browning. The same court also held that the Browning patent owned by the Brunswick-Balke-Collender Co. was invalid on the ground that he had abandoned the claim on the concealed horn.

No statement has yet been made by the litigants as to any future action to be taken in the case.

L. E. Gehman Buys Carloyd Radio & Electric Company

New Owner Will Operate Under Hazeltine Patents With Headquarters in Newark, N. J.

L. E. Gehman, a well-known radio engineer of New Brunswick, N. J., has purchased the Carloyd Radio & Electric Co., former manufacturer of the Malone-Lemmon neodyne radio receiver. Under the new ownership the company will continue to operate under the Hazeltine patents and will manufacture neodyne receivers. The name Malone-Lemmon, however, will be discontinued.

Mr. Gehman has operated an experimental laboratory at 390 South Eleventh street, Newark, N. J., and for the present the activities of the Carloyd Radio & Electric Co. will be carried on from that address. Arrangements are now under way for the closing of a lease for enlarged factory space in Newark, N. J. Machinery and other equipment for the new quarters have already been purchased and an announcement will be made shortly of the new home and plans for the season.

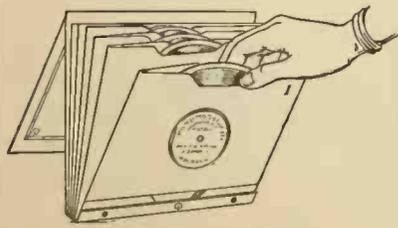
National Record Albums

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

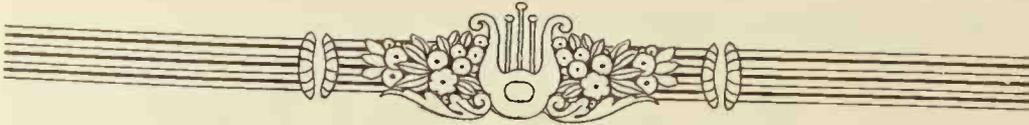


NEW PORTABLE ALBUM



THE PERFECT PLAN

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



COLUMBIA



Columbia means business.

H. C. Aubrey

Vice-President and General Sales Manager
Columbia Phonograph Company

COLUMBIA PHONOGRAPH COMPANY, 1819 Broadway, New York



No matter who sold that
family their phonograph—

No matter what name or
trademark is inside the lid
of it—

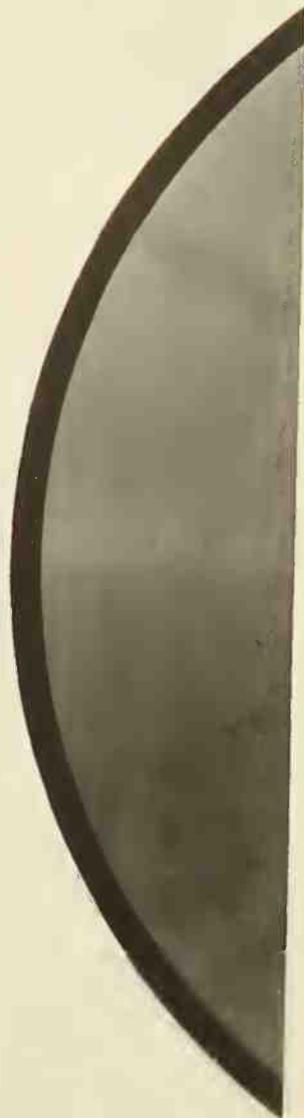
If it is not consuming
records regularly, it can
be made to.

Appetite—that's all it needs.

And the Columbia 4800-
voice Associated Glee
Club Metropolitan Opera
House Record (50013D)
is a tonic that will make
any phonograph open up
and demand nourishment.

Then the Masterworks
Complete Symphonies—
one after the other.

Good people, good cus-
tomers, good money!

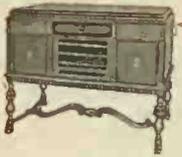




Columbia

Adeste Fideles
ASSOCIATED GLEE CLUBS OF AMERICA
1850 Male Voices
Augmented by the audience of 4000 voices
at Metropolitan Opera House, N. Y.
50013-D 1981661

COLUMBIA



MODEL 580
\$350



MODEL 570
\$300



MODEL 560
\$250



MODEL 550
\$200



MODEL 240
\$75



MODEL 540
\$175



MODEL 530
\$150



MODEL 520
\$125



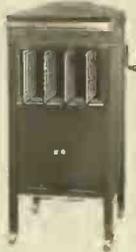
MODEL 140
\$50



MODEL 460
\$200



MODEL 450
\$175



MODEL 440
\$150



MODEL 420
\$100



MODEL 340
\$120



MODEL 430
\$125



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

ATLANTA, GA., 561 WHITEHALL STREET
 NEW ORLEANS, LA., 519 CANAL STREET
 BOSTON, MASS., 1000 WASHINGTON STREET
 CHICAGO, ILL., 430-440 S. WABASH AVENUE
 CLEVELAND, OHIO, 1225 E. EIGHTEENTH STREET
 CINCINNATI, OHIO, ROOM 42, 222 W. FOURTH STREET
 DALLAS, TEXAS, 2000 NORTH LAMAR STREET
 KANSAS CITY, MO., 2066 WYANDOTTE STREET
 ST. LOUIS, MO., 1213 PINE STREET
 LOS ANGELES, CAL., 809 S. LOS ANGELES STREET
 NEW YORK CITY, 121 W. TWENTIETH STREET
 PHILADELPHIA, PA., 40 N. SIXTH STREET
 PITTSBURGH, PA., 632 DUQUESNE WAY
 SAN FRANCISCO, CAL., 345 BRYANT STREET
 BUFFALO, N. Y., 700 MAIN STREET
 DETROIT, MICH., 415 E. FORT STREET
 MINNEAPOLIS, MINN., 11 N. THIRD STREET
 SEATTLE, WASH., 311 WESTERN AVENUE
 COLUMBIA WHOLESALE, Inc.,
 205 W. CAMDEN STREET, BALTIMORE, MD.
 TAMPA HARDWARE CO., TAMPA, FLA.
 COLUMBIA STORES CO.,
 1638 GLENARM AVENUE, DENVER, COLO.
 221 S. W. TEMPLE, SALT LAKE CITY, UTAH
 W. W. KIMBALL CO.,
 WABASH AVENUE AND EAST JACKSON BLVD.,
 CHICAGO, ILL.

COLUMBIA PHONOGRAPH CO., Ltd., Toronto
 22 West Front Street
 COLUMBIA PHONOGRAPH COMPANY, New York
 1812 Broadway



Making Radio Service a Force for Profits

Limiting Free Service Calls Is One Way of Avoiding Loss of Trade and Killing Profits—How Dealers Are Solving the Problem

It was only a few years ago in the talking machine trade that we read and heard much regarding the value and wisdom of service. The talking machine dealer was told that it was in rendering service to his customers that he would be able to build up a strong and profitable following and the practice of the theory proved that it was correct. Demonstrating the new records in the customer's home, calling his attention to new selections, seeing to it that the machine was in proper operating condition, providing accurate facilities in the store for private demonstration, all these came under the head of service and were responsible for placing the business of many dealers on a sound profitable basis.

Nowadays with the radio in the field and handled by a great majority of talking machine dealers, to refer to the value of service means to refer to a very ticklish, annoying and at times expensive matter. More than one dealer has handled a surprisingly large volume of business in radio receivers, has installed them to the satisfaction of customers and has kept his stock down to a point where it represented profitable turnover instead of tied-up capital, and yet at the end of a given period has found the net profit exceedingly slim, or more likely has found red figures in his ledger.

A Vital Problem

There are, of course, many problems connected with the merchandising of radio that are new and could not ordinarily be foreseen. These problems for the most part are being ironed out gradually but successfully. However, there still sticks out that great problem of service, and the ways and means for servicing radio on a basis that will enable the dealer to keep costs down to a minimum and realize a proper profit, while at the same time keeping his customers satisfied.

In The World at various times there have been offered practical suggestions on the question of servicing radio, most of the suggestions being the outgrowth of actual and successful experiences of dealers who have met the problem and have evolved plans that have

served in practice to alleviate trouble even though they may not entirely eliminate them.

Only recently there was told the story of how Loeser & Co., Brooklyn, limit service to the free installation of the receiver and charge for any service rendered after the customer has accepted the set as operating satisfactorily in his own home. It appears that a great majority of dealers have adopted the plan of con-

The dealer who goes to extravagant lengths to give service to radio customers in an attempt to keep up with competition has adopted a dangerous policy. Set a limit on service and make sure that your radio sales are being made on a basis of profit. The policy of three free service calls and a charge for each call thereafter is proving satisfactory and profitable.

fining the service to the original installation, although any such rule must be elastic enough to provide for adjustments and perhaps reinspection when the customer claims that the receiver itself and not the accessory is proving unsatisfactory.

Meeting Service Competition

In centers where strong competition is the rule, it is sometimes found difficult to have free service end with the installation, particularly where various concerns stipulate free service for given periods of time ranging from thirty days to six months. Whether or not they incorporate in the original price a sufficient amount to allow for such service, the fact remains that in dealing with certain prospects the dealer is faced with the question of meeting

such service competition or facing the prospect of losing the sale.

If he is strong-willed he can take the decided stand that rules are rules and that the customer must either be satisfied with free installation or buy elsewhere. Unfortunately not all dealers have the courage to stick to rules when there is a chance that the sale will walk out.

In Milwaukee, for instance, as in every other large city there are about as many different servicing plans in effect as there are dealers, and free service for short or long periods is the rule rather than the exception. A department store organization operating three stores in that city, each with a radio department, felt that it was under a double obligation to keep customers satisfied. First, as a means of building up and maintaining radio business, and secondly, as a necessity in preserving the good will of customers for the store proper in its various other departments.

The manager in charge considered that the chopping off of free service with the first installation of a receiver would not meet the situation and after several conferences it was decided that the free service period be limited to thirty days after installation on the assumption that trouble through incorrect battery hooks and improper operation through lack of knowledge would most likely develop during the initial period. Even in this offer of thirty days of free service it was stipulated that accessories that must be replaced for any reason or other would be charged for at current list prices, only the labor itself being free.

Three Free Service Calls Prove Effective

Actual experience proved that even with free service limited to thirty days, the servicing problem could prove a real burden for the reason that during that period some owners would have the service man out to their homes three or four times each week. As a final solution, therefore, the departments decided upon a limit of three free service calls to be made within the first thirty days after the outfit was installed.

After the free service period the time of the service man is charged for at the rate of \$1.50 per hour with \$1.50 as the minimum charge, and even where it develops that the only trouble lies in run-down B batteries, for instance, the minimum service charge of \$1.50 is made for the information, plus the charge for the batteries if installed by the service man. It is found that this practice has a most stimulating effect on the sale of volt-meters.

Some day the service problem in the radio trade will be solved to the satisfaction of all concerned just as the other problems have been, or are being solved, but the closer the dealer "trims his sails" in the matter of free service, the more likely is he to realize a profit.

C. A. Canelli Opens Fine Music Store in Wallingford

Charles A. Canelli, of Wallingford, Conn., recently held the opening of his exclusive music shop. This is the only exclusive music shop in town and from the crowds that visited the store on the opening day this new store bids fair to become the music center of the community. Everything pertaining to music is found here, from musical instruments, phonographs, records, radio, sheet music to pianos. Mr. Canelli will operate the canvassing plan with two outside salesmen and back this idea up with newspaper advertising.

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.

"Business Platform" Kills Sales Lethargy

The Music & Radio Shop, Meadville, Pa., Has Discovered Several Ways of Keeping the Sales Volume Up During the Summer Months

Do you follow a definite plan in an effort to bring up the Summer sales volume? Lewis G. Duvall, proprietor of the Music & Radio Shop, Meadville, Pa., does, and he believes it is the solution of the "Summer dullness" complaint. Briefly, Mr. Duvall's business platform for securing business during the Summer is as follows:

"Make arrangements for residence recitals both for the talking machine and radio, without any obligation or cost to your prospect. Give concerts at centers of social affairs. Make arrangements with factories to give short noon-hour concerts.

"Interest the parents by getting them interested in a talking machine or radio, as these instruments are entertainers and educators, and will help to keep the children at home in the evenings.

"Get after the Summer visitors, especially if you have a Summer vacation resort nearby. Canvass these people and you will be surprised how many you can land for a talking machine or radio set.

"The Summer is a great time to make a canvass of the farmers. Every farmer is a potential buyer of a talking machine or radio. Take along a blank address book on these canvassing campaigns and jot down the names and addresses of all prospective customers. With this information in hand the main thing is the follow-up. Keep everlastingly after these prospects until you or someone else has sold them. Always be cheerful whether you close the deal or not."

Getting Back to Fundamentals

Mr. Duvall's plan of securing business is not new but it does get results, according to that enterprising merchant. It also illustrates the important point that the methods which were employed in the early days of the talking machine are just as effective to-day. In the everlasting search for something new to spring on the public in the way of sales promotion ideas with the object, of course, of creating sales some of the old basic and sound ideas are often lost sight of. These are days of competition and the dealer must fight for every sale. This means that every avenue of making sales must be utilized, otherwise profits will be conspicuous by their absence.

Arranging Residence Recitals

Recitals in homes have been found by Mr. Duvall a most successful way of creating interest in talking machines, radio and last but not least the latest record releases. In this connection Mr. Duvall says: "I arrange these

recitals by calling on the person in whose home I would like to stage the affair. I do not beat about the bush; on the contrary, I make clear at once the purpose of my visit and explain that there will be absolutely no obligation on the part of the customer or prospect and also that there will be no expense. In fact, I simply tell them what I want to do and how I would like to do it. Next I have them invite all their

Residence recitals, noon-hour concerts, working the vacation resorts and the farm districts, and interesting parents are a few of the methods of selling talking machines in the Summer which Lewis G. Duvall has found successful. In the accompanying article this live merchant describes in detail just how he puts his various plans in operation.

friends to the recital. After the entertainment I give each one in attendance a printed form card to sign. In addition to space for the signature there is space for comment regarding the recital, also space for remarks regarding their interest in a talking machine or radio set. The number of prospects I secure in this way is surprising.

Concerts at Social Affairs

"I watch the papers each day for advance notices of social affairs, and immediately get in touch with the committee or the ones who are at the head or are responsible for the entertainment. I make them an offer to furnish the entertainment without charge, supplying either a talking machine or radio set for this purpose, as desired. Here again I make use of the cards mentioned above. I never have experienced any trouble in getting in on these entertainments and social affairs.

Factory Concerts

"As to the factories for a noon-hour concert, it is necessary to secure the permission of the superintendent. In the majority of cases this represents no great difficulty. One point which must be observed, however, is that the concerts be brought to a close a few minutes before the end of the noon hour. In some factories I have found it possible to distribute the cards to fill

in, but not all of them. The prospects secured in this way I have found excellent, especially from the credit standpoint.

The Card to Be Filled in

"A few words about the cards which the prospects are asked to fill in and sign will not be amiss. I have found that the best form is a printed card with questions which can be answered 'yes' or 'no.' This makes it easy for the recipient to fill it in and the dealer has a far greater chance of securing the information he desires."

Selling Summer Visitors and Farmers

The two remaining planks in Mr. Duvall's sales promotion platform, namely, selling Summer visitors and farmers, offer a field for sales work which is limited only by the ambitions and energy of the dealer and his salesmen. If there are one or more Summer resorts nearby the dealer can, of course, solicit business direct; that is by visiting the owners of the cottages, hotels, boarding houses, camps and also owners of boats and canoes. If the dealer is not located near enough to make a direct bid for this business he can and should try to sell the people of his community the idea of a talking machine or radio set, especially one of the many fine portables now on the market, before they go away for the Summer or on vacation. As far as the farmer is concerned, why, the best way to reach that individual is either through advertising or canvassing. Both have been found successful and the two methods combined can not be beat as a business getter during the Summer.

Brunswick-Radiola for Mr. and Mrs. Edsel Ford

The Aeolian Co., New York, reported recently the sale of a Brunswick Radiola style 60 to Mr. and Mrs. Edsel Ford, of the Ford family, at Detroit, for use in their Summer home in Maine. The members of the Ford family are keenly interested in music and the selection of the Brunswick Radiola was a source of delight to the Aeolian Co.'s sales department.

Increase Capital Stock

The Dalrymple-Whitney Radio Corp., New York City, distributor of Music Master products, including the Music Master Ware sets, recently increased its preferred stock from 5000 to 2,000 shares at fifty dollars per share. The common stock remains unchanged.



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

61 SIZES



REG. U. S. PAT. OFF.

J. A. FISCHER COMPANY, PHILADELPHIA

Handy Chart Simplifies Computation of Gross Profits and the Selling Price

W. F. Schaphorst, the Inventor of the Chart, Describes How It May Be Used to Determine the Gross Profit and Selling Price Without Wasting Valuable Time in Calculation

Here is a handy chart for quickly computing gross profit. It may also be used to determine what the selling price should be after having decided upon the gross profit wanted.

Many dealers are of the opinion that when they buy an article for \$5.00 and sell it for \$10.00 they make a profit of 100 per cent. That, however, is incorrect because profits should be based on the selling price and not on the cost. The gross profit is therefore 50 per cent and not 100 per cent.

To determine the gross profit, find the cost in column A and the selling price in column B. Run a straight line through those two prices and the intersection with column C gives the gross profit. Thus, in this chart the dotted line shows that if the cost is \$5.00 and the selling price \$10.00, the gross profit is 50 per cent.

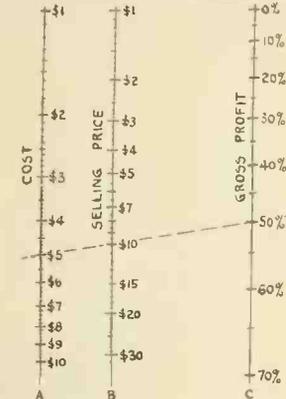
Inversely, the chart may be used to determine the selling price. Thus, if the cost is \$5.00 and if it is decided to make a gross profit of 50 per cent, connect the gross profit, column C, with the cost column A, and the intersection with column B gives the selling price as \$10.00.

As will be noted, this chart is reduced to the utmost simplicity. No calculation whatever is required.

The range of the chart is great enough to take care of almost any problem. By simply adding ciphers to the figures in columns A and B the chart will take care of almost any amount. Thus, if the cost were \$50.00 instead of \$5.00, and the selling price \$100 instead of \$10, the same dotted line as shown on this chart would give the gross profit as 50 per cent. If the cost were \$500 and the selling price \$1,000, the same dotted line would give the result as 50 per cent

gross profit. It must be remembered, however, that the same number of ciphers must be added in both columns A and B. Thus, if one cipher is added to column A, only one cipher can be added to column B.

If it is desired to compute the gross profit



COPYRIGHT, 1925, BY W. F. SCHAPHORST, NEWARK, N. J.

The Handy Chart for Retailers

"longhand" it may be done in this way: Subtract the cost from the selling price and divide by the selling price.

To compute the selling price, knowing the cost and having decided upon the gross profit, proceed in this way: Subtract the gross profit from 100 per cent and divide the remainder into the cost. The result is the selling price. For example, if the gross profit is to be 60 per cent and if the cost is \$4.00 we have: 100 per cent minus 60 per cent equals 40 per cent; \$4.00 divided by 40 per cent equal \$10.00. Therefore, the selling price should be \$10.00. It will be found that this checks correctly with the chart.

L. R. Donehue Co. Is Organized in Perth Amboy

New \$200,000 Concern Formed to Take Over Sale Rights of Adapto Radio Cabinets Made by the L. R. Donehue Lumber Co.

The L. R. Donehue Co., Perth Amboy, N. J., has been organized with a capitalization of \$200,000 to take over the sales rights of Adapto radio cabinets manufactured by the L. R. Donehue Lumber Co., New Albany, Ind.

L. R. Donehue, president of the L. R. Donehue Lumber Co., and designer of the Adapto cabinet, is president of the new selling company and will head both organizations. F. A. Ware has been made sales manager of the Adapto division of the lumber company and general manager of the L. R. Donehue Co. The offices of the two companies are identical and the selling company was formed for the purpose of extending the scope of the Adapto cabinet business. Under the new arrangement Mr. Donehue will have available more time for production problems, particularly those relating to bringing out Adapto models to meet changing conditions.

Mr. Ware announces the appointment of the Technical Export Corp., of 248 West Fortyninth street, New York City, as export representatives of the L. R. Donehue Co., covering all foreign trade with the exception of Canada.



THE SYMBOL OF SERVICE

CONTINENTAL

"New York's Leading Radio House"

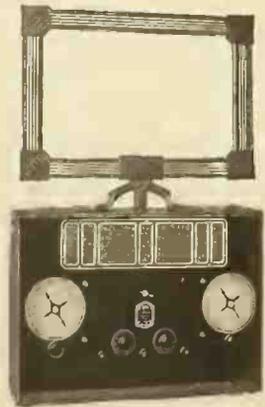
Let us fill your orders

Phonograph dealers one and all—demand a standard line of stock and honest dealer service. That's just what we have to offer new and old dealers. EVERY DAY IN THE YEAR.

We handle the popular Radiolas—a most comprehensive line of radio receivers. There's a Radiola for everybody, every place and every price. Let your customers choose the sets and we will keep your stock up to date.

Write for dealer prices and discounts, also our monthly house organ, the Continental News. It tells all about the up-to-date radio receivers and happenings.

Wholesale only



Radiola 24

CONTINENTAL RADIO & ELECTRIC CORPN.

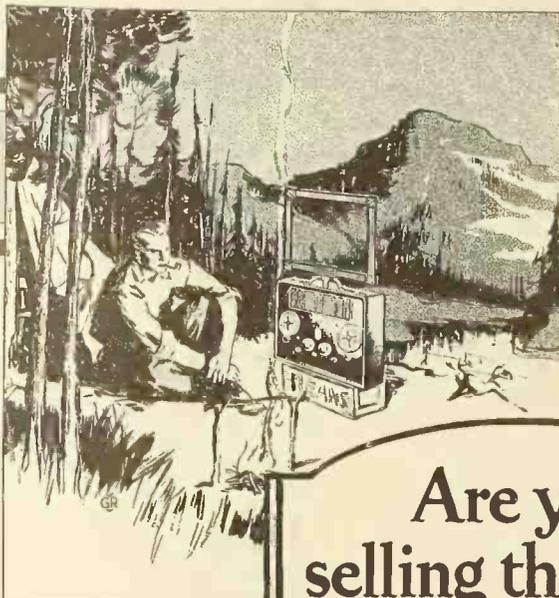
Fifteen Warren Street

New York, U. S. A.

2110-Q

Distributors for



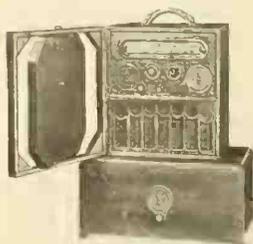


Radiola 24, suitcase model with built-in loudspeaker. With six Radiotrons UV-199 . . . \$195

Are you selling this man?

Thousands everywhere are eager to buy a Portable Radiola Super-Heterodyne

Thousands will buy—if you will sell. With the popularity and the performance-fame of the Radiola “Super-Het,” sales are easy enough—if you go after them. With two completely portable models of the “Super-Het”—with strong backing of advertising for them—and train loads—highway-fulls—of people going off to sea and mountain, there’s big summer business right now for the man who knows it is there and goes out to get it.



Radiola 26, with its extra battery cabinet for home use. Walnut finish, loudspeaker built-in. With six Radiotrons UV-199 \$225

Radio Corporation of America

Chicago

New York

San Francisco



Radiola

AN RCA PRODUCT

REG. U. S. PAT. OFF.

Profit Winning Sales Wrinkles

Clever Application of the "Motion in the Window" Principle to Attract the Attention of Passers-by—Semi-weekly Meetings for Record Sales People—Clever Form for Recording Installment Payments—A Money-making Portable Display Idea—Unusual Sales Contest

Motion in the window is bound to attract attention to the products displayed. Landay Bros., realizing this, have installed some very unusual windows during the past month. In the fine window of the new Sixth avenue and Forty-second street warerooms, New York City, Ludwig drums and traps are given prominence by means of a revolving display which is attracting considerable attention. A complete Ludwig drum and trap outfit comprises the center of the display, which has been placed on a revolving platform. This idea is duplicated in the window of the Landay Bros.' Forty-second street establishment, where portable talking machines are featured in a similar manner. Weil Bros., who handle talking machines and operate a large and well-stocked radio department, also had an unusual window display. This window in reality acts as a salesman. In other words the sales talk regarding the sets featured in the display is delivered via the plate glass. Here is how Weil Bros. did it. In the center of the window was placed a super-heterodyne. On the glass of the window itself were pasted circular pieces of paper on which were described the various interesting and meritorious points of construction and operation of the set. From these "sales talks" ribbons led to the particular part of the instrument described. The writer stood near the window for a period of fifteen minutes and in that time twenty-eight people stopped to examine the set and to read the "sales talk." There, in a nutshell, is the answer to the value of the window display as an attention attracter.

To increase record sales and to so interest customers that they will invariably visit the one store to make their record purchases, there is no better method than to have each member of the sales staff thoroughly conversant with the record stock and current releases so that he can talk intelligently concerning them and make suggestions to customers as to the various appeals of the different records. The talking machine department of the Lion Store,

Toledo, O., to achieve this end, holds meetings twice a week to acquaint the record sales force with new releases. These gatherings take the form of a house music memory contest and at the succeeding meeting a review of the older records is held. In this way the sales possibilities of each recording is gone over. "Know your merchandise" is beyond a doubt the first rule for every salesman to learn and it is a rule that when followed will prove a sales builder.

The retail branch of Kranich & Bach uses books of forms similar to the illustration on which to record payments made by customers in the store for pianos, talking machines and radio purchased on the installment plan. This form is filled in in duplicate when the money is

received. The customer receives the original as a receipt and the carbon copy is kept; later the record of the payment is made in the day book and from there it is transferred to the ledger. This simple plan eliminates the necessity of providing the customer with books or large forms on which to record payments. Any printer can provide the dealer with these books at very small cost. In the Kranich & Bach store a separate book is kept for talking machines, another for radio and another for pianos.

Here is a portable display idea which is now attracting the attention of the public in New York. Wurlitzer's have had a large cut-out prepared which very nearly covers one side of the window. In startling red letters against a black background appear the words: "Portables from \$.... and up. For mountain and shore."

This cut-out is so large that it attracts instant attention, which is held by illustrations of portables in use at the mountains and seashore. The greater part of the remaining space in the window is devoted to a display of the various kinds of portable phonographs which the concern handles, as well as to portable literature distributed by the manufacturers. There is little doubt that the dealer who makes use of clever seasonal displays will at least attract attention to his products. This type of display attracts attention when the usual stereotyped exhibit is passed by without a glance.

The talking machine dealer who carries an assortment of ukuleles and other string instruments should devote extra effort to bringing these instruments to the attention of his trade during the Summer months. The seasonal slackness which is encountered by most dealers in their regular merchandise during the dog days of the Summer can be offset to a great extent by reaping the profits from sales of string instruments. Luscler Bros., New York, have had an interesting experience with ukuleles and banjo-ukes. For some years until the Summer season of 1924, these instruments were carried in but a small way. Last year, however, William Luscler decided to devote a window to a display of ukuleles and he was surprised at the volume of business which resulted. This year, taught by this experience, he has installed a most attractive window, devoted entirely to this type of instrument. A canvas in oils, depicting a forest scene with a foreground of a calm river, gives the proper "Hawaiian" touch, and the floor of the window is covered with artificial grass, upon which are tastefully arranged a wide variety of ukuleles and other stringed instruments.

The Greene Co., Toledo, O., in order to stimulate interest among the members of its sales force and to increase talking machine business during the Summer months, recently inaugurated a sales contest. The prize is a trip to Atlantic City, all expenses paid. The winner of the contest will be that salesman who reaches Atlantic City from Toledo first on the contest chart. The distance is about 800 miles. Each five dollar sale advances the salesman a mile. E. A. Kopf, manager of the department, states that contests such as this, stimulate the force as few other things do.

Bright Outlook for the Columbia in Connecticut

J. C. Collins, sales representative of the Columbia Phonograph Co. in Connecticut, reports brisk business, especially with the dealers who are sold on the merits of newspaper advertising and canvassing as these dealers are reaping the benefits on phonograph sales. Dealers are taking to the idea of reaching the Summer residents at the shore resorts through canvassing and truck sales work, featuring the portable phonograph.

Throughout the State of Connecticut the industries are working on a good basis with the employment situation brightening in all sections. The general outlook for the present and Fall business is very good, although it must be remembered that the volume business is being done by the dealers who can see the advantages of cashing in on newspaper advertising, canvassing by experienced men and women, and the truck sales work.

O'Neil Co. Features Spitalny

AKRON, O., July 8—During the recent appearance of Philip Spitalny's Orchestra, recording artists, the M. O'Neil Co. staged an effective tie-up through the medium of an attractive window display which ran for the entire week and by the insertion of advertisements in the daily newspapers.

MAGNAVOX
means
Quality in
Radio Receivers,
Tubes, Speakers

THE Magnavox Company believe in consistent advertising, so during the 'dull' summer months we are running the above advertisement in a large list of daily newspapers throughout the country. This advertisement will bear results when the season opens.

MAGNAVOX COMPANY
OAKLAND, CALIFORNIA

R. E. THOMPSON MANUFACTURING CO.

INCORPORATED

THOMPSON
RADIO

THE 10 POINT FRANCHISE AGREEMENT

WITH

AUTHORIZED THOMPSON DEALERS

EXPIRING JUNE 30, 1926

Ten merchandising character points are enumerated below. Singly each is unimportant; collectively they form the foundation for a permanent, progressive and profitable Radio retailing success—the rich reward of character; so

In return for the sales privileges of Thompson Radio apparatus in the locality specified below; and

In order that Thompson Radio apparatus is merchandised in accordance with the highest standards in the industry, the following agreement is entered into between the undersigned authorized Thompson Distributor and _____;

both parties reserving the right to cancel this agreement at any time upon written notice:

1—Character of Prices and Discounts:

All Thompson merchandise is sold at list price less dealer's discount f. o. b. distributor's warehouse, as follows:

ITEM	Recommended List Price	Recommended Maximum Dealers' Discounts
Thompson Neutrodyne Receivers:	\$125	40%
Grandette Model	145	40%
Parlor Grand Model	180	40%
Concert Grand Model	—	40%
Thompson Minuet Model	—	40%
Super-Thompson Duotone Console Model	—	40%
Thompson Phono-Radio Panel	125	40%
Thompson Knockdown Set	72	35%
Thompson Loud Speaker	28	40%
Fuller Cabinet Speaker	—	40%
Radiotron Tubes, UV 201-A and UV 199	3	25%

Prices and discounts subject to change without notice unless otherwise advised previously. Effective on floor stocks

2—Character of Stock to be Carried:

The Dealer agrees to maintain at all times a representation of the complete line of Thompson apparatus, as consistent with Dealer's local sales opportunity—the minimum inventory.

3—Character of Merchandise Display:

The Dealer agrees to display Thompson merchandise in a dignified and attractive manner which will reflect favorably on the dignity of the business.

4—Character of Maintenance of Services:

The Dealer agrees to provide adequate service department or effecting arrangements for service, covering the proper installation, adjustment and repair of Thompson apparatus.

5—Character of Supplementary Accessories:

The Dealer agrees that all Radio accessories shall be of the highest grade and recognized quality in the industry of Thompson apparatus.

6—Character of Sales Stimulation:

The Dealer agrees to aggressiveness in sales, less than equal representation of other radio receiver purchases will not for the purpose of Receiver purchases.

7—Character of Advertising:

The Dealer agrees to display and advertise the merchandise supplied by the manufacturer in accordance with the high standard set by the manufacturer.

8—Character of Sales Promotion:

The Dealer agrees to display and advertise the merchandise supplied by the manufacturer in accordance with the high standard set by the manufacturer.

9—Character of Sales:

No Thompson Radio apparatus shall be sold on credit.

10—Character of Sales:

In case of any dispute between the parties, the decision of the manufacturer shall be final.

'26
Is a Quality Year.
Quality Buyers Prefer
THOMPSON

Thompson's Dealer Franchise embodies all the essential points for building a constructive, permanent and profitable Radio business—

Thompson's Product — Thompson's complete Merchandising Plan—Thompson's Proven Sales Policies are designed to produce quality business with substantial profits.

DEALERS: write to Dept. W for big 16 Page Sales Campaign Plan.

R. E. THOMPSON MFG. CO., 30 Church St., New York

New Eveready Sales Office Established in Pittsburgh

Will Be Under the Direction of W. H. Haile and R. P. Tolles—Territory is Extensive and Permits More Efficient Distribution

PITTSBURGH, Pa., July 6.—Rapid increase in the demand for Eveready products in the Pittsburgh territory has led the National Carbon Co. to establish on June 15 a new district sales office and warehouse at 600 Second avenue, this city, which will carry complete stocks of Eveready flashlights, Eveready radio batteries, Columbia Eveready dry cells and Eveready miniature lamps and automotive brushes.

The new district will be under the direction of W. H. Haile, district manager, and R. P. Tolles, assistant district manager, who will have charge of the region comprising Ohio, West Virginia, the eastern portion of Kentucky, the western portions of Pennsylvania, New York and Virginia, and the two most westerly counties in Maryland.

The decision to open the new depot came as a result of the difficulties experienced in keeping up with the orders of the jobbers and retailers in the Pittsburgh district, whose business assumed such proportions that stocks were exhausted before new supplies could be forwarded. The continued national advertising of Eveready products has created a steady demand in all sections of the country, which can be handled adequately only by maintaining large reserve stocks in regional warehouses.

All Eveready products will be sold f. o. b. Pittsburgh with the exception of dry cells. A stock of these will be carried, but they will be sold f. o. b. the established free delivery points of Jersey City and Fremont, O., as heretofore. All orders and correspondence referring to service or other subjects should be directed to the Pittsburgh office. The only exception to this rule is that remittances and credit correspondence should be forwarded, as usual, to Long Island City, N. Y.

Local distributors in the Pittsburgh territory will be directly benefited by this improved service, which will be a source of quicker turnover and increased profits to the trade.

A repair shop for talking machines has been opened by Alfred Kopsigter at 2½ North Texas avenue, Atlantic City, N. J.

Radio Trade Association Guests of the Jewett Co.

Interesting Talks Mark Luncheon Meeting at Pontiac—E. H. Jewett Discussed Radio Merchandising and Manufacturing Trend

DETROIT, Mich., July 6.—The Radio Trade Association of Michigan held its most successful and most enthusiastic meeting recently at Pontiac, Mich., the members of the Association being the guests of the Jewett Radio & Phonograph Co., of Detroit and Pontiac.



The usual attendance of the bi-weekly meeting of the Association was more than doubled. The meeting began with a luncheon served in the Board of Commerce of Pontiac, as a compliment from the Jewett Co. During the luncheon short talks were made by E. H. Jewett, president of the company; S. W. Edwards, secretary of the Radio Trade Association, and Howard E. Campbell, chief radio engineer and director of the broadcasting division.

In his talk Mr. Jewett commented briefly upon the trend of radio manufacturing and merchandising, calling attention to the fact that his company was in the radio business to stay, and that it would produce merchandise of quality, standing back of these products even after they reach the homes of the consumers. He decried the methods adopted by the "fly-by-night" type of manufacturer and dealer who had placed in the hands of the consumers merchandise of a questionable character which had tended to lower the confidence of the general public in almost everything pertaining to radio. Mr. Jewett stated that this condition was rapidly

improving, with a staple industry near at hand.

Following the meeting at the Board of Commerce, the officials of the Jewett Co. and the members of the association visited the Jewett factory, located on the outskirts of the City of Pontiac. Here they were taken through the factory proper, two units of which are completed and then shown through the broadcasting station of the company which will come on the air next month.

To complete their day, the members of the Radio Trade Association returned to the main factory where they listened to the first public

Gulbransen Is Featured in Concert in Wichita

Affair Sponsored by the J. O. Adams Music Co. Draws Large Audience and Brings Merit of the Instrument Forcibly Before Public

WICHITA, KANS., July 6.—The J. O. Adams Music Co., of this city, held a very successful concert recently featuring the Gulbransen registering piano; John Martin, well-known artist appearing at the concert and playing the Gulbransen as a solo, accompanying and duet instrument. The feature of the program was the playing of the Hungarian Rhapsody No. 6 as a duet number. Mrs. Ralph Brokaw, prominent local pianist, played the second part, while Mr. Martin played the treble part by roll on the Gulbransen registering piano.

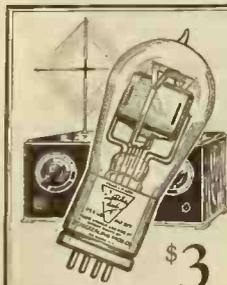
In spite of the fact that it was an uncomfortably hot night, 450 people attended the concert, and Mr. Martin, who was en route from Los Angeles to Chicago at the time of the concert, made a very interesting talk, stating that his admiration and esteem for the Gulbransen instrument was the only consideration that led him to stop off in Wichita to give the concert.

New York Wanamaker Store Installs Battery of Audaks

John Wanamaker, one of New York's leading department stores, is the latest company to install the Audak system for demonstrating records. The talking machine department in this store has eliminated the record demonstration booths and the Audak record demonstrators are now serving record purchasers.

Through this system it is possible to serve several customers in space formerly allotted to one booth and in which only one prospective purchaser could formerly be handled.

The metropolitan record buying public, as well as record purchasers in many other trade centers, are quite familiar with the Audak system for demonstrating talking machine records. The fact that the public finds this method attractive and that invariably increased sales of records are shown by the use of Audaks make them profitable additions to the talking machine record departments.



This best offer retails at

MODEL S-4000

5 volt Standard Base, 4 amp. Detector-amplifier with full, noise-free distortionless volume

All models sold with a 10 day written guarantee

OTHER MODELS

RETAIL AT

5 volt—2 amp. Standard Base Model S-202 Detector . . . \$3.00
Model S-700 Special Oscillator, Detector, Amplifier and Power Tube for all Music Tube sets . . . \$7.00
3 volt—1 1/2 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
8/100 amp. Miniature Base Model S-8100 Det. Ampl. Osc. . . \$4.00

Talk about popularity!

Schicklerling 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 Schicklerling tubes with your radio sets. They make a good set better, keep your customers "sold", and are decidedly profitable!

Write or wire today for dealers' terms

SCHICKERLING PRODUCTS CORP.

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

Chicago Sales Office:

Consumers Gas Building, 320 South State Street

Philadelphia Sales Office:

Jefferson Building, 1915 Chestnut Street

Authorized Phonograph Distributor-Dealer:

RUDOLPH WURLITZER CO., 120 West 42nd St., New York City

Mail orders filled from Newark factory or nearest branch office

**SCHICKERLING
RADIO TUBES**

With the Stabilizing Triangular Plates

Introducing 2 New Members of an old family of Profit Makers

Vitanola Radio Table No. 1032

Dealers' Price

\$15.⁵⁰

in lots of less than 25. Quantity price, \$15.50 less 10% f. o. b. our factory in Saginaw, Mich.



Height 29"
Width 38"
Depth 18"

BOTH of these cabinet-tables are made of finest, selected gum wood; are finished in mahogany, two tone effect with *gold scratch line*. Both have *built-in horn*. No loud speaker unit. Acoustically correct, attractive, economical.

Vitanola Radio Table No. 1031



Height 30"
Width 32"
Depth 15"

Dealers' Price

\$12.⁵⁰

in lots of less than 25. Quantity price, \$12.50 less 10% f. o. b. our factory in Saginaw, Mich.

Send Today for Samples of these Ready Sellers—Prompt Deliveries!

VITANOLA TALKING MACHINE CO.

M. C. SCHIFF, *President*

829 AMERICAN FURNITURE MART BUILDING

::

CHICAGO, ILL.

Farmers Need Radio—Are You Profiting?

The Farm Market for Radio Has Hardly Been Scratched and There Is Much Potential Business Awaiting Development by Live Wires

Is the farmer worth serious consideration as a radio prospect? Are the sales possibilities great enough to warrant the dealer making a drive for business among these people and if so, how should he go about it, and what kind of sets seem to be in favor?

These are questions which are of paramount importance just now when dealers are compelled to fight for sales because of competition, price slashing and the natural slowing up of business during the Summer. In this connection some interesting statistics have been compiled by the Meredith publications which show that the farmer radio market has hardly been scratched. A survey of thirteen States shows that an average of only 14 per cent of the farmers has been sold radio. The survey also shows that of this number 90 per cent of the sales were of tube sets with an average cost per set of \$104.82.

The Farmer Needs Radio

The farmer prospect differs from the city prospect in that he really needs radio in his business of farming. He needs it for crop and price reports, weather reports, etc. He also needs it for its entertainment value. The city dweller buys radio for its entertainment value alone. This vital need for radio must be taken in consideration by the dealer or salesman who attempts to build up business among these people. First sell the farmer on his need and then sell him on the particular radio set which you believe will best suit his purpose. The average price paid by farmers for radio sets indicate that they are in a position to buy something worth while and will do so if they are properly sold.

How to Reach the Farmer

The farmer can be reached in many ways, chief among them being direct contact by means of outside canvasser-salesmen, advertising in mediums which reach the rural dwellers in the community in which the dealer operates and third, but not least, through the various fairs which are such important events in most farm districts.

Much has already been written concerning

selling to the farmers via outside salesmen, but there is one very important point which is essential to a campaign of this character. That is, because of the fact that the farmer lives too far away from the store to come in for demonstration of a radio set, the demonstration must be made in the farmer's home. This

by H. Agnew, of Hempstead, and J. L. Griffin, of Rockville Center, N. Y., both live dealers who realize and take advantage of the annual Fair to bring their products to the attention of the many people from the surrounding towns and rural districts who come to Mineola at that time.

The talking machine dealer who intends to get some of the farmer radio business cannot afford to overlook fairs as a means of publicity and sales. There are State Fairs and County Fairs and they draw thousands of people who represent prospective radio customers. The dealer exhibiting has the advantage of showing his line to many people whom he would never reach by the ordinary canvassing route. Also by distributing his literature he is building for future sales by making his business



The Radio Display at the Mineola Fair

means that every salesman, to get the best results, must take with him a radio set so that he can demonstrate while he has the interest of the prospect.

Insofar as the advertising is concerned the dealer must be careful to sell the farmer on the need for radio and the set he handles just as does the salesman. In other words, the advertising should be a sales talk directed at a particular type of individual, namely, the farmer.

Taking Advantage of County Fairs

Take a good look at the illustration on this page. As you will notice, there is a comprehensive display of radio under a tent; there is plenty of literature and there are salesmen able and willing to discuss radio with all comers. This particular picture was taken at the Mineola, N. Y., fair and the display was arranged

knowing to many people in isolated places who seldom get to town in spite of the fact that they are the possessors of automobiles. If you are within reach of a rural district don't neglect the farmer as a radio prospect.

First Record of Bourne and Ellis, Columbia Stars

The Columbia Phonograph Co., Inc., New York, is releasing the latter part of this month the first recording of a new team of Columbia artists, Bourne and Ellis, pianists, who play a duet, "If You Knew Susie." In a manner and style that is certain to place them high in the favor of record fans. Coupled with this number is "Yes Sir, That's My Baby," played by Acc Brigode and His Fourteen Virginians, well-known orchestra which provides the dance strains at Monte Carlo, New York. The outstanding feature of this record is a vocal chorus sung by the entire orchestra in dance tempo. The popularity of these numbers, together with the rendition by these Columbia artists, assures this record of being a "best seller."

Other outstanding records to be released this month include "We're Back Together Again," Eddie Cantor's last recording before sailing for Europe, coupled with "It's Time to Keep Away From You," sung by Billy Jones. For record enthusiasts who favor pianistic recordings of real blues "Chili Pepper" and "Tomato Sauce," both composed and recorded by Fred Longshaw, will appeal.

Barber & Wilson Move

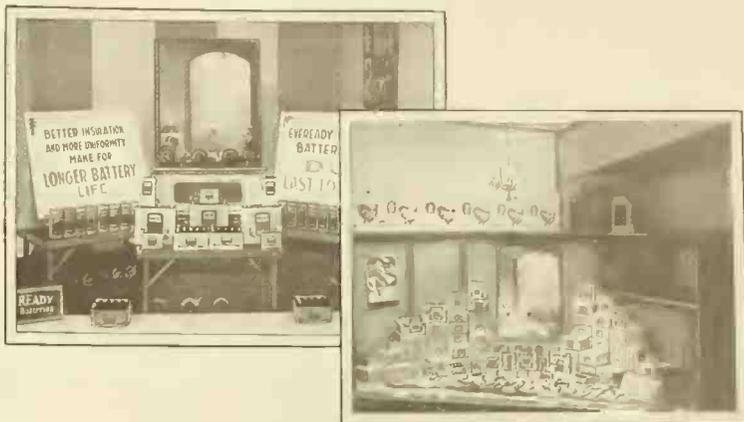
KENMORE, N. Y., July 9.—Barber & Wilson, music dealers, recently moved to their new quarters at 2872 Delaware avenue. The new establishment is three times the size of that formerly occupied and provides ample space for the display of the lines carried. The facilities for demonstrating records have been increased by the installation of seven booths. An extensive line of radio equipment is carried.

Radio exports for the first four months of this year totaled \$2,720,127 as compared with \$1,223,685 for the corresponding period of 1924.

GILFILLAN NEUTRODYNE RADIO SETS

"Built for Beauty as well as Duty"

GILFILLAN BROS., Inc.
LOS ANGELES
KANSAS CITY LONG ISLAND CITY



Double-barreled evidence

HARRY COATS, of the Coats Garage, Aurora, Ill., is one of the biggest radio dealers in the Middle West, as well as a mighty successful garage man. "I am convinced that Eveready Radio Batteries do last longer," says Mr. Coats, "not only by actual test, but because hundreds of my customers who have tried other batteries insist on Eveready, and public opinion speaks for itself."

THE Eveready Battery line is one of the two most attractive lines of merchandise a store can carry—Eveready Flashlights is the other line," says Mr. Jones, of the Rock River Electric Co., Sterling, Ill. "Dealers everywhere are cashing in on the name Eveready. The Eveready season is twelve months long—trim up an Eveready window and watch people stop, look and enter."

By making attractive window displays you can easily increase your sales of Eveready products. Sales-producing display material will be sent free on your request, from any one of our offices listed below. Order from your jobber.

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, INC., New York—San Francisco
 Atlanta Chicago Dallas Kansas City
 Canadian National Carbon Co., Limited, Toronto, Ontario

EVEREADY 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 stations

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

EVEREADY
Radio Batteries
—they last longer

Summertime Is Selling Time at Beyer's

E. P. Heye, Manager of a Busy San Antonio Department, Keeps Men in the Field at All Times—Home Demonstration a Factor

After all, this hot weather propaganda and the idea that every little while we are due for a deflation period is a lot of bunk to a great many men. It is not because these things do not occur, but it is because these men know that they are coming and are prepared for them. While some sit back waiting for the business to come to them, others go out and find it. It simmers down to the point where the man who has the greatest ability is the one who will always be on top, whether it concerns phonographs or threshing machines.

Scheduled Work Brings Summer Sales

E. P. Heye, manager of the phonograph department of A. F. Beyer, of San Antonio, Tex., has kept Summer sales up to the standard which has been set for them by mapping out a program of work and sticking to it.

"One of the main things which make it possible for us to keep our sales up to normal," Mr. Heye pointed out, "is the fact that we do not wait for the business to come in to us. Every day we schedule to do so much work, and we see to it that it is accomplished."

Use Auto Truck Loaded With Instruments

"We use a truck in our demonstrations, placing the machine on the truck and taking it right to the door of the prospect for the demonstration. We do not go from house to house, for we find that the news of your canvass will precede you so rapidly that within a short time the people will not be 'at home.' Instead, we go along until we find a house that looks good from the outside. If the yard is attractive and the windows clean and shining it is a pretty safe bet that the people who live there are industrious and thrifty.

"When we spot such a house we drive up, go to the door and tell the lady that we should like to demonstrate an Edison for her benefit. If they already have a machine, we find out how long they have had it, what model it is and the make, and endeavor to make a sale at any rate, offering to take in the other machine in trade.

"We place on an average of one to two machines a day and of this amount we sell about 40 per cent. These are sold during the month, but in every instance where we are able to place a machine on demonstration we have a prospect whom we feel will buy sooner or later; so we get a record of them for future mail-order canvassing.

Know Your Line

"The strongest point that I know of in selling is to know what you have to sell and sell just that. If there were some bad points about the Edison I would not try to dodge them, but rather would try to sell the good points and

educate the customer to forget the bad ones. The salesman who tries to cover up anything is getting into trouble; for sooner or later he will be found out and when he is he is lost so far as his sales are concerned.

"We have only one other salesman selling phonographs besides myself at this time. This is not because we do not do a good business, but merely because I would rather only have

increase sales during the Summer if a salesman will sit down and think them out. Dancing is always popular through the Summer and there is nothing that offers more possibilities for a nice little social dance than the phonograph. Then there are the songs, the novelty records and other entertaining features, all of which help to turn the long Summer evenings into pleasant events.

Phonograph Solves the Problem

"There are always dozens of families who are looking for recreation of some kind during the Summer. Many of these families cannot afford to go away to the seashore for a week or two, so a new form of entertainment is very acceptable. The phonograph solves the problem. It will not only give them clean, wholesome entertainment during the Summer, but it will last long after the hot weather has been forgotten.

Unusually Clever Direct Mail

"Every month we send out a letter to our list of prospects. We feel that at some time they will want to make a change or will decide to buy a phonograph, so we use this method of keeping them alive to our store until the time is ripe when they are ready to buy. Each one of the letters is changed. Every month we send out a different one, something that is intended to create an appeal."

Two of these letters follow:

The Great Musician—Pan

You remember Pan, don't you, the pagan god who performed so well on a flute?

When Pan began to play for the forest folk, even the birds ceased to sing.

Pan was a hot sketch.

He was, I mean, at that time.

If he were here now he wouldn't have a bullfrog's chance. He just couldn't compete with the New Edison Diamond Disc phonograph.

Pan played the flute only: The New Edison plays everything, and plays even better than Pan.

And yet, when Pan played, "even the birds ceased to sing!"

Don't you want to hear the latest improved New Edison?

There is some talk of "changing the calendar."

I don't know why unless they are trying to discover some date that will answer the question, "When?"

If the date they discover really will tell truly when someone will buy something that he should have bought long ago, they can sell their new calendar for enough to pay this government's debt!

I am writing you this reminder because it concerns you and me—also you owing a New Edison Diamond Disc phonograph, the most wonderful extender known.

Of course, you are going to own one, some time.

I am merely wondering When?

Meet Prospects Face to Face

"I believe that the best way of selling through the Summer and for getting results is to get out and meet the prospect face to face. By doing this you often have an opportunity to explain little points that they do not understand. Then, too, the man who gets out and dies every day, regardless of the weather, is the man who will sell the most of anything whether it is phonographs or aluminum ware. It takes consistent effort to accomplish anything, and this applies to selling phonographs."

The firm of A. F. Beyer has long been noted for its progressiveness. During the first year that they had the Edison agency they proved this by the enormous increase in sales which they attained. This, however, was not a single, spasmodic effort, for it has been going on ever since and with the same profit-giving results. Mr. Heye has been connected with this firm for several years and it is through his individual efforts that the phonograph department has grown to its present size and strength. In fact this department is one of the busiest in the city, evidence of the efficacy of Mr. Heye's methods.



E. P. Heye

one or two salesmen and have them good ones than to have a dozen and have them amateurs. I have seen more good sales lost and prospects ruined by having an inexperienced salesman call on them than by any other method.

"Two good salesmen will do more real work in a month than a dozen who go out and merely scratch the surface. It takes hard work to sell phonographs, and it calls for men who have had experience. A lady is not going to be interested in paying \$200 for a machine just because she has been asked to buy. She has to be sold on its value both as an entertaining feature and as a necessity in the home.

Thoroughness in Canvassing

"Every call we make means a thorough canvass. There are a certain number of questions which must be answered on every call. If there is any opportunity of selling the prospect at some future date, a record is made of the name and address, together with other information and this card is filed for further reference.

"There are hundreds of selling points that will



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.

Sign on—

MacMillan Bids Farewell to Last U.S. Port as Ships Turn Northward

Commander Hopes to Begin Return Voyage Before Start of Arctic Freeze-up in August

The latest news guests at the formal dinner at Island Park were brief speeches mostly dealing with the most recent developments of how was being carried out by the Arctic expedition.



MACMILLAN FREED FOR ORIGINAL PLAN

Return of Amundsen Party allows Him to Centre of Expedition.

Explorer Believes Flight Will Insure Success for Expedition's Land Search

BOWDOIN CHEERS THE

The Perry Resolves to Sail on

MONSIEUR HOLLAND

Believes that the success of the expedition will depend on the success of the land search.

PURSERS OFFICE



PEARSALL dealers are starting on a very profitable voyage (see newspapers on MacMillan Expedition). Make your reservations at once—see the Purser, or

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

BRIGGS

How Cooper Converted Record "Stickers" Into "Best Sellers" and Moved His Stock

Walter T. Williams Tells How Covington, Ky., Dealer Installed a "Canary" Window and Moved His Entire Stock—The Sales Were So Great That He Had to Place a Reorder for Records

Here is a story of how a dealer in talking machines and records converted what had been a "sticker" into a "best seller." The dealer referred to is Edward P. Cooper, whose store is at 810 Madison avenue, Covington, Ky. The "stickers" were a lot of "canary" records, which, in the language of the day, "listened good" but would not move. That is, they would not move at first.

In the opinion of Mr. Cooper, if good merchandise will not sell it is not the fault of the goods, but the fault of the merchant. The records were all right, and therefore it was up to him to find a way. This was by no means the first time he had encountered a difficult selling problem, and, as with previous ones, he pro-

ceeded to find the answer to this one. Incidentally, it may be remarked, nothing makes him any happier than to encounter a fine man's-size merchandising problem and have a bout with it.

Not far from Mr. Cooper's store is a pet shop, with a fine stock of furred quadrupeds and feathered bipeds. The former were featured in the show window and the latter in the rear of the store. Passing the store, he dropped in one day to have a chat with his neighbor.

"How's business?" he inquired.

"Good for everything but the canaries," was the reply. "They are not singing as they should."

And right here Mr. Cooper got his big idea. The canaries could sing or not. He would furnish the singing, by means of the talking machine records!

His first step was to arrange for the loan of about sixty of the canaries. Then he returned to his store and proceeded to arrange his show window. It was dressed with small trees, plants and so forth, with a background of mountain scenery. In plain view was a handsome talking machine, with a display of the "canary" records.

Then the live canaries were put into the

show window and a "canary" record was put on the machine. As soon as it was started the birds cocked their heads in astonishment. One by one they commenced to sing, and in a few minutes the show window was fairly ringing. Between the music of the birds and the music of the talking machine, this strange concert could be heard a block away.

Soon people began to "stop, look and listen." The birds sang and sang and the people gathered and gathered. Then they commenced to drift into the store and buy records. They kept coming and coming, and soon the stock of "stickers" was exhausted. A rush order was sent to the local distributor for more, and these soon disappeared. After that, names were taken, for future delivery.

"We do not know yet whether the purchasers of these 'canary' records bought them as a means of teaching their birds to sing or whether they bought them to listen to, as a substitute for a canary. Perhaps some bought them for one reason and some for another. I am pretty sure that some merely bought because they saw others buying," declared Mr. Cooper.

"While it would be interesting to know the real psychology of the thing, that is not essential. The important thing rests in the fact that it worked. There undoubtedly was an intangible value to the publicity, and this may even be of greater ultimate value than the profit that came from direct sales. It caused people to become acquainted with us, and that always pays."

So, you see, if you have a "sticker" that really is good merchandise, it can be moved.

Mr. Edison Man:—

Never Say

"KANT," 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.

United Radio & Elec. Corp. Extends Retail Outlets

New Policy Provides for Retail Distribution Through Talking Machine Trade—Jobbers Selected for Their Service Facilities

The United Radio & Electric Corp., Newark, N. J., manufacturer of Ureco radio tubes, announces the extension of its retail outlets to cover the talking machine trade. This company, which has manufactured high-quality tubes for over a year, has confined its distribution to a few selected jobbers who were able to absorb the first year's production, which totaled close to a million radio tubes. With the enlargement of its floor space and factory equipment the Ureco radio tubes are now available to talking machine dealers in all parts of the country.

In a recent statement F. A. Schiller, president of the United Radio & Electric Corp., said: "While it is true our production facilities have been substantially increased and will enable us to serve the trade on a wider scope, we shall adhere to our first principles of distributing our product through jobbing organizations. We feel that a quality product supplied to retailers through high-class distributors is the only means of counteracting the trade tendency of job-lotting merchandise and making possible the stocking of such materials by cut-rate dealers. Our new jobbers, as were those selected in the past, will be given franchises through their ability to render service to high-class merchants and these distributing organizations will only receive sufficient stocks to amply care for current demands. Our shipping arrangements and the quota of production for particular territories assure a continuance of the same methods pursued by our sales department during the past year."

F. A. Schiller, president of the United Radio & Electric Corp., was formerly president of the American Consolidated Electric Co., and vice-president of the Hygrade Engineering Co. The treasurer of the company is J. G. Weiss, formerly president of the Hyatt Roller Bearing Co. The technical division of the company includes George Stier, formerly superintendent for the General Electrical Co., and H. J. Jaeger

Co. He has a total of seventeen years' experience in lamp manufacturing. Also J. H. McCauley, well-known radio engineer, who was a communication officer during the world war, and H. R. Mencefee, who was formerly in charge of the Hawthorne plant of the Western Electric Co.

DeForest Gets Injunction

The DeForest Radio Co. was granted a temporary injunction in a decision handed down recently by Vice-Chancellor John F. Backes against the further continuance of an alleged espionage system established in its plant and offices in Jersey City by the Radio Corporation of America. This injunction followed argument by both sides on a restraining order issued by the court May 4 based upon the original bill of complaint of the DeForest Co.

Hermann Thorens

Ste. Croix, Switzerland

Manufacturer of Europe's Most Celebrated Swiss Phonograph Motors

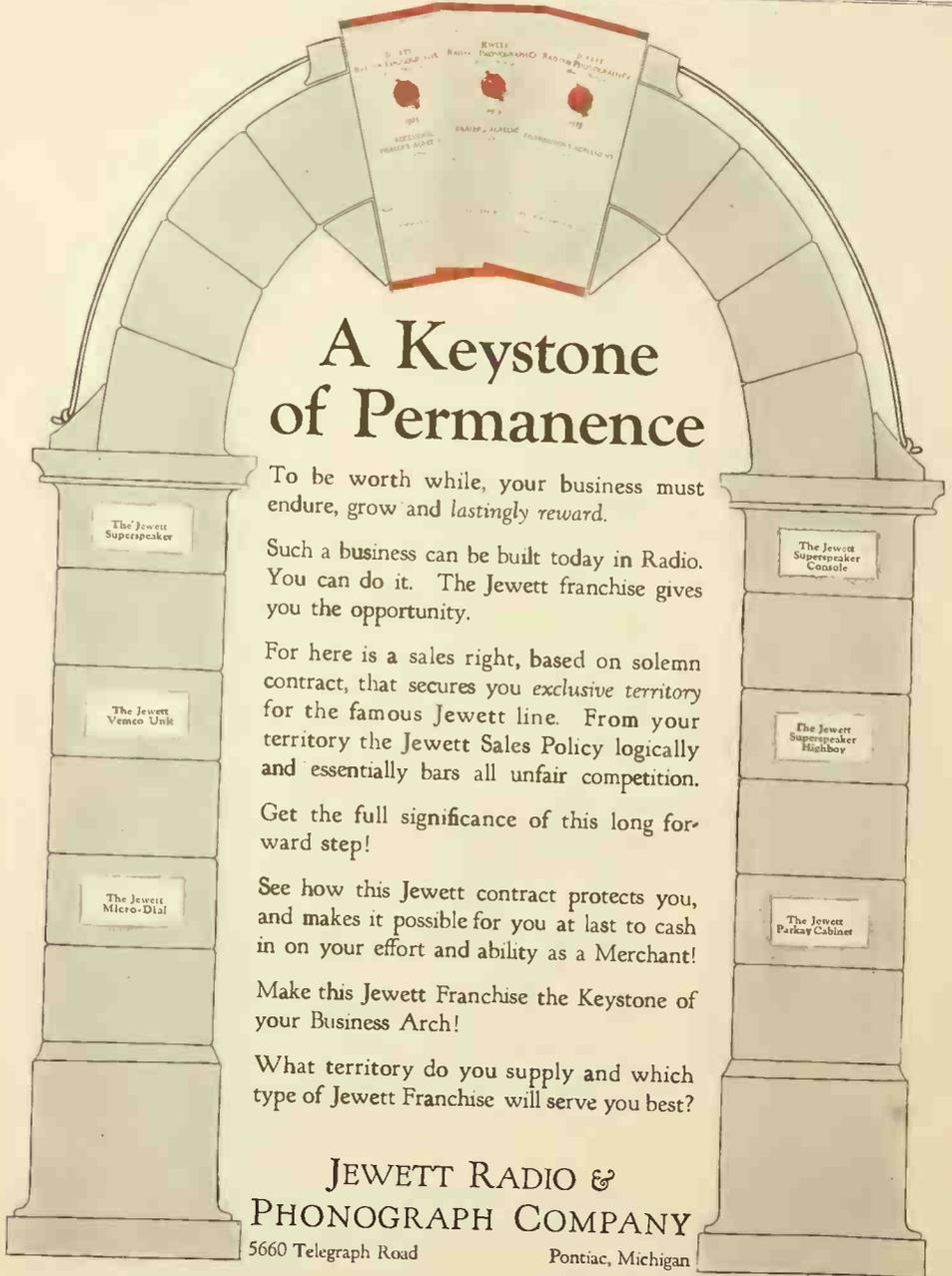
We are in a position to deliver to American phonograph manufacturers motors for use in upright and console model phonographs.

L. H. JUNOD & CO.

104 Fifth Ave.

New York

Sole Agents for the U. S. A.



A Keystone of Permanence

To be worth while, your business must endure, grow and *lastingly reward*.

Such a business can be built today in Radio. You can do it. The Jewett franchise gives you the opportunity.

For here is a sales right, based on solemn contract, that secures you *exclusive territory* for the famous Jewett line. From your territory the Jewett Sales Policy logically and essentially bars all unfair competition.

Get the full significance of this long forward step!

See how this Jewett contract protects you, and makes it possible for you at last to cash in on your effort and ability as a Merchant!

Make this Jewett Franchise the Keystone of your Business Arch!

What territory do you supply and which type of Jewett Franchise will serve you best?

JEWETT RADIO & PHONOGRAPH COMPANY

5660 Telegraph Road

Pontiac, Michigan

In Canada:

Jewett Radio-Phonographs, Ltd.
Walkerville, Ont.

Factories:

Allegan, Michigan
Pontiac, Michigan

Export Sales Offices:

116 Broad Street
New York City

Jewett Quality Products

Products That Bring Satisfaction sell!

N & K products sell because they bring satisfaction to the customer. To the dealer who knows the importance of selling satisfaction, N & K offers a line that both moves and pleases.

N & K Imported Phones and Phonograph Unit are built by one of Europe's foremost makers of sound devices.

If you want to sell quality and satisfaction these products will make friends for you and yield you excellent profits.

TH. GOLDSCHMIDT CORP.,
Neufeldt & Kuhne Division
Dept. 77
15 William St., New York



**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 in dividedally 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 loud speaker. Clear, rich tone. Packed in gold enameled, leatherette boxes. In display cartons of twelve. Retail list, \$7.50.



National Radio Exposition Plans Maturing Rapidly

Plan to "Tune-in" on London During Week of Show—To Demonstrate Every Phase of Radio Manufacturing—Stars to Broadcast

Coincident with the announcement made recently concerning the holding of the Fourth Annual National Radio Exposition at the Grand Central Palace, New York, September 12-19, Harold Bolster and J. C. Johnson, directors of the exposition, announce that plans are now afoot whereby leading broadcasting interests in the United States will conduct studios and receiving stations at the exposition and London, Paris and Berlin are expected to be held in the Grand Central Palace during the week of the show.

Other features announced for the forthcoming exposition by Messrs. Bolster and Johnson are a completely equipped section where the manufacture of every phase of radio equipment will be demonstrated; a radio fiesta in which the leading stars of the microphone will broadcast from the Palace during the week of the exposition, with S. L. Rothafel, better known to radio fans throughout the United States as "Roxy," in charge.

"A preliminary survey of the plans already developed by exhibitors makes it clear," said Mr. Johnson, "that the Fourth National Radio Exposition will inaugurate the Fall business drive by the radio manufacturing industry. Jobbers, dealers and other trade organizations are said to be planning concurrent conventions in New York during the week of the show, and an open forum for jobbers and dealers will be held in the Grand Central Palace every day of the exposition. About 80 per cent of the space taken at last year's exposition has already been engaged by exhibitors for the Fourth Annual National Radio Exposition."

A partial list of manufacturers who will exhibit in the Grand Central Palace during the week of September 12 includes the following: Radio Corp. of America, Edison Storage Battery Co., Atwater Kent Mfg. Co., Amplion Corp. of America, De Forest Radio Co., Adams-Morgan Co., Inc., C. Brandes, Inc., Radiotive Corp., Freed-Eisemann Radio Corp., National Carbon Co., Sonora Phonograph Co., Garod Radio Corp., Joseph W. Jones Radio Mfg. Co., Musical Products Distributing Co., Newport Radio Corp.

Leases Large Building

J. J. Furer, proprietor of Furer's Music Shop; 436 Main street, Stamford, Connecticut, has just completed negotiations and acquired a ten-year lease on the entire four-story building at 446 and 448 Main street, where the upper floors will be devoted to several lines of pianos and the ground floor will be used as a display section for musical instruments, phonographs, records, radio and pianos.

Radio Labs. Chartered

The Radio Testing Laboratories, Montclair, N. J., were recently incorporated at Trenton, with a capital stock of \$100,000. The incorporators are Charles Landerman, James V. Kiloe and Alonzo L. Tyler.

Joseph H. Mayers Honored Before Sailing for Europe

Large Assemblage of Friends Gather at Farewell Dinner to Popular Head of International Phono. Co.—To Be Abroad Three Months

On the Sunday prior to the departure on June 24 of Joseph H. Mayers and his family for a three-month sojourn in Europe and Palestine, some 125 friends of the popular head of the International Phonograph Co. gathered at a surprise farewell dinner at the Little Hungarian restaurant to bid goodspeed to the travelers.

During the festivities an excellent musical program was rendered by prominent recording artists who included: Estelle Schreiner, soprano; Anna Lubin, comedienne, and Joseph Feldman and Morris Goldstein, the Jewish Happiness Boys, all Pathé artists; Joseph Pober and Rubin Goldberg, the latter a Victor and Columbia artist.

Daniel Broad, credit manager of the International Phonograph Co., who, with George Sklar, general sales manager, acted as a committee on arrangements and reception and introduced the artists. Adolph H. Mayers, also prominent in metropolitan talking machine circles, acted as toastmaster and introduced the speakers, who included Ben Switky, formerly a Victor wholesaler; Daniel M. Broad and George Sklar, all of whom lauded Mr. Mayers, and he, in reply, thanked his friends for their greetings at this very happy event.

Among the members of the trade present were: Archie Mayers, William Mayers, Mr. and Mrs. George Milliard, Charles Stillson, of the Columbia Phonograph Co.; Arthur Morris and Sidney Coleman, of the Greater City Phonograph Co.; F. A. Anderson, of the Chas. Ditson Co.; P. Kaufman, of the Dalrymple, Whitney Radio Corp.; Mr. and Mrs. Alexander Broadman and Mr. and Mrs. Frank Mandel.

Mr. and Mrs. J. H. Mayers and their sons, Martin and Harold, sailed on the "Mauretania" on June 24 and will return on September 24, approximately. They are accompanied on their travels by Mr. and Mrs. A. H. Mayers.

504,504 Neutrodyne Sets Sold in Two-Year Period

Report Issued by Hazeltine Corp., Owner of Neutrodyne Patents, Shows Popularity of This Circuit—Fourteen Neutrodyne Manufacturers

The Hazeltine Corp., owner of the neutrodyne patents, issued a very interesting report recently showing the number of neutrodyne sets made by the fourteen member companies of the Independent Radio Manufacturers. The statement points out that for the present year up to May, 129,630 neutrodyne sets had been purchased by the public. For the period ending December 31, 1923, the public bought 95,094 neutrodyne sets and in 1924 a total of 279,780 sets were sold. These figures taken in the aggregate, according to the statement, show that during the first two years' existence of the neutrodyne inventions 504,504 sets embodying these inventions were sold. This number is exclusive of the sets which were built by experimenters at the time the neutrodyne receiver was disclosed by Professor Hazeltine, inventor of the circuit.

N&K
Imported
PHONES &
PHONOGRAPH
UNIT

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.

Why are dealers everywhere insisting on *Heineman Motors*?

BECAUSE, as enterprising phonograph and record dealers, they know the value of having, and keeping satisfied customers.

They are fully aware of the fact that there is nothing which will make a customer more quickly dissatisfied with his phonograph than a noisy, erratic, forever-in-the-need-of-repair motor. And they know that when the motor stops, record sales stop with it!

And so, they seek superior motor equipment—sturdy sources of motive power which assure customer satisfaction in the greatest measure. They want motors which will give steadfast, easy and noiseless operation—faithful performance made possible only by superior design, expert construction and the use of highest quality materials.

These are the features which dealers so wisely seek. And finding them all available on one make of motor, they experiment with no other. They insist, uncompromisingly, that the independent phonographs they sell be equipped with

HEINEMAN QUALITY MOTORS

A Product of the

General Phonograph Corporation

OTTO HEINEMAN, Inc.

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

Perfect Records by Boyd Senter Widely Popular

Plays Every Instrument in the Orchestra and Is Proving a Big Hit in Vaudeville

The Perfect Record Co., Brooklyn, N. Y., manufacturer of popular-priced records of that name, reports that the recordings of Boyd Senter, Perfect record artist, are enjoying much popularity throughout the trade.

Boyd Senter is playing a very successful engagement at the Chicago Theatre, Chicago. He



Boyd Senter

has had a ten week's run, which is said to constitute a record for length of run in this theatre. Mr. Senter has also appeared at the Palace and Hippodrome, New York. He is a novelty saxophonist and plays every instrument in the orchestra, including piano, violin, saxophone, trombone, clarinet, accordion and banjo.

C. Brandes, Inc., Not Connected With Bankrupt

In the recent announcement of the bankruptcy of the J. F. Brandies Corp., Newark, N. J. it was erroneously stated that this company was a manufacturer of head sets. The J. F. Brandies Co. made radio receiving sets only, and did not manufacture head sets at any time. The bankrupt company has no connection whatsoever with C. Brandes, Inc., manufacturer of head sets, loud speakers and other radio products, and a leader in the radio industry.

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

H. A. Bemister Appointed Honest Quaker Distributor

Opens Headquarters in Detroit—Complete Line of Talking Machine Repair Parts Made by Everybody's Co., Philadelphia, to Be Featured

DETROIT, MICH., July 1.—H. A. Bemister has opened headquarters at 150 Larned street W., in this city, and has been appointed an authorized distributor for Honest Quaker main springs and the full line of talking machine repair parts made by Everybody's Talking Machine Co. of Philadelphia. Mr. Bemister needs no introduction to the talking machine trade. His ten years' experience as a distributor of phonograph repair materials in Montreal has earned for him many lasting friendships throughout the talking machine industry. He is thoroughly familiar with all details in the talking machine field, which will stand him in good stead in the important work he has now undertaken. His success in Montreal as a distributor of Honest Quaker main springs and repair material and his intimate knowledge of both the product and of the fair business dealings of Everybody's Talking Machine Co. led him to take over the Detroit territory as a distributor. Mr. Bemister plans to carry a complete stock of Honest Quaker merchandise.

Pooley Line Described in Attractive Folder

Features New Models Which Were Shown in Display at the Bellevue-Stratford Hotel, Philadelphia, Last Month

The Pooley Co. (Radio Sales Division), Philadelphia, Pa., has prepared an interesting eight-page folder on the new Pooley line for the use of its jobbers. This folder is attractively printed in colors and describes and illustrates the new models which had their initial appearance at the Pooley display in the Bellevue-Stratford Hotel, Philadelphia, last month. Three new radio cabinets are shown, one offered with either open or closed receiving set and the new radio console. There is also featured the new Pooley radio-phonograph which attracted so much attention at its initial showing. These cabinets are all equipped with Atwater Kent receiving sets and the combination model has Pooley talking machine equipment, which is well known throughout the trade.

Advertising and Canvassing Drives Win in New Haven

Miller Music Shops and Brodribb & Blair Staging Extensive and Successful Campaigns—Amendola Bros. Plan New Building

NEW HAVEN, CONN., July 6.—Louis Miller, head of the Miller Music Shops, this city, is thoroughly sold on the advertising and canvassing plans for stimulating business at this season of the year and has started a very big campaign, using the New Haven Register and the New Haven Times Leader, taking full-page copy. This idea was extended to using 40,000 full-page flyers covering the outlying districts, canvassers distributing them from house to house. In this campaign Mr. Miller is featuring high-grade pianos and several lines of phonographs, coupled up with space for advertising records.

The live-wire merchants, Brodribb & Blair, also started a campaign recently, strongly advertising pianos and phonographs through local newspapers and following this idea through with extensive canvassing. In their New Haven store three outside salesmen are employed and two trucks are used to reach the outlying districts where the bulk of the business comes from these days. In their Waterbury store two outside salesmen are employed covering differ-

ent sections each day. The Bristol store employs four outside salesmen with two trucks, and the results reported seem to indicate that business through this source is satisfactory.

Anthony Amendola, of Amendola Bros., has completed arrangements for the purchase of a new location on Wooster street and plans to erect a new four-story building to take care of the increasing business. Amendola Bros. carry a complete line of musical instruments, records and phonographs.

For the past two weeks the Yale Talking Machine Co. has had a crew of workers remodeling the interior of the store located at 344 Grand avenue.

E. Krulokoski, proprietor of the E. K. Music Shop, plans on opening another store in Bridgeport. He has been looking over the territory around Bridgeport, recently, with the idea in mind of opening a branch store in conjunction with his present store located at 933 East Main street. The E. K. Music Shop now handles two lines of high-grade pianos and Columbia and Victor phonographs.



Mu-Rad Triplex

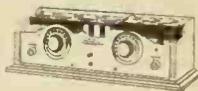
3 Tube—Dry Cell Receiver

\$75

ADVANTAGES that ordinarily cost twice the price of the *Mu-Rad Triplex Receiver*. That's value—value that speeds turnover, increases profits, and builds good-will.

Four-tube efficiency with only 3 tubes. Sweeps the continent. Can be logged; highly selective. Most conveniently portable; all batteries 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

These distributors plant seeds that will grow into permanent profits for you!

New England States:

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

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

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

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

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

Brooklyn and Long Island:

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

Eastern Pennsylvania, Delaware, Southern New Jersey:

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

Maryland, Virginia and District of Columbia:

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

Western Pennsylvania 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:

YAHR & 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 HDWR. 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., 279 BROADWAY, NEW YORK

A Radio Set and Speaker
that Delights Both
the Eye and Ear

Sonora Radio Receiving Set \$90
Sonora Console Speaker . . \$50



“Look into the seeds of time
and say which will grow
and which will not”

THE seed of public confidence grows wherever it is sown—so does the demand for the product in which it has been implanted. Public confidence is firmly implanted in Sonora throughout the country. The demand for Sonora waxes steadily and it bears rich fruit, for its growth is carefully cultivated. Each branch (Sonora dealer) is carefully guarded against “sudden storms” and no parasitic plants are permitted to usurp its productiveness.

Sonora dealers will flourish permanently, for the Sonora line is always in thorough accord with the demand of the day. Today the demand is rapidly growing for tone qual-

ity in radio. The Sonora radio receiving set achieves the same marked supremacy in tone quality as the Sonora Phonograph.

Tomorrow the demand will be for beauty in cabinet design as well as tone quality. Sonora will shortly present to you a Sonora radio receiving set in a highboy period model that is a masterpiece of cabinet artistry. Highboy phonographs, radio-adapted, and radio and phonograph combinations will also make their appearance in distinctive period cabinets.

So now, when looking into the seeds of time, one can tell with precise prescience one radio set that will grow—profitably!



SONORA PHONOGRAPH COMPANY, INC., 279 BROADWAY, NEW YORK

New Jersey Atwater Kent Dealers Hold Successful Get-Together Meet in Newark

Meeting Sponsored by New Jersey Radio, Inc., Atwater Kent Mfg. Co. and Pooley Co., Inc.—Atwater Kent Plans Outlined—Pooley Fall Line Described—Display of Products a Feature

Monday, June 22, was the occasion of a large gathering of Atwater Kent dealers of the New Jersey territory held under the auspices of New Jersey Radio, Inc., Atwater Kent distributor, Newark, N. J., and the Atwater Kent Mfg. Co. and the Pooley Co., Inc., both of Philadelphia.

It was 2 o'clock when the guests gathered informally in the McCarter Gallery of the Robert Treat Hotel in Newark. A little later all adjourned to the ballroom where the meeting was called to order by B. J. Oppenheim of New Jersey Radio, Inc., who, in turn, introduced Nat Elin, president of that company. Mr. Elin welcomed the guests, who numbered several hundred, and sounded the keynote of the gathering, which was primarily to promote a more perfect understanding not only between the dealers themselves but between the dealer and the jobber and the dealer and the manufacturer, so as to better understand each other's aims and purposes.

Following Mr. Elin's welcome, S. Cande, of Burton, Durstine & Osborne, Inc., New York City, advertising agents of the Atwater Kent Mfg. Co., spoke on the advertising plans of the company and with the aid of a huge chart at the front of the room completely outlined the many details of the plan as well as the wide scope of the publicity. He pointed out that the advertising to the consumer included a large group of national magazines, bill posters throughout the entire country, newspapers, and continued broadcasting. Under the heading of dealer advertising were the familiar Atwater Kent broadsides, salesmen's advance cards, trade paper campaign, sales bulletins, co-operative newspaper advertising and dealer helps, such as window display material, dealer help booklets and general material for consumers.

John C. Sterling also spoke interestingly on Atwater Kent products and advertising, his subject being "Over a Length of Time." The development of this theme throughout his address made it one that will be remembered a long time.

Ben R. Stauffer, treasurer and sales manager of the Pooley Co., Inc., was next introduced and interestingly described the new line of

Pooley radio cabinets for Fall. He went thoroughly into the subject and demonstrated for the benefit of those present the construction of the Pooley cabinet, illustrating his talk with samples brought from the factory in Philadelphia.

Vernon W. Collamore, of the Atwater Kent Mfg. Co., who was next introduced as one of the best liked sales managers in the United States, in his usual interesting manner told of



New Jersey Atwater Kent Dealers Present at Banquet at Robert Treat Hotel

the future plans of the Atwater Kent Co. and how they would benefit the dealer. He announced that about \$3,000,000 would be expended during the coming year on advertising to help the Atwater Kent dealer sell more merchandise. At the conclusion of his address Mr. Collamore invited those present to ask him any questions which they might have in their minds regarding the subjects presented. Many availed themselves of this opportunity and a general helpful discussion took place.

Between the afternoon and the evening sessions a general adjournment was made to the McCarter Gallery where a complete display of the Atwater Kent and Pooley lines was shown. The Atwater Kent display included model 20 cabinet receiving set, model 20 compact, and models 24 and 19, and in the open line, models 10 and 12. In the Atwater Kent loud speaker line models "M," "L," "H," and "R" were

shown, as was also the Atwater Kent phonograph attachment.

The Pooley Co. displayed the new Pooley radio cabinets for the Fall, including numbers 1320 R2, 1600 R2, 1120 R2 and 1110 R2. Also the new Pooley radio phonograph known as model 1500 R3 and the console table 1400 R1.

The full line of Philco batteries made by the Philadelphia Storage Battery Co. of Philadelphia, Pa., was also shown.

Adjoining the McCarter Gallery was the Chippendale Room in which entertainment was furnished during the intervening hours. At seven o'clock all repaired to the grand ballroom where an elaborate dinner was served. The evening was given over largely to the enjoyment of entertainment which had been provided for

the guests. Nat Elin, president of the company, acted as toastmaster and introduced the Phonograph Trio who entertained during the course of the dinner. Mr. Elin then presented George F. McClellan, of the program department of station WEPF of the American Telephone & Telegraph Co., who spoke for a few minutes on the subject of radio broadcasting and congratulated the Atwater Kent Co. upon being one of the few manufacturers of radio sets who are doing their share in providing programs for the owners of these sets, thus helping to stabilize the radio industry.

Graham McNamee, famous announcer of station WEPF, was then introduced, and an Atwater Kent hour of broadcasting was put on with Graham McNamee at the microphone. All the Atwater Kent artists both vocal and instrumental that have become so familiar through their Thursday night broadcasting were present and entertained the guests just as though the program was actually on the air. At the close of the Atwater Kent hour the floor was given over to dancing for the balance of the evening. The affair was thoroughly enjoyed by all present and congratulations were received by the New Jersey Radio, Inc., upon the great success of the event not only from the entertainment standpoint but for the valuable business transacted in the afternoon, which undoubtedly will be of great benefit to the dealers in their merchandising operations.

New Priess Receiver to Be Marketed in August

William H. Priess, president of the Priess Radio Corp. and for many years prominently identified with the technical development of radio, is bringing out a new receiver. It will make its appearance early in August. It is said to be radically new in theory, involving several features heretofore unemployed. Patent applications on the new features have been filed with the U. S. Patent Office at Washington.

Mr. Priess has been working literally night and day on his latest development and has not had time to prepare an extensive description of how it operates. Other officials of the company said the set is unprecedented in its results and that it has remarkable distance-getting ability.



The grain of the steel reveals the quality of the needle

IT is true that most phonograph needles LOOK alike—but don't be guided too much by a high polish. Turn underneath that glittering, silver-like surface is the tell-tale evidence that marks the good or the bad needle.

Were you to break an Okeh or Truetone and some other needle into halves and compare the grain of the steels you would undoubtedly find a noticeable difference. One would show an even

break and a coarse, irregular grain—the mark of inferior steel. The other would reveal a jagged break and a very fine, close-knit grain—the mark of the highest grade carbon steel—the mark of every Okeh and Truetone Needle.

If you think enough of your business to sell nothing but the best of records, think enough of it also to sell nothing but the best of phonograph needles. In other words, sell

Okeh and Truetone Needles

Products of The

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street

New York, N. Y.



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

Broadcasting Record Music Creates Sales

Public Demonstration of Unusual Records Brings Home the Bacon for Rialto Music Shop, Chicago, and the Federal Co., of Milwaukee

Rudolph Fractman, who runs the Rialto Music Shop down in Chicago's Loop, has had a reputation ever since he opened up for doing record stunts. Some of his stunts are just as simple as they are clever, and in fact it is the simplicity which makes them clever and attractive too.

For instance, he is a great believer in persistent public demonstration of talking machine records. He keeps "the instrument" going all day long. In this he is not far different from many other dealers, but in one thing he is very different and that is in the selections he broadcasts in this way. Most dealers would take the reigning hit of the moment and would pound away on that until every person within a block could hear the music, would recognize it, would forget all about it immediately, and would pass on. There is really such a thing as a song becoming so well known that the public tires of it and becomes utterly dulled to it.

Mr. Fractman is too wise to make the mistake of doing the obvious thing. He does the unusual thing. The records he uses for his outside demonstration are always extremely unusual records. He deliberately chooses records which the passers-by probably have not heard; or which, at least, will be surely unfamiliar to most of the passers-by. By preference he chooses and uses records from the so-called "foreign" catalogs; that is to say, from the catalogs of specially selected German, Magyar, Polish, Czech, Russian and Yiddish titles. He plays these; he attracts the attention of passers-by in the most effective manner and he sells a vast quantity of this presumably unfamiliar music to passers-by gathered in from among the Loop crowds, by his demonstrating.

By the Hundreds of Thousands

It is said that there are four hundred thousand Slavs in Chicago. There are also at least two hundred fifty thousand Germans, Austrians and Magyars in the same city. When to these are added the vast numbers of German, Russian and Polish Jews, it is not surprising that a Loop dealer should awake chords of memory in the breasts of many among the passers-by, even among the younger American-born boys

and girls sprung from these racial stocks. Mr. Fractman has merely capitalized a very simple and obvious fact, one so very simple and so very obvious that only a really clever man would ever think of putting it to use.

There is another side to it. A great many of the so-called "foreign" records are of music

It is the unusual thing which attracts the most attention. Undoubtedly playing records at the store door is instrumental in building sales, but playing the numbers which are so popular that everybody already knows them does not get the results that is obtained by public demonstrations of records with which the public is not so familiar.

which is very beautiful in itself, and often also very humorous, or very danceable. Such music is simply an unknown quantity to the vast majority of the ordinary American record-buyers, for it is never presented to them save by accident. Mr. Fractman sells such records to men and women who neither speak nor want to speak any of the foreign tongues. He sells the music because he demonstrates it.

A Milwaukee Example

This very same idea has been put to good practical use in the selling of records by other houses, too. There is the Federal Music Co., of Milwaukee. A short time ago this house took on a line of Columbia records. In this connection the Columbia people induced the Federal people, who are publishers of sheet music, to take a small order of records of the same kind as have so successfully been handled by Rudolph Fractman, as described above. The Federal people took them only because they were persuaded after some difficulty to

believe that if they would use these and demonstrate them steadily, they would probably have better sales than if they merely concentrated on the ordinary line of popular song and dancet records such as every one else is pushing, and such as it is natural, if one thinks only on the surface, to speak of as being "the only stuff that sells." The Columbia salesman induced the Milwaukee publisher to take six (six only) sample copies of these foreign records, and to demonstrate them one after another steadily through an outside horn from a machine inside the store. The very next day he ordered by wire ten selected records from the six samples. The next day he ordered thirty, the next day thirty more and the next day one hundred!

And these orders have been coming in from this publisher and merchant ever since in similar quantities.

It Works All Round

This does not mean that in this store only these foreign records are being sold. On the contrary, the sales are running steadily along in popular music of all kinds. What has happened is simply that the passers-by and the chance customers, as well as the steady and regular customers, are having their interest aroused daily by a new kind of music. Ears dulled by the constant repetition of a so-called hit simply close themselves after a while to its seductions. To reopen those ears something else is needed, and very often the something else must be at least something of a totally different kind. One of the great troubles with modern dance music is that it is all built on one rhythm and that this rhythm is becoming monotonous so that hits no longer come spontaneously but have to be more or less forced. Then it is that a definite change of method is often most useful.

To chronicle little wrinkles of this kind may seem not a very important task, but in fact everything is important which leads to practical results. There is plenty of talk always from men of a certain type of mind about the course of business; usually indeed talk of a pessimistic nature. Some men are never happy unless goods are selling themselves; which means that they are never happy. On the other hand, those who are wise enough to think are wise enough to know that whatever fills a real need, as the talking machine and its records, has a place in society from which it cannot be driven, save through the stupidity or the indifference of those who handle it.

There is always a way to do business.

Oakland Dealers Organize

OAKLAND, CAL., July 9.—The radio dealers of this city have built up an efficient trade body comprising practically all music store and electric store dealers and salesmen for the purpose of bettering trade conditions and eradicating and remedying trade evils. E. M. Sargent has been elected president of the organization, Thomas Traynor, secretary, and Bernard S. Goldsmith, treasurer.

New Columbia Dealer Helps

The Columbia Phonograph Co., New York, recently sent to its dealers two new sales aids. The first is a hanger in colors, featuring the latest hits in "blues" numbers, illustrated with characteristic pictures of the Columbia colored stars. The other is a window card listing Columbia recordings of hits from current Broadway musical productions. This card can be effectively used by dealers

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.

The Utmost in Portable Value!

PAL

For the past four years PAL has been recognized as the biggest and easiest selling portable phonograph in the field because of its remarkable tone and superior quality.

Now free to all PAL dealers. A beautiful full size window Display, in seven colors, which is so attractive that it will bring many new customers into your store—not only for PAL, but also for your regular lines of records and other merchandise

\$25.00
retail!



PLAZA MUSIC COMPANY 10 West 20th Street NEW YORK

Advertising Plans and Distribution Policy Announced for Kolster Radio

Federal Telegraph Co., of San Francisco, Issues Important Statement in Connection With the Introduction of Kolster Radio—National Campaign Under Way—Dealer Protection

The Federal Telegraph Co. of San Francisco, Cal., with its merchandising division in the Woolworth Building, New York, issued recently the following statement in connection with the introduction of Kolster radio; this statement being issued from New York.

"We will soon advertise Kolster radio in a very important campaign, now being prepared by Lord & Thomas, one of the leading advertising organizations in this country. We have engaged this agency because it not only knows how to reach the public quickly and sell an idea, but because of its long experience in merchandising counsel.

"It is unnecessary for us to review the chaotic condition which exists to-day in radio distribution nor to dwell on the subject of overproduction, 'dumping,' rapidly changing models and prices. You are just as familiar with them as we are. The reasons are obvious. In the production of radio the development period has been largely directed by technical men. Now comes the new period when merchandising policies must be dominant and when the business must be brought to a sound commercial basis.

"Our major policies are very plain and very simple and we outline them at this early date so that all may know that we do not intend to enter the maze of difficulties which is now in existence. 1. We will distribute exclusively through jobbers. 2. There will be a limited number of jobbers carefully selected. 3. We will guarantee Kolster radio to each purchaser. 4. Prices will be established for a full year and jobbers will be protected. 5. The company will protect against obsolescence. If any model should be discontinued, jobbers will be protected.

"We are able to formulate these policies because the fundamental organization of the company has been long planned out. We did not rush into radio during the promotion period although we are one of the oldest organizations in the radio world. One reason for our policies is that Kolster radio is a perfected set. It is designed by Frederick A. Kolster, a radio scientist of international reputation. Kolster contributed such inventions as the Kolster decimeter, Kolster radio compass and other radio developments used throughout the world.

"Another reason is that we have been in business for many years, first building most of the high-powered stations of the Navy, including the famous Lafayette station in France, the

largest in the world. This company also operates the only successful point-to-point land radio system in the world serving the large cities on the Pacific Coast. Our equipment is installed on hundreds of naval and merchant marine vessels, the radio compass and radio lighthouse system being among the greatest developments in navigation. This company is by no means a beginner—nor is it being suddenly organized. It lacks entirely any of the promotional aspects. Rudolph Spreckels is chairman of the board. It is one of the largest and best-financed radio concerns in the world, but it has waited until now to offer the public a perfected receiver, Kolster Radio.

"Our plans have been maturing for several years, and we branched out into radio merchandising only after very careful consideration. We have been in business for a long time and we will stay in business. In our next statement we will furnish you a complete description of the various Kolster radio models, prices, policies, etc."

New Jewett Radio Station to Be Opened August 15

Station WJR Housed in New Building in Grounds of Jewett Plant at Pontiac

The official opening date of Station WJR, to be operated by the Jewett Radio & Phonograph Co., Pontiac, Mich., has been set for August 15. It had been intended originally to place this station on the air about July 1, but it was found impossible to have all details ready by that date.

Following the wishes of the U. S. Department of Commerce with reference to high powered broadcasting stations, the transmitting equipment of WJR is housed in a new building on the Jewett factory grounds at Pontiac and the main studios will be in the Book-Cadillac Hotel in Detroit. The studio and the transmitter are

connected by four telephone lines and because the transmitter is located twenty-five miles away from the densely populated area of Detroit, WJR will be permitted to use its full power of 5,000 watts as soon as it goes on the air. Howard E. Campbell, widely known radio engineer, will be in complete charge of all the station's activities and C. W. Kirby will officiate at the studio.

W. D. Watson, of Bermuda, a New York City Visitor

Walter D. Watson, head of Thomas J. Watson & Son, Hamilton, Bermuda, was a recent visitor to the offices of The Talking Machine World during a ten-day stay in New York City. Mr. Watson is a well-known talking machine dealer on the Island of Bermuda, where he has held an agency for Victorolas and Victor records for many years. For the past two years, however, he has included radio in his line of musical activities, especially featuring Radiolas and the Crosley line.

A month ago Mr. Watson started a small broadcasting station and has made rapid progress in giving radio enthusiasts of Bermuda a varied program. He plans with future development and protection of his broadcasting activities to inaugurate a plan of broadcasting weekly and monthly releases of Victor records. Mr. Watson expects to leave on a trip to England shortly after his return to Bermuda.

King of the Belgians Shows Interest in Amplion Products

The Amplion Corporation of America, New York, sole distributor in this country of the well-known Amplion loud speakers, received recently an interesting communication from London, England, the home of this product, in connection with the Amplion exhibit at the Commercial Fair held in Brussels, Belgium. It was stated that the King of the Belgians was particularly interested in the loud speaker pavilion at the Fair, visiting the exhibits and listening to public demonstrations of the products shown. His Majesty was so favorably impressed with the amplification and tone quality of the Amplion speakers that he sent a telegram of congratulations to the manufacturers of this product, Alfred Graham & Co., of London, wishing them every possible success with their product.

Hauschildt Buys Building

OAKLAND, CAL., July 10.—The Hauschildt Music Co. recently purchased a four-story and basement building, which is being completely remodelled to provide a fitting home for the establishment.

Sell Udell Console Talking Machines



No. 905

Finished in brown mahogany; ample album space; height, 31 in.; width, 32 in.; depth, 21 in.

Here is real quality at a price. Volume sales and production enable us to offer Udell Console Talking Machines at most attractive dealer's discounts. They also have the appearance, quality and durability to make permanent friends for you. In addition to the famous Udell cabinet construction, each machine has many other important advantages, such as Heine-man motor, Empire tone arm, automatic stop, automatic self-balancing lid support, octagon sound box, etc.

Complete catalog and prices gladly mailed on request. Write for your copy today!

THE UDELL WORKS, Inc.

28th St. at Barnes Ave.,

Indianapolis, Ind.

Will your profits be frozen in dead machines?

WHAT are you going to do this fall when Mrs. Jones finally decides to buy a new radio-phonograph combination instrument and wants a substantial allowance on her old phonograph?

If you refuse to accept it you probably lose the sale. But suppose you do take it in—can you sell it again? You'll find that a few Mrs. Joneses will tie up all your profits in unsalable out-of-date machines. You really can't afford to sell a combination instrument to Mrs. Jones on a trade-in basis, and you probably can't sell it to her any other way.

In other words, you've got to eliminate the Mrs. Joneses from your prospects for combinations. There are hundreds, perhaps thousands, of these phonograph-owning Mrs. Joneses in your locality and they are the most prosperous people—the best prospects.

Everybody will want real combinations

There's no doubt, either, that Mrs. Jones will want a combination instrument. Powerful phonograph and radio companies are using every ounce of their force to sell Mrs. Jones the radio-phonograph idea this year.

Fortunately, you don't have to abandon Mrs. Jones. You can take advantage of Mrs. Jones's demand for a combination instrument without the trade-in evil. You can, that is, if you sell Mrs. Jones the link that actually gives instant, effortless choice between radio and record from her old phonograph.

This link is Selectron. It creates real combinations from pre-

ent radio sets and phonographs. With Selectron, Mrs. Jones can change from radio to record—or back to radio—at the mere turn of a dial. With Selectron Mrs. Jones is satisfied and you have made a straight profit without any trade-in difficulties.

No "installation"—no trade-ins with Selectron

Selectron is set in place back of the phonograph turntable in a couple of minutes. It leaves the tone-arm and sound-box entirely free to play records at will. Its cord simply plugs directly into the radio set. From then on Mrs. Jones has a permanent combination—either part of which she can use instantly.

Don't confuse Selectron with phonograph speaker units. Speaker units on the end of the tone-arm just turn an expensive phonograph into a makeshift loud speaker. They don't allow instant choice—radio or record, as you please, nothing to change!

Selectron necessary for a true combination

Whether the radio set is located in the phonograph cabinet or outside it, Selectron is necessary to make the combination between radio and phonograph really work.

Selectron will sell the phonographs on your floor, which will be out-of-date in comparison with combinations unless you transform them with Selectron. And when you sell Selectron to Mrs. Jones you've solved your trade-in problem. Yet Selectron sells at retail for only \$19.50.

Ask your jobber more about Selectron or let us tell you about it.

AUDAK COMPANY

565 Fifth Ave., New York, N.Y.



This is the solution to a really grave problem



List price \$19.50

Selectron

REG. U.S. PAT. OFF.

NOTE—A special model of Selectron is built without a speaker unit, to oblige customers who already own a speaker unit, or who wish to buy one separately. This is known as Model 44, retailing for \$12.50.

E. L. Brown Makes Visit to the Pfanstiehl Factory

Sales Manager of Radio Division of International Clearing House, Eastern Distributor, Enthused Over New Pfanstiehl Models

E. L. Brown, sales manager of the radio division of the International Clearing House, New York, distributor of the Pfanstiehl radio receivers for New York, New Jersey, eastern Pennsylvania and the New England States, recently returned to New York after a brief visit to the Pfanstiehl factory in Chicago. Mr. Brown was greatly enthused over the prospects for Pfanstiehl business in the Fall after having made a close inspection of the new and complete line which is to be released July 15, and which consists of six models covering a wide price range.

Many improvements have been made which will be embodied in the new models, applying to both the mechanical construction and to the bettering of the appearance of the receivers. These improvements are in many cases exclusive with the Pfanstiehl sets, and add immeasurably to the ease of operation of the receivers. The cabinets have been designed by one of the leading designers of furniture in the country and are unusually attractive.

"King of the Ivories" Receives Merited Praise

The general sales division of the Brunswick-Balke-Collender Co., Chicago, received recently a very interesting letter from J. Wheeler Forbes, of South Norfolk, Va., referring to the piano playing of Harry M. Snodgrass, exclusive Brunswick artist and a prime favorite with admirers of popular piano recordings. In his letter to the Brunswick Co. Mr. Forbes stated:

Since Harry M. Snodgrass and J. M. Witten left broad casting station WOS, Jefferson City, Mo., both have been missed by hundreds of listeners-in, and being that they will not be allowed to broadcast for some time to come, it is very grateful we are that we can now obtain your records of piano solos played by "The King of the Ivories" and announced by J. M. Witten. Both of these individuals are favorites in my home, and we have purchased both of the records which have now been released by you, namely, "Three o'Clock in the Morning," "The Moonlight, a Waltz and Vow," and "Disturbing the Keys" and "The Blue Evening Blues" and we enjoy playing them very much. No one ever gets tired of hearing the King's wonderful playing. Here's hoping that you will release many more of his records. I intend buying every one I can obtain of this artist's records.

Would thank you to release a record by Snodgrass entitled "In the Sweet Bye and Bye," with the several variations as played by him. I used to hear Mr. Snodgrass play this selection from Station WOS and it was one of the most beautiful he played. Also would thank you to advise how often you intend releasing records by "The King of the Ivories" in the future.

Attractive Folder Issued by Everybody's T. M. Co.

Everybody's Talking Machine Co., Inc., Philadelphia, Pa., manufacturer of Honest Quaker main springs and a full line of talking machine repair parts, has recently issued an attractive four-page folder on "Quaker Ideal" tone arm and reproducer outfits for the talking machine. Each model is illustrated and described and much care has been given to the attractive arrangement of the folder.

There is presented in this piece of literature the "Quaker Ideal" attachment to play lateral cut records on Edison phonographs and "Quaker Ideal" outfits as follows: Model No. 23 for portable and small machines; model No. 29, a radio tone arm, and model No. 19 and model No. 27, all of which are of the throw-back type. There are also shown models No. 25, described as the "Penn Ideal" outfit and No. 97 the "Meiselbach Ideal" outfit.

The Presto Radio Corp., Brooklyn, N. Y., has increased its capital stock from \$250,000 to \$1,000,000.

Death of James F. Kerr Shocks Radio Industry

General Manager of Second Radio World's Fair Was Known to Leading Executives in the Radio Field Throughout the Country

Members of the radio industry were shocked and grieved at the sudden death of James F. Kerr, general manager of the Second Radio World's Fair, who died June 14 at the Fifth Avenue Hospital, New York, following an abdominal operation. Mr. Kerr had been ill for several weeks but the reports during May and the early part of June were decidedly reassuring and his many friends in the trade had expected his speedy recovery.

"Jim" Kerr, although identified with the radio trade for only a few years, had won the esteem and friendship of radio executives throughout the country. Associated with U. J. (Sport) Herrmann in the introduction of the various radio shows at the Coliseum in Chicago

and responsible for the First Radio World's Fair held in New York last Fall, Mr. Kerr was rapidly becoming an outstanding figure in the radio industry. The radio shows in Chicago proved tremendously successful from their very inception, and he was busily engaged in the details concerning the Second Radio World's Fair to be held at the 258th Field Artillery in New York in September when he became suddenly ill and was obliged to discontinue all activities. Mr. Kerr was also popular throughout the theatrical world, having managed such famous artists as De Wolf Hopper, James K. Hackett, Mme. Nordica, Mme. Melba, Alice Nielsen, Taylor Holmes and Frank Daniels. Mr. Kerr is survived by a widow, who is also well known in the theatrical world.

The Phenix Radio Corp., New York, has been incorporated at Albany, with a capital stock of 15,000 shares of common stock at \$1 per share and 2,000 shares of preferred at \$100 per share. The incorporators are W. A. Eisenhauer, A. Stevens and S. Franklin.

BRISTOL AUDIOPHONE

LOUD SPEAKER

Represented by Branches
in
9 PRINCIPAL CITIES

BOSTON
Old South Bldg.

NEW YORK
114 Liberty St.

PHILADELPHIA
Widener Bldg.

PITTSBURGH
Frick Bldg.

BIRMINGHAM
Age-Herald Bldg.

DETROIT
Book Bldg.

CHICAGO
Monadnock Bldg.

ST. LOUIS
Boatman's Bank Bldg.

SAN FRANCISCO
Rialto Bldg.

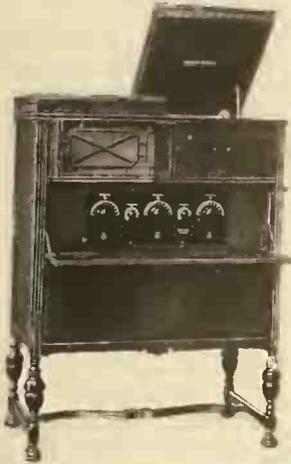
The Straight Line to Satisfaction

Send for Bulletin 3022-B5

Model C. \$30.00

THE BRISTOL COMPANY, WATERBURY, CONN.

Distributors and Dealers are now information regarding the



ADLER-ROYAL Neutrodyne Radio-Phonograph Highboy Combination Model F. In Walnut with birdseye maple overlays. Space for batteries, charger, records, etc. Price with 1 tube Neutrodyne set—\$340; without set, \$225.



The Model F, closed, showing the exceedingly attractive appearance, delicate overlays and splendid proportions.

1. Exclusive Franchise

The Adler Manufacturing Company was the first in radio to offer a franchise! We intend to continue this protective franchise by which the distributor and dealer is placed on a permanent substantial basis.

2. Liberal Discounts

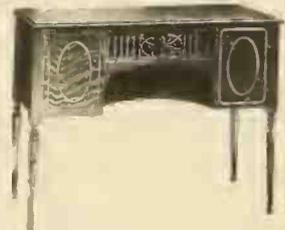
We were the first to recognize the crying need for better discounts in radio and to offer them to the trade. Our liberal discounts and moderate prices on a high quality line assure a large volume of easily obtained business with maximum profits.

3. A Complete Line

These clean, wholesome policies support a comprehensive line of radio merchandise which meets practically every requirement.



ADLER-ROYAL Neutrodyne Radio-Phonograph Combination Model 50. In Walnut or Mahogany. Price with 1 tube Neutrodyne set—\$325; without set, \$175.



ADLER-ROYAL Console Radio Speaker. Complete with unit, cord and plug. In Walnut or Mahogany. Ample space for batteries, charger, etc. Price \$50.

ADLER-ROYAL

Phonograph and Radio

invited to write for complete new ADLER-ROYAL proposition

4. National Advertising

Back of ADLER-ROYAL merchandise and wholesome merchandising policies will be a comprehensive advertising campaign in publications of large circulation.

5. Stability — Permanence

Our 27 years of manufacturing experience and one of the largest plants in the industry point to reliability and recognized stability. ADLER-ROYAL distributors and dealers will become associated with permanent SUCCESS.

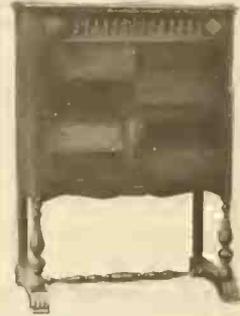
.....

We cordially invite correspondence from high class distributors and dealers, upon receipt of which we will send complete details regarding the ADLER-ROYAL line, prices, discounts, and sales and advertising plans. Write to-day!

ADLER MANUFACTURING COMPANY, Inc.
861 BROADWAY · NEW YORK CITY
Factories: LOUISVILLE, KY.



ADLER-ROYAL Five Tube Neutrodyne Model 199. Built expressly to operate on dry batteries. All batteries enclosed in cabinet. In Walnut or Mahogany. Price \$125.



ADLER-ROYAL Neutrodyne Radio Highbay Model H. Has built-in speaker. Comes in Walnut. Space for batteries, charger, etc. Price with 5 tube Neutrodyne set—\$225; without set, \$110.



ADLER-ROYAL Neutrodyne Radio Highbay Model E. Has built-in speaker. In hurl walnut with birds-eye maple overlays. Space for batteries, charger, etc. Price with 5 tube Neutrodyne set—\$240; without set, \$125.

ADLER-ROYAL

Phonograph and Radio

Sales of Portables and Records Feature Retail Sales in the Milwaukee Territory

Most Dealers Now Carry One or More Lines of Portable Instruments and Find It a Profitable Investment—Jobbers Expect Sharp Revival in Fall—Sonora Sales Drive—Trade News

MILWAUKEE, Wis., July 7.—Portables and records have been showing more activity than usual, but phonographs in general have been somewhat slow. Dealers and jobbers are making plans for Fall business. Interest in portables is showing a marked increase every year; and local dealers are coming to the realization that carrying a line of portables is a profitable investment. The majority are now carrying several different lines, representing several price levels, and they seem to be doing business at all prices.

Brunswick Sales Continue Fair

"As it is true of most Junces, business has been fair during the past month," reported Carl Lovejoy, representative of the Brunswick Co. in this territory. "However, record sales are far ahead of last year at this time. The phonograph department is ahead of last year because the sale of combination instruments brings up the totals."

The appearance of Isham Jones and his Brunswick recording orchestra for a week in June was one reason for the increase in record sales. Mr. Lovejoy reports that not only his new recordings, but some of his better-known numbers were in demand as a result of the week's program. As numbers recorded on Brunswick records were featured by the orchestra, dealers throughout the city tied up with its appearance by means of window displays. The Orth Music Co. arranged a very attractive window featuring Brunswick recordings of the famous orchestra, with a large representation of the number, "Popular Street Blues," forming the background of the display. Edmund Gram, Inc., carried a newspaper advertisement featuring the Isham Jones Orchestra, calling particular attention to three numbers, "Alabama Bound," "Indian Love Song" and "Pango Pango Maid."

Look for Heavy Fall Ordering

The Badger Talking Machine Co., Victor jobber in this territory, notes a more encouraging tone in communications from dealers throughout the State, and the officers are optimistic about Fall business.

"There seems to be a better feeling around

the State, and we are looking for a revival of business for Fall," said George F. Ruez, president of the company. "Dealers' stocks have been moving out steadily, and they will be ready to place good orders by Fall."

Interstate Pushing Radio

Representatives of the Interstate Sales Co., distributor for De Forest, Freed-Eisenmann and Operadio sets, are now calling on their dealers in regard to an exclusive dealer contract plan which is now being put into operation. The dull season in business at the Interstate Sales Co. has been somewhat relieved by the arrival of the De Forest F-5 models, as well as DV-3A and DV-5 tubes, which are arousing interest on the part of the dealers, and have brought in a number of orders, according to David M. Kasson, vice-president.

The Interstate Sales Co. has been appointed a distributor for Ansco cameras and films in this territory.

H. D. Fisher, formerly of the Electric Appliance Co. of Chicago, has joined the sales force of the Interstate Co. and will handle the territory west and south of Madison, Wis.

Sonora Dealers Stage Drives

"Business for this June was better than the same month last year, due principally to the demand for Sonoras on which prices had been reduced," said G. K. Purdy, manager of the music department at Yahr & Lange, wholesalers for Sonora in Wisconsin and Michigan. During the past month the more enterprising Sonora dealers throughout the State and in Michigan have been featuring the reductions on Sonora prices through energetic sales campaigns, using newspaper advertising extensively.

Brightson True Blue radio tubes have also been arousing considerable interest, according to report from Yahr & Lange, who distribute these tubes throughout the West.

Fred E. Yahr, of the company, attended the Sonora convention held in Chicago, June 19.

Harry Bib Shows Good Golf Form

Harry Bib, sales manager of the phonograph division of the Chicago territory for the Brunswick-Balke-Collender Co., won first prize at the golf tournament held at the Tripoli Country

Club in Milwaukee when members of the Chicago Piano Trade Golf Association were guests of Hugh W. Randall, president and general manager of the J. B. Bradford Piano Co., of this city.

Has Built Big Portable Sales

The possibilities of making the portable business an all-year-round business have been developed to some extent by the Orth Music Co., which features the Brunswick and other lines. This dealer believes that many portables are sold to people who wish to use them in rooming houses or apartments, in addition to those used only for vacation pleasures. A. V. Orth, president of the firm, states that he has sold a few portables every week during the past year, and that a checkup on the addresses to which they were delivered showed that a large percentage went to rooming-house districts of the city. He advocates the portable as an ideal instrument for a person who is living in one or two rooms, or a small apartment, because it does not take up much room, and can easily be moved. In addition to Brunswick instruments, this dealer has also been selling a large number of Carryola portables, and he is featuring this end of the talking machine business very strongly during the Summer months.

Basement Department Pays

J. J. Healy, manager of the music department at the Boston Store, states that the record business has been increased by opening a branch record department in the basement of the store. In this department he is featuring Puritan and Odeon records, and the latter have been of particular interest because of the foreign-born people who are attracted to the basement.

Personnel Changes at Gram's

Mrs. Julia Wolff Steihm, manager of the phonograph and record department at Edmund Gram, Inc., has resigned, and Miss Dorothy Beards, formerly manager of the roll department, has succeeded Mrs. Steihm in this position. The marriage of Mr. and Mrs. Steihm last Spring was of special interest in the trade as Otto Steihm is secretary of Edmund Gram, Inc.

Thiery Music & Specialty Co. Formed

Columbia, Operollo and Paranount phonographs and a complete stock of Columbia, Puritan and Perfect records are included in the stock of the Thiery Music & Specialty Co., which has been organized in Milwaukee. The proprietors are Grover C. Mamer, Grace D. Goldie, A. E. Satherley and A. K. Dewick. The new company has taken over the business of the Thiery Piano & Phonograph Co., formerly at 516 Grand avenue, and the retail department of the J. B. Thiery Co., located at 2324 North avenue. The Thiery Music & Specialty Co. is located at 872 Upper Third street.

Ted Lewis Sails for Europe

Ted Lewis and His Jazz Band, of world fame, exclusive Columbia artists, recently sailed for Europe, where they will fill an engagement for an indefinite period at the Kit Kat Club, London. Before sailing this aggregation made several recordings which will be released during the Summer months. One of the outstanding hits to be released as played by the Ted Lewis organization is "Are You Sorry?"

Olfrey Music Shop Chartered

The Olfrey Music Shop, Brooklyn, N. Y., was recently incorporated at Albany to deal in talking machines with a capital stock of 125 shares of common stock of no par value. The incorporators are H. A. and A. Freyman and J. Olstein.

The partnership of Rogers & Fischer, talking machine dealers, Washington, D. C., has been dissolved and the business is being continued under the trade name of the Robert C. Rogers Co.



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.



Sell

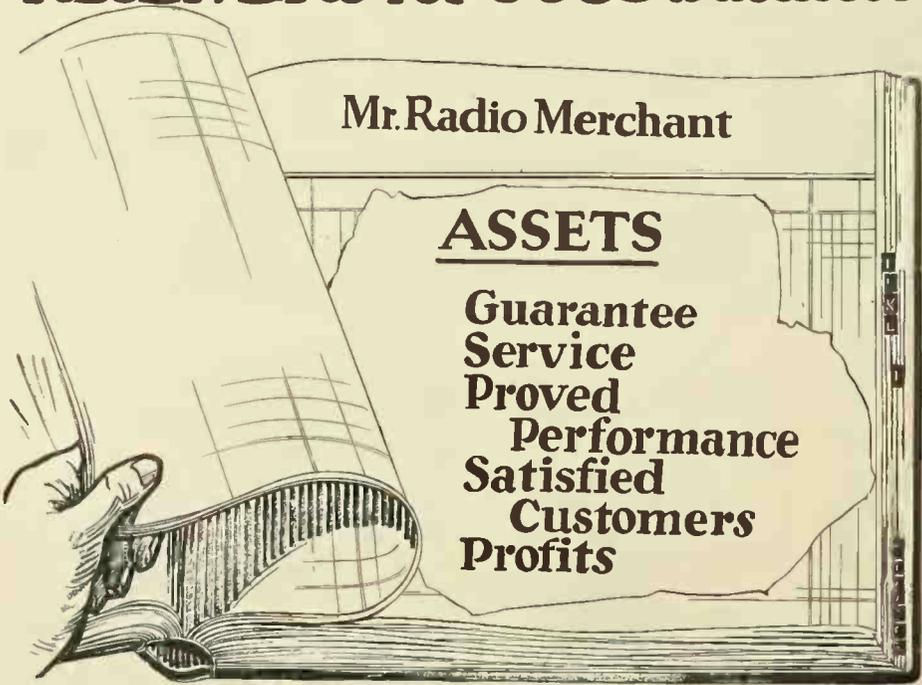
EAGLE

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.



Music Master Corp. and Metropolitan Distributors Meet With Their Dealers

Dalrymple-Whitney Radio Corp., North American Radio Corp. and North Ward Radio Corp., Inc., Are Hosts to Dealers at Dinner-Meeting in New York City—Important Plans Discussed

The Music Master Corp., Philadelphia, and its three metropolitan distributors, the Dalrymple-Whitney Radio Corp. and the North American Radio Corp., of New York City, and North Ward Radio Corp., Inc., of Newark, N. J., tendered a dinner to Music Master dealers of the New York district on Tuesday evening, June 23, at the Hotel Astor.

The affair will go down in the annals of radio history as one of the greatest and most en-

As the final strains of the Star Spangled Banner died away Fred Oliver, in charge of the New York office of the Music Master Corp., rose as toastmaster and extended in behalf of the distributors a cordial welcome to those present and introduced as the hosts of the evening the chief executives of the distributing organizations—A. Dalrymple, of the Dalrymple-Whitney Corp.; David F. Goldman, of the North American Radio Corp., and Herbert Fink,

friends there were present many who knew him from the many years he spent in the talking machine industry. In his opening remarks, Mr. Eckhardt touched on his many years in this field and reviewed the history and growth of the Music Master Corp.

The acquisition of the Ware Radio Co. by the Music Master Corp. being known by all present the announcement by Mr. Eckhardt of the first Music Master-Ware set was eagerly received. This important development in the radio field is announced elsewhere in this issue of The World and the set itself was exhibited. During the course of his talk, he remarked that while there would always be a considerable number of radio manufacturers there would be a certain number only that could be classed as



Music Master Dealers of New York District at Dinner Sponsored by Metropolitan Distributors

thusiastic local gatherings of dealers ever congregated, closely vying in size with the annual radio congresses held by the Music Master Corp. in Philadelphia. The Grand Ball Room of the Hotel Astor was used and at seven o'clock almost five hundred guests took their places at the tables underneath a huge electric sign reading "Music Master."

of the North Ward Radio Corp., their co-executives and staffs.

The principal speaker of the evening was Walter L. Eckhardt, president and founder of the Music Master Corp., and under whose capable direction the company has had its phenomenal growth. Mr. Eckhardt received a hearty ovation, as in addition to his many radio

factors in the industry. The tendency on the part of the manufacturer, he pointed out, was not so much distribution through every possible channel but through a carefully selected number of proper outlets. As being of most interest to those present he referred to conditions in the New York district where it is estimated there were about 2,300 radio dealers with about 60 per cent of them carrying the Music Master line. It is expected that this number will probably be reduced to about 410. In referring to the new dealer and distributor, franchise announced at the Music Master third annual radio congress held recently in Philadelphia, he described the system installed at Music Master headquarters under the personal supervision of H. N. McMenimen, general field sales manager of the organization. Mr. Eckhardt also dwelt upon the importance of ethics in merchandising and of building for the future. In referring to his own organization he stated that although the present Fall line was completed and announced the Music Master Corp. was already laying its plans for the following season. The aftermath of this radio congress was reported exceptional. Over \$15,000,000 worth of orders were placed.

The frank manner in which Mr. Eckhardt outlined the plans of the Music Master Corp. and asked for co-operation was heartily received.

The next speaker was C. T. Miller, vice-president of the J. H. Cross Advertising Agency of Philadelphia, which has been in charge of the advertising of the Music Master Corp. from its very beginning. Mr. Cross spoke interestingly on the subject of advertising and told the dealers of the mammoth advertising campaign being conducted by the Music Master Corp. He told of the media to be used and of the copy. This copy will contain the newly adopted slogan of the company "No one has ever lost money in the Music Master line." Dealer helps and

(Continued on page 50)

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 12x15x7 1/2 inches—weight 14 pounds. All in all, the **NEW UNIVERSAL** is the best portable on the market.

Send for Bulletin of Musical Merchandise

Price

\$15⁰⁰

FF. O. B.
New York

UNIVERSAL NOVELTY DISTRIBUTORS
1658 Broadway New York City



Binocular Coils

Selectivity

the most valuable selling point of a radio set

SENSITIVITY, clarity of tone, ease in tuning, volume—all are important. But *selectivity*—that is not only the true test of performance, but that which gives greatest satisfaction and keeps the set sold.

The extreme selectivity of the Grebe Synchronphase has been made possible by the **Binocular Coils**, which keep the set automatically balanced against interference from undesired stations.

This is an exclusive Grebe feature as are also the *Grebe S-L-F Condensers* and *Grebe Volume Control*. They offer outstanding selling points that render a satisfying service long after the pleasure of newness has worn off.

When you sell the Synchronphase you are building your reputation on a sound basis.

Write for full information and prices

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

The GREBE SYNCHROPHASE

— TRADE MARK —

This Company owns and operates stations WAHG, WBOQ; also mobile and marine low-wave re-broadcasting stations.



Poor merchandise brings poor trade; sound merchandise assures good profits.

Victor T.H.



All Grebe apparatus is covered by patents granted and pending.



Also supplied with base for batteries

Okéh
and
Odeon
Records

A
Complete List
of
Okéh
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

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

CONSOLIDATED TALKING MACHINE COMPANY
1121 Nicollet Ave., Minneapolis, Minn.

YAHR & LANGE DRUG COMPANY
207 E. Water St., Milwaukee, Wis.

JAMES K. POLK, INC.
294 Decatur St., Atlanta, Ga.

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

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

CONSOLIDATED TALKING MACHINE COMPANY
227 W. Washington St., Chicago, Ill.

CONSOLIDATED TALKING MACHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.

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

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

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

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

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

GENERAL PHONOGRAPH CORPORATION OF NEW ENGLAND
126 Summer St., Boston, Mass.

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

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

Okéh
and
Odeon
Records

Bel Canto Co. Appoints
National Distributor

Baker-Smith Co., Inc., of San Francisco, Cal., to Sell Bel Canto Radio Line to Jobbers—Branch Offices in Leading Cities of the Country

The Bel Canto Radio & Telephone Equipment Co., Inc., of New York City, announces that Bel Canto products will hereafter be distributed nationally by the firm of Baker-Smith Co., Inc., whose executive offices are 715 Call Building, San Francisco, Cal., and which operates branches in Los Angeles, Portland, Ore.; Seattle, Wash.; Vancouver, B. C.; Salt Lake City, Utah; Denver, Col.; Chicago, Ill.; Buffalo, N. Y., and New York City. The Bel Canto line will be sold exclusively to jobbers and will be backed by extensive advertising in local newspapers throughout the country.

Julius Koss Now in His
Attractive New Store

Julius Koss, 184 South Main street, Waterbury, Conn., is now located in his new building after several months which were required to erect a new one-story building containing three stores in the heart of Waterbury. Mr. Koss now carries a complete line of musical instruments, phonographs and records.

D. Barbieri & Brother, 375 South Main street, this city, will remodel their store.

Popular Gennett Releases

One of the most recent of Gennett record releases "Ukulele Lady" sung by the Tremaine Bros., close harmony artists, is showing unexpected popularity and is selling briskly in all territories served by the New York branch of the Starr Piano Co. Another release which has proved popular is "Runaway Train" sung by Vernon Dalhart, with guitar accompaniment. The former release by this well-known "hill country" artist, coupling "Prisoner's Song" and "Baggage Car Ahead," continues among the brisk sellers.

W. L. Sayre in New Post

William L. Sayre, who has been identified with radio interests for the past fifteen years and was one of the founders of the Sayre-Level Radio Co., Philadelphia distributor, has joined the staff of the H. H. Eby Mfg. Co., also of Philadelphia, and manufacturer of binding posts.

Music Master Dealers at
Gotham Dinner-Meeting

(Continued from page 48)

other divisions of advertising were then taken up as presented in the salesmen's portfolio of the Music Master Corp. which will be issued about July 1. Much interest was manifested by the metropolitan dealers in the new electric sign which will be in operation about August 1 at Fifty-second street and Broadway. Mr. Miller stated that this sign was a personal idea of Mr. Eckhardt and would probably constitute one of the most interesting signs to be found on "The Great White Way."

During the course of the evening entertainment features were offered and at the close of the affair the speakers' table was surrounded by enthusiastic dealers congratulating Messrs. Eckhardt, Oliver, Dalrymple, Goldman and Fink and others responsible for the success of the evening.

In the reception room was to be found an exhibit of the Music Master line, including the new Music Master-Ware seven-tube set. This exhibit was the center of much attraction both before and after the banquet.

MICA
DIAPHRAGMS

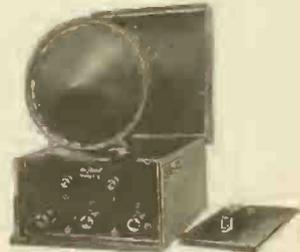
Immediate delivery—all sizes
Send for free samples and prices
All Mica Products

INTERNATIONAL MICA CO.
PHILADELPHIA, PA. OFFICE
PHILADELPHIA, PA. OFFICE

DeForest Co. Marketing
Portable Radio Receiver

Unusual Features Utilized in New Portable Radio Receivers Include a New Circuit With the DeForest Anti-Radiation Device.

The DeForest Radio Co. has just placed on the market the DeForest F-5 type of receiver, a portable model, comprising a new circuit which the company states is non-radiating and non-oscillating. This circuit is a five-tube tuned radio frequency receiver with a wave length ranging from 220 to 550 meters. It consists of two stages of tuned radio frequency amplification with tuned input to the detector and two stages of transformer coupled audio frequency



New De Forest Portable

amplification. Chief Engineer Roy A. Weagant, of the DeForest Co., states that the new circuit has great distance getting qualities while at the same time preserving ample selectivity.

The F-5 portable is entirely self-contained, the antenna and ground wires, the new DeForest cone loud speaker and all batteries being compactly housed in an attractive du Pont case, fitted with a permanent carrying handle. The portable measures 15½ inches deep by 14 inches wide and 11 inches high when closed for carrying and weighs but 37 pounds complete with batteries. This circuit is the first to be marketed with the DeForest anti-radiation device which will be included in other DeForest models of the F-5 tube to be marketed shortly.

In Bankruptcy

Shultz Bros., Inc., talking machine dealers, Omaha, Neb., recently filed a petition in bankruptcy, listing assets at \$41,977.39 and liabilities of \$115,418.36.

Thor Speaker Lamp

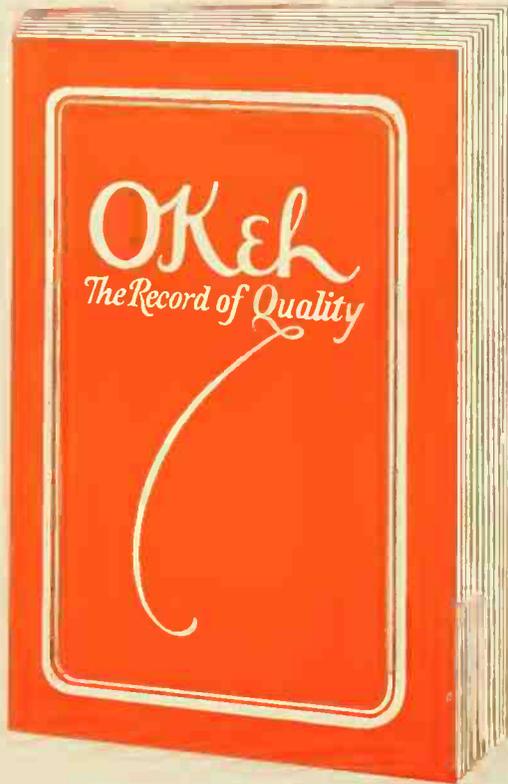
[Patents Pending]
offers you a bigger volume of sales than any other type loud speaker. It is exquisitely finished—with either permanent or any color silk shade. The demonstration is to sell it. Fabric lamp models list at \$55. Big discounts offered reasonable dealers. Write for full particulars.

THOR Radio Division

OF THE
GOLDEN GATE
BRASS MANUFACTURING CO.
1239-1243 SUTTER STREET
SAN FRANCISCO

READY NOW!
New Complete OKeh Catalog

It will pay every Dealer who sells phonograph records to know about the profit from selling OKeh, the Record of Quality.



GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street

New York City

Plaza Co. Distributing Portable Sales Helps

Pal Portables Receiving Some Fine Publicity Through Window Cut-outs and Other Striking Advertising Prepared for Dealers

The Plaza Music Co., New York City, through its advertising department, is assisting many talking machine dealers in working out profitable sales plans for the movement of portable talking machines during the height of the Summer season. The primary interest of the Plaza Co. is naturally in the sale of its Pal portable. In conjunction with its sales campaign it has



Portable Window Display Cut-Out

placed in dealers' hands window and counter display material, cut-outs, hangers and consumers' circulars.

The window display cut-out on the Pal portable has brought forth considerable comment from retailers. This is very attractive, in seven colors, illustrating the availability of the Pal as a musical instrument in the home as well as on the beach or in the country. This illus-

trated display is generally set in the center of the dealer's window, together with a Pal portable. The striking colors arrest the eye of the passers-by and the accompanying message assures further interest, often creating sales.

Two New Distributors for Music Master Line

New Distributors for Music Master Products Established in Oklahoma and Missouri by A. A. Trostler, of That Company

KANSAS CITY, Mo., July 8.—Arthur A. Trostler, representative of the Music Master Corp. in this section of the country, reports that the Harbour-Loungire Furniture Co., Oklahoma City, Okla., and J. W. Jenkins' Sons Music Co., Kansas City, Mo., have been appointed distributors for the Music Master products in the States of Oklahoma and Missouri, respectively. Mr. Trostler reports that there is great interest in the Middle West in the Music Master line, and that a strong distributing organization is being built up in that section.

New DeForest Tube Announced to the Trade

The DeForest Radio Co., Jersey City, N. J., has placed on the market a new vacuum tube which will be known as the type DV-5. Isolantite or synthetic quartz is the base for this tube and it is stated that the resistance of this mineral to temperature is remarkable. The new tube is a standard base, five-volt storage battery tube and Chief Engineer Roy A. Weagant, of the DeForest Radio Co., is responsible for its perfection and development. The tube has a number of distinctive features which have found ready favor with radio fans and enthusiasts, and it is expected that this DeForest DV-5 tube will be one of the leaders in the DeForest tube products this coming season.

New Store to Handle Starr Products in Muncie, Ind.

E. W. Alley and W. A. Coyne Open the Starr Music Shoppe in That City—Both Men of Long Experience in the Music Trade

MUNCIE, Ind., July 6.—E. W. Alley and W. A. Coyne, both well known in the local music trade, have opened the Starr Music Shoppe, at 303 Main street, this city, and will feature Starr pianos, players, phonographs, records, etc., manufactured by the Starr Piano Co., of Richmond, Ind. Mr. Alley has been in the music business since 1905 and Mr. Coyne has been in the trade for a similar length of time, and both have had a varied experience in the merchandising of musical products.

Dalrymple-Whitney Now Music Master Distributors

The Dalrymple-Whitney Radio Corp., New York, recently announced to the trade its appointment as a distributor of Music Master radio products, which includes the Music Master Ware sets. The complete line is on display at the offices of the company, 509 Fifth avenue.

Columbia Supplement

The mid-Summer supplement of the Columbia Phonograph Co., Inc., recently distributed to the trade, features vocal and dance selections of the current Broadway shows. The outstanding hits of "Rose Marie," "Student Prince," "No, No, Nanette," "The Love Song," "Mercenary Mary" and "Aloma of the South Seas" are included in this listing.

The Triondic Radio Corp., New York City, has been incorporated at Albany with a capital stock of \$20,000. The incorporators are J. H. Sternberger, J. Salus and S. Feinstein.

The News

One Model Double Volume

Now every feature of the talking machine's wonderful reproduction — including sound volume — is brought to radio reception by the new, "double volume" —

Dulce-Tone

RADIO TALKING MACHINE SPEAKER

Reception with the new Dulce-Tone tests 59% louder on "local" broadcasting and over 100% louder on distant stations.

One model only. A simple adjusting nut brings out the best qualities of each individual talking machine.

Retail price remains at \$10. (In Canada, \$14.)

Write for a sample new Dulce-Tone and put it through conclusive tests.

THE TEAGLE COMPANY
1125 Oregon Ave., Cleveland, Ohio

ATWATER KENT RADIO

A Stabilized Product



Phonograph
Attachment, \$8



Model R, \$12



Model I, \$17

BUSINESS MEN have confidence in a company whose merchandise does not become obsolete, does not cling to their shelves, is never butchered to make a bargain holiday. They have confidence in a company whose product they can handle without disappointment.

The radio merchant buys Atwater Kent Receiving Sets and Radio Speakers to sell to the public, and does sell them to the public, with strong hands helping him. He expects a legitimate profit, and he gets a legitimate profit.

And very pleasing to him is the knowledge that our Receiving Sets and Radio Speakers are so well constructed, so simple, so durable and so fool-proof that the purchaser is not likely to call him up and say: "That set you sold me won't work."

The Atwater Kent selling organization is protected in its product, and in its territory. And the prices are on the lowlands of popular demand, not on the heights.

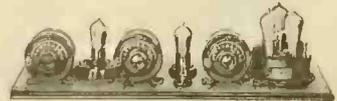
That is why every month sees more and more radio business men of the better type joining forces with Atwater Kent—why



Model 20 Compact, \$80



Model 12, \$100



Model 10, \$80

Prices slightly higher from the Rockies west, and in Canada

ATWATER KENT RADIO

—A Stabilized Policy

every year more and more of them endorse our policy of sound design, painstaking manufacture and fair dealing.

We invite the inquiries of substantial merchants who have been meaning to get behind Radio "when it becomes stabilized."

We want to discuss dealer arrangements with capable men who appreciate a policy that is just to all and who will work loyally to help us maintain it.

If you are the right kind of dealer, and have the right kind of store, and are in Radio *to stay*, let's talk it over.

ATWATER KENT MFG. CO., PHILADELPHIA, PA.
A. Atwater Kent, President



Model H, \$22



Model M, \$28

Our Broadcasting

The concerts of the Atwater Kent Radio Artists, to which so many thousands look forward each week, will be continued throughout the year. From these ten high powered stations they are broadcasting from

9 to 10 P. M. on Thursday evenings:

- | | |
|---------------------------|-----------------|
| WEAF New York | WCAE Pittsburgh |
| WJAR Providence | WGR Buffalo |
| WEEI Boston | WVJ Detroit |
| WFI Philadelphia | WSAI Cincinnati |
| WCCO Minneapolis—St. Paul | WOC Davenport |



Model 19, \$60



Model 20, \$80



Model 24, \$100

Prices slightly higher from the Rockies west, and in Canada

The New Pooley Models

To be sure of enough
Cabinets this fall—Act Now!

TO put a Pooley Cabinet through our factory takes months. Production must be started early to make all needed deliveries. Only by knowing what Pooley distributors and dealers will need can we regulate production. That's your problem and ours in a nutshell. Now is the time to act—in your interest as well as ours.

September is only two jumps away. Your Pooley business will begin then—if you are ready. Six months from now the Christmas sales peak will have come and gone.

We prepared the Pooley line three months earlier this year because many far-seeing Pooley dealers said they needed it. Our shipments for July and August retailing are already big and beyond anything in our experience.

Pooley quality cabinets and Atwater Kent receiving sets are an unbeatable combination. The new Pooley line has hit the bull's eye.

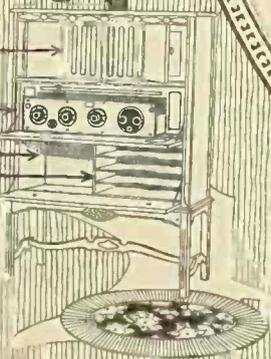
See the Pooley distributor in your territory. If you don't know who he is, write us. He'll show you these new models—all of them ready for immediate shipment. To be sure of enough cabinets this fall—Act Now!

Radio Sales Department B

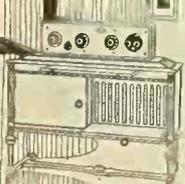
THE POOLEY COMPANY
1604 Indiana Ave. Philadelphia, U. S. A.

Model
1500-R-3

- Sliding grilles and phonograph
- Radio in sliding panel
- Compartment for batteries
- Shelves for record albums



1400
R-1



1320
R-2

-Distributors have them

Model 1500-R-3

THE POOLEY RADIO-PHONOGRAPH

Chinese Chippendale Style. Duotone finish, American Walnut or English Brown Mahogany. Height 50", width 30", depth 18". Equipped with Atwater Kent 5 tube Model 20 Compact Set; built-in Pooley Boating horn; Pooley phonograph in amplifying chamber. Price complete, less tubes and batteries—

\$295

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

Stuart Style, Duotone finish, American Walnut or English Brown Mahogany. Height 52 1/2", width 33", depth 15 1/2".

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

Price complete, less tubes and batteries—

\$220

Model 1120-R-2 equipped with Model 20 Atwater Kent 5 tube set. Price complete, less tubes and batteries—

\$225

Model 1320-R-2

Stuart Style. Finished in American Walnut or English Brown Mahogany—special Oriental Burl, Rosewood and Walnut inlays. Height 50 1/2", width 29", depth 15 1/2".

Equipped with Model 20 Atwater Kent 5 tube set.

Price complete, less tubes and batteries—

\$260

Model 1600-R-2

Italian Style. Duotone finish, American Walnut or English Brown Mahogany.

Height 41 1/2", width 34", depth 16 1/2".

Equipped with Atwater Kent 5 tube Model 20 Compact Set.

Price complete, less tubes and batteries—

\$200

Console Model 1400-R-1

Louis XVI Style, Duotone finish, English Brown Mahogany.

Height 31 1/2", width 34", depth 15 1/2".

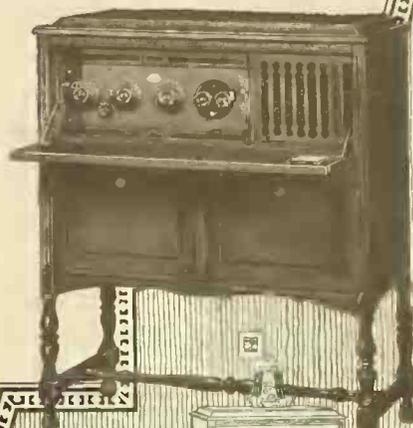
Accommodates any Atwater Kent Set. Space for set, 28 1/2" x 10 1/2".

Price, less Set, tubes and batteries—

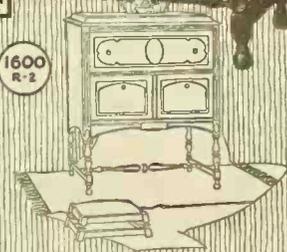
\$75

Prices slightly higher west of the Rockies and in Canada.

POOLEY
RADIO CABINETS
with
ATWATER KENT
RADIO



1600 R-2



1110 R-2



1120 R-2

Artistic Volume Tells of Progress of Grebe Co.

One of the Finest Bits of Literature Produced in Radio Field Is Devoted to History of Progress of A. H. Grebe & Co.

A. H. Grebe & Co., Inc., Richmond Hill, N. Y., has just issued a new historical booklet entitled "Grebe Radio." It is well edited and illustrated and through the interest value of its articles, as well as the excellent manner in which it has been prepared, it ranks among the foremost pieces of literature produced in the radio field.

The frontispiece interestingly depicts the steady and remarkable growth and progress of A. H. Grebe & Co., Inc., from the inception of the company in 1909 straight through to the present date. The first picture shows the small shack in which Alfred H. Grebe manufactured radio apparatus back in 1909. The next picture shows the larger factory which took its place as the demand for Grebe apparatus steadily increased. The final picture shows the present large Grebe factory, an excellent example of modern factory construction, which was erected particularly for the definite use of producing Grebe radio products.

The opening article concerns the history of A. H. Grebe & Co., Inc., established in 1909 as a pioneer in the production of radio receiving sets and parts. It is pointed out that a number of the present-day familiar parts and designs used in the production of radio receiving sets were first used in the Grebe factory. Not only the growth of the organization is described but the steady improvement of the product from the first set through to the present Grebe Synchronphase, which is claimed to be the greatest development of the Grebe factory. This article is illustrated with interior views of the Grebe plant where the many units of the Grebe receiving set are made complete, even to the molding of Bakelite parts from raw material. These views show many of the processes in the construction of sets. Pictures are also shown of the many Grebe displays at radio exhibitions throughout the country.

Station WAHG comes in for its part of publicity through a resume of the various accomplishments of this station, together with photographs of the richly appointed studio and the well-equipped transmitter room.

The center spread is devoted to a large re-

production in colors of the Grebe Synchronphase receiver, together with a description of the set. Other Grebe products are also attractively illustrated and described. As a fitting climax to the booklet is an admirably written article entitled "By the past we may judge the future."

Gennett Welsh Releases

The success of the Welsh dialect comedy monologue, "A Welsh Courtship," throughout the mining districts of Pennsylvania has led the Starr Piano Co. to issue two more Gennett recordings, one a comic dialogue in the Welsh dialect, "The Squire," on both sides of the record, and the other a coupling of two comic songs, "The Harrier" and "The Old Maid." Ted and May Hopkins are the artists on both recordings.

New Columbia Artist

The Columbia Phonograph Co. will release in the course of a few weeks the first recording of a new Columbia artist, Pete Dale, who sings his own compositions, accompanying himself on a seven-string ukulele. Mr. Dale is of Southern extraction and croons his songs in a manner which harmonizes perfectly with the uke. His first record couples "Headin' South" and "Black Sheep Blues."

Takes Over Daynes Co.

ALHAMBRA, CAL., July 3.—J. D. Coops, of the Alhambra Music House, this city, has recently taken over the business of the Daynes Music Co., located opposite his store on East Main street. Both music stores will be continued for the present, making Mr. Coops the exclusive music dealer in Alhambra.

C. O. Knight Co. Chartered

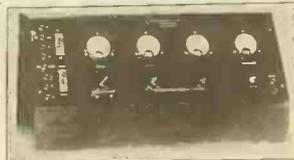
WILLISTON, N. D., July 4.—The C. O. Knight Co. has been granted a charter to deal in pianos, phonographs and radio in this city. The concern will have a capital stock of \$25,000. The incorporators are C. O. Knight, Ellen J. Knight and N. B. Ludowese, all of Williston, well known locally.

Consistent advertising is the power behind successful business.

Brunswick Amplifiers a Boon to Conventioneers

Special Amplifying Apparatus Installed at Drake by Brunswick-Balke-Collender Co. Enables All to Hear Programs

CHICAGO, ILL., July 4.—A remarkable demonstration of the perfection of a new acoustic apparatus was given at the National Music Trades Convention held the week of June 8 at the Drake Hotel in Chicago. The radio department of the Brunswick-Balke-Collender Co. designed, installed and operated a special speech



Brunswick Amplifier

amplifying system whereby it was possible for speakers and artists to be clearly heard in all parts of the extensive dining room. This in itself was no easy task because of the deadening effect of many pillars and hangings and the lack of carrying power of some of the voices.

The system used was unique in several respects. Perfect quality of speech was to be desired, so seven Brunswick Radiolas, which have an oval all-wood horn and special radio reproducing unit, were placed on balconies above the two main divisions of the dining-room. It was necessary to stiff the position of the Radiolas several times, but finally all of the "dead spots" in the room were eliminated. The radio units were connected in parallel by wire to a control table located in the rear of the speakers. Switches made it possible to cut out one bank or the other as testing or acoustic conditions demanded. The pick-up device was the familiar high-class double button microphone used in broadcasting work. These microphones were three in number, two on the speakers' table to accommodate the toastmaster and the orator of the moment, and one on a tall stand which could be moved about the stage as the type of entertainment varied. Flexible three-wire leads were made up in standard lengths and fitted with polarity connecting plugs, so that the handicap of distance variations was overcome. These leads ran to the special amplifier shown in the photograph.

Power was supplied from batteries located in a wooden box which was mounted on casters and connected to the amplifier through a multiplug connection. Connection or disconnection was instantaneous, and a charger in the box made it possible to use the 110 volts D. C. available in the hotel for keeping the storage battery in trim.

The results secured were satisfactory in the extreme. The voice of one speaker or another could be thrown to the audience even though only a mild conversational tone was used. Several extraordinary child prodigies appeared on the program, and their success was made greater by the fact that everyone could hear the voice or instrument exactly as the selection was given. And when a listener walked through the room it was impossible to tell the point at which music from the artist became inaudible and energy from the Brunswick instrument commenced to be heard.

Considerable comment was aroused in the audience, portions of which were exceedingly amusing. In fact, the system was almost too perfect for publicity's sake, for several persons remarked on the wonderful acoustic qualities of the dining room, when the amplifying system was the cause instead. The system was used at the luncheons, the banquet and the midnight frolic, adding in no small measure to the enjoyment of the programs by those in attendance.



The Best Battery for Your Customers is the Best for You

Ray-O-Vac Batteries give a quality and length of service that please your customers. Ray-O-Vacs are built for radio, and there's one particularly suited to every radio use. There's profit for both you and your customer in Ray-O-Vacs. Let us send you some interesting facts about selling batteries.

FRENCH BATTERY COMPANY, Madison, Wisconsin
ATLANTA DALLAS KANSAS CITY CHICAGO NEW YORK MINNEAPOLIS

FRENCH RAY-O-VAC
Radio's Best Batteries

LATHAM

ATWATER KENT

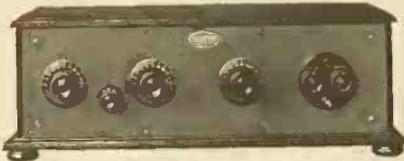
OUR RECOMMENDATION



MODEL M—\$28; LOUD SPEAKER

E. B. LATHAM & COMPANY have been actively engaged in the distribution of Radio Products since the inception of Radio Broadcasting nearly four years ago. Our experience of thirty years in the distribution of electrical products has been used to good advantage in the building up of our Radio Department which has as its foundation our policy of maximum service and cooperation to the dealer.

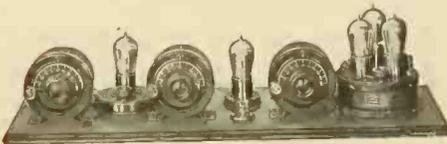
This is the time to lay your plans for 1925-1926 Radio Season and we highly recommend for your serious consideration the products of the Atwater Kent Company and the Pooley Company. Your efforts on these lines will be backed by a three-million-dollar advertising campaign, including magazine, newspaper and billboard advertising, radio broadcasting through ten prominent eastern stations, dealer helps and literature, window displays and flashers. This will be backed by Latham Service and it will be to your advantage to tie-in on this campaign which has already started and which will continue throughout the summer.



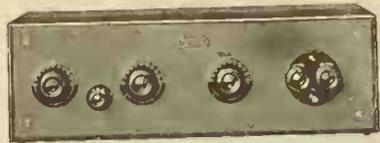
MODEL 24—\$100; RECEIVING SET

We will be pleased to hear from new dealers in the Metropolitan territory to whom we would be glad to explain in detail our policy. We have a complete display in our show rooms and we suggest that you accept this as a standing invitation to visit us at your convenience. There is no time like the present.

E. B. LATHAM & COMPANY
550 PEARL STREET NEW YORK



MODEL 10—\$80; RECEIVING SET



MODEL 20—\$80; RECEIVING SET

NEW YORK

New York and Chicago Sonora Jobbers Hear Interesting Talk by S. O. Martin

President of the Sonora Phonograph Co., Inc., Addresses Convention on "The Phonograph Industry"—Traces Development of the Company Since 1912 and Analyzes Problems

The Sonora Phonograph Co., Inc., recently held two important distributors' conventions in New York and Chicago. S. O. Martin, president of the company, opened the meetings with an interesting talk on the phonograph industry. He pointed out that when Sonora began in 1912 there were fewer than eighteen phonograph instrument manufacturers, that by 1919 there were 166 manufacturers and that although the volume of the phonograph business had grown more than 600 per cent since 1914 yet the business of Sonora grew more than proportionately. By 1923 the number of phonograph instrument manufacturers had dropped to 109 and he stated that to-day there are probably hardly one-half dozen that are nationally known, of which it was generally recognized that Sonora was a leader.

He recounted briefly the changes that had come about in the industry since the great world-wide economic depression of 1921 and also since the growth of radio which was first seriously felt by the phonograph industry in 1924 and how Sonora began to prepare for this in 1922. Steps were taken in 1923 by the introduction of the radio reproducer and the combination radio phonograph and, in 1924, the addition of a radio speaker which had been distinctly successful.

The first quarter of 1925, he stated, had been still more auspicious both as to volume and profit, and the plans for the balance of the year promise very gratifying returns to Sonora, its distributors and its dealers. In the first place he pointed out that the phonograph business fluctuated with general business, only more violently. To bear out this fact he showed how in 1921 the total business slumped 30 per cent and Sonora went down somewhat more in percentage. In 1923 business went up 20 per cent, but Sonora went up considerably more in proportion. And general business conditions for this year will unquestionably be good.

In addition to this Mr. Martin emphasized that the Sonora Co. presents to its dealers a new line of "balanced merchandise" that is in accord with the new demand. Sonora dealers now have four sources of business, namely: Phonographs, radio-adapted phonographs, speakers and radio sets. Mr. Martin also pointed out that Sonora had been for some time and is still rounding out its production with radio cabinet orders for other radio manufacturers. By doing this, the production cost on all Sonora merchandise is materially lowered.

Mr. Martin concluded that having spoken quite frankly about Sonora he was entitled to speak openly to the distributors about their

relationship to Sonora on a matter of mutual concern. He felt that he must remind them that in having exclusive territories they also were responsible for as well as benefited by, the protection given them by this arrangement. The importance of exclusive distribution had been seen in the radio business recently. For ex-



S. O. Martin

ample, a certain radio manufacturer was reported as having done exceedingly well, especially in Chicago, where probably few, if any, of his non-exclusive distributors had made any profit because there were so many of them. He pointed out, however, that where there is an exclusive territorial arrangement the manufacturer is not at liberty to get distribution through other channels.

Furthermore, where a relationship of exclusive distribution exists and the distributors will not anticipate their requirements by orders in some degree it throws a risk upon the manufacturer which is more than a business risk and which he must refuse to accept. As a result if later in the season the distributors attempt to order heavily the manufacturer cannot have the production for them because the burden and risk of Sonora carrying it alone in advance is too great. As a consequence both the dis-

tributor and Sonora suffer by there not being sufficient merchandise ready and since the business is seasonal, the sales are lost for both the manufacturer and the distributor.

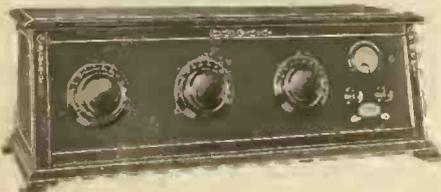
"The seasonal buying wave is quite clear," said Mr. Martin. "Sales rise steadily and rapidly from September to December. We feel that eventually this buying curve will be more straightened out than it is at present but for this season at least we must face conditions as they are. You can see it is absolutely essential that the radio merchandise be distributed to the retailers in your territory in September and that there is stock in the distributors' warehouses to take care of repeat orders which will come in October, November and December. Sonora promises the necessary advertising pressure to carry over all the merchandise on the crest of the wave, and January I will find the distributor and dealer with little merchandise on hand and they will find themselves in a healthy and happy position.

"Sonora does not expect the exclusive distributors to take all the risk but it does expect them to estimate conservatively their requirements for the balance of the year and to give orders for shipment of at least a part of their early requirements. On this basis Sonora will manufacture much more than these orders, thereby dividing the risk between us and making it a business risk for both instead of a risk too great to expect of the manufacturer alone.

"The distributors must have confidence in Sonora and in themselves and estimate conservatively and order steadily. The Sonora Co. feels that out of the millions of dollars of business that is to be done in both phonograph and radio this coming year with its present production, equipment and sales organization and its well-balanced line Sonora is entitled to a small percentage of the grand total of radio and phonograph business for the country, which means a favorable and profitable year for Sonora and its distributors."

Jos. Wolf, vice-president, gave an outline of new ideas in merchandising as well as manufacturing plans. Mr. Wolf emphasized the fact that the Sonora Co. in producing its new radio set insisted upon quality reproduction but that the feature of getting distance was not lost sight of. "It is a radio set," said Mr. Wolf, "that the Sonora Co. is proud to put its imprint upon—one for which we will assume complete responsibility for performance and value. Our experience with radio sets of other manufacturers convinced us that we must have a set with the name Sonora." This radio set known as the Sonora model C receiving set will retail for \$90.

The afternoon session was opened by F. W. Schirring, advertising manager of the company. (Continued on page 59)



GAROD A

A complete line of accessories, including:

BURGESS BATTERIES
BALKITE CHARGERS
BALKITE B ELIMINATOR
BRACH ANTENNA SETS

CUNNINGHAM TUBES
BRISTOL SPEAKER
PROST PHONES & SPEAKER
WESTON PLUGS

DOES FULL PROTECTION BACKED BY AN AUTHORIZED DEALER FRANCHISE—with a definite dealer territory—hold an appeal for you?

E. M. Wilson & Son have always sought to adopt ways and means by which they offer dealers a maximum of service and cooperation.

We feel that the new dealer franchise which is being offered by the Garod Radio Corp., through E. M. Wilson & Son as its distributors, is the most comprehensive and practical plan to date.

E. M. Wilson & Son will be glad to hear from and welcome the opportunity of explaining the new Garod franchise to dealers throughout the territory.

E. M. WILSON & SON

Exclusive N. J. Distributors

11 LAFAYETTE ST.

NEWARK, N. J.



**The New N & K
Imported Loudspeaker
Model S**

Retaining at only \$12.50, this unique speaker fills the biggest possible field of demand. Designed to send the sound out in all directions equally strong and clear. Reproduces all musical tones faithfully and correctly. Made of birtex, that famous scientific material that eliminates false vibrations. Handsomely finished in mottled black. Stands 9 inches high, base 6 1/2 inches square. Packed in cartons of twelve with display material and folders.

\$12⁵⁰

Famous N&K Tone

Loud and Clear

in this *New* **N&K** *Imported*

LOUDSPEAKER

MODEL S

CLEAR and pure in tone—loud in volume—small in size—popular in price. That's the story back of the new Model S, N & K Imported Loudspeaker.

Meeting every one of the four points most asked for in a speaker, and adding for good measure a new, unusual and artistic shape, this new N & K product promises to be a wonderfully popular seller.

Order now for August shipment and be ready for the radio rush when folks flock home from summer quarters.

THE GOLDSCHMIDT CORPORATION
NEUFELDT & KUHNKE DIVISION
 Dept. T7, 15 William Street, New York, N. Y.



*The Symbol of
Pure Musical
Tone*

who presented the advertising plans for the Fall. "We believe our advertising plans are just as well balanced as our merchandise," said Mr. Schnirring. "There will be a dominating campaign in the magazines, an intensive campaign in newspapers in certain cities, direct mail campaign to dealers, as well as co-operative newspaper advertising with dealers, and possibly Sonora may go on the air through a network of broadcasting stations. Complete newspaper and magazine schedules with advance sheets of all the ads will be in the hands of our dealers by September. The copy appeal which will be used in all advertising will be tone quality. Recent investigations showed that the demand for this quality is growing more and more and that in certain metropolitan areas tone quality was considered the most important factor by 20 out of 21 people. In addition to this the physical appearance of the ads will reflect the beauty of the cabinets they advertise."

Mr. Schnirring was followed by Mr. Coulter, assistant sales manager, who suggested a Sonora radio dealer contract, somewhat along the lines of the phonograph agreement.

Frank V. Goodman, Sonora sales manager, brought the meeting to a close by an address on Sonora distributors' and dealers' possibilities for 1925.

"For the last six months of 1925 we will have three complete distinctive lines—lines on which other individual companies are doing a big business singly," said Mr. Goodman. "There are companies who are doing a big volume of business on phonographs alone, on radio alone, also there are companies who are doing a big volume of business on speakers alone. We have combined all three for your benefit, all under the Sonora name. In return for this we are going to ask you to make merchandise commitments but not to an unreasonable extent. In asking you for a reasonable commitment during the next few months we are only asking it for one reason and that is that without co-operation our estimate of volume will be small. We will undertake to complete your orders during the balance of the year as you give them to us according to the plans we have laid down. We will obligate ourselves to deliver the merchandise you order so that you will not be making a commitment and have others benefit by it. The Sonora Co. will play absolutely fair with advance orders."

Some Recent Columbia Hits

Among the recent Columbia record releases the following bear all the marks of being exceptionally popular hits: "Collegiate," played by the Knickerbockers; "Craving," played by Harry Reese's Syncopators and a recording by the Dixie Stars, coupling "My Sweetie Turned Me Down" and "New York Ain't New York Any More."

Carries Freshman Line

PENSACOLA, FLA., July 7.—The Reynolds Music House was recently granted the exclusive authorized dealer franchise for handling Freshman Masterpiece radio receivers in this territory. A complete display of the complete line, with a wide price range, is now on view at the store and an extensive sales promotion campaign is under way.

R. J. Mishler Succeeds to Important Position

Announcement was recently made of the appointment of R. J. Mishler as secretary and treasurer of the Dalrymple-Whitney Radio Corp., New York, distributor of Music Master products. Mr. Mishler succeeds Warren C. Whitney, who has retired, due to ill health.

Live Retailer Cashes in on New York State Census by Taking Musical Census

J. T. Owens, Inc., Sends Out "Census" Forms in Prospect-Getting Campaign—Valuable Information Thus Secured Can Be Put to Good Use in Later Sales Promotion Campaigns

The securing of live prospects and information regarding those prospects is one of the real problems that the talking machine dealer is called upon to solve, for the prospect list represents in chief measure the real asset of the sales department. Therefore, any new idea that can be developed to a point where it will bring in information regarding prospective talking machine buyers is worth careful thought. For instance, there are certain plans that can be carried out with particular success at times and under certain conditions, as witness that recently inaugurated by J. T. Owens, Inc., of Brooklyn, N. Y., in connection with the taking of the New York State census.

The taking of the census was well advertised through frequent stories in the local newspapers and as a result the newspaper readers, representing the majority of the population, were on the lookout for the representative of the Census Bureau, and in a mood to furnish the required information. Realizing this frame of mind on the part of the public, J. T. Owens, proprietor of J. T. Owens, Inc., evolved the idea of carrying out a musical census through-

out the wide territory served by his house, the idea being that the information asked for would be more readily given with the general census still in the minds of the public.

The information sought by the music establishment is indicated by the questions on the form supplied canvassers, and upon which they noted their findings. It reads:

CENSUS	
Department of Music	
Date.....	
Inspector	Name
Address	
How many children?	
Boys?	Ages
Girls?	Ages
How many studying music?	
What musical instruments in home?	
REMARKS	

It can be seen at a glance that armed with this information the sales department can approach the prospect with an understanding of his status musically, an important factor in facilitating sales.

Modern New Broadcasting Station Opened by Zenith

Studio in Tower of New Straus Building Is Beautifully Furnished and Completely Equipped With the Most Modern Apparatus

CHICAGO, ILL., July 6.—One section of the new Zenith Broadcasting Station, WJAZ, located on the twenty-third floor in the tower of the new Straus Building, is shown in the accompanying photograph.

To promote the cause of better broadcasting, the most modern details have been taken into consideration in the installation of the new station. Besides the beautiful furnishings and arrangement shown in the photograph, elaborate electrical apparatus ingeniously concealed throughout the setting of both garden and veranda is operated by the property man from his

station, which is hidden from view, but from which he can see the entire performance.

By means of automatically controlled lighting apparatus positioned scientifically, the oper-

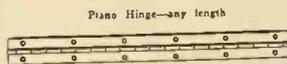
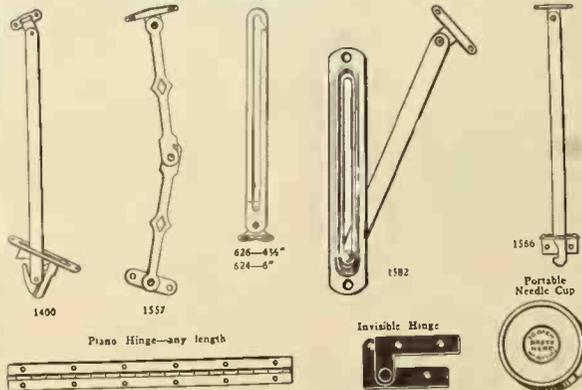


Zenith Broadcasting Station

ator follows the theme of the selection and with flood lights, fade-ins and fade-outs, produces effect of sunrise, sunset, moonlight, etc.

FULL LINE of HARDWARE

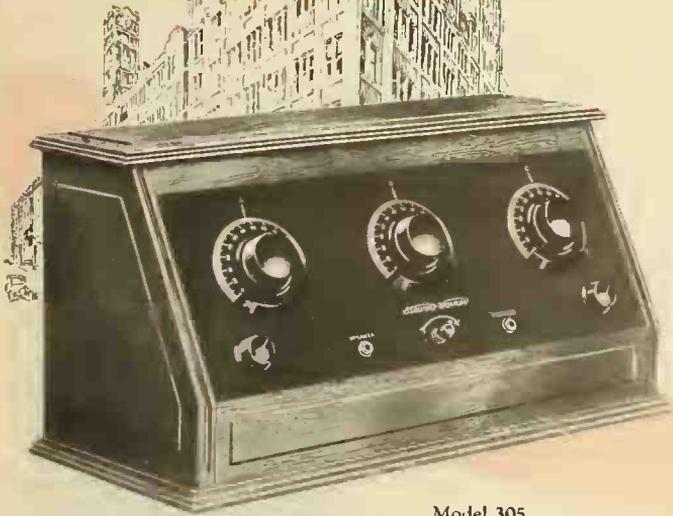
For Radios and Phonographs



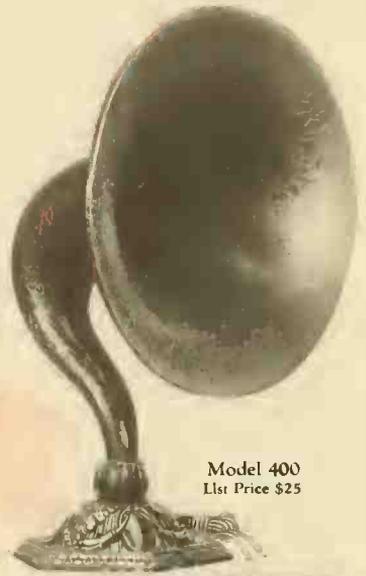
H. A. GUDEN CO., Inc.
227 CANAL STREET NEW YORK, N. Y.

Stewart-Warner

Guarantees Dealers Profit—



Model 305
List Price \$115



Model 400
List Price \$25

The First Complete Matched-Unit Radio

STEWART-WARNER RADIO is the "Matched-Unit" Radio. By this we mean that Stewart-Warner Radio Products—Instruments, Reproducers, Tubes and Accessories—are units that are all built by Stewart-Warner to function together in perfect unison. A combination of these units forms Stewart-Warner Matched-Unit Radio.

From the ground up this Radio is designed to achieve the utmost in radio reception. Because of the unified action of Stewart-Warner Radio, clear, full tones come in from stations near and far.

Here are the Matched Units of Stewart-Warner Radio—a complete line for dealers:

1. Stewart-Warner Radio Instruments, a model and a price to fit every purse and fill every need.
2. Stewart-Warner Reproducer, a perfect companion piece for Stewart-Warner Radio Instruments.
3. Stewart-Warner Radio Tubes—the tubes that have startled the radio world by their superior performance.
4. Aerial and Ground Equipment, and complete auxiliary apparatus of the highest quality.



Model 300
List Price \$65



Model 410
List Price \$65

Console Table Including Built-in Speaker and Battery Compartment, Without Radio

Stewart Matched-

"RADIO INSTRUMENTS—TUBES—

96 Direct Factory Branches

Radio Franchise Protection and Permanence

THE Stewart-Warner name is a by-word for quality. For more than twenty years Stewart-Warner has been manufacturing magnetic, electrical and mechanical automobile accessory equipment that has been the standard of the field. Today, more than ten million cars carry Stewart-Warner Products as standard equipment. No doubt your car is equipped with a Stewart-Warner Speedometer, a Stewart-Warner Vacuum Tank or other accessory.

Stewart-Warner Radio is another Stewart-Warner achievement. The quality of Stewart-Warner Radio is unquestioned, because the entire world knows that any merchandise bearing the Stewart-Warner name is superior in every respect.

STEWART-WARNER is distributing its radio products to dealers solely through its own, long established, world wide organization of ninety-six exclusive Stewart-Warner Wholesale Distributors. We have been 15 years in building up this organization. It is the only organization of its kind in the radio field.

These Stewart-Warner Distributors positively will not wholesale Stewart-Warner Radio products to any one except dealers holding Stewart-Warner Radio Franchises. Stewart-Warner stands alone in its ability to give dealers this 100% protection.

We pledge you this opportunity to conduct a successful business—and our word is backed by years of sound business dealings with thousands of leading dealers all over the world.

Furthermore, every Stewart-Warner Wholesale Distributor maintains a corps of factory-trained experts—both sales and technical—whose explicit duties are to make a 100% 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.

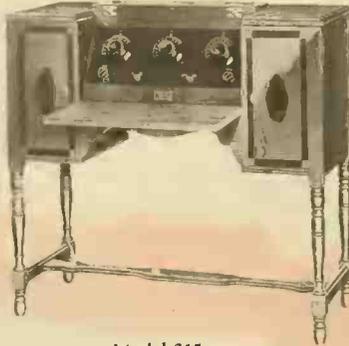
The Stewart-Warner Franchise places dealers so that they are not in competition with each other. It gives the full measure of Profit to each and every dealer. It associates the dealer with a radio manufacturer of large resources. This means Permanence for the dealer because the large manufacturer is the manufacturer who endures.

Fill out the application blank below and mail it to us. Our representative will call with some additional information very interesting to you.

STEWART-WARNER SPEEDOMETER CORPORATION
CHICAGO · U. S. A.



Model 320
List Price \$450



Model 315
List Price \$285



S-W
Radio Tube
List Price \$3

-Warner
Unit Radio
REPRODUCERS—ACCESSORIES"
Throughout the World

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.

Date _____ Name _____
Address _____
City _____ State _____

Dealers Tie Up With Stromberg-Carlson Week by Window Displays and Publicity

Held in the New York Territory under the Auspices of the Stromberg-Carlson Telephone Mfg. Co. and Gross-Brennan, Inc., Sales Representatives—Event Proved Great Success

Stromberg-Carlson Week was held recently in metropolitan New York territory under the auspices of the Stromberg-Carlson Telephone Mfg. Co. and Gross-Brennan, Inc., 342 Madison avenue, New York, sales representatives for Stromberg-Carlson products in the Eastern ter-

The Stromberg-Carlson Telephone Mfg. Co. was responsible for the use of effective advertising in the newspapers during Stromberg-Carlson Week, and this publicity coupled with the window displays and the effective work of the Gross-Brennan sales organization produced



Three of the Many Fine Stromberg-Carlson Window Displays

(1.) Court Radio Shop, 108 Court St., Brooklyn, N. Y.; (2.) Park Slope Talking Machine Co., 310 Flatbush Ave., Brooklyn, N. Y.; (3.) S. Hurbin, 163-18 Jamaica Ave., Jamaica, N. Y.

ritory. The dealers throughout the metropolitan district co-operated with the company in the preparation of handsome window displays which served to emphasize the distinctive features of Stromberg-Carlson neodyne sets and to drive home their popularity.

indirect results of tremendous value as well as direct sales for the dealers. The accompanying illustration, showing three of the window displays featured during Stromberg-Carlson Week, will give some idea of the attractiveness of these displays as a whole.

Radio Master Corp. Opens St. Louis District Office

M. Marks Appointed District Manager—To Cover Extensive Territory

BAY CITY, MICH., July 7.—The Radio Master Corp. of America, with headquarters in this city, manufacturer of radio receivers, phonographs, phonograph radio combinations and radio cabinets, announced recently the opening of a district office at 410 Benoist Building, St. Louis, Mo. This office will be in charge of M. Marks, and the territory handled will comprise the

States of Missouri, Arkansas, Kentucky, Tennessee and Southern Illinois.

The appointment of M. Marks as St. Louis district manager of the Radio Master Corp. of America will be welcome news to the dealers throughout the States covered by this office for Mr. Marks has been identified with the phonograph industry for many years. He numbers among his friends, dealers throughout the St. Louis territory and his intimate familiarity with the retailers' sales problems will enable him to co-operate with the trade to advantage.

Get the cash. Record sales and sales of portables are usually cash sales.

E. B. Latham & Co. Start Sales and Publicity Drive

Distributors of Atwater Kent and Pooley Atwater Kent Products Optimistic Over Outlook

E. B. Latham & Co., 550 Pearl street, New York, distributors of Atwater Kent and Pooley Atwater Kent radio products, have recently launched an extensive sales and advertising campaign among dealers in the metropolitan territory, in preparation for Fall business.

"We are of the firm belief that the coming year will prove a banner year for the sales of radio. The fact that the conditions which at present prevail in this country regarding the amount of employment and scale of wages received are most favorable, should mean that the public will be in a better position to buy than ever before. Available statistics proved that bank deposits have increased enormously during the last several years. Now that prosperity continues and has every appearance of steadily increasing, rather than decreasing, a large amount of this money on deposit should be released through consumer purchases which will be made during the next six months.

"As distributors for the Atwater Kent and Pooley companies, in this territory, we are at present advising dealers of the plans concerning sales and advertising which will be carried out for the coming season by these manufacturers. We feel sure that both of these lines will meet with the same public approval that has prevailed during previous years. Our policy of service and co-operation among dealers, with the view of increasing consumer sales, still continues to function efficiently, and we are doing our utmost towards the creation of bigger and better business for the trade," said L. E. Nathan, sales manager of the company, in discussing present conditions in the territory.

P. C. Brockman, of James K. Polk, Inc., in Gotham

P. C. Brockman, head of the phonograph record division of James K. Polk, Inc., Atlanta, Ga., jobber of Okeh and Odeon records, was a visitor to New York recently, making his headquarters at the Okeh executive offices. He brought with him his two star salesmen, W. Alexander and J. Warren Butler. Mr. Alexander covers Florida territory and Mr. Butler works north into the Carolinas, and their sales records during 1925 have been exceptionally fine.

The Okeh and Odeon record business developed by James K. Polk, Inc., has been one of the outstanding features of record activities in the South, and Mr. Brockman is primarily responsible for this splendid showing. A keen student of merchandising and well posted on business conditions throughout his territory, Mr. Brockman has sponsored sales methods that have enabled his company to attain an outstanding success as a record jobber.

Gen. J. G. Harbord Talks on Radio Opportunities

The two big opportunities for radio, states General James G. Harbord, president of the Radio Corp. of America, in a recent article in Forbes Magazine, are the farm homes with a population of 40,000,000, of which only 5 per cent are equipped with radio, and South America, with its vast population and which is practically a virgin market.

"In both these cases," says General Harbord, "the need for radio is great, while comparatively little has been done toward intensive development of either market. This is easily understandable as, during four years, the radio industry has had about all it could do to keep pace with demands upon it, with little time left for opening up new markets."

It's Close at Hand!

The great, new, important development of Radio—backed by the Pries Policy of protection

The
Pries
TRADE MARK
"STRAIGHT 8"

A revelation of radio possibility in performance and salability.

Pries Radio Corporation

Broadway at 4th Street

New York

The MAN Behind KOLSTER RADIO ~

Kolster Radio was designed by Frederick A. Kolster, Chief Research Engineer of the Federal Telegraph Company and for eight years chief of the Radio Section of the United States Bureau of Standards.

He is the inventor of the Kolster Decremeter, the Kolster Radio Compass and other radio devices used throughout the world.

Kolster is a radio scientist of international reputation. Since 1902 he has made extremely important contributions to radio.

He represented the U. S. Government at the International Radio Convention as technical advisor. At the request of Secretary Hoover he attends all the important radio conferences held in this country.

Kolster's technical genius and wide research experience are now crystallized in a master receiving instrument—establishing new standards in reception and reproduction.

How you can build a permanent, profitable business

Simple business principles
must replace boom practices

You are interested in permanent profits more than quick temporary gain. That is the first consideration of every business man who is successful.

For permanent profits you must have:

- a radio that gives satisfactory service, guaranteed by the maker to the owner
- a territory which is restricted as to number of dealers so that you can operate unmolested
- stabilized models at stabilized prices
- a set widely advertised locally and nationally
- a strong company, a permanent manufacturer
- profits which are substantial and certain

Then—and only then—are you on the safe, sane road to a growing business with satisfied customers and an assured future.

It is such a relationship which you can have with Kolster Radio.

**KOLSTER
RADIO**

KOLSTER RADIO

This is a program wise dealers will welcome

—what it means to such men

Kolster policies were primarily created with the sound, progressive dealer in mind as one of the main factors in stabilizing the industry.

We need not review the chaotic condition now existent, nor dwell on over-production, "dumping," "gymps," rapidly changing models and prices.

Kolster policies offer all and more than is outlined on the opposite page.

Kolster Radio means stabilization. Federal engineers, headed by Frederick A. Kolster, are your guarantee against profits lost in obsolete models. Federal executives, headed by Rudolph Spreckels, are your assurance of sound, honest and progressive merchandising policies.

We invite aggressive, forward-thinking dealers to become acquainted with Kolster policies in full. Space here does not permit all the details.

We promise satisfactory profits, protection, stabilization. We enter the new era of sound merchandising which replaces the promotive era.

Serious minded, progressive dealers are invited to mail the coupon which will bring further details without obligation.

The COMPANY Behind KOLSTER RADIO ~

The Federal Telegraph Company which manufactures and markets Kolster Radio, is a California Corporation with its radio factory in Newark, N. J.

It is strongly and ably financed. Mr. Rudolph Spreckels controls the company and is Chairman of the Board. Thus the permanency and stability of Kolster Radio is assured.

The Federal Telegraph Company is the oldest radio company in the United States existing under its original name, and has pioneered some of the most important radio developments in this country.

It introduced CW transmission in the United States and has designed and built the vast majority of the high-powered radio transmitting stations in the world, including the Lafayette station in France, which is the world's largest.

TMW 1

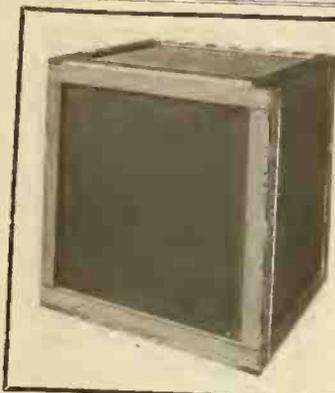
FEDERAL TELEGRAPH CO.,
 Merchandising Division,
 Woolworth Building,
 New York, N. Y.

I would like to be informed further as to your plans and policies.

Name

Street

City..... State



Save Money the "Atlas" Way

RADIO Manufacturers and Cabinet Makers

We are so thoroughly familiar with the requirements of the phonograph manufacturers and have served them so consistently and satisfactorily for years that we can be of unusual assistance to you in solving your shipping and packing problems.

Better appearance, lower first cost, easier and quicker packing, greater protection and lower freight charges are principal features of our product in which you are interested.

Atlas Plywood Packing Cases are particularly suited to your use. Our advice and service are invaluable.

Write for further convincing facts.

Atlas Plywood Corp.

PARK SQ. BUILDING

BOSTON, MASS.

Largest Manufacturers of Box Shook in New England

Lord & Thomas Make an Important Announcement

Take Over the Account of the Federal Telegraph Co., a Widely Known California Corporation and Maker of Kolster Radio

Lord & Thomas, one of the foremost advertising agencies in the country, issued the following statement recently which is of keen interest to the radio, phonograph and advertising worlds: "As is generally known we have for more than fifty years been associated with the advertising of such leaders as Studebaker, Brunswick, Palmolive, Lucky Strike, Quaker Oats, to mention only a few, yet the advertising which we are now preparing for the Federal Telegraph Co. (the California corporation, not the Buffalo company) seems even to us, who are accustomed to handling tremendously large accounts, a campaign which will dominate in its field.

"The Federal Telegraph Co. is placing on the market a line of unusually high-grade radio receiving sets known as Kolster radio. Kolster Radio was designed by F. A. Kolster, chief research engineer of the Federal Telegraph Co., and for eight years chief of the radio section of the United States Bureau of Standards. He is the inventor of the Kolster decimeter, the Kolster radio compass and other radio devices used throughout the world.

"The Federal Telegraph Co., which manufactures and markets Kolster Radio, is a California Corporation with factory in Newark, N. J., and a merchandising division in the Woolworth Building, New York City. The company is strongly financed, with Rudolph Spreckels, who controls the company, as chairman of the board. This insures the permanency and stability of Kolster radio.

"We have carefully analyzed the factors involved and we do not hesitate to predict that Kolster Radio, with its financial strength and sound merchandising policy, is bound to become an outstanding line in radio and contribute very greatly toward stabilization, not only in the receiving sets themselves but in the present marketing conditions.

"When Albert D. Lasker, ex-chairman of the U. S. Shipping Board and president of Lord & Thomas, heard that the Federal Telegraph Co. had entrusted the advertising of Kolster Radio to us, he immediately wired:—'We are to be congratulated. Authorities consulted believe that Kolster Radio will be one of the two leaders in the radio field.'"

Bollinger Opens Store

Ralph Bollinger has opened a new music store at 220 North High avenue, East Oskaloosa, Ia., in up-to-date quarters, handling a full line of music goods.

C. Brandes, Inc., Adds New Products to Line

Audio Transformer, Two Loud Speakers and Phonograph Attachment to Round Out the Line of Brandes Radio Products

C. Brandes, Inc., with sales and executive offices at 233 Broadway, New York, and factories located in New Jersey, has recently announced the addition of several new products, which will supplement the line of Brandes Matched-Tone head phones and Table-Talker loud speakers.

L. W. Staunton, advertising manager of the company, in discussing the new products with The World, said: "The new line consists of four items, an audio transformer, a new horn speaker to be known as Type H, a cabinet type loud speaker, and a new phonograph attachment.

"The new horn speaker is somewhat larger than the Table-Talker and designed to give greater volume. This speaker has laminated pole pieces which increase its magnetic efficiency, and, in turn, increase its volume. It has a large diaphragm which adds the low tones to the range of the speaker and improves reproduction over the full keyboard. A small thumb-screw is provided at the rear on the base for making adjustments for volume. The horn is of the semi-gooseneck type with a large bell. It is 26½ inches high with 1½ inch diameter of bell. In appearance the (Type H) speaker is unusually attractive. The shape of the base and the finish of the speaker were specially chosen to meet the demand for better looking horn type speakers.

"The new cabinet speaker is simple in line and finish and is of the right size to fit on top of the average receiving set. The reproducing unit used is of the same construction as the unit of large (Type H) horn speaker. It embodies all the improvements of the horn type speaker and is adjustable by means of a thumb-screw on the outside of the cabinet. The horn is of special molded construction, providing 27½ inches of air column and producing mellow round tones. The cabinet is mahogany finished to harmonize with walnut, mahogany or oak furniture.

"The phonograph attachment employs the same unit which is used in Type H speaker. This unit is so designed that it is not materially affected by the varying lengths of good phonograph horns. It is attractively finished and is adjustable for volume. In addition to these items, Brandes will continue to market the Table-Talker and its Superior and Navy Type Matched-Tone Headsets."

The Victory Music House, 6502 Chene street, Detroit, Mich., has recently been incorporated with an authorized capital of \$2,100.

Artist in Window Attracts Attention to Phonographs

Large Window of Bloomingdale Bros., New York City, a Center of Attraction as Artist Decorates Special Art Model Phonographs.

Shoppers and passers-by in the vicinity of Bloomingdale Bros., New York, during the latter part of last month were attracted to the show windows on the Sixtieth street side of the store, where an artist was engaged in decorating talking machine art cabinets. Fully thirty feet of display space was given over to the display; one-half of which was occupied by the art cabinets, both those finished and those in the course of being decorated and the other half was devoted to a showing of the combination radio and talking machine units in highboy cabinets which are a feature of the talking machine department of this store. Four instruments comprised this portion of the display—the first with all doors closed, showing the instrument as an article of fine furniture; the others showing the three ways in which the instrument can be used. The first containing phonograph with the other spaces unoccupied, to be used as the owner wishes; the second, with phonograph and the lower portion of the cabinet fitted as a secretary, and third, the phonograph and Atwater Kent five-tube set. A loud speaker is built into each cabinet.

Herbert Berkeley, manager of the talking machine department of this establishment, states that the display was responsible for several sales during the week it was shown. It might be mentioned in passing that this store is doing a large volume of business during the supposedly slack season and the sales volume for the past six months is far ahead of the same period of last year. This, too, despite the fact that every sale is either that of a phonograph or a phonograph-radio combination, as the radio department is under different management and is a separate unit of the store. Mr. Berkeley attributes the success of his department to several factors, notably a liberal advertising policy, efficient sales staff and a full and complete stock of instruments. The fact that radio is so closely allied to the phonograph led Mr. Berkeley to have the instruments on the floor radio-adaptable and the stock is now and for some time past has been practically 100 per cent available for installation of a radio set. More than 50 per cent of the total business for the past six months has been of combination units.

In Bankruptcy

A petition in bankruptcy was recently filed against the Radio Manufacturers' Outlet, New York, which listed liabilities of about \$13,000 and assets of about \$4000. Wallace Nicoll has been appointed receiver.

WATCH YOUR STEP

Mr. Victor Dealer

The Summer weather creates a desire to "keep cool." In shaping a policy for the coming Fall and Winter season Victor dealers during the Summer will do well to "keep cool" and also to bear in mind the familiar subway slogan, "Watch Your Step."

Radio was born and became popular almost overnight. It had its temporary depressing effect on the talking machine business. Victor dealers followed the trend and became radio dealers. Some made money—others seem in doubt when considering later losses suffered through depreciation of radio stock on hand, where goods were sold at cost, or less, in liquidation, because of over-production.

Now everyone seems determined to correct his errors. For the Fall season there will be new products—new sales policies. In some cases it would indicate a leap from one extreme to the other to gain favor and support.

Experience is an expensive but a valuable teacher, so watch your step, Mr. Victor Dealer, and don't be rushed into committing yourself by contracting for a quantity of goods, or binding yourself to do certain things, except after the most careful consideration.

Very soon there will be available for Victor dealers information and samples of new and improved Victor products, combined with radio. Compare the reputations of manufacturers and their products, also the distributors and their policies. A wise decision can then be made regarding the best products, sources of supply, and sales policies.

At that time the BLACKMAN policy, combined with the most dependable line of talking machines and radio, will be worthy of your consideration. We invite an opportunity to help you, and feel competent to do so.

J. NEWCOMB BLACKMAN



Blackman
TALKING MACHINE CO.

28-30 W. 2ND ST. NEW YORK N.Y.

VICTOR WHOLESALE DISTRIBUTORS

VICTROLA 1-1

A Small Instrument With a Big Kick



Retail Price - \$15.00



C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York City

Victor Wholesalers to the Dealer Only

Demand for Portable Instruments Brings Up the Sales Volumes of Toledo Dealers

Experience of Lion Store Indicates There Is Business to Be Secured by Outside Sales Effort—Atwater Kent Dealers Meet—Prizes Put Sales People on Their Toes—Other News

TOLEDO, O., July 7.—The phonograph demand here is made up mainly of small machine buying. Portables ranging in price from \$15 to \$35 have the call. A prominent dealer said: "We have sold a number of these low price models to people who positively wouldn't buy a large instrument. Seeing a portable is a good start towards the sale of a more decorative and expensive style in the fall."

The J. W. Greene Co., exclusive Cheney dealer in Toledo, which under the new Cheney sales policy gives it direct factory representation, is finding the new plan far more satisfactory, according to E. A. Kopf, manager. The Brunswick system of direct factory shipments and dealing with the factory representative is also more resultful and pleasing to the retailer, because it enables him to obtain quicker action on all matters pertaining to merchandising and does away with the necessity of taking up a proposition with two or three intermediate interests before a final decision is reached. The style 160 Brunswick radiola is meeting with favor here. In fact the house is enjoying a radio buying spurt which is very gratifying. The sale of batteries and accessories is equal to the Wintertime demand, which means owners are using their radio sets consistently. A recent Zenith-MacMillan window drew considerable interest to the set. Timely topics are frequently used as the basis of trims.

Hard Work Builds Sales

The Lion Store Music Rooms, Brunswick and Victor dealer, are coralling a better than average amount of Summer business. The result is obtained chiefly by keeping everlastingly at it—with canvassers, direct-by-mail and newspaper advertising. This week a letter addressed to several thousand possible portable buyers went forth. It brought many inquiries about the product, also requests to call and demonstrate the machines and a number of telephone orders for instruments, Lawson S. Talbert, manager, stated. Zenith, Atwater Kent and Colin B. Kennedy sets are carried in the radio division. H. Lochmiller is vacationing at the lake resorts near by.

Atwater Kent Dealers Meet

The Toledo Ignition Co., Atwater Kent distributor for the Toledo territory, was host on Thursday to more than fifty Atwater Kent dealers who gathered at the Hotel Seagrave where they were addressed by R. Smiley of the Atwater Kent Co., who outlined the company policy for the coming season. The new models and the price reduction was also stressed. A large amount of advertising will be done locally by both the factory and the distributors. Following his talk, M. J. Polkoff, of the Pooley

Co., talked on the factory process necessary to complete a radio cabinet and the time it required for the operation. Dealers were urged to carry the Atwater Kent-Pooley product exclusively and to get back of the goods with advertising and sales promotion work. A dinner was tendered the visitors. Following that the party retired to Keith's Theatre for the show.

Needle Display Excites Interest

At the United Music Store, a window showing of the manufacturing process of the Hall fibre needle illustrated with six photographs picturing the steps necessary to the finished product, proved interesting and instructive. Brunswick, Regal, Gypsy, and Pal machines are on the schedule for a combined Fourth of July portable window. Mamie Caldwell is a new member of the record force here.

Prizes Stimulate Sales People

The Home Furniture Co., Brunswick and Columbia dealer, is getting Summer results by offering cash prizes to the salespeople. Last month the award was for the greatest number of machines sold regardless of the price. This month it is for the largest machine volume. Miss Helen Canfield stated similar contests will be employed throughout the Summer.

Brief but Interesting

The Frazelle Piano Co., Sonora and Columbia dealer, is featuring the Sonora portable and Columbia records through windows, poster and floor cut-outs.

Frank Flightner, proprietor Flightner's Columbia Music Shop on Cherry street, has purchased a fine home on Willys Parkway.

A. B. Sauer, Columbia dealer, Lorain, O., is exploiting the Blossom Seelye selection—Yes, Sir, That's My Boy—in a big way. Miss Seelye is a resident of Lorain. Martha Walker, formerly with the Welkeus Co. and well known locally, is now a member of the Sauer force.

L. L. Kaibenolt, Weston, O., Columbia merchant, is doing a fine business with farmers. Through his persistent publicity and merchandising methods he has built a wide following in his territory.

The Baugh Co., new Columbia dealer, Oak Harbor, O., on July 11 will bring to a close its popularity contest. On this occasion E. W. Gumaer, Columbia representative, will be on hand to tie up the line with the events of the day, thereby making Columbia products known to a large number of possible buyers.

J. G. Burr, Cambridge, O., furniture dealer, who recently added the Columbia line, uses his windows to make sales.

The Klopfer Music Co., Bucyrus, O., which maintains a very aggressive organization, is getting a volume of Columbia trade by canvassing.

The Rossford Music Store, Coleman Juhas proprietor, is gradually widening its influence with the Hungarian, Polish and German residents of this glass manufacturing center across the river. The Columbia foreign catalog is patronized liberally here.

S. S. Larson, in charge of the Columbia Phonograph Co., Cleveland, O., recently was placed in control of the Cincinnati branch also. F. W. Gumaer, Toledo Columbia representative, is vacationing at his old home, Youngstown, O. He won the Columbia sales contest last month.

Mrs. Inez Hayes was appointed administratrix of the estate of her late husband, Paul C. Hayes, president and manager of the Hayes Music Co., dealer in Edison phonographs and DeForest radio outfits. He died recently following a long period of ill health. A manager for the store will be chosen at a meeting of the board of directors in the near future. Nicholas Baertsche, long associated with the business, is now in charge.

Sonora Portable Featured on Movie Slide for Trade

In keeping with the season of the year, the advertising department of the Sonora Phonograph Co. has issued a very attractive moving picture slide featuring the Sonora portable. This slide, shown in the accompanying illustration,



Sonora Portable Movie Slide

tion, is being used generally by Sonora dealers who appreciate the fact that the presentation at this time of the year of a slide devoted to portables cannot fail to act as a sales stimulant.

To Direct Fair Publicity

The Arthur Rosenberg Co., Inc., of New York City, well-known advertising agency handling various radio accounts, has been appointed to direct the advertising of the Second Radio World's Fair, to be held in New York City, at the 258th Field Artillery Armory, September 14 to 19.

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, 26 1/2" x 18 1/2" x 9 1/2", 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

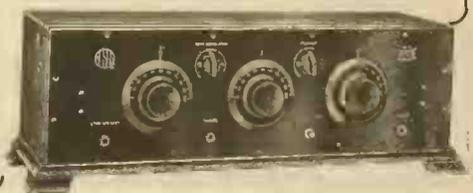
New York City

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.



URECO RADIO TUBES



On the

2nd

MILLION



Notice

In the near future our advertising will include a special tube of high efficiency.

Watch for the first announcement.

UNITED RADIO & ELECTRIC CORPORATION

418-426 Central Avenue

Newark, N. J.

NOW READY FOR THE MUSIC TRADE

The tremendous demand for Ureco Radio Tubes has caused production to jump by leaps and bounds through the so-called dull radio season until recently the one millionth Ureco tube was produced.

Your Profit Lies in URECO TUBES

Because—

The radio public can no longer be fooled. Radio tubes have been on probation and the fact that One Million Ureco's have reached satisfied customers without one dollar's advertising augurs well for the Ureco jobbers' business during the coming season when backed by an extensive advertising campaign.

Get In On The 2nd Million

Have your Tube Department show a profit in 1925

JOBBERS
WRITE TODAY
FOR
EXCLUSIVE TERRITORY

DEALERS
WRITE FOR
NAME OF JOBBER
COVERING YOUR LOCALITY

UNITED RADIO & ELECTRIC CORPORATION

418-426 Central Avenue

Newark, N. J.

Portable Music Corp. Buys Home in Seneca Falls

New Plant Has 75,000 Square Feet of Floor Space—To Make Rayola Line of Phonographs and Radio—Capital, \$500,000

SENECA FALLS, N. Y., July 6.—The Portable Music Corp. has purchased from the Seneca Fibre Products Co. of this city a four-story plant comprising 75,000 square feet of floor space. The company is planning to manufacture the Rayola line of portable phonographs, portable radios, combination phonographs and radios and loud speakers. L. S. Greenman, inventor of the Rayola products, is president of the company; A. C. Moreland is vice-president; Ray C. Fugh is treasurer and general manager; E. S. Hoadley, secretary; W. J. Wagner, director, and Raymond Mills, director. The company is

capitalized at \$500,000 and full details as to its manufacturing and marketing plans will be announced in the near future.

Brunswick Music Hour Heard in South Africa

Brunswick-Balke-Collender Co. Receives Interesting Letter from Radio Fan in Johannesburg, South Africa, on Reception of Concert

Among the letters from distant points received recently by the phonograph division of the Brunswick-Balke-Collender Co., Chicago, in connection with reception by radio of the Brunswick Hour of Music is one from Major C. B. Strutt, Johannesburg, South Africa. His letter is as follows:

"I am writing as requested by your announcer this morning, at the end of your concert, he stating that letters would be appreciated with regards to the concert.

"The concert given by your orchestra, together with that of the New York String Quartet, was the best I have yet listened to, and I listen in about three or four mornings each week.

"This morning at 3:03 a. m. our time, the 13th inst. (your time 12th inst., 8:03 p. m.) I received your program relayed from KDKA on the 68 metres wave length, and the following items were particularly good, coming through as well as if received a few miles away.

"Plantation song, 'Open Up the Gates of Glory,' 3:15 a. m., selection from an opera by Victor Herbert, who, your announcer I think stated, had recently died. 3:20 a. m., a very fine rendering by your tenor, Mr. Chamlee, I believe. 3:37 a. m., your orchestra played an Irish melody, by Brett. 3:45 a. m., your orchestra played their concluding piece which came through better than any, and which your announcer stated could be listened to by thousands sitting in their own homes. 'Home, Sweet Home,' with what sounded as 'Molly on the Shore' just before the actual 'Home Sweet Home'.

"Your announcer then stated it was your farewell concert for this season, and that your orchestra wished to say good-bye.

"Your announcer gave a list of the big stations which were relaying your program, WGY, and about seven others, including KDKA.

"Atmospherics here this morning were rather bad, and sometimes a word here and there would be lost, but reception was as nearly perfect as it is possible to be and I was lucky in getting this particularly fine program of your orchestra and that of the New York String Quartet.

"Should any of your orchestra be interested in wireless, I will just mention in bringing this letter to a close, that I work on 1 detector and 2 audio frequency valves (no radio frequency), and aerial 100 feet from the ground, but vertical, consisting of 50 feet of one-half inch copper tube."

Ten Riccas for N. Y. U.

A good business is being done by Ricca & Son, New York, both with the Ricca & Son baby grand, upright and players. One of the most recent orders called for ten instruments for New York University which were selected by Dr. H. Dann, musical director for the university. In making the selection several makes of instruments were inspected by Dr. Dann, the result of his investigation, however, being that the Ricca & Son instruments proved to have those qualities which meet the exacting requirements for use in the university.

R. H. Manson Goes Abroad

Roy H. Manson, chief engineer of the Stronberg-Carlson Telephone Mfg. Co., Rochester, N. Y., and widely known in radio circles, sailed on the "Baltic" July 4 for a visit to Europe. Mr. Manson, who will visit the leading European countries in connection with various important business interests, is accompanied by his family.

Maj. Gen. J. G. Harbord Returns From Trip Abroad

President of the Radio Corp. of America Attended Meetings of International Consortium of Radio People While in Europe

Major General James G. Harbord, U. S. A., retired, president of the Radio Corp. of America, returned recently from a two months' trip to Europe where he attended the meetings of the International Consortium of Radio People, which drew representatives from England, the United States, France and Germany. He said



General James G. Harbord

he had made a report to this Consortium of the South American stations which he visited last Winter. Germany is making more progress in radio, stated the General, than any other country, and is second only to the United States. "Germany is expending large sums of money in the development of radio," said General Harbord, "and within one year American radio fans possessing the ordinary sets will be able to receive from Germany direct, through arrangements completed for broadcasting German programs through the plant of the Radio Corp. of America.

"There will be no radical changes in the construction of radio sets this Fall," continued General Harbord, pointing out that the experimental stage in radio sets had passed, and that the sets to-day are more or less standardized. When asked about the outlook for the radio business in the United States the General said: "We feel encouraged regarding the outlook for 'fall business, and billings and sales are beginning to show a decided increase."

Marketing New Tube

The Van Horne Co., Franklin, O., manufacturer of Van Horne selected and Musselman certified radio tubes, has just placed on the market a new product called the 3V-A radio vacuum tube, which has the same general appearance and structural appearance as the company's 5V-A tube. It operates from dry cells or storage batteries, and the company states that it converts the indoor or storage battery set into a portable set, operating from dry cells and giving practically the same results. Conversely, it changes the ordinary dry cell or portable set into a storage battery set.

Supertron Mfg. Co. Moving

The Supertron Mfg. Co., manufacturer of radio tubes, is moving into its new plant at Hoboken, N. J. The entire plant and offices will occupy twenty thousand square feet. Additional machinery in these quarters is expected to allow an output of ten thousand tubes daily, according to Victor Bobker, sales manager of the company.

At last a Twin Bulb Charger



\$14.00 LIST
(without bulbs)
East of the Rockies

Absolutely Quiet

The New Twin Bulb Handy Charger is absolutely noiseless. It will charge "A" batteries, any voltage from 2 to 12 volts and "B" batteries from 24 to 120 volts. The two bulbs double the speed of the average bulb charger giving a speed to the Handy of 4 to 5 amperes per hour to a 6-volt battery.

TWIN BULB HANDY CHARGER

Speed—4 to 5 Amperes
"A" Batteries 2-12 Volts
"B" Batteries 24-120 Volts

The New Twin Bulb Handy Charger is fireproof. Even if allowed to run for several days there is no danger of fire or overcharging the battery. It requires no care when in or out of use.

A Full Wave Charger

The New Twin Bulb Handy Charger employs the advanced "Push-Pull" principle, using both halves of the AC wave, thus obviously making it a highly efficient charger.

Order from your Jobber or write us for literature

INTERSTATE ELECTRIC CO.

4339 Duncan Ave., St. Louis, Mo.

HEADQUARTERS

for



SOLD THROUGH
JOBBER
EVERYWHERE

For years these three famous Bagshaw-made Phonograph Needles—Brilliantone, Reflexo, and Gilt Edge—have led in popular favor. Today, more than ever, the phonograph user is calling for them by name, having grown to know and appreciate their superior quality through actual repeated performance. It is this surety of "repeat" business that makes them, likewise, the first choice of phonograph dealers the country over.

BRILLIANTONE
STEEL NEEDLE CO. of America
incorporated
370 Seventh Ave. New York



Ask us about
our special
Imprint Package.

YOUR NAME

imprinted on each envelope of BRILLIANTONE Needles. No extra cost.

THE BEST in PHONOGRAPH Needles



ALEX. EISEMANN



J.D.R. FREED



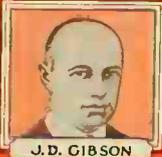
A.R. FREED



LEO FREED



N.D. PATTI



J.D. GIBSON



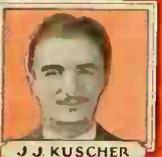
P. STERN



R. I. MACCLELLAN



FRED MCINTYRE



J. J. KUSCHER



COTTER PECK



J. C. CUSHMAN



RAY FARRA



D. N. MCPHERSON



E. W. STONE

These are the MEN

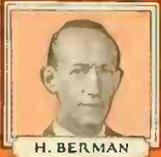
—the executives and department heads of the organization which has proved itself to be, by a wide margin,

the largest and the most successful manufacturer of Neutrodyne Receivers in the World!



Study this circle! The figures given are official.

Freed-Eisemann



H. BERMAN



A. ZIPSER



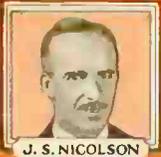
E.A. FREED



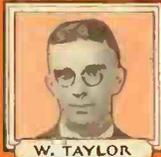
W. HEINA



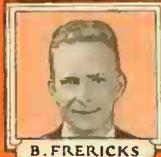
D. SONKIN



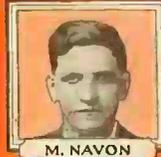
J. S. NICOLSON



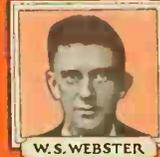
W. TAYLOR



B. FRERICKS



M. NAVON



W.S. WEBSTER



H.M. PERITZ



O.A. MARTINI



M. SIEGEL



H. GOODMAN



E.C. STEVENS



B. TRÖTT



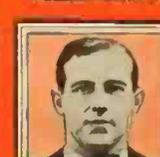
G. CURTIS



H. KAYSER



R. GRATZNER



W. GOTTLIEB

These are the MEN

who are solidly behind the new policy of dealer protection which provides:

1. LONGER DISCOUNTS—enabling the dealer to give service and yet make a profit.
2. GUARANTEE AGAINST PRICE REDUCTION, unless the dealer is rebated.
3. EXCLUSIVE TERRITORY—territorial franchise sharply defined and protected.
4. PROTECTION AGAINST MODELS BECOMING OBSOLETE.
5. BINDING CONTRACT direct with manufacturer (through distributor) giving dealer absolute protection.

THE NEW FREED-EISEMANN LINE—five and six tube sets, \$75.00 to \$195.00—is backed by one of the largest advertising campaigns ever put behind Radio.

Write us and one of our executives will reply personally, giving full details.

FREED-EISEMANN RADIO CORPORATION
Manhattan Bridge Plaza, Brooklyn, N.Y.

Freed-Eisemann

Charlie Chaplin Directs Recording of Own Number

Comedian Leads Abe Lyman's California Orchestra in Recording His Composition for the Brunswick Co.—Also Records "Bombay"

Charlie Chaplin, world-famous motion picture star, is not only an enthusiastic lover of music and an accomplished violinist, but is also a con-



Charlie Chaplin Directing Orchestra

poser of several melodies which it is predicted are going to be among the most popular hits of the day. The songs which are entitled "Swing Along" and "With You, Dear, in Bombay," are tuneful melodies which are meeting with considerable favor, and it so happened that the Brunswick-Balke-Clender Co. was the first company to secure a recording of the selections.

The Brunswick recording staff was in Los Angeles recently when Mr. Chaplin was busy with his new production, "The Gold Rush," and arranged an interview with the star which resulted in the famous comedian's assumption of a new role, that of recording director. He selected Abe Lyman's California Orchestra, famous dance organization and exclusive Bruns-

wick artists to do the playing and he himself took the baton in hand before the horn to direct the recording of his own compositions. This was something new for Mr. Chaplin but he acquitted himself admirably, and he also makes his debut as a phonograph recording artist in the "Bombay" selection, where he plays a violin solo in conjunction with the orchestra recording.

Plans to Launch Drive to Electrify Talking Machines

Liberty Electric Corp. to Start Campaign to Electrify Millions of "Talkers" in Homes—New Consolmotor Has Important Features

The Liberty Electric Corp., 342 Madison avenue, New York City, manufacturer of the Full-Wave battery charger and electric talking machine motors, presented for the first time at the recent music trade gathering in Chicago the Liberty Electric Consolmotor. This new motor, designed in two models, operates either from the ordinary house lighting socket, alternating or direct current, or from an "A" radio battery or any six-volt storage battery or dry cells. The manufacturer expects this type of motor to be quite popular for installation in combination phonograph and radio cabinets, and should have wide appeal to the purchasers of such instruments.

The sales department of the Liberty Electric Corp. will shortly inaugurate a sales and educational campaign, the purpose of which will be to electrify many of the millions of talking machines now in the homes of the country. It is the contention of the Liberty Co. officials that thousands of machines now lie dormant in the homes which can be brought back into use through electrification. This not only means sales of electric motors to these machine owners but undoubtedly will assist materially in reviving interest in and sales of records.

The Liberty Consolmotor is of slow speed. Most electric phonograph motors are operated at an armature speed of 1000 revolutions per minute. The Consolmotor operates at an armature speed of the turntable 70 to 80 revolutions per minute. The motor is free from hum and "brush trouble." Its speed is constant per minute (constituting the pitch of the phonograph) or its constant speed per revolution (which represents the resonant quality of the



Liberty Electric Consolmotor (music reproduction). It is silent in operation.

Both model "A" for ordinary light sockets, and model "B" are delivered complete with automatic cut-off switch, cord and plug or cord and battery clips as needed.

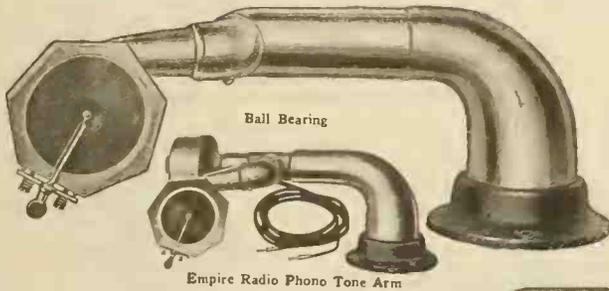
Co-operated With Okeh Distributors in Buffalo

George S. Jeffers, field sales representative of the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, returned recently from a trip to Buffalo and Cleveland, where he called on the dealers in this important territory and co-operated with the distributors in stimulating the sale of Okeh and Odeon records. Subsequent to his trip to these cities, Mr. Jeffers visited Atlanta where he participated in the recording work for the General Phonograph Corp. which took place in that city.

Charles Mehr has opened a music store at 404 North Twentieth street, Birmingham, Ala.

EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Excel In Every Important Feature

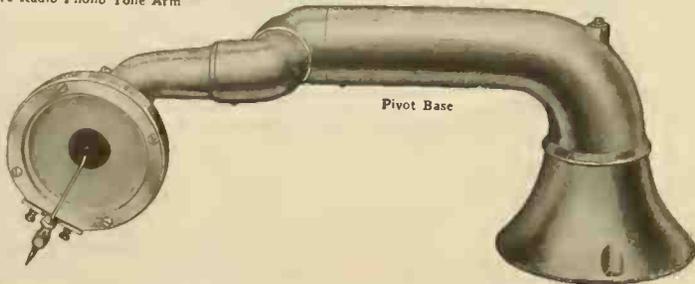


It is an acknowledged fact that the tone arm and reproducer are the most vitally important parts of a phonograph.

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.

EMPIRE Tone Arms and Reproducers are made for all types of phonographs, from the portables to the big, handsome cabinet machines and the combination Radio and Phonograph.

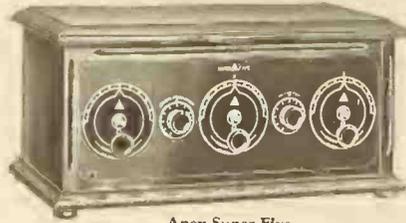
Order a sample arm and test it out. It will win you on merit only. Our prices are low and quality second to none.



EMPIRE PHONO PARTS COMPANY 2261 East 14th St., Cleveland, O.

Established in 1914

W. J. McNAMARA, President



Apex Super Five



Apex De Luxe



Apex Baby Grand Console



Apex Utility Radio Table



Quality Radio Apparatus

Apex Super Five—\$95.00

A Receiving Set that meets the most exacting demands for distance, selectivity, clarity and volume. Housed in a highly walnut finished Cabinet — with all fittings gold plated. A perfected Receiving Set for the most critical judges of radio efficiency.

Apex De Luxe

A strikingly attractive Super Five, embodying the most advanced principles of Radio Engineering, and providing a degree of excellence essential to satisfactory operation. Equipped with Apex Entertainer, a Loud Speaker of unusual worth, and housed in a beautiful walnut finished Cabinet.

Apex Baby Grand Console

An ultra-artistic creation of expert cabinet making and scientific Radio Engineering, combining the highest standard of efficiency with rich elegance of appearance so gratifying to the most refined appreciation of beauty. Flawless walnut finish. Will accommodate any type of A & B Batteries and necessary chargers. Equipped with the Apex Entertainer, a Loud Speaker of unusual worth.

Apex Utility Radio Table

A pleasing combination of practicability and unusual beauty of design and elegance of finish. Holds all A & B Battery equipment and chargers and provides space for loud speaker. Center drawer for log sheets and programmes, with cover over top when open for writing desk. Suitable for any Receiving Set. Top cover tilts back for convenient installation of battery equipment. Enhances the attractiveness of most elaborately furnished room.

At Good Radio Dealers

APEX ELECTRIC MFG. COMPANY

1310 WEST 59th STREET

Dept. 717

CHICAGO, ILLINOIS

Dealers in Cleveland Territory Are in Optimistic Mood as Sales Continue Fair

Best Demand in History for Portables—Dealers and Wholesalers Beat Last Year's Sales Records—Special Advertising Stimulates Business—News and Activities of the Month

CLEVELAND, O., July 6.—Talking machine dealers in Cleveland and other northern Ohio cities and towns scored fairly well in June sales. The season for selling portable types is now on and the demand is the best ever reported. The dull period for selling radio sets and equipment has set in and this factor is contributing to the demand for phonographs and records. There is an unusual demand in Cleveland for the latter.

Machine distributors covering the northern Ohio zone report very fair business, with prospects good for July. The response to circulars and catalogs relative to the latest issue of records of all the standard talking machine companies has been good.

The Brunswick Co.'s sales of machines, records and Brunswick Radiolas during the last half of June were more than normal.

The Columbia Co.'s sales in this territory are above those a year ago. The new quarters of the Cleveland distributing offices in the Premier Press Building are more advantageous than the former ones in East Thirtieth street because the new quarters are closer to "Music Row" and most of the big downtown music stores handling talking machines.

Considerable special advertising has characterized the past few weeks. In addition to the usual national advertising features of the standard talking machine manufacturing concerns Cleveland and other dealers in Akron, Canton, Elyria, Ashabula, Lorain, East Cleveland, Lakewood, Painesville, and other points have been rather liberal buyers of daily newspaper space for featuring special bargain sales of talking machines. Radio sets have shared this stimulating effort where music merchants handle radio sets and equipment.

The Dreher Piano Co., which specializes in only the highest type of musical merchandise, is taking orders for the new Victor Radiola promised by the Victor Co. next Fall.

The Phonograph Co.'s Huron Road distributing headquarters report satisfactory sales. The Cheney Phonograph Co., Busecher's Victrola Store, Starr Piano Co., Wolfe Music Co., the talking machine section of the Bailey Co., that of the William Taylor Son & Co., Lakewood Music Co., L. Meier, Sons & Co., Vincent-Barstow Co., M. Schulz Co., Muehlhauser Bros. Co., Wright Music Co.'s new University Circle retail store, May Co., and other concerns are looking forward to a good Fall business, with every indication that July and August will be satisfactory Summer months.

Harry Steiner, a talking machine dealer of St. Louis, was a Cleveland visitor the last week of June.

The Conn-Cleveland Co., which recently established a school of music and opened a radio studio, reports that instead of curtailing the demand for talking machines and records radio broadcasting of music has stimulated calls for the best records and phonographs.

The Cheney portable machine has come into its own this Summer and good sales are reported by dealers in Cleveland.

Rex C. Hyre, who in addition to being secretary of the Music Merchants' Association of Ohio, its ad censor, and attorney for the Cleveland Music Trades' Association, is editor of the State body's monthly "Bulletin," expects to make a tour of much of Ohio in the interest of new members and the Cincinnati State convention during the next two months. Mr. Hyre also has close affiliations with talking machine dealers and distributors. He is a member of the Music Club of Cleveland, largely composed of phonograph dealers.

The Cleveland Music Club, which succeeded the old Talking Machine Dealers' Association of Northern Ohio, is preparing for early activities next Fall. Several of the members will attend the annual convention of the Music

Merchants' Association in Cincinnati during the middle of September. Members of the organization report unusual sales for portable talking machines, the \$25 machine being the best seller.

The international convention of Rotarians held in Cleveland four days, beginning June 15, brought about 12,000 Rotary members here from twenty-nine nations, scattered from England to Australia, including a group of Blackfeet Indians from Montana. Talking machine dealers scored good sales of new records to many of the visitors living in small cities remote from metropolitan cities.

L. G. Baldwin, head of the radio sales department of the Willard Storage Battery Co., has been made chairman of the general committee, which will have charge of the arrangements for Cleveland's first annual radio exhibition, to be held in the Public Hall, November 7 to 15. Mr. Baldwin's appointment was announced by G. B. Bodendorf, who will be director of the exposition. H. J. Shurtle, president of the Cleveland Talking Machine Co., and other prominent men are members of the committee.

Charles Williamson, a talking machine salesman, of Detroit, was a recent Cleveland visitor.

Victor dealers in Cleveland have been having an unusual run on single-face Red Seal records at the reduced prices.

Harry Hess, talking machine salesman in St. Louis, was a visitor the last week of June.

Sonora Portable Entertained Movie Stars in the Sahara

Monotony of Desert Life Broken During Filming of "A Son of the Desert" by Portable

In the current issue of the "Sonora Bell," the attractive house organ issued monthly by the Sonora Phonograph Co., Inc., there is an in-



Ruby de Remer and Her Sonora

teresting and effective story written by L. O. Coulter, entitled "A Real Reel Story." This story features the Sonora portable, a number of famous screen stars, the Sahara Desert and various other incidents which were part of the experiences of Edwin Carewe's First National Co. in the production of Louise Gerard's famous story "A Son of the Sahara."

The Sonora portable played an important part in the daily life of the company, and in the story appearing in the "Sonora Bell" there are presented such famous movie stars as Claire Windsor, Bert Lytell, Ruby de Remer, Montague Love, Rosemary Theby and others. The accompanying illustration shows Miss de Remer upon her return from this memorable expedition, utilizing her Sonora portable in the patio of her New York home.

George F. Ackert, New York, was recently incorporated at Albany to deal in radio merchandise with a capital stock of \$10,000. The incorporators are G. F. and O. F. and E. M. Ackert.

Music Master plus

ANNOUNCING

Our Appointment As

METROPOLITAN
DISTRIBUTOR

Greater New York and New
York State up to Kingston

for the

MUSIC MASTER

line of guaranteed
Radio products

Emphasizing once again,
North American's undisputed
claim to the title
"Headquarters for the
Best in Radio."

NORTH AMERICAN RADIO CORP.

"Just above the circle, but always on the Square"

1845 BROADWAY, near 60th St.

Telephones Columbus 7514-5-6.

Music Master

NOW OFFERS THE Most Comprehensive Line

of Radio Merchandise Ever Marketed Under
a Single Trade Name

AND Music Master's merchandising policy respects the rights of every distributor.

We have done more than any other radio organization to protect the profits of legitimate dealers by refusing to sell to undesirable merchants. And now, we are working toward a further protection for our dealers.

From now on, Music Master Merchandise will be sold only through authorized dealers.

Our great campaign of national advertising will tell 93,000,000 eager Americans the story of Music Master. TIE UP TO STRENGTH.

**NO ONE HAS EVER LOST
MONEY ON MUSIC MASTER!**

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

The Need for Better Receiving Sets



TYPE 400
Five Tubes Special super selective circuit. Operated either by batteries or special Music Master Battery Eliminator on house lighting circuit. Connect with standard bell or cabinet type Music Master Reproducer, or with specially designed art model reproducer, illustrated.

French Spinet Desk cabinet of solid mahogany, beautifully ornamented, in brown mahogany art satin finish.

PRICE \$400

Music Master Reproducer Model XIII, Drum Type. Specially designed art model illustrated.

PRICE \$40



TYPE 300
Five Tubes Special super selective circuit. Operated either by batteries or special Music Master Battery Eliminator on house lighting circuit. Connect with standard bell or cabinet type Music Master Reproducer, or with specially designed art model reproducer, illustrated.

Music Master Reproducer Model XIII, Drum Type. Specially designed art model illustrated.

PRICE \$300

Music Master Reproducer Model XIII, Drum Type. Specially designed art model illustrated.

PRICE \$40

Enthusiasm over radio in its early period prompted manufacturers and dealers to claim anything and everything for their sets.

In the hands of owners—particularly in the hands of owners whose locations were unfavorable to radio reception—a large percentage of these sets disappointed the purchasers.

It was imperative that some one bring out sets of proven capacity so that the public would not lose faith in Radio.

Also, the improvement in programs made necessary the development of sets which would receive all, or more nearly all, of the transmitted vibrations and have such a fine degree of selectivity that the chosen program would be unmarred by interference.



TYPE 300
Five Tubes. Entirely new circuit. Connect with standard bell or cabinet type Music Master Reproducer, or with specially designed art model reproducer illustrated. Great selectivity, extraordinary volume and wonderful tone quality. Solid mahogany cabinet, beautifully ornamented, brown mahogany art satin finish.

PRICE \$300

Music Master Reproducer Model XIII, Drum Type. Specially designed art model illustrated.

PRICE \$40

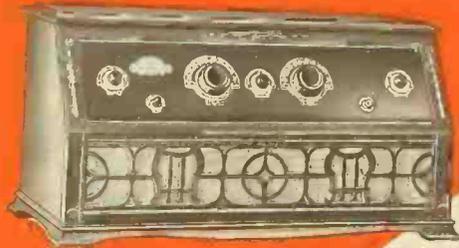
Canadian Prices Slightly Higher

Music Master

RADIO PRODUCTS

Masterpieces of Reception

\$50 to \$460



TYPE 175
 Six Tubes. Special Music Master Circuit. Built-in Music Master Reproducer. Very selective, long distance, splendid tone quality. Solid mahogany cabinet in brown mahogany art satin finish. **PRICE \$175**

How Music Master Satisfied This Need

Music Master could have brought out receiving sets at any time within the last three years.

Such sets would have been as good as the average, but they would not have been as superior to other sets as Music Master Reproducer is superior to ordinary loud speakers.

So, we waited and worked.

We worked—not to develop new and sensational circuits, but to perfect circuits which had already reached a high degree of development. We brought out only one individual circuit.

Our special understanding of the science of reproduction helped us to work backward towards the microphone and put greater capacity and more responsiveness into the set.

How well we have succeeded is evidenced in the performance of Music Master Receiving Sets.



TYPE 100
 Five Tubes. New Music Master Circuit, involving special adaptation to radio frequency. Very selective, good volume and distance. Solid 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**

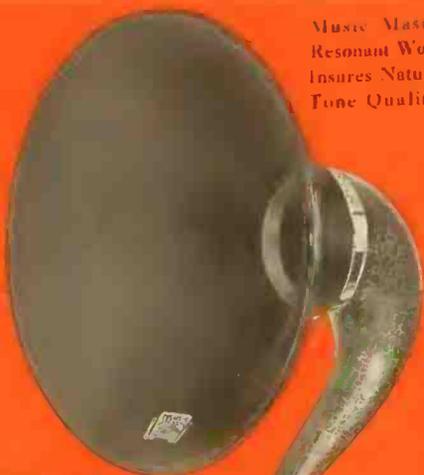
Canadian Prices Slightly Higher

Music Master

RADIO PRODUCTS

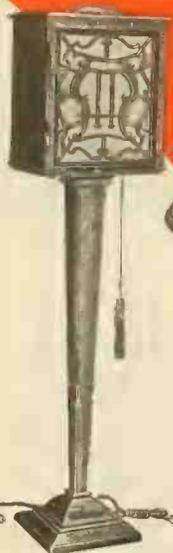


MODEL VIII
Cabinet type. Solid mahogany with full grille wood top.



Music Master
Resonant Wood
Insures Natural
Tone Quality

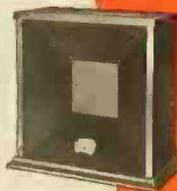
MODEL VI
Fourteen-inch wood bell. Solid mahogany. 4 x 4 aluminum tone chamber. Standard Music Master reproducing unit.
Price . . . \$30



MODEL X
Pedestal type. Solid mahogany. Full flaring wood bell in top section. Shaded electric bulb, concealed within case, reflects a soft, diffused light through silk screen.
Price \$100



MODEL VII
21" wood bell \$35



MODEL V
Metal cabinet. Mahogany finish. \$18
Wood bell. Price

Music Master Models

The Musical Instrument of Radio

WE make every type of reproducer so that Music Master dealers may have everything with which to satisfy the desires of every consumer.

Nothing in our experience suggests that the horn type of radio reproducer has passed.

The ordinary horn type of loud speaker with its ordinary telephone unit and fibre or sheet metal horn has, of course, become a liability for the dealer—owner, too, for that matter.

An ordinary telephone unit makes merely a loud speaker because it has a capacity to magnify sound although prone to distort.

The Music Master unit has a capacity to produce with fidelity, not only the modulations of the human voice, but the vibrations of music's overtones.

Whether this unit takes its place in horn types, cabinet types or reflector, its capacity remains the same.

Canadian Prices
Slightly Higher

Music Master RADIO PRODUCTS

Conclave of Western Music Trades Ass'n

Ed. Kelley Elected President at Second Annual Meeting Held in Los Angeles—Important Trade Topics Featured the Discussions

LOS ANGELES, CAL., July 3.—The second annual convention of the Western Music Trades Association opened at the Hotel Billmore here on Tuesday, June 23, with about 500 delegates present from the States of California, Oregon, Washington, Idaho, Utah, Nevada, Montana and Arizona, it being by many respects the largest gathering of music men held thus far on the Coast. Although many of the outstanding problems of the music trade itself were discussed at length, much of the interest seemed to center on the influence of radio on the music trade, and its future possibilities from the angle of the music merchant.

Opening Sessions

The opening session was called to order by E. A. Geissler, of Los Angeles, president of the Association, who welcomed the delegates and outlined the main purpose of the meeting. He pointed out that the first year of the organization had been one of education, stating that the campaign along this line had been followed by encouraging results in stimulating co-operation among dealers in musical instruments located in the Coast and Rocky Mountain States. "While in some cases the trade did not get together as it should, I am sure that the coming year will see a greater interest in the work and the formation of many new branches of our already strong organization," he said.

Following the president's address, the various officers and committee members rendered their reports of the progress made during the past year. Among these reports those of special interest were made by the presidents of the local associations on the Coast, namely, those in Seattle, Portland, San Francisco, Los Angeles, San Diego, Fresno, and Sacramento. Ed H. Uhl, of Los Angeles, also made an excellent talk on the purpose and value of the Association work.

The importance of the Association's aim to promote public interest in good music was stressed by G. F. Jolinson, of Portland. "It should be our constant aim to promote interest in music," said Mr. Jolinson. "By so doing we will not only increase our own business, but we will render a service in our community."

An interesting discussion on the first day was that concerning the present status and the future of the player-piano. A. D. Lamotte, of the Thearle Music Co., San Diego, talked on the possibilities of the inexpensive player and declared that it was suffering greatly from lack of interest on the part of the salesmen. Lee S. Roberts, of San Francisco, talked on the reproducing grand.

In the discussion of the evils in the music trade, Charles T. Corbin, of Seattle, at the opening session stated that he regarded as the outstanding evil of the business the payment of commissions to persons not employed regularly as salesmen. He declared his objections were based partly on account of the commission paid, which is added to the cost of the instrument and is paid by the customer, and especially on account of the unscrupulous methods employed by outside commission seekers.

"It is a common practice for this class of commission salesmen to take the prospective customer to various stores to look at different instruments in order to ward off any suspicion that they are working for any certain firm," said Mr. Corbin. "Though they may show the buyer the finest instruments on the market at fair prices, they will always advise him against purchasing until they reach the place where they expect to get a commission."

Second Day

That adjustments are now in progress that will leave a fair field for both phonographs and radios appears to be the view taken by the

majority of the delegates at the second day's session of the convention, when the program was devoted almost exclusively to discussions on various phases of the radio situation and to talking machine topics. The point was stressed that the spread of radio is a distinct factor in



E. A. Geissler

the development of a taste for better music on the part of the public and in the long run this will be of benefit to the music trade. "There is a place for both the radio and the phonograph," declared Philip T. Clay, president of Sherman, Clay & Co., whose subject was "Radio and the Talking Machine." "As a matter of fact," he said, "the two types of instruments occupy entirely different places. The music

of the radio is largely of a popular character, while the phonograph can be depended on for the classics rendered by the world's greatest artists. I believe a solution of the problem as to the relative merits of the two machines has been practically solved by the combination instruments on the market to-day, which may be used either as receiving sets for radio or for the reproduction of music from phonograph records."

One of the outstanding papers presented at this session was that of Clarence H. Mansfield, manager of the phonograph and radio divisions of the Fitzgerald Music Co., this city, who discussed the radio demonstration problem.

An interesting paper on the subject "Radio Exchanges, Reverts and Adjustments" was then read by J. Raymond Smith, of the J. Raymond Smith Co., San Francisco. Mr. Smith explained that he was in favor of exchanging radio sets in certain instances and then went on to explain his stand, stating that a certain policy of exchanging instruments avoided repossessions. On the subject of reverts or repossessions, Mr. Smith said that the most important point is how to avoid them. The most essential preventives, he has found, are the insistence on a large initial payment, weekly payments and good service. He also advocated every store appointing one man as a radio adjuster who would investigate all claims of the customer and recommend what adjustment should be made.

Some of the mysteries of broadcasting were divulged by "Uncle John," of the Los Angeles Times' broadcasting station KHJ, at the luncheon given for the delegates Wednesday.

Speaking of the problems of the radio manufacturer, A. B. C. Scull, district sales manager

(Continued on page 82)

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**

Immediate Deliveries

West Coast Phonograph & Record Company

923 W. 6th St.
Los Angeles, Cal.
Phone: Main 2910

137 Turk St.
San Francisco, Cal.
Phone: Prospect 3789

Write or phone for further details



Cliff (Whole Lot) Edwards

BRASS Tone Arm Complete for Miniature Outfit 60c

(Not illustrated)

Also Tone Arms and Reproducers for PORTABLES

At Attractive Prices



No. 3
for Portables



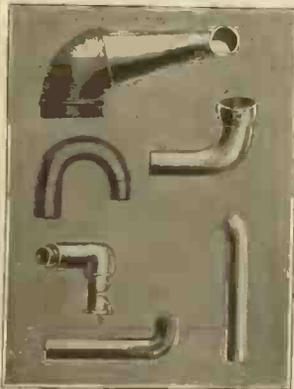
No. 4
Universal full size



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.

Convention of Western Music Trades Ass'n

(Continued from page 81)

of the Radio Corp. of America, stressed the importance of greater interest being taken in radio programs by dealers in radio apparatus. "We have been so busy overcoming static and perfecting the mechanics of the radio set that it seems to me we have overlooked the big point, which is the radio program," said Mr. Scull.

"Now that we are entering the days of vacations and outdoor living," he said, "the radio merchant should start right in selling the idea of Summertime radio programs. He should feature the program in his window displays, in his selling talks and in such advertising as he may place. Thus, the broadcasting of an important sporting event or other occurrence should be featured several days in advance, so as to create an urge on the part of prospective customers to buy that receiver now rather than wait until Fall. Musical programs should also be stressed for it is the radio service that sells the receiver."

The future of radio was the subject of the talk given by Commander Ellery W. Stone, president of the Federal Telegraph Co., of San Francisco, maker of Kolster radio. Mr. Stone stated that the future of radio was uncertain and it may become the chief purveyor of news and fundamentally an educator. He further stated that he believed music would always play a large part in the radio programs and for that reason the radio set of the present and future must be faithful in its reproduction. He explained to the dealers that sets with good tonal qualities and fidelity of reproduction must be sold by them if they are to retain their reputation as music dealers.

In commenting on the methods used to induce customers to purchase radio receivers, Mr. Stone said: "Forget distance. In the future, relay broadcasting and wire-linked stations will bring you distance from nearby stations. Instead of talking distance, educate the public to an appreciation of musical and tonal qualities in radio."

Third Day's Session

Thursday's program was devoted largely to business methods in the music trade, one of the principal addresses along this line being that delivered by H. S. Carroll, publicity director of the Broadway Department Store, Los Angeles, who spoke on the question of "Turnover and Overhead."

"Turnover has a vital bearing on profits, but, in spite of this fact, there are many merchants who do not really understand the meaning of the term," said Mr. Carroll. "There are two methods to figure out this important element in merchandising, both giving practically the same results. The first is by dividing the sales at retail for a given period by the average stock at retail. The other is by dividing the actual sales at cost by the average stock at cost."

The successful merchant to-day figures his turnover in advance, using care to set it at a reasonable figure so that he may be fairly certain to accomplish the desired results, said the speaker. The approximate turnover in the music trade, he pointed out, is about two and one-half times a year on talking machines, twice a year on records and rolls, twice on pianos and player-pianos, and two and one-half times on sheet music. He added that turnover is affected by poor selection of merchandise, errors in quantity purchasing, overbalanced stock and by carrying too many price lines.

"The Future of the Talking Machine" was the subject of an illuminating talk by Otto L. May, assistant manager of the traveling department of the Victor Talking Machine Co.

More Radio Discussion

Different phases of the radio business also came in for discussion in the program of the last day, the principal address on the subject being delivered by E. C. Mills, executive chair-

man of the American Society of Composers, Authors and Publishers, with headquarters in New York. Mr. Mills emphasized particularly the fact that the time was not far distant when it will be necessary for the users of radio receivers to make some sort of payment for the service they now receive without charge from the broadcasting stations. He did not outline any plan for securing such payment, but declared that some income would be necessary for the maintenance of satisfactory programs of entertainment, and that the recipient of service would be reasonably required to pay a part.

Dealers' Responsibility

Mr. Mills stated that \$350,000,000 were spent for radio last year, which was more than half the total sum spent for all forms of music and musical instruments combined, this new industry having made that progress in three years as against the centuries that had been devoted to the development of musical instruments. The speaker concluded by urging upon the dealers in radio apparatus the importance of making such arrangements with the broadcasting end of the business as will insure continuous service.

Importance of Advertising

The importance of advertising in the music trade was stressed by Neill C. Wilson, advertising manager of Sherman, Clay & Co., San Francisco, who declared: "The piano business in the last ten years has not increased and for this situation the piano dealer can largely blame himself. He has been extracting sales as a miner extracts ore, whereas he should have been harvesting sales as a farmer harvests crops, with due regard for sowing and fertilizing."

Election of Officers

The final session concluded with the election of officers for the coming year and the following were chosen: President, Ed. Kelly, Seattle; first vice-president, Philip T. Clay, San Francisco; second vice-president, Ed. H. Uhl, Los Angeles and treasurer, R. E. Robinson, Seattle. The secretary will be chosen by the foregoing officers. The board of directors will include Frank Anrys, San Francisco; Charles Corbin, Seattle; J. T. Fitzgerald, Los Angeles; G. F. Johnson, Portland; A. D. Lamotte, San Diego; Norman Maw, San Diego; H. L. Nolder, Los Angeles; Ellis Marx, Sacramento; S. S. Hockett, Fresno; W. C. Orton, representing Montana; J. Redewill, representing Arizona; Glen Roberts, representing Utah; L. L. Eby, representing Washington; and C. B. Sampson, representing Idaho.

Some Convention Sidelights

Manufacturers of musical instruments from all over the country took advantage of the opportunity for displaying their wares at the Biltmore and the convention sessions in the afternoons adjourned at an early hour to give the members time in which to inspect the displays.

Throughout the three days there were held various departmental sessions to provide opportunities for the discussion by various department heads of those problems peculiar to each department itself and not of general interest to the entire convention.

Nor was the social side of the convention neglected. On Tuesday evening the Victor dealers and their ladies were tendered a dinner and dance at the Biltmore by the Victor Co., while on Wednesday evening the Brunswick-Balke-Collender Co. was host to its dealers and friends at an entertainment and dance, also at the Biltmore. The official banquet of the Association held on Thursday evening brought out a crowd that filled the ballroom of the Biltmore. The banquet itself, at which Henry S. McKee, a member of the Federal Reserve Advisory Council, was the chief speaker, was followed by dancing. June 26 the golfers in the Association ranks were given an opportunity to prove their skill over the course of the Palos Verdes Golf Club, where a handsome assortment of prizes had been gathered as an incentive to good playing. Following the tournament in the evening there was a dinner and "low jinks" at the clubhouse.

George A. Scoville Is Elected Chairman

Vice-President and General Sales Manager of Stromberg-Carlson Co. Honored by Radio Apparatus Section of A. M. E. S.

At the recent meeting of the Radio Apparatus Section of the Associated Manufacturers of Electrical Supplies, held in Hot Springs, Va., George A. Scoville, vice-president and general



George A. Scoville

sales manager of the Stromberg-Carlson Telephone Mfg. Co., was elected chairman of the section. This organization is one of the most important factors in the constructive and development work sponsored by the foremost manufacturers in the radio industry, and Mr. Scoville is exceptionally well qualified to fill the post of chairman.

Since 1916 Mr. Scoville has been associated with the Stromberg-Carlson Telephone Mfg. Co., manufacturer of radio receiving sets, loud speakers and other radio products, as well as one of the world's famous manufacturers of telephone apparatus, cables and supplies. Mr. Scoville was graduated from Stanford University, California, and his engineering experience has included important connections with the Western Electric Co., Chicago; Edison Electric Co., Los Angeles; the Western Electric Co., Los Angeles; and subsequently sales engineer, Pacific Coast manager and sales manager of the Dean Electric Garford Co., Elyria, O. Mr. Scoville is a member of the American Institute of Electrical Engineers and the Society of Au-

tomotive Engineers. He is the author of many important business and technical pamphlets and is recognized generally as a leader in the engineering profession.

Cohen & Hughes Hold Big Meeting of Dealers

Walter L. Eckhardt Guest of Honor at Meeting and Banquet Held in Baltimore on June 25—Radio Merchandising Discussed

BALTIMORE, Md., June 30.—Some 200 or more dealers in the Baltimore territory were the guests of Cohen & Hughes, Inc., well-known wholesalers of Victor talking machines and various radio products, at a meeting and banquet held at the Hotel Belvedere, this city, last Friday, when Walter L. Eckhardt, head of the Music Master Corporation, was the guest of honor.

The meeting was a most interesting one, in the course of which considerable information was imparted to the dealers regarding the proper handling of radio products. The feature address was made by Mr. Eckhardt himself, who called attention to the fact that he was really a native son of Baltimore, having been born and raised in this city. He told how he had entered the talking machine trade some thirty years ago, had seen it grow to tremendous proportions, and aided personally in that growth. Four years ago, declared Mr. Eckhardt, he had seen possibilities in the radio business and had been moved to enter the field, though he had never expected the rapid development of the business that had ensued.

Regarding radio, Mr. Eckhardt declared that every move was towards simplicity of construction and operation and that the radio of the future was one that would require neither antenna, ground nor batteries, and could be operated from a single dial. His company's business, he explained, had reached a point where it would total \$15,000,000 in 1925 and could be expected to reach \$20,000,000 in 1926. In the development of this business plans have been completed for a million-dollar advertising campaign during the coming year.

William Biel, of Cohen & Hughes, acted as chairman of the meeting and toastmaster of the banquet that followed in the evening, and during the course of the sessions interesting and timely addresses were made by J. H. Cross and C. T. Miller, of the J. H. Cross Co., advertising agents, in charge of the Music Master campaign; H. N. McMenimen, manager of the contract department of Cohen & Hughes; and I. Son Cohen, head of Cohen & Hughes.

Opens Branch Store

Burd's Temple of Music, Paragould, Ark., recently opened a branch store at Walnut Ridge, which will be under the management of Mrs. W. E. Hall.

Stromberg-Carlson Ads Receive Dealers' Praise

Unusual Advertising Designed to Promote Confidence Is Typical of Effective National Publicity of Leading Radio Manufacturer

The accompanying reproduction of a newspaper advertisement that appeared in the New York papers over the signature of the Stromberg-Carlson Telephone Mfg. Co. and its New York representative, Gross-Brennan, Inc., has been the subject of enthusiastic praise from



Announcement

Prices Guaranteed
not to be Reduced!

On March 17, 1925 we accepted all our dealers the Stromberg-Carlson prices could not be reduced. Since that announcement we have had a constant number of requests from dealers for our list to be lowered.

Some dealers stated that this accepted dealer price was brought about by a constant demand from the public when our price quotations became known.

No Need to Defer Buying
See Your Dealer NOW

Stromberg-Carlson Telephone Mfg. Co.
1000 Lexington Ave., New York 17, N. Y.
Gross-Brennan, Inc., New York 17, N. Y.
New York Radio Representatives
Telephone: BR 3-1100

Stromberg-Carlson

Fine Stromberg-Carlson Advertising dealers in the metropolitan territory. The advertisement has also been commented upon favorably by radio executives and advertising critics, who refer to it as the type of radio newspaper publicity that promotes a strong feeling of confidence among all factors in the radio industry.

W. T. Eastwood, advertising manager of the Stromberg-Carlson Telephone Mfg. Co., is responsible for the preparation of this advertisement, and this particular advertisement is typical of the Stromberg-Carlson advertising campaign as a whole. Mr. Eastwood has been congratulated upon the effectiveness of the copy, which in every way is commensurate with the standing of the products that it features.

Charles Canelli recently opened a music store in Wallingford, Conn., which will carry a full line of talking machines, pianos and other musical instruments.

**PROTECT YOUR RECORDS BY USING
THE ORIGINAL TEN TIME NEEDLE**
(LARGEST & BEST SOUNDING 10" 78" RECORDS ONLY PRODUCEABLE)

WALL-KANE NEEDLES

EACH NEEDLE IS
HEAVILY TREATED TO
PROLONG THE LIFE
OF YOUR RECORDS

WALL-KANE NEEDLES

A PACKAGE OF
50 NEEDLES
EQUIVALENT TO
500 ORDINARY
STEEL NEEDLES

PRICE
1925 U.S.A.
75¢ PER PACKAGE

The New Display Case Holding 100 Packages Assorted

150% PROFIT

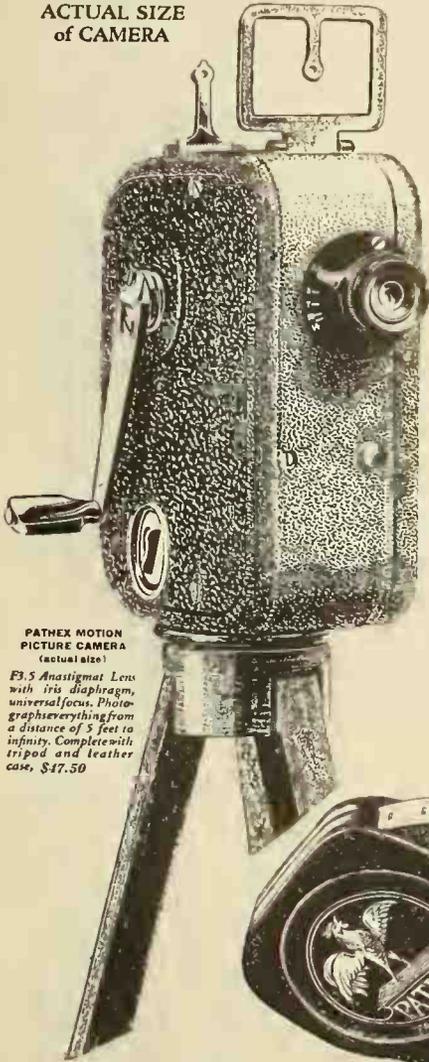
on WALL-KANE NEEDLES

The only needle recognized as the original 10-record needle, established for over ten years, put up in handsome displays that sell themselves.

WALL-KANE NEEDLE MANUFACTURING CO., Inc.
3922 14th Avenue
Brooklyn, N. Y.

Special prices on
JAZZ, CONCERT and PETMECKY NEEDLES

ACTUAL SIZE
of CAMERA



**PATHEX MOTION
PICTURE CAMERA**
(actual size)

*F3.5 Anastigmat Lens
with iris diaphragm,
universal focus. Photo-
grapher everything from
a distance of 5 feet to
infinity. Complete with
tripod and leather
case, \$47.50*

A new source of big PATHEX Motion and Projector

**"YOU CAN NOW MAKE YOUR OWN MOTION
PICTURES JUST AS EASILY AND AT NO
GREATER COST THAN TAKING SNAPSHOTS."**

(This is the heading of our first full page newspaper
advertising which will appear simultaneously with the
introductory sale of the Pathex line.)

THE public response to Pathex advertising will be instantaneous and consequently the Pathex Camera and Projector will provide new business for you. Pathex will bring you profits through your entire year and particularly during the Spring, Summer and early Fall months when your regular business is slow it will match or surpass your other sales during the holiday season.

Your potential customers are absolutely unlimited.

Every home, particularly homes where there are children, and there are millions of such homes—

Every automobilist, because it is a real companion on motor trips and there are more than ten million pleasure cars in the United States—

Every golfer, and there are said to be more than two million genuine golf fans—

Every one who loves the out-of-doors, whether his sport be fishing, hunting, camping, hiking, tennis, baseball or any of the others, and these sportsmen are counted by the millions too—

Every traveler and every tourist—

Every student and every "faddist"—

These are only some of the 114,000,000 people in these United States who will react almost immediately to Pathex advertising.

The Pathex Camera makes Motion picture photography so easy

PATHEX

(a subsidiary of
35 WEST 45TH

Non-Inflammable
PATHEX MOTION
PICTURE FILM

*Packed, ready for instant use, in
daylight loading magazine, capac-
ity about 1200 frames. Price,
which includes developing and re-
turns to you on an exhibition reel
ready to project, \$1.75*



Pathex

business for dealers

**Picture Camera
to sell at \$97⁵⁰**

and inexpensive that it is sure to be taken up instantly by hundreds of thousands—just as fast as dealers can supply them.

Every Camera sold will be a perpetual advertisement for the very simple reason that people always look and ask questions when a motion picture camera is being operated.

The sale of a Pathex Camera means the sale of a Pathex Motion Picture Projector which operates by simply plugging in to the home electric current, shows motion pictures 27" x 36" at the distance of only 12 feet.

It means too, the sale of Daylight Loading Magazines containing Pathex Non-flammable Film which automatically provides an ever increasing business following the sale of each Camera.

In other words, your film business will be similar to your record business except, camera film is consumed, and the use of the camera demands constant repurchases of raw film. In addition there will be films of feature pictures, comedies, travel, news, education, etc., etc.—a complete library of films for sale at about what it costs to rent a film for one day.

We will also issue a monthly supplement of films on new and timely subjects.

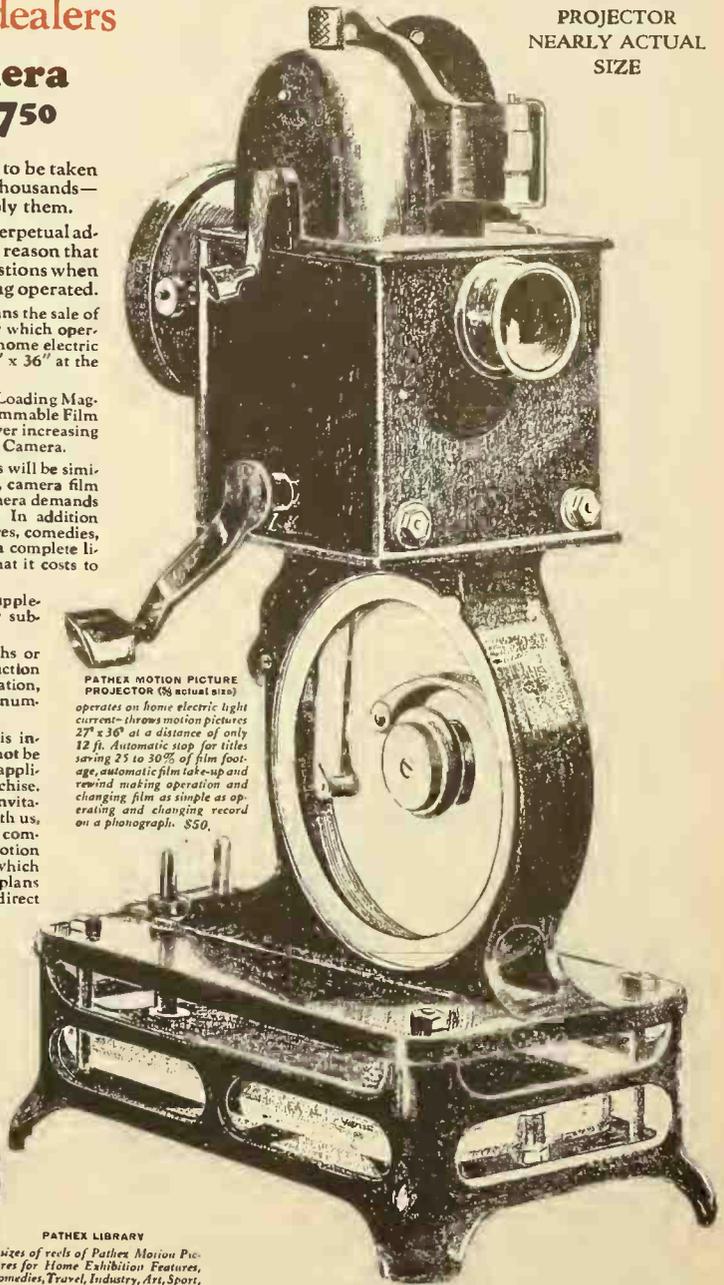
Now, and for the first six months or until such time as the factory production warrants additional dealer representation, sales will be restricted to a limited number of dealers.

That is why this advertisement is institutional in character and should not be regarded as a general solicitation of applications from you for a dealer franchise. We do, however, extend a general invitation to the trade to communicate with us, or better still call at our office for a complete demonstration of the Pathex Motion Picture Camera and Projector at which time we will explain in detail our plans for merchandising Pathex products direct to and through the retail dealers.

INC.

Pathé Exchange, Inc.)
STREET, NEW YORK

PROJECTOR
NEARLY ACTUAL
SIZE



PATHEX MOTION PICTURE PROJECTOR (¾ actual size)
operates on home electric light current—throws motion pictures 27" x 36" at a distance of only 12 ft. Automatic stop for titles saving 25 to 30% of film footage, automatic film take-up and rewind making operation and changing film as simple as operating and changing record on a phonograph. \$50.



PATHEX LIBRARY
2 sizes of reels of Pathex Motion Pictures for Home Exhibition Features, Comedies, Travel, Industry, Art, Sport, etc., etc. Capacity (about 1200 frames), \$1.00. Capacity (about 2400 frames), \$1.75.

General Increases in Sales in Kansas City Territory Create Trade Optimism

Portables, Both Talking Machine and Radio, Lead the Demand—Dealers Putting Real Merchandising Effort Behind These Small Instruments—J. W. Jenkins' Fine Display

KANSAS CITY, Mo., July 7.—Business conditions as reported by individual dealers and by The Federal Reserve Bank over the Tenth District, of which Kansas City is the center, indicate a sound basis for the present and a prosperous future. Comparisons of this year and last, of May against May 1924, and of May against April of this year all show increases in trade in general. In so far as June is concerned, individuals state that the month's business has increased over last month.

The wheat crop of this section is believed to show indications of being slightly less than a year ago, but an even balance is expected through a slightly higher price. The important point of view is, however, that trade is steady and will continue so.

The leading demand in the musical field has been the portable in both radio sets and phonographs, and this demand is continuing. The call for the portable instruments is coming alike from tourists and young folks.

Wunderlich Features Portables

The Wunderlich Piano Co. achieved a successful window display for both portable phonographs and radios, the RCA radio set and the Brunswick portable phonograph being shown. The window was a typical scene of a tourist's camp—tent, collapsible chairs, camp stoves, picnic sets and the many modern essentials to successful "roughing it." The color scheme throughout was toned to the browns and greens of Summer out of doors. Directly in front of the tent, occupying the central position of the window and further emphasized by a spot-light, which might be interpreted as sunlight, was the RCA portable radio set. So suggestive of out

of doors, relaxation and pleasure to be derived from such a setting that passers-by stopped to study the display which tickled their imaginations, a goodly quota of which stepped into the store and inquired for the portable department.

Record Demand Boosts Portable Sales

Burton J. Pierce, manager of the Victrola department of Jenkins Co., stated that the increased demand for records was largely responsible for the increased sales of portable phonographs. Portables have been one of the biggest features of the department for the last several months. Mr. Pierce believes that the radio demand will be increased when the RCA and Victrola combination is put upon the market. That the combined instrument will probably result in the consumer demand for higher class radio broadcast programs, is another belief of Mr. Pierce.

In the record department of Jenkins, the reduced prices of Red Seal records have been influential in increased business in that department. Frequently a customer coming into the store to take advantage of the Red Seal prices, lingered to buy other records than those first demanded. A feature of the record department that has not only stimulated business but also broadened it is the demand for those pieces originally published by the Jenkins Co. Frequently it has been necessary to stock records made by several concerns in order to fill the demand.

Unusual Window at J. W. Jenkins

Another window display that brought business into the store and in the record department as well as an increased demand for portable phonographs was a window of the J. W.

Jenkins' Sons Music Co. Ostensibly the window was designed to feature the Jenkins publication, "The Mystery of Night." This it did, but it also brought trade into the sheet music, phonograph and record departments.

The window background was filled with a painted panel of a night scene which is used on the cover of the sheet music of "The Mystery of Night." The design was an exact reproduction of the cover design except that it was twenty times the size of the cover. At the right of the panel, and filling space from the rear wall of the window to the glass, was a grand piano upon which was an open copy of the song. On the window floor were several rows of sheet music of this song, the central, back and front rows having records placed upon them, the records being "The Mystery of Night," and the name of the song being spelled out by a white letter in front of each record.

The display used the name of the song in three different ways, on the piano, the several rows of the song, and the Victor record of the song with the entire name spelled out, besides. Repetition was apparently successful, for the demand for this song has been increasing steadily in both sheet music and records.

H. E. Cohen Added to the Staff of Everybody's Co.

To Cover United States and Its Possessions—Will Extend Service to Distributors

Everybody's Talking Machine Co., Philadelphia, Pa., has announced the addition to its sales organization of H. E. Cohen, formerly of the buying staff of Gimbel Bros.' Philadelphia store. Mr. Cohen has for his territory the entire United States and its possessions and will give his particular attention to rendering service to distributors of Everybody's line of talking machine repair parts and Honest Quaker mainsprings. He is a merchandising man of exceptional ability and training and has undertaken his new duties with Everybody's Talking Machine Co. with a wealth of enthusiasm. The appointment of Mr. Cohen to Everybody's staff is in keeping with the steady expansion of this well-known organization.

Philip I. Grabuski and Samuel Fingrud, president and treasurer of the company, respectively, are making Summer headquarters at the Shelburne Hotel at Atlantic City and have extended a cordial invitation to their many friends in the trade when in Atlantic City to look them up at that address.

Minnelli Portable Makes Bow

PITTSBURGH, PA., July 6.—The Minnelli Phonograph Co., of this city, has produced a new talking machine known as the Minnelli portable. This machine is compactly built and of genuine oak or mahogany. A distinguishing feature of the portable is the Minnelli tone arm, which is detachable, and has a tone arm and amplifying chamber in one. Agencies for this portable are being established in various cities throughout the country.

Freed-Eisemann Wins Medal

Contained in a recent cable message received from the Societa Italiana Per Radio-Andizione Circolare, by the Freed-Eisemann Radio Corp., was the information that a gold medal had been awarded in the first Italian National Radio Exhibition in Florence, Italy, to an Italian company's exhibit of Freed-Eisemann radio receivers. Various foreign manufacturers were represented at the exhibition, including sets of Italian, Spanish, English and German makes.

H. D. Humphrey recently purchased the music store of H. J. Provost, Woodland, Cal., and will operate it in the future. A complete line of musical instruments is handled.

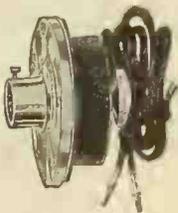
A Real Portable Tone Arm!



No. 1A Throw Back Tone Arm
No. 2 Reproducer

Priced to Sell Fast
Pivot base, ball bearing swinging elbow combined with a scientifically constructed reproducer.

Write for samples today.



Adjustable Unit

ADJUSTABLE UNIT!

Made in two types; adjustable and non-adjustable.

Remarkable units for full volume, accurate reproduction and mellow tones.

Be the first in your territory—write for our exclusive propositions.

Address our Executive Office at

149-151 Lafayette Street

New York City

MUTUAL PHONO PARLIS MFG. CORP.

DISTRIBUTORS

Canadian Arms Broom & Gear, Ltd. 1209 King St., West, Toronto, Can.
Industria Italiana S. A. Beldrina 110, Marito Dip. Mexico
Targ & Dinner Music Co. 229 W. Randolph St., Chicago, Ill.
Arthur Brand & Co. 1618 Vine St., Cincinnati, Ohio
Shepleigh Hardware Co. 418 St. and Washington Aves., St. Louis, Mo.

QUALITY is the First Essential to Lasting Success—
Which Accounts for the Use of

SILENT MOTORS

by the Largest Portable Manufacturer—the

CARRYOLA COMPANY OF AMERICA

ORTON L. PRIME, PRESIDENT

O. T. ALLEN, VICE-PRESIDENT

H. G. WILD, SECRETARY & TREASURER

THE PRIME MANUFACTURING CO.

MILWAUKEE, WIS.

GENERAL OFFICES: 453 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

MR. DEALER: Insist that the Portables you sell are equipped with SILENT MOTORS and you will be assured of Perfect Performance and Increased Sales.

THE SILENT MOTOR CORPORATION

321-323-325 DEAN STREET

BROOKLYN, NEW YORK

All Factors of the Indianapolis Trade Looking Forward to Business Revival

Dealers Remain Optimistic Despite Falling Off of Business—Pearson Co. Continues to Establish Dealer-Agencies—Baldwin Co. Moving Into Fine New Quarters—The News

INDIANAPOLIS, IND., July 7.—Although local talking machine sales are below normal, the trade is looking for a marked improvement in business in the early fall. The portable demand, as reported by dealers, while in many cases encouraging, is not up to expectations.

The Pearson Piano Co., wholesale and retail dealer for the Eria radio, is continuing its establishment of new dealers. "We are well pleased," states L. T. Glidden, manager, "with the results we have thus far obtained. The Eria is proving very popular in this territory and living up to our expectations for it."

The Baldwin Piano Co., which handles the Brunswick line, reports the phonograph demand as about normal. "Our record business is off," states C. P. Herdman, manager, "but that is probably due to the disarrangement due to moving." The Baldwin Co. is moving from its Pennsylvania street location into new quarters at 33 Monument Circle. The new building affords more space for display, and the location is deemed more desirable. The Circle Talking Machine Co. will be absorbed by the Baldwin Co. and will add the Victor line to the phonograph department.

W. G. Wilson, manager of Widener's, reports that June sales are under last year's records. The portable demand at this store has not been up to par.

The Pettis Dry Goods Co., which handles the Victor line, reports that record sales are slow. Ira Williams, manager, sees no revival of buy-

ing until fall. Portables have moved fairly well, due perhaps to the tourist and camping goods department being on the same floor as the phonograph department. The Victor and Lark portables are featured by this enterprising concern.

The Taylor Carpet Co., which but recently moved into its new location at 110 South Meridian street, has gone out of the phonograph field and is now closing out its stock. The Taylor Co. had featured the Victor line for the past three years at its East Washington street store. Because of its location a heavy business in records was done. Reasons for going out of the phonograph field were given by C. H. Davis, assistant manager, as the desire to devote more time, and use the added space for furniture, and that because of the location near Washington street, a great deal of their former business was lost.

M. D. Taylor, of this firm, recently resigned as treasurer of the Music Dealers' Association, to which place he was elected upon its formation.

Closing of stores on Saturday afternoons during July and August is being agitated by local music dealers, who feel that it will work no hardship upon the music stores but rather prove advantageous to all. Reports indicate that the majority of music houses favor such a plan. Adoption of such a plan is contemplated at the next regular meeting of the Music Dealers' Association.

Eagle Radio Gets Fine Publicity in Theatre

Set Used in Feature Scene in Comedy Drama "Pigs" in Little Theatre, New York—Publicity on Programs—Actors Buy Eagle

"Pigs," a John Golden comedy drama appearing in the Little Theatre, New York, for many months, makes good use of an Eagle neutro-

Eagle instrument in action taken on the stage as it is used in the show. On either side of the instrument are Nydia Westman and Wallace Ford, the stars of the production. This is probably the first show where a radio instrument has been put into actual operation. It would appear that it is thoroughly up-to-date and has taken advantage of the present radio enthusiasm and produced a scene of most modern character.

Undoubtedly many of those who have seen

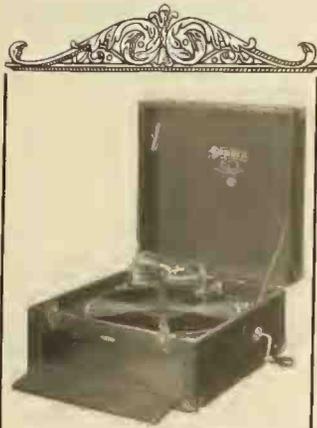


How the Eagle Radio Set Is Used on the Stage

dyne receiver in one of its feature scenes. Acknowledgment of the use of this model "R" Eagle set appears in the programs of this theatre and the set in actual operation undoubtedly has proved good publicity for the Eagle instrument.

Herewith is presented a reproduction of the

"Pigs" have become interested in the set which appears upon the stage. It would be impossible to tell just how many sales have been made through this publicity. One thing the sales department of the Eagle Co. has noticed, however, is the large number of theatrical folk who have purchased Eagle instruments.



The world's highest class talking machine at a price that insures easy sales and quick profits

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Standard
Portable

\$35

The A-C Dayton Phono-Set fits practically any upright phonograph and most console models, doubling the usefulness of the instrument in an hour's time. Set with



batteries it is completely contained in the original cabinet and the phonograph horn is used for a loud speaker.

A Radio Line that Meets the Music Dealer's Needs

The refined A-C Dayton for 1925-26 might well be termed "The Music Dealer's Line" so ideally does it fit the needs of the merchant whose business is selling music and musical instruments. Including the famous Phono Set—the complete receiver for phonograph installation—this line provides radio as the music dealer wants it.

Four Models and Greater Profits

The A-C Dayton line embraces only one circuit, developed to highest degree by the ability of our engineers to concentrate on its improvement. Four distinctive, quick-selling models provide complete variety of style and price in a compact line which lacks slow-movers and possesses unusually rapid turnover. The price range is ideal for reaching the broadest market, for it permits quality production without exceeding the buying power of any man who insists on full performance.

In addition to all this, the merchant who sells A-C Dayton enjoys a business

relationship based first of all on protection of retail outlets. Careful production, conservative distribution and constant watchfulness of price protect you against overstocking, bargain counter sales and cut-rate competition.

The A-C Dayton line is backed by complete merchandising material of a distinctively new and directly effective nature. Know the possibilities thus opened to you before you place your orders for the coming season. A letter to us will put you in touch with your nearest jobber at once. Write today.

The A-C ELECTRICAL MANUFACTURING CO.
DAYTON, OHIO

A-C DAYTON RADIO

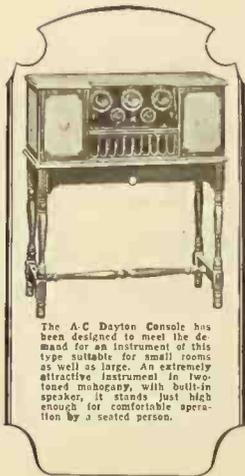
For The Man Who Believes His Own Ears

The A-C Dayton has a story to tell for the 1925-26 season which no dealer who seeks a permanent business in radio can afford not to know about. See that you are fully informed on what A-C Dayton has to offer by sending in your name now on the coupon.

A-C ELECTRICAL MFG. CO.,
Dayton, Ohio.

I want to know about A-C DAYTON for 1925-26. Send me prices and other information and keep me on your mailing list.

Name
Address



The A-C Dayton Console has been designed to meet the demand for an instrument of this type suitable for small rooms as well as large. An extremely attractive instrument in two-toned mahogany, with built-in speaker, it stands just high enough for comfortable operation by a seated person.



The A-C Dayton Standard Cabinet shown above is finished in two-toned mahogany with black Mearia panel, etched in silver. Three tuning control knobs for precision in tuning. The Glass Set, shown below, is the same set with heavy French plate glass cabinet.



E. M. Wilson & Son Made Burgess Battery Distributors

Well-known Newark Distributing Organization Plans Drive on Burgess Battery Co. Products—Also Wholesaling Garod Neutrodyne

E. M. Wilson & Son, Newark, N. J., distributors of Garod neutrodyne radio receiving sets and other radio products, have recently announced, through L. Williams, secretary, their appointment as distributors for the Burgess Battery Co.

"We are exceptionally pleased with having secured the rights for the distribution of the Burgess line in this territory, as we feel that we will not only be benefited ourselves by carrying these batteries in stock, but our dealers will also be the gainers," said Mr. Williams, in a chat with the World.

Mr. Williams, in further discussing the company's plans relative to sales and advertising throughout the territory, said: "We are at present concentrating our efforts on advising dealers concerning the new authorized dealer franchise which is being put into operation by the Garod Corp. for whom we are exclusive distributors in the State of New Jersey. The new franchise is, in our mind, a form of selling contract, which most dealers and more particularly, phonograph dealers, have desired for some time past.

"The new contract contains a number of features which are designed to allow authorized dealers an opportunity of conducting a clean and profitable business. First, the dealer will be allotted a definite and distinct territory for the sales of Garod sets. The product itself will be backed by a guarantee from both ourselves, as a distributor, and the Garod Corp. as a manufacturer. All authorized dealers will receive the greatest possible co-operation and service. Not only will dealers receive aid in merchandising and sales help, but also will benefit di-

rectly by advertising, which is to be done in behalf of Garod products. In brief, the plan is to have the manufacturer, distributor and dealer function as a single, smooth-running unit with the purpose of facilitating the sale and distribution of radio receiving sets."

Blackman Co. Appointed Jobber of Utah Products

The Blackman Talking Machine Co., New York, Victor wholesaler and distributor of many well-known radio products, has been appointed a jobber for the loud speaker products made by the Utah Radio Products Co. of Chicago. This deal was closed by M. E. Schechter, head of the Aircraft Industries, 1672 Broadway, New York, Eastern representative for the Utah Radio Products Co.

The complete Utah line for 1925 comprises a number of popular loud speaker products, including the Utah Supreme, the Super Flex and the Utah Standard. The Utah phono speaker is another product that is meeting with exceptional success, and the Blackman Talking Machine Co. is preparing to sponsor an aggressive sales campaign in metropolitan territory.

A. Eisemann in Europe

Alexander Eisemann, treasurer of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., manufacturer of Freed-Eisemann neutrodyne radio receiving sets, recently sailed for Europe. He will be accompanied by Mrs. Eisemann, his father, Emil Eisemann, and Doctor Richard Hoffman. Mr. Eisemann will visit broadcasting stations in England, France, and Germany. A novel feature of his trip will consist in his directing of the Freed-Eisemann Corp. by means of radio. He will be in daily touch with the factory through messages sent by wireless, enabling him to direct operations in this country during his entire stay abroad.

Portable Motor Demand Continues to Increase

Production of Silent Motor Corp. in First Six Months of 1925 Exceeded That of the Last Half of 1924—Indicates Portable Popularity.

The Silent Motor Corp., 325 Dean street, Brooklyn, N. Y., which specializes in motors for portable talking machines, recently announced that the production of model SS motors for the first six months of 1925 had appreciably exceeded the volume for the corresponding six months of the previous year. On this production and on the orders booked for ensuing months the officers of the company state that present demand should continue for an indefinite period.

In speaking of the success of its portable motor and of the growth in the demand for portable machines, a representative of the Silent Motor Corp. said: "The present-day portable demand has not come to us as a surprise. Years ago we decided there was a splendid market for machines of this type provided that the buying public could be convinced of the real utility of a portable. We felt it was of paramount importance that the motor for these machines should be designed specifically for such use. Among these considerations was the fact that the motor while moderately priced should be able to give first-class service for a long period. It was obvious that only the highest skilled labor and the finest materials could be used. Our model SS was the result of these ideas plus the help of one of the ablest engineers in the industry.

"The success of the portable is due, in a great measure, to the type of concerns who have manufactured and sold these machines. In the main they have seen the advantage of presenting a machine combining the highest grade materials and one that could be presented by the retailer as a product of high quality, so satisfaction would be assured. We have served this type of manufacturer and have avoided all offers to produce a cheaper product. Our business continues in healthy volume throughout the entire year and has eliminated, as far as we are concerned, the article manufactured for a single season offered in the hope of a quick clean-up.

"We believe that in the final analysis it is the dealer that must be satisfied. It is the retailer that must face the dissatisfied customer and whose entire stock is liable to be judged by one purchase. The dealers handling portables of standard makes are to-day making money and knowing this we are certain of the future healthy condition of this branch of the talking machine business."

Interesting Broadcasting Test

An express train speeding at sixty miles an hour was used to relay a broadcast program from one station to another in England recently. The telegraph wire running parallel to the train was used as a receiving aerial, with a three-wire aerial atop the train. The transmitter was installed behind the tender.

Adds to Its Lines

The Dalrymple-Whitney Radio Corp., New York City, distributor of Music Master products, has announced that it will also distribute the Ferguson line of tuned radio frequency receivers, made by J. B. Ferguson, Inc., New York City, and also the new five-tube Hartman portable made by the Hartman Electrical Mfg. Co., of Mansfield, O.

The Driggers Music Co., Bainbridge, Ga., recently opened a fine new store carrying a complete line of musical instruments. An aggressive and carefully planned sales promotion drive is being launched.



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.

GRAND CENTRAL PALACE

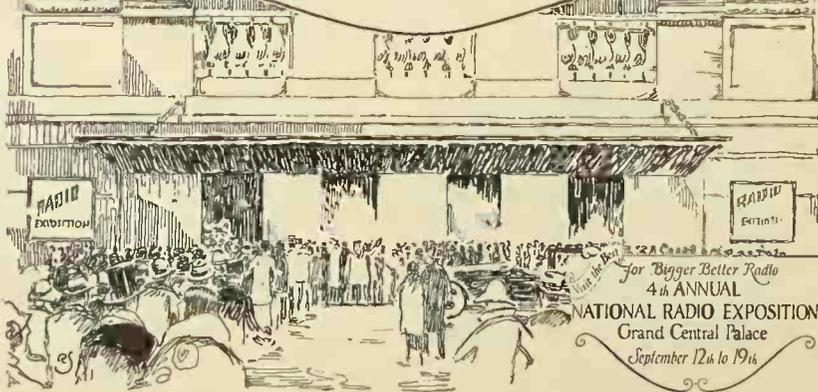
4th Annual
NATIONAL RADIO EXPOSITION

Grand Central Palace, New York
September 12th - 19th incl.

- the fourth successive national exposition representing all the leading manufacturers of the radio industry;
- the only great radio exposition of 1925 to be held in the metropolitan center of New York;
- the greatest spectacle of the year in the scientific, industrial and business progress of radio!

Business Office:
AMERICAN RADIO EXPOSITION CO.
522 Fifth Avenue, New York

HAROLD ROLSTER, Director
J. C. JOHNSON, General Manager



Visit the Booth
for Bigger Better Radio
4th ANNUAL
NATIONAL RADIO EXPOSITION
Grand Central Palace
September 12th to 19th

Sales Hold Up in a Satisfactory Manner Throughout the Cincinnati Territory

Heavy Ordering for Fall Expected to Start Soon—Portable Instruments Come in for Attention—Local Branch of the Columbia Co. Opened—W. F. Pierce in Charge of Columbia Distributors

CINCINNATI, O., July 8.—Practically all dealers in talking machines report a satisfactory volume of sales during the past month, and most houses report a better demand than during the corresponding period of the previous year. Dealers who have been featuring portable outfits, for use in camps or by automobile tourists who camp by the wayside, report a good volume of sales of this class of machines. A great many more sales of portables are expected to follow, as more are taking to the great outdoors than ever before. Many records are sold for use on these machines, most of these being of the inexpensive variety, because of the danger of breakage in moving from place to place. Some dealers report a fair demand for radio combinations.

Heavy Ordering Expected

C. H. North, secretary of the Ohio Talking Machine Co., wholesaler, reported that because of a desire to reduce stocks a great many retailers have delayed purchases of replacement goods, and as a consequence sales are not as large as they would be in normal conditions. However, he pointed out, this means increased buying in a few weeks, and this will re-establish the normal average for the year. In spite of this, he explained, business is better than fair, and the demand for talking machines and records is better than it was at this time last year. A. H. Bates, vice-president of the company, is of the opinion that soon there will be a great revival of interest in the talking machine, with a correspondingly great increase in sales. He is very optimistic as to the future of the talking machine business, and freely predicts that it will continue to grow. A recent visitor to this establishment was J. W. Owens, a successful talking machine dealer, of Greensburg, Ind.

Satisfactory Sales at E. M. Abbott Co.

"Our talking machine and record sales were better in the past month than they were in the previous month, and we are very well satisfied with the volume," stated E. M. Abbott, head of the E. M. Abbott Piano Co. "There has also been a fair demand for radio combinations, but we do not expect a growth in this department until Fall." This concern has been fea-

turing portable outfits for campers with considerable success, one result being an increased sale of records to go with them.

Pushing Portable Instruments

Louis H. Ahaus, of the Brunswick Shop, is offering to campers a portable at \$15, but many are buying more expensive types. There is, of course, a good sale of records to go with these outfits. The more expensive talking machines are selling best, it was stated, and the volume of cash sales is increasing.

Expensive Starr Products Moving

At the local store of the Starr Piano Co. it was reported by G. E. Hint, manager of the retail section, that sales have been satisfactory during the past month, the greater part of the demand being for the more expensive grades of goods. A placard in the show window of this store says that "Increased production, new processes and a sincere desire to serve our patrons enable us to make a reduction in the price of Gennett Records to 60 cents each." This reduction, it was explained, is only temporary. The company is now making a new record which retails at 50 cents.

Widener's Enjoy Fair Demand

"Speaking in a general way, business is good," stated Morris Fante, manager of Widener's Grafonola Shop, "but the demand is not as evenly distributed as we would like to see it. Right now, of course, the greatest demand is for portables and records for use in camps and on porches. The demand for player pianos is fair, which is all that can be expected at this season."

Columbia Branch Opened

A branch of the Columbia Phonograph Co. has just been opened up at 222 East Fourth street, on the fourth floor of the Methodist Book Building, with Miss R. Hellberg, former manager of the Columbia Distributors, in charge. This branch is operated under the jurisdiction of the Cleveland office, and its territory includes southeastern Ohio, southern Indiana, eastern Kentucky and part of West Virginia. S. S. Larmon, manager of the Cleveland house, has returned to his office, after a short visit to the branch here. Miss Hellberg has

returned after a short trip to Cleveland in connection with business matters.

W. F. Pierce in Important Post

W. F. Pierce is now the local manager of the Columbia Distributors, which still retains its former quarters on the fifth floor of the Methodist Book Building. This concern's territory includes Missouri, Arkansas, Louisiana, Mississippi, Tennessee, Kentucky, West Virginia, Indiana and a part of Illinois. G. L. Johnston, of the St. Louis house, was in charge of the local branch here in June, while Mr. Pierce was absent on a business trip.

Larry Nabor Detroit Columbia Manager

Larry Nabor, former salesman for the Sterling Roll & Record Co., is now manager of the Detroit branch of the Columbia Phonograph Co.

News Gleanings

Making due allowance for the season, the sales of the Robinola Talking Machine Co. are very satisfactory, stated C. M. Robinson, head of the company.

The Chubb-Steinberg Co. is featuring portable talking machines for use of campers and for general outdoor entertainment. The company is also making a Summer drive on Chubb-Steinberg Orchestra records.

First Pfanstiehl Model of New Line Announced

Two-Dial Control a Feature of New Five-tube Radio Receiving Set

The Pfanstiehl Radio Co., Chicago, Ill., has just announced the first model in its new line consisting of a low-priced five-tube receiver



New Pfanstiehl Radio Model

with two dials, housed in a solid walnut cabinet with sloping panels. The new instrument lists at \$85 and is the invention of Carl Pfanstiehl, president of the company and well known throughout radio inventive circles.

The two-dial control is one of the features of the instrument, and in an interesting statement issued to the trade, the company mentioned the following distinctive merits of the new set: "The use of an orange light on the panel which burns while the set is operated; a large and easily read station finder; both volume and tone control rheostats; vernier control of tuning." The circuit is the Pfanstiehl non-oscillating system of tuned radio frequency with two stages of radio amplification, two stages of audio amplification and detector.

Gotham Victor Dealers Meet

The last meeting of the season of the Metropolitan Victor dealers was held at the Cafe Boulevard the latter part of last month. The principal speaker was John Mills, of the Blackman Talking Machine Co., who has been engaged in the repairing and refinishing of talking machines for the past thirty-five years. He gave an interesting talk on the use of varnishes, shellac and methods of repairing instruments. Following the transaction of routine business the meeting adjourned.

Newark Firm Chartered

The Broad & Market Music Co., Newark, N. J., was recently incorporated at Trenton with a capital stock of \$100,000. The incorporators are Stephen P. Argyris, Thomas P. Argyris and Thomas Chakeris.

—ALL ARE PLEASED—

To entertain by and dance to

Okeh Records

is the ambition of the great American population of pleasure seekers.

Are you sharing in this demand on Dealers?

Only an Okeh Record Dealer can enjoy the profits which their easy sales create.

Buyers single out Okeh Records because they are made for the pleasure of all.

Dealers find selling them profitable business.

STERLING ROLL and RECORD CO.

137 West 4th Street

Cincinnati, Ohio.



A PRODUCT OF
DAVID GRIMES RADIO
AND CAMEO RECORD
CORPORATION

The
NEW

David  Grimes
INCORPORATED

INVERSE DUPLEX SYSTEM

High Powered
RADIO

factory
tested
Sealed and
Guaranteed



WRITE FOR PARTICULARS
REGARDING OUR LIBERAL
EXCLUSIVE DEALER FRANCHISE
AND DEMONSTRATION

DAVID GRIMES, Inc.
1571 Broadway
New York City

Vacations and Keeping Up Portable Sales Occupying Attention of Twin Cities Trade

Trade Looking Forward to Annual Dealers' Picnic—Adler-Royal Line Secured by Belmgren Bros.—Death of W. J. Dyer Shock to the Trade—E. M. Norman in New Post—Other News

MINNEAPOLIS and ST. PAUL, MINN., July 9.—Vacations, past, present and prospective, are occupying the thoughts of music dealers at present. That and the annual Twin City Music Dealers' Picnic and how to keep up with the portable demand.

Belmgren Bros. Get Adler-Royal Line

The Sprague-Warren office, handling Adler-Royal products, is very optimistic. The Carry-a-Phone and Port-a-Phone are in great demand. The company has just placed Belmgren Bros. Furniture Co. on Cedar avenue as Adler-Royal agents. They will handle this line exclusively. Mr. Warren is on a business trip through the Iron Range district and reports conditions healthy.

Trade visitors at the Adler-Royal headquarters included Roy Graves, of the Park Music Co., Faribault, Minn., and Mr. Chase from Iron Mountain, Mich.

W. J. Dyer Passes Away

The death of W. J. Dyer, pioneer music merchant of the Twin Cities, has brought expressions of regret and sympathy from all over the Northwest. Mr. Dyer came to St. Paul in 1869 and established the firm in which he was active up to the time of his death.

Three brothers have at different times been associated with him in the business. S. H. Dyer, prominent organist and musician who had been in the manufacturing end of the business in Chicago, joined the St. Paul firm to take charge of the piano and organ sales department and general publicity. David M. Dyer managed the wholesale small musical merchandise and importing branches.

The firm at one time was known as Dyer Bros. & Howard, when Wilbur H. Howard was a member of the firm. He later withdrew and the company was incorporated under the name of W. J. Dyer & Bro. C. E. Dyer, who had been doing Y. M. C. A. and evangelical work, came from Detroit to join his brother in the company.

In 1879 Mr. Dyer established the Metropolitan Music Co. in Minneapolis, which is at present under the management of his son, E. R. Dyer. Some time before his death Mr. Dyer virtually left everything in charge of his department managers, and there will probably be very few changes in the two establishments.

Enjoy Biggest June Business

The Foster & Waldo Co. is going in "high," and R. O. Foster says that Saturday, June 27, marked the peak of their biggest June business in the company's history. J. E. Date, of the Sonora Co., was a visitor to this house in reference to the Fall trade and predicts a heavy demand for console types of phonographs.

Mr. Burke, of the Story & Clark Piano Co., was also a visitor at Foster & Waldo.

Earl M. Norman Promoted

L. J. Pofahl has left the talking machine department of the Dayton Co. and is at present on a vacation in the northern Minnesota woods. Earl M. Norman has taken over the management of this department, and Miss Alberta Bachman is in charge of the musical instrument lines. Mr. Norman has a thorough education in the talking machine business, having been with Roshek Bros. in Dubuque, Ia., and he has handled Victor and Brunswick products in Wisconsin.

The department sales are ahead of last year, with records especially good. The Dayton Co. will continue to sell Radio Corp. products.

Lawrence H. Lucker Co. Busy

Lawrence H. Lucker, of the firm of that name, is in the East visiting the Edison factory. He is accompanied by his wife.

J. Unger, manager of the Lucker Co., has just returned from a vacation and reports a number of new accounts opened. Business is good, with phonograph and record sales ahead of last year. The company has already contracted for space at the Minnesota State Fair. It has its usual advantageous position, where at least 50,000 people will see the Edison and De Forest display daily.

G. G. Ruden, of the Lucker Co., is on his vacation and is touring the Yellowstone with Mrs. Ruden.

Pushing Red Seal Record Sales

The Donaldson Co. credits its volume of June sales in the talking machine department to the reduced price of Victor Red Seal records.

The Dayton Co. has been placing them on their aisle bargain tables, and in three days sold out more than half their stock.

The Powers Mercantile Co. also used the table sale system.

Reports have come in from the Dakotas, Wisconsin, Iowa and Montana that the records are proving the biggest stimulant to sales.

The Victor portables are being constantly sold out, and the George C. Beckwith Co. is re-stocking as fast as possible. June sales show a big increase over last year. Messrs. Strom and Coleman are on their vacations and will be gone until August 1.

H. B. Sixsmith With Beckwith's

An important addition to the Beckwith Co. is H. B. Sixsmith, who has been vice-president and sales manager of Mielke Bros., Victor wholesalers. He represented them in Omaha and Des Moines, and will take care of the Iowa and Nebraska territory for the Minneapolis firm. Mr. Sixsmith is a very capable man and

has been associated with the Victor Co. twelve years. He is well known to the trade.

Victor Artists Score Locally

Several Victor artists have been playing the Twin Cities the past few weeks. Rudy Wiedoeft arrived a week early for his engagement at the State Theatre, and the premier saxophone artist enjoyed Minnesota fishing and golf. He and Mrs. Wiedoeft have been guests of Mr. Bennett, of the Geo. C. Beckwith Co. Thursday, July 2, there will be a Victor dinner at the Nankin Café, and Wiedoeft will talk to the dealers. June 22 Dick Long, Victor recording artist, gave a party at the Nankin for three Victor musicians, Jane Green playing at the Orpheum, Rudy Wiedoeft and Isham Jones also at the Orpheum.

Talking Machine and Radio Men Plan Outing

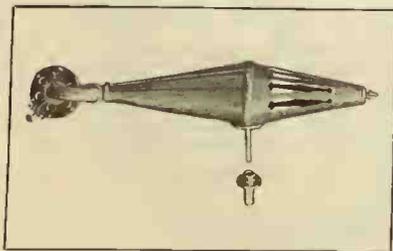
New York Association Members and Their Friends Arrange for All-Day Outing at Bear Mountain to Be Held on September 2

The Talking Machine & Radio Men, Inc., announce that the activities of the Association for the new season of 1925-26 will be launched with a big family picnic for members and friends to be held at Bear Mountain on Wednesday, September 2. The party will be carried up the Hudson on one of the big steamers of the Hudson River Day Line, and after a fine chicken dinner will indulge in a number of characteristic outing games, including greased pole climbing and rabbit chasing. It is suggested that those planning to make up parties for the trip communicate with E. G. Brown, secretary of the Association, 142 Main street, Hackensack, N. J. The price of each ticket, including round trip on the steamer, bus up Bear Mountain, dinner, etc., is \$5.

Barber & Wilson Move Into New Quarters in Kenmore

Well-known New York State Music House Now Occupying Spacious and Attractive Home in That City—Add Line of Radio

KENMORE, N. Y., June 29.—The music concern of Barber & Wilson has moved into its new quarters at 2872 Delaware avenue, the space being three times as large as the former store. The concern handles a complete line of pianos, including such makes as the Behning, Chase Bros. and Clarendon pianos. The Victrola department has been improved by the installation of seven demonstration booths, and a large stock of Victor records has been placed in the racks. An added feature of the new Barber & Wilson store will be the radio department, in which the Atwater Kent line will be carried as leader.



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.



Two dials ~ and ONLY
two ~ control its easy
positive operation

Do you believe in trial marriage?

Each year Federal hears the basic truth stated and restated by literally hundreds of retailers who come into the fold:

"Never again! From this day on I am going to tie up with only manufacturers of known ability and integrity. The public may sometimes bite on superlative claims, trick hook-ups and odd cabinet housings—but success in such sales means loss thru extra service expense and return goods. You can't make money bucking the tide of public confidence."

That is why Federal lays such stress on its quarter-century leadership in the manufacture of electrical communication devices. The public has confidence in Federal's standard of excellence. Prospective radio purchasers know that Federal is not an "assembled" set. They know that each separate part in each Federal set is designed, made and

inspected in the Federal factory, under direct supervision of Federal's radio engineers. The Federal iron-clad performance guarantee gives you greater sales and profit insurance than all the superlative claims of lesser manufacturers.

For leadership and lasting profit—line up with Federal now.



FEDERAL TELEPHONE MFG. CORP.
Buffalo, N. Y.

Federal

Standard RADIO Products

Consoles and Portables Lead the Demand in Pittsburgh and Bring Up Sales Volumes

Opening of Summer Camps Near the City Has Favorable Influence on the Sale of Portable Instruments—Vacationists Prove Good Record Prospects—Farewell Dinner for Horace Hays

PITTSBURGH, PA., July 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. Moderate priced consoles are in demand, it is said, and the movement of portables is reported to be satisfactory. The demand for portables has been intensified by the fact that the Summer camps have opened and are in full swing. Within the radius of 15 miles of Pittsburgh there are at this writing no less than between 5,000 and 6,000 campers who will spend from now until Labor Day along the Allegheny, the Ohio and the Monongahela rivers in their picturesque habitations. To this must be added the number of campers in the mountain resorts as well as lake resorts inland. Progressive talking machine dealers have been very active in using excellent sales propaganda with these campers with the result that not only a number of portable phonographs have been sold but in some of the more comfortable camping places there have been installed consoles as well as the modern type phonograph. In one camp colony near Oakmont along the Allegheny river, no less than thirty-six talking machines of various types were both seen and heard on the first Sunday that the camp was in operation.

Sell Vacationists Records

Another feature that has excellent results for the talking machine dealer is the method of selling records. Representatives of the various talking machine dealers, as soon as new records are issued, make it a point to visit the camps. At a stated time a large size phonograph is utilized to demonstrate the new records. As high as thirty to forty persons are seated at this impromptu recital and in this manner it is not difficult to sell as high as from seventy-five to 150 records. It is a novel procedure but one that gets results, especially if the salesman has a pleasing personality, as he usually has, and is able to "put over" his sales talk and at the same time fill his order books.

Special Drives on Portables

Department stores which handle talking machines such as Kaufmann's (The Big Store),

Kaufmann & Baer Co., Rosenbaum Co., Boggs & Buhl, and Campbell's, have been making a special drive the past week on portable talking machines. Their window displays have been in keeping with their advertisements in which they have been calling the attention of the prospective camper and tourist to the pleasure derived by taking music "with you." Sales of portables as a result have been stimulated and this has also been responsible for a very satisfactory volume of sales of records.

Horace Hays Honored

Horace Hays, president of the E. G. Hays Co., Brunswick dealer, was tendered a farewell dinner by his sales staff and office force at the Seventh Avenue Hotel on Friday evening, June 26. Covers were laid for thirty-five persons. C. H. Witt introduced J. O. Bair, who was toastmaster. Mr. Hays made a brief talk in which he referred to his regret at severing relations that had been so pleasant between the sales force and himself. Mr. Hays was presented with a handsome Masonic charm and Mrs. Hays was given a beautiful bouquet of flowers. Mr. Hays, accompanied by Mrs. Hays, left the same night for Miami, Fla., where they will make their future home. It is reported that Mr. Hays has been quite successful in a number of real estate operations in southern Florida. Mr. Hays retired as president of the E. G. Hays Co., and is succeeded by Charles H. Witt, who for many years has been connected with the company, first as a salesman, then a sales manager.

Good Sonora Demand Reported

f. A. Endres, the well-known traveler for the Pittsburgh Phonograph Distributing Co., Sonora wholesaler, reports a very satisfactory demand for the Sonora line. This, he stated, was especially true of the combination Sonora radio receiving set and console speaker.

Death of Mrs. Jacob Schoenberger

Mrs. Jacob Schoenberger, wife of Jacob Schoenberger, president of the Lechner & Schoenberger Co., one of the oldest music and talking machine houses in the Steel City, died at her home here on June 14 after a lingering illness. This sad event came very shortly after

the death of Louis Schoenberger, the eldest son, who passed away several weeks earlier. One son, together with the husband and father and several daughters survive. The son is Homer Schoenberger, who is actively engaged in the business.

Conditions Improving, Says J. Henk

John Henk, the well-known proprietor of the Columbia Music Co., Edison, Brunswick and Columbia dealer, stated that business conditions were showing a slight improvement although the total volume of sales was not as good as he had anticipated.

Outlook Bright for Esenbe Co.

The Esenbe Co., distributor of Atwater Kent, Colin B. Kennedy sets, Music Master loud speakers, Pennsylvania Radiophones, Brach antenna sets, Pooley radio cabinets, French Ray-O-Vac batteries, Exide storage batteries, Gold Seal Homchargers, and Weston radio plugs, reports sales at very satisfactory. The Atwater Kent line is having a very good sale among radio lovers in the Steel City and in this connection a number of camps where vacationists are spending the Summer have been equipped with radio.

Interesting News Gleanings

Dan Bestor and His Orchestra, well known among Victor patrons, are giving a series of concerts this season at The Willows, a popular resort along the Allegheny river.

Wm. C. Hamilton, president of the S. Hamilton Co., Victor, Brunswick and Royal Phonograph dealer, is spending the Summer with his family on Cape Cod, Mass.

A. A. Buchn, treasurer of the Buehn Phonograph Co., Edison distributor, is looking forward to the Fall with considerable optimism due to the fact that a special drive is to be made with the new Edison line. Sales during the past few weeks have been reported by Mr. Buchn as normal.

Fire in the music and phonograph store of J. H. Bair & Son, 620 Penn avenue, on June 27, resulted in a loss estimated at \$40,000. Mr. Bair is making plans to resume business as quickly as repairs can be made.

J. C. Volkwein, of Volkwein Bros., music merchants, sailed on the steamer "Berengaria" for a three months' business and pleasure trip abroad. He was accompanied by Mrs. Volkwein.

Satisfactory Columbia Demand

Columbia phonograph dealers report a fair volume of business in the new model Columbia. The advertising campaign by the Columbia Phonograph Co. has been very helpful to the local dealers. The sales of records, especially the popular numbers, are increasing right along. The record number 50013D which records nearly 1,000 voices, has had a remarkable sale here. Columbia dealers have had no difficulty in selling this record to nearly every person who heard it.

Pushing Regal and Pal

Local phonograph dealers are displaying the Regal and the Pal popular-priced portable phonographs. Owing to the moderate price of the two instruments, sales are reported as very satisfactory. The two instruments are manufactured by the Plaza Music Co., of New York, and are noted for their exceptionally fine tonal qualities.

Pooley-Atwater Kent Combination Pleases

Samples of the new Pooley radio-phonographs on exhibition here by local dealers have excited considerable interest and attention. The equipment consists of the latest Atwater Kent five-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 and new improved Pooley tone arm playing any standard record.

A. K. Plant, music merchant of Tuskegee, Ala., plans moving to a new and larger location. Mr. Plant has built up a nice business, making larger quarters necessary.

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 O.

909 Penn Avenue

Telephone: Atlantic 0539
Catering especially to music dealers

Pittsburgh, Pa.



BRIGHTSON True Blue Radio Tubes

Seek the
North Pole

BRIGHTSON RADIO TUBES For Short Wave Work

In the type of Reinartz short wave receiver which will accompany its designer to the Arctic with the MacMillan Expedition, Brightson True Blue Tubes have already proved their ability to bring in strong, clear signals, over great distances.

It was with a short wave Reinartz receiver working between 60 and 90 meters that station WJS, the Rice Expedition, Brazil, was brought into the second district with a single Brightson Tube.

Amateurs now preparing to listen for the signals of the Bowdoin (WNP), should know the characteristics of True Blue Tubes. Experienced fans compare them with the

Navy J Tube, rather than with any tube of their own voltage and amperage ratings for either filaments or plates. Their plates have stood up in transmitting under 700 volts.

10 Day Return Privilege 60 Day Mechanical Guarantee

You take no risk in buying Brightson True Blue Tubes! If they don't exceed your expectations, return them for refund in 10 days. If they develop any manufacturing defect you can return them for replacement in 60 days. Power Plus Type 6v., 02 amp., fit 3-v. sockets. Standard Type 6v., 25 amp. fit standard sockets. All Brightson True Blue Tubes require 6 volt storage battery. Price \$3.50 each.

BRIGHTSON LABORATORIES, Inc.
16 W. 34th Street, New York City
Philadelphia Office, 50 N. Eleventh St., Philadelphia, Pa.



**BRIGHTSON
LABORATORIES**
Prepares to
Handle MacMillan's
Signals

Read this advertisement. It is an example of those appearing in radio magazines

YOU are going to hear a lot about True Blue Tubes this fall. You are also going to hear a lot of calls for them. Two Brightson Laboratory radio stations are now preparing to establish constant communication with station WNP, the steamer Bowdoin.

True Blue sales will be stimulated by the fact that all the amateurs who are listening in to relay Lieut. Reinartz's short wave signals will know that he will frequently be using True Blue Tubes for both transmitting and receiving. Get lined up in this movement of

radio experts toward Brightson True Blue Tubes. Price \$3.50, less the dealer's discounts.

Write us or our nearest representative

- Wm. C. Oakes, 832 Park Square Bldg., Boston, Mass.
- 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.
- G. J. Seedman Automotive & Radio Co., Inc., Bedford Ave. at Madison St., Brooklyn, N. Y.

BRIGHTSON LABORATORIES, Inc.

Waldorf-Astoria Hotel
16 W. 34th Street New York City
Philadelphia Office, 50 N. Eleventh St., Philadelphia, Pa.

BRIGHTSON *True Blue* TUBES

Manufacture of Radio Vacuum Tubes Is an Interesting and Intricate Process

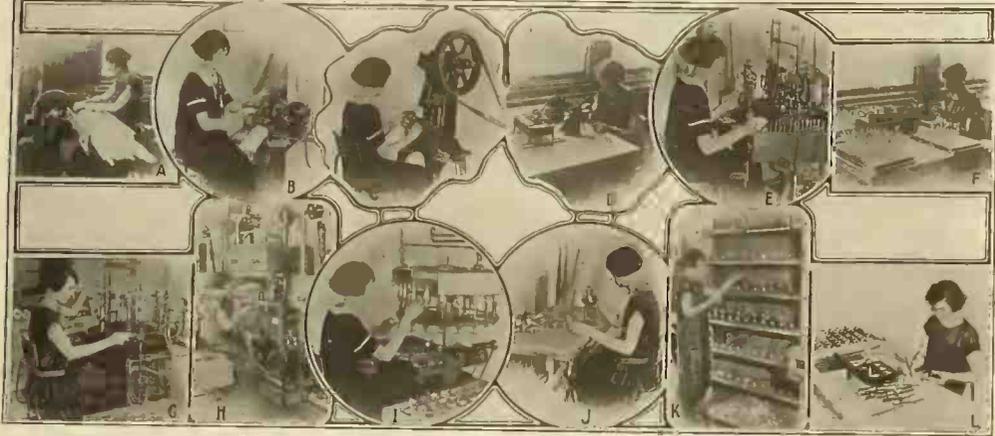
Many Operations Necessary Before the Tubes Are Ready for the Market—Testing of Each Tube Is a Vital Feature of the Work—Information Which Dealers Will Find Useful in Selling Tubes

Like other parts of radio apparatus there is a certain amount of mystery connected with radio vacuum tubes. Tubes are temperamental, at least most of the laymen think so, for they must set just right, they must often be matched and the tubes are blamed for most miscarriages, many times, of course, when the hook-up in other directions is at fault. In this connection a description and illustration of a modern tube plant and a detailed story of the processes of manufacture should indeed prove interesting.

The first operation in tube making is taking the tubular piece of glass seen in photograph

comes the stem making and the evolution of the tube progresses rapidly step by step from here on. The stem is made in the manner as shown in photograph "E". It consists of the flare and seven welds, three of which are known as dummy welds, as no wire extends beyond the press, which is the part tightly closed just above the small holes shown in the flare. Through this hole and through the tube below it the air is later pumped from the tube leaving it a vacuum. The stem is then shaped and a filament mounted on it. The filament is electrically welded to its nickel supports, the filament it-

gases have been almost entirely pumped or absorbed. After exhausting and bombarding, a gas flame is placed across the small glass tube at the bottom of the bulb and sealed so that it is air-tight; we now have almost a perfect vacuum. Next operation is placing the base on the tube as shown in photograph "I". After bonding, wires on the bottom of the base are soldered as in photograph "J" and then the tubes are aged, as shown in photograph "K". Aging is merely the burning of the filament of the tube so as to bring it up to its normal efficiency. This aging is a very necessary operation. Photograph "L" shows the last and probably the most important operation. It is the final inspection. Upon this inspection depends whether the tube shall be sold or scrapped as defective or below proper efficiency. Additional instruments are used to obtain a fine check on such important factors



Showing the Varied and Interesting Processes in Radio Tube Manufacturing

"A" and cutting to proper length. These pieces are cut from the long tube of lead glass as shown in illustration. They are then taken and flared to make the base of the glass stem. Illustration "B" shows the method of making this flare. This you might say is the foundation of the tube. The next process is the making of the pure nickel plate of the tube. The plate is stamped from the nickel by the machine illustrated in photograph "C". The grid of the tube consists of two supports of nickel and a fine coating of molybdenum wire. The machine that makes this grid is shown in photograph "D" and is known as a grid winder. Next

self being of tungsten wire impregnated with thorium. Mounting the grid is illustrated in photograph "E" which shows an electric spot welding machine fastening the grid to its support. The next operation is putting the plate over the grid and filament.

These various operations having been completed and inspection having passed the stem as O. K., it is said to be complete and from then on we consider the construction of the tube itself and not merely the construction of the stem. The photograph "G" shows the way the bulb is placed over the stem in the sealing-in machine. This bulb forms the outer envelope of the tube. The bulb is melted by gas flame over the lower edge of the flare of the stem, making an air-tight seal. The tube is now ready for evacuation. The tube having been sealed in, as already exhibited, must now be pumped free of air as shown in photograph "H." The pumps shown in this photograph draw the air from the tubes, but as gases are frequently left or a residue of water vapor detrimental to the efficiency of the tube, an additional operation called bombarding is necessary to remove same. This consists of placing a high frequency coil over the bulb while still being evacuated as shown in photograph "H". The resultant action brings the nickel plate to white heat and at the same time causes the magnesium patch on the plate to disintegrate, permeating all the space within the tube and settling in the form of a silver coating on the inside wall of the bulb.

The two dark spots often found on tubes are caused by the action of the red phosphorus within the bulb. This is called a "getter" as it clears up foreign and detrimental gases. Clearing out the gases in this manner is what really makes what is known as a "hard" tube. A "hard" tube is merely one from which foreign

as filament emission, amplification constant, mutual conductance, and plate impedance, to name some of the more important tests. We have not outlined here the many inspections through which the tube itself must pass before it even reaches the final inspection. This outline only covers the construction of 201-A type tubes, other designs having greater constructional difficulties, some with parts that are much smaller and with filaments finer than a human hair.

The preceding descriptions and accompanying illustrations of a modern radio tube plant were contributed by the United Radio & Electric Corp., 418-425 Central avenue, Newark, N. J., manufacturer of the "Ureco" tubes. This firm produced close to a million tubes last year.

Enlarges Phonograph Dept.

SEATTLE, WASH., July 6.—The Standard Furniture Co. has added several new display and demonstration rooms to its talking machine department. The former rooms have been redecorated and refitted with wicker furniture in pale green. The color scheme is in the same shade. This store has sold a large number of records.

STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted . . . OHIO

100%
of the firms who tryout
COHOES
(PRONOUNCED KOH-OES)
**RECORD
CARRYBAGS**
become Regular Users
because the flap latch
and Carry feature are
EFFECTIVE

Cohoes Envelope Co., Inc.

Sales Office Home Office
N. Y. and Vicinity and Factory
342 MADISON AVE. COHOES, N. Y.



In the ORANGE and BLUE CARTON

Radio Enthusiasts

are judging broadcast performance more and more on the basis of tone-quality.

TONE QUALITY *DEPENDS UPON* TUBE QUALITY

For ten years quality has been the ideal and the accomplishment in the manufacture of

Cunningham RADIO TUBES

Since 1915—Standard for All Sets

Types C-301A, C-299, C-300, C-11, C-12—In the Orange and Blue Carton

Home Office:
182 Second Street
SAN FRANCISCO

E. J. Cunningham Inc.

CHICAGO
NEW YORK

Portables, Combination Instruments and Records Lead Sales in St. Louis Field

Vacation Season Has Stimulating Effect on Sales—Columbia Phonograph Co., Inc., Leases Building for Factory Branch—Stages Brunswick Radiola Exposition—Opens Third Store

St. Louis, Mo., July 7.—Portables have the call, for it is the open season for portables, with outings and vacations, and by the same signs the records most in demand are those which lend themselves to the spirit of the vacation season. In larger inclines the call is mostly for combinations of phonograph and radio, upon which those who are halting between the two are willing to compromise. Both in phonographs and radio the business is only fair.

Change in Columbia Distribution

Different arrangements for Columbia distribution in St. Louis are being worked out. The building at 1213 Pine street, formerly occupied for storage by the Artophone Corp., has been leased to the Columbia Phonograph Co. for a factory branch, which will be in charge of Mr. Kantor, of the Columbia organization. The Columbia Distributors, 1327 Pine street, which have been jobbers for the Columbia products, will hereafter handle other lines.

Artophone Co. Expands

The Artophone Corp., which recently absorbed the Wholesale Musical Supply Co., Seventeenth and Pine streets, has adopted plans for increasing its activity in the jobbing of musical merchandise. It has already taken on the line of banjos and ukuleles of the Globe Mfg. Co., St. Charles, Ill. The firm has leased its storage building at 1213 Pine street to the Columbia Phonograph Co. for a factory branch, and will utilize the Wholesale Musical Supply Co.'s building at Seventeenth and Pine streets for storage. The consolidated concerns which now constitute the Artophone Corp. occupy the entire fourth floor at 1103 Olive street for offices, with its shop on the fifth floor.

Gives Brunswick Radiola Exposition

A very novel plan used by the Maison Blanche department store of New Orleans to stimulate the sales of Brunswick Radiolas and radio units, was adopted in the holding of a radio exposition in the store. This was held every evening for one week, between the hours of 7:30 and 11:00 p. m. on the fifth floor of the establishment. A large section of the store was arranged in booths near the entrance, and several different factories were given booths.

Among those represented were the Brunswick Co., with a display of Brunswick Radiolas; the Electrical Supply Co., New Orleans jobber for R C A products; the Interstate Electric Co., New Orleans jobber for Atwater Kent, and in addition a local New Orleans piano house displayed grand pianos. A theatre was built on this floor seating 1,200 people, and free motion pictures were shown. The film was entitled "The Romance of Radio." In addition thereto, the audience was entertained with music from several Brunswick Radiolas distributed about the theatre that were receiving the broadcasting of the Maison Blanche radio studio, station WSMB, which is located on the thirteenth floor of the building.

J. D. Moore, manager of the music and radio department of the Maison Blanche Co., reported the exposition a success in view of a large number of sales having been made of Brunswick Radiolas, and in addition thereto the sales of radio units for the month numbered better than 500.

Silverstone Co. to Add Furniture

The Silverstone Music Co., pioneer in the exclusive talking machine business in St. Louis, is going to combine talking machines with furniture. The company has leased a five-story building at 412 North Twelfth street and is having it made over for the intended uses and will occupy it about September 1. The present music store on Olive street will continue to be maintained as such, and is being extensively remodeled to better fit it for that use. Talking machines will also be sold at the furniture store. The company will continue to be Edison distributor for the St. Louis territory.

Kaemmerer Opens Third Store

It is just one Brunswick Shop after another in the business life of Mathew F. Kaemmerer and his associates, who run the Kaemmerer Music Shops, Inc. They have now opened the third. This one is located at University City. It has almost 3,000 square feet of floor space. The modern fixtures are finished in silver gray oak, even down to the \$500 National cash register that was especially finished in harmony with the color scheme. Patronage at this shop

on the opening day indicates that this third Kaemmerer Shop is bound to be most successful. Invitations were sent forth, and on the back of the invitation was a space for name and address to be filled in by those visiting the shop, with a statement that in their so doing they would receive a life-time souvenir. This life-time souvenir was a Brunswick Gold Seal ten-inch record. The company's other two stores are at 2902 North Vandeventer avenue and 3199 South Grand avenue. Mathew F. Kaemmerer is president of the company; A. H. Kaemmerer is vice-president, and F. R. Hilliar is secretary and treasurer.

Brief but Interesting

Harry Levy, manager of the wholesale radio department of the Aeolian Co. of Missouri, attended the Chicago convention.

S. V. Dunigan, C. J. Watson and William Craig, formerly with the Smith-Reis Piano Co., are now with the Baldwin Co.

Mr. Guttenberg, formerly with the Artophone Corp.'s Kansas City branch, is now with the Columbia Distributors.

Jordan Cabinet Corp. Adds to Plant Facilities

Manufacturer of Talking Machine and Radio Cabinets Installs New Machinery

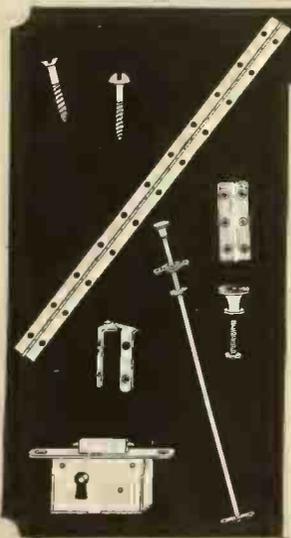
The Jordan Cabinet Corp., First avenue and Fifty-sixth street, Brooklyn, N. Y., has just installed some new specialized woodworking machinery to facilitate the production of radio and talking machine cabinets.

The Jordan factory is probably one of the most modern woodworking plants in the world. It has 70,000 feet of floor space and has both rail and water shipping connections. This plant, which has done a large business in radio, talking machine, electrical and telephone woodwork, has as its head Edward B. Jordan, Jr., who for over thirty years has made cabinets for the music industry. In past years he has manufactured talking machine cabinets for some of the largest companies in the country. Mr. Jordan himself has been the designer of some of the most popular types of both radio and talking machine cabinets. His practical woodworking knowledge and his long experience and special qualifications covering both music and radio activities make his services most valuable. The Jordan Cabinet Corp. has large lumber yards, drying kilns and three floors of woodworking equipment. The plant is operated along the lines that have been found so successful in the automobile industry. That is, the raw material is taken from the yards and in its rough state passed through machinery that planes and cuts to various sizes and designs. The building of the cabinets is by skilled workmen of the old school who have specialized in fine woodwork. Where ever possible labor saving devices are used. Panels, for instance, before dressing are delicately sand-papered by machinery, giving them an even smoothness that with varnish or lacquer treatment, hand-rubbed, mark them as cabinets of quality.

The Jordan Cabinet Corp. has booked orders that will keep it busy throughout the Summer months. With the advent of the Fall season the production will be substantially increased and thousands of cabinets will be turned out daily. The Jordan Co. had the record last year of turning out 30,000 cabinets for one concern, with only 179 rejections. This, despite the fact the standard set was of the very highest and the inspections by the purchaser were most minute in character.

Burton Co. to Open Branch

HOLLYWOOD, FLA., July 3.—Arrangements have been completed by the Burton Music Co. of West Palm Beach, Fla., for opening a branch music store here in the Ingrain Arcade.

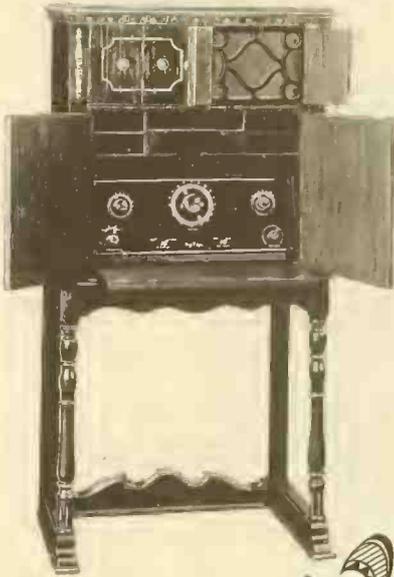


Rockford Hardware

WHEN in need of hardware for pianos, phonographs or radio cabinets, remember the name "Rockford". It stands for complete selection; dependable quality; advantageous service from our centrally-located factory and convenient branch offices. More than 300 items are illustrated in our 96-page catalog of hardware for pianos, phonographs and radio cabinets. Make this catalog your hardware handbook. Send for it today.

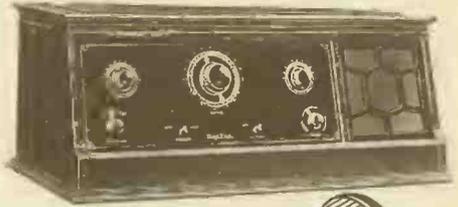
National Rock Co., Rockford, Ill.

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



Dayroyal, 5-Tube, Duo-plex Circuit, Pre-logged, Single Dial Control, \$300.00

Mahogany Vertical Type Desk Cabinet. Gold Ornaments. Panel Illuminated.



Daycraft, 5-Tube, Single Dial Control, \$145.00. Leg Pedestal, \$20.00 Extra. Complete with Pedestal, \$165.00

Day-Fan RADIO

Here are the new Day-Fan models which are of particular interest to the talking machine dealer. The Day-Fan line extends all the way from \$75.00 to \$300.00, but the talking machine trade is particularly interested in the models illustrated, with self-contained loud speaker and particularly beautiful cabinet work, in varying styles. All the models illustrated are 5-tube sets, with single dial control, characterized by the well-known Day-Fan points of superiority—magnificent tone beauty and volume and the remarkable characteristic of receiving a given broadcasting station at a definite point on the dial stated in advance by the Day-Fan Air Telephone Directory.

The new Day-Fan dealer policy means exclusive territory, price protection, legitimate profits, and the building of a sound and permanent business. Write us at once for further details as territories are rapidly being exhausted.



Daygrand, 5-Tube, Single Dial Control, \$195.00
Drop Front Two Tone Mahogany Cabinet with Room for B Batteries.



Daytonia, 5-Tube, Single Dial Control, \$300.00
Complete with All Batteries and Charger but No Tubes.



THE DAYTON FAN & MOTOR COMPANY, Dayton, Ohio

For More Than 36 Years Manufacturers of High Grade Electrical Apparatus



Early Portable Demand Brings Up Sales Volumes of Retail Trade in Richmond

Indications Point to General Livening of Conditions in the Fall—Advertising Boosts Sales of Walter D. Moses & Co.—Corley Co. Opens Branch—Other Trade Activities

RICHMOND, VA., July 8.—Good business in portables is reported by dealers in this territory, the volume in most instances being somewhat ahead of this time last year. More people than ever before are going away on vacations, and to this is ascribed the increase in business in this line. The cheaper portable models are apparently the best sellers. The Lee Ferguson Piano Co. reports the sale of a number of Regals retailing at \$15. Peter Paus, priced at \$20, are also going well. These machines are reported to be especially popular with motorists. They can be played when held in the hand at almost any angle, it is claimed.

Look for Fall Revival

As a rule, business in regular machines of the console or upright type is reported only fair at this season, but it is expected to pick up with the approach of the Fall. Walter D. Moses & Co., Victor dealers, report having had an extra good month in June in their phonograph department, business for the month being a little more than double that of last year. A substantial increase was also registered in other musical lines. The firm began taking its annual inventory July 1. In several months of the past year business fell below that of the preceding twelve months, but the year as a whole was better than the preceding one.

Advertising Gets the Business

Louis J. Heindl, president of the firm, says that he relies principally on newspaper advertising to stimulate business, finding it much more productive of results than other forms. He makes it a practice to invest about \$8,000 each year in advertising.

E. W. Felner, of the Martin Music Co., which handles several lines of phonographs, is also a believer in advertising, but he does not rely so much on newspapers to carry his message home. One of his favorite forms of advertising is a small card which he distributes in all nooks and corners of the city. Even the automobile parked along the street is not overlooked.

In addition to advertising, his firm relies on the house-to-house canvass to a considerable extent to get business, although the housewife

is reported to be becoming daily more difficult of approach, due to the great number of canvassers in various lines that have been plying their trade in Richmond for the past year or so. The number of persons now endeavoring to earn a living through this method is believed to be greater than ever before in the history of the city.

Corley Co. Opens Another Branch

With retail stores already in Richmond, Petersburg and Durham, N. C., the Corley Co., Victor distributor, has established another store at Greensboro, N. C. This store started business July 1 under the supervision of A. C. Cavado, manager of the Durham branch. A regular manager will be named later. It is also planned to hold a formal opening at a later date, perhaps early in September about the time the schools open. The store is located at 121 West Market street.

Fred R. Kessnich, wholesale manager of the Corley Co., went fishing the other day in Hampton Roads. There were four altogether in the party. A string of fifty croakers and salt water flatheads were landed.

Preparing for Fall Business

Goldberg Bros., distributors of Pathé and other lines, report an exceptionally good outlook for Fall business. They say that they are stocking up in advance of the season rather heavily, having rented an additional warehouse to take care of the extra stock.

Miss Eleanor Farish Heads Starr Branch

Miss Eleanor Farish continues in charge of the Starr office in Richmond. She was assistant to H. Wallace Carner, jobber for that line in the Virginias and Carolinas, who died a month or so ago. She assumed charge following his death. It was reported recently that she might be named Mr. Carner's successor. She is rated as a young woman of exceptional executive ability with a thorough knowledge of the business.

Remodeling at Columbia Furniture Co.

The Columbia Furniture Co., Victor dealer, hopes to have alterations and remodeling work completed in its establishment at 213-15 West Broad street by August 1. Some \$20,000 or

more are being expended on these improvements. The phonograph department will be retained on the ground floor. The radio department will probably be located on the mezzanine, according to Max Schulte, president of the company. He is planning to handle radio on a somewhat larger scale in the Fall, he says.

Dayton Fan & Motor Co. Announces New Models

All Models Super-Selective to Meet Changed Conditions of Broadcasting—Four New Console Models and Panel in New Line

The Dayton Fan & Motor Co., Dayton, O., recently forwarded to the trade announcement of its new models, together with price list effective June 1. Under the Dayton Fan & Motor Co.'s sales policy, all of its prices are guaranteed and Day-Fan products will be retailed through well-established and recognized trade outlets. This assures the continuance of the adopted prices which are not subject to varying trade conditions.

Last year's table models which met with wide popularity are in most instances continued in the line. All of them have been made super-selective to meet the changed conditions of congested broadcasting. Through increased production and eliminating all costs not absolutely essential the 1925-26 models are invariably listed at most inviting prices.

Of additional interest to the talking machine dealer is the fact that the new Dayton Fan & Motor Co. models include four console types, including the Daycraft, a five-tube set, which can be purchased with demountable legs. The Daygram, a five-tube set, is a drop front cabinet, two-toned waxed and polished mahogany, enclosed loud speaker, space for "B" batteries and a pigeon-hole provision for broadcasting and other radio data. The Daytonia, also a five-tube set with built-in loud speaker, includes batteries and a special silent recharging apparatus. A drop front center door and other refinements should adapt it for use in the finest homes. With the exceptions of tubes and antenna, it is delivered complete and this undoubtedly will aid its sale as it means simplification from the consumers' standpoint in purchasing and means sales features for the enterprising retailer. The Dayroval carries some ultra refinements. It is a five-tube set housed in a mahogany vertical type desk cabinet with old gold ornaments. It has the added feature of being a practical desk with sliding writing shelf and pigeon-holes. The panel is illuminated with a small electric light. An ash tray and inkwell are included. There is a built-in loud speaker and space for all other equipment. Cabinet comes completely wired for batteries and charger. These, however, are to be added by the dealer.

The Dayton Fan & Motor Co. also announces a radio panel to fit any cabinet, either combination phonograph and radio or similar products. It has a single dial control and many of the excellent features of the Day-Fan five-tube set. There is also included a new Day-Fan loud speaker. This is a mahogany-finished cabinet with grill front. The interior horn is of laminated wood and a speaker unit of high quality.

The Dayton Fan & Motor Co.'s entire line ranges in price from \$75 to \$300. They are four and five-tube circuits. All four-tube sets have the same three-dial control and the dial settings are pre-logged during manufacture and listed in the "air telephone directory." The five-tube sets have single-dial control. The dial is graduated both in numbers to conform to the "air telephone directory," and also in wave meter lengths to conform to the newspaper announcements.

The line now comprises a wide variety of sets, meeting the taste and needs of numerous classes from the popular-priced models to the more elaborate furniture styles.

Fast Workers for You!

THESE two instruments can accomplish more in building up customer acceptance of your dependability as a dealer than any two other radio products on the market.

Model 489 Radio Table Voltmeter prolongs the life of radio tubes (by which you get steadier and more profitable customers). Indicates the value of both "A" and "B" batteries, insures by the simple watching of the dial, the operation of the set at proper voltage and turns dissatisfied customers into long-time radio enthusiasts.

The Weston Radio Plug makes the fastest known change from headset to loud speaker and it can now be sold at only seventy-five cents.

For your own profit write for "Weston Radio Instruments" today

WESTON ELECTRICAL INSTRUMENT CORP.

190 Weston Avenue

Newark, N. J.



STANDARD THE WORLD OVER

WESTON

Pioneers since 1888





The Crosley Musicone

a startling improvement in looks and tone over loud-speakers
 Already replacing thousands

In camp or home, this remarkable development of radio reproduction will greatly increase the delight in radio.

It is a new idea. It diffuses the sound. Upon hearing it for the first time one is at loss to locate the source of the music. Its perfection of reproduction is uncannily real.

Its price, like all Crosley products, is very low because of the half-million production plans under which it is being built. Your jobber can supply you now. Put in a stock of Crosley Musicones and cash in on the big demand.

Crosley owns and operates station W.L.W., Cincinnati, the first remotely controlled super-power broadcasting station.

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

Paul Crosley, Jr., President
 726 Sassafras Street, Cincinnati

\$17.50
 Add 10%
 West of
 Rocky Mts.

CROSLEY
Better - Costs Less

The Marvels of Radio!

Incredible to those who don't know!



The Crosley 1-Tube 50

Crosley's development of the famous Armstrong regenerative circuit enables you to "roam" the country and enjoy the thrill of picking up distant stations just as though you owned a multi-tube set.—all with one tube and at \$14.50, without accessories.



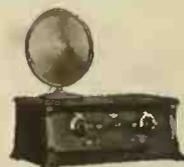
2-Tube Crosley 51

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. \$18.50, without accessories.



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. \$30, without accessories.



The Crosley Trirdyn Special

3 Tubes do the work of 5

A unique circuit combining tuned radio frequency, regeneration and reflexed amplification that equals in results the work of 5 and 6 tubes. None re-radiating. \$65 without accessories.

Day Is at Hand When Retailers Must Make Real Sales Effort, Says Otto L. May

Need for Hard Work Emphasized by Assistant Manager of the Traveling Department of the Victor Co. in Address at Western Music Trades Association Convention at Los Angeles

One of the most interesting papers read before the members of the Western Music Trades Association at the convention held in Los Angeles from June 23 to June 25 was that of Otto L. May, assistant manager of the traveling department of the Victor Talking Machine Co., on "The Future of the Talking Machine," in which he emphasized the fact that the function of the talking machine as a purveyor of music can not be superseded by any other instrument. Mr. May concluded his instructive talk with the following plea for intelligent and sustained merchandising effort on the part of every branch of the industry:

"It is true that in some sections of the country conditions are so that people cannot buy just at this time, and also true that many of them are engrossed in the purchase and use of other commodities, but it is also very true that there are many sales lost to-day, or I should say many sales are not made to-day, only because there are all too few people trying to sell talking machines. The day is past, at least for the time being, when all that is necessary for success is to be able to have talking machine stocks, but the day is not past when that dealer who sets out to get talking machine business, cannot find a sufficient number of interested purchasers to make the selling of talking machines not only profitable, but exceedingly interesting. If that were not the case—and I am not unmindful of the experience gained close at hand here—then certainly it would not be possible for a considerable number of the dealers in these sections to have increased their business in a month to a substantial per cent over the volume of the same period in the previous year, under conditions of mighty hard

selling in nearly every line in the past six months. Gentlemen, there is a future to the talking machine business, and the future looks particularly good to some of us in the light of



Otto L. May

the knowledge of recent accomplishments, but the real meat of the situation must not be overlooked—the successful dealer, the successful distributor, the successful manufacturer will have to do more real hard work from this time

forward than he has been called upon to do in recent years, and it behooves every one of us to take stock of ourselves and our organizations, to bring ourselves to the point of fitness; or, falling in a desire to be or become a faithful guardian of the future of the industry, it seems the fair thing to do to step aside and let the man who will—Do.

"The manufacturer cannot guarantee continued good business volume for every last dealer and distributor that carries his wares. The answer to that lies absolutely in each individual's hand, granted, of course, the manufacturer does everything within his power and control to make a good product with full value to the ultimate consumer and with proper merchandising arrangement to allow the busy bee to prosper, and that, gentlemen, I am happy to say our company always stands ready to do—ready to do our full share in producing a healthy and prosperous future talking machine business."

Dr. John M. Miller Now With Atwater Kent Co.

Dr. John M. Miller, who for the past eighteen years has rendered distinguished service as a radio engineer for the Federal Government, has become identified with the Atwater Kent Mfg. Co. Dr. Miller resigned his position with the Naval Research Laboratory to engage in similar work for this prominent radio manufacturing house. He is said to be one of the most competent radio engineers in the Government's service, and is the author of many scientific papers and books.

North Dakota Firm Chartered

The C. O. Knight Co., Williston, North Dakota, has been granted a charter to deal in talking machines, radio equipment and other musical instruments, with a capital stock of \$25,000.

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.

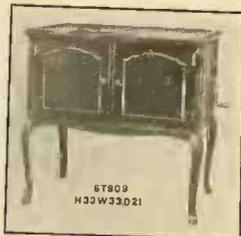
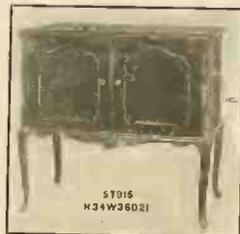
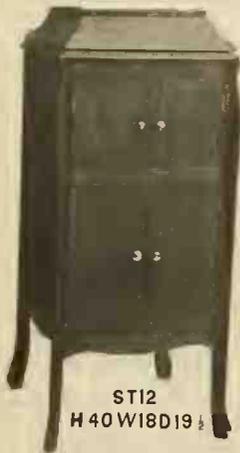
909—915 are adaptable for Radio installation.

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



BEWARE, Manufacturers of Camera Type Talking Machines and Jobbers and Dealers therein:

PLEASE TAKE NOTICE THAT LETTERS
PATENT OF THE UNITED STATES #1,537,171
WERE ISSUED TO ME ON MAY 12, 1925.

I HAVE BEEN ADVISED THAT VARIOUS
TYPES OF TALKING MACHINES HAVING COLLAPS-
IBLE OR DETACHABLE TURNTABLES ARE MADE AND
SOLD IN VIOLATION OF MY PATENT.

I HAVE BROUGHT SUIT AGAINST THE
PET-O-FONE MFG. CO., AS AN INFRINGER AND I
AM PREPARED TO ENFORCE MY RIGHTS BY SUCH
OTHER ACTION AS MAY BE NECESSARY.

YOURS VERY TRULY,

Harold J. Kaye.

27 THAMES STREET
NEW YORK CITY

Business Gains in San Francisco Result in Optimism in All Branches of Trade

Popular Musical Shows Create Demand for Records—Sherman, Clay & Co. Report 30 Per Cent Sales Gain—Hold Successful Music Memory Contest—Leading Dealers Add the Sonora Line

SAN FRANCISCO, CAL., July 6.—The trade in this city and vicinity for the past month has shown improvement over the preceding month and is also running ahead of the same period of 1924. Robert Bird, manager of the Victor wholesale department of Sherman, Clay & Co., states that business is about 30 per cent ahead of May and that reports from all dealers in all sections are most optimistic for an active Fall and Winter season.

Records have been selling exceptionally well due to a number of reasons, one of which is the fact that several successful musical shows have been playing here, one of which, "Lady Be Good," had a most successful run and resulted in the sale of many records. "No, No, Nanette," is due here in a short time and it is expected that similar good results will follow its appearance.

Music Memory Contest Successful

Fourteen hundred and twenty-one cards were handed in at the Imperial Theatre and the Golden Gate Theatre, where the finals for the 1925 Music Memory Contest were held. Shirley Walker, of Sherman, Clay & Co., announced that these cards were carefully examined and 295 were found to be perfect. Thirteen hundred and forty-four public school children and ninety-seven parochial school children participated.

Live Dealers Add Sonora

Henry E. Gardiner, district sales manager for Sonora on the Pacific Coast, states that while the phonograph business may not be at its best, generally speaking, he finds that there is an increasing number of aggressive and successful dealers who are keenly interested in securing the Sonora franchise, particularly since the introduction of the Sonora radio receiving set. Among the dealers in this territory who recently secured the Sonora agency are Fred K. Howe, Santa Cruz, Cal.; Larans Music Store, Hollister, Cal. and Hunkins Music Shop, Chico, Cal.

Sherman-Clay Employes' Picnic

The annual employes' picnic of Sherman, Clay & Co., which was held recently, was a great success. About 500 employes and their families and friends gathered at Fernbrook Park, Niles Canyon, going from the main store and the branches within reach of the Bay region. In addition to plenty of refreshments, everyone enjoyed spirited games or dancing to the music of an excellent orchestra.

Wiley B. Allen Co. Broadcasts

A radio broadcasting station was recently opened by the Wiley B. Allen Co., which will give "Twilight Concerts" from 6 to 7 p. m. on certain days of the month. The studio, which is on the second floor of the Wiley B. Allen Co.'s building on Kearny street, relays its program to KGO, the most powerful broadcasting station in this region. Harald Pracht, sales manager, arranges the programs for the Twilight concerts. They will consist of trio work and vocal and instrument solos.

Leading Stores Close on Saturdays

Sherman, Clay & Co., the Wiley B. Allen Co., and possibly one or two other large music

stores will close all day Saturday during this month. This is in line with the policy adopted by the leading department stores, and as the Fourth of July falls on Saturday, it necessitates the stores closing on but three other Saturdays. Advertising campaigns in the newspapers are urging people to do their purchasing on other days during July.

Sees Improvement in Trade

In speaking of conditions in the music trade on the Pacific Coast Frank Anrys, general manager of the Wiley B. Allen Co., states that an improvement is noticeable and that the prospects point to an active Fall and Winter season. "There is no lack of interest in music and no lack of means with which to purchase it," says Mr. Anrys. "Business does not come as easily as it did a few years ago, but it is to be had if proper efforts are made to get it."

Window Display Boosts Sonora Sales in New Zealand

From far-off New Zealand the sales department of the Sonora Phonograph Co., Inc., re-



Sonora Window of F. J. Pinny, Ltd.

ceived a photograph of a handsome window display prepared by F. J. Pinny, Ltd., one of the leading music houses in New Zealand. The Sonora-Louis XV deluxe model was featured in this display, and the accompanying illustration will give some idea of the effectiveness of this window. This is the type of window display that not only interests passersby, but adds to the prestige of the establishment and is a powerful factor in influencing sales, as was demonstrated in a concrete manner by the number of people who stopped to look.

The Williams Music Co., Ogden, Utah, recently installed several new phonograph and radio demonstration booths.

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

Col. S. H. Mapes Home From Survey of Trade

Vice-President and General Manager of Jos. W. Jones Radio Mfg. Co. Conferred With Dealers and Jobbers on Extensive Trip

Col. S. H. Mapes, vice-president and general sales manager of the Jos. W. Jones Radio Mfg. Co., Inc., New York, manufacturer of Jones radio receiving sets and radio products, has recently returned from an extensive trip throughout the Middle West, New England and Southern States. Col. Mapes spent considerable time with the dealers and jobbers of Jones products in the various territories visited.

"The purpose of my trip was twofold," said Col. Mapes, upon his return. "We wish to advise the trade that there would be no reduction in the prices of our regular line of receivers, and it was also necessary, we felt, to let our dealers and distributors know just how far we had gone towards preparation for the coming season. We also consulted them regarding what they consider the ideal type of receiver from the consumer standpoint.

"The results of this survey have given us a wealth of material with which to work in the manufacture of models for the 'season of 1925-1926. All our dealers and jobbers expressed themselves as being exceptionally well pleased and satisfied with our last year's sets from the standpoint of actual performance in radio reception. However, our desire was to provide them with a set which would meet absolutely every requirement, which the public might de-

mand, and from the information gleaned throughout the trade, we expect to produce for the coming season a set which will be based upon, in both performance and appearance, exactly what the public wishes. We expect to be ready to make deliveries to the trade on the new set about the latter part of July or the early part of August."

Victor Co. Features Its Portables in Publicity

The Victor Talking Machine Co., Camden, N. J., recently sent its dealers a sales message featuring the two models of Victrola portable instruments and the two table model Victrolas with a list of suggestions for tie-ups with current newspaper and magazine advertising, and methods of securing this desirable Summer business. The broadside carries illustrations of the four instruments and sketches showing the desirability of the portable on camping and picnic trips.

The Long Radio Corp., New York, was recently incorporated at Albany with a capital stock of 200 shares of preferred stock at \$100 per share and 800 shares of common stock of no par value. The incorporators are S. A. Birdsong, S. W. Long and W. F. Bishop.

PHONOGRAPH CASES RADIO CASES

Reinforced 3-ply Veneer

The Standard Case for Talking
Machines and Radio Sets

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C.

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

Let us figure on your requirements

FRESHMAN MASTERPIECE

Authorized Dealer

*There is still
some territory open
but it is going fast!*

If you want a real
protected franchise on
the greatest line of 5 tube
receivers ever offered under
a plan which eliminates

Cut throat competition
Losses on Installment Sales

*Write - telephone or visit either
of our offices at once*

Chas. Freshman Co. Inc.
Radio Receivers and Parts
FRESHMAN BUILDING
240-248 WEST 40TH ST. - NEW YORK, N.Y.
CHICAGO OFFICE — 327 S. LA SALLE ST.

Do You Sell Phonograph Performance?

Selling Music and the Artist and Not Mere Talking Machine Cabinets Builds for Permanency in Business, Says W. Braid White

The phonograph is an instrument for the reproduction of preserved sound, and as such it stands in a position all its own, quite apart from any competition. The relation between the phonograph and the radio receiving set is in reality fortuitous, despite the fact that combinations of the two instruments are becoming common. To sell combination instruments is in reality to sell those points of each which coincide. On the other hand, when it is a question of selling a phonograph as a phonograph and as that alone, the selling problem is individual and positive. It is also very fascinating and its successful solution often involves as pretty a piece of sales work as can be put before a practitioner of that art.

The writer bases the belief he holds as to the permanency of the phonograph and as to its secure place in the list of those things which are indispensable to our civilization, upon the obvious fact that there has been built up a definite need for recorded music which can be reproduced at any time when wanted, and also upon the equally obvious fact that the present trend of phonograph development is all in the direction of putting within the reach of every family in the country the choice of the world's actual best in every department of music. The people of the United States have indeed a very long way yet to go before they can pretend to any very high level of musical culture; it would be ridiculous to pretend that this is not so. It would be equally ridiculous to pretend that the phonograph and records are indispensable to the musical culture of the masses whose taste is satisfied with dance music and who can obtain what they want in any other way. The conditions precedent to the popularity of the phonograph have been the existence of a certain amount of musical culture and a certain feeling for home life. These conditions have always existed and always will exist. They do not account for that over-popularity which for a time led to over-production and to a temporary shifting of sales emphasis to the cheap and the shoddy; but they have always existed, even though they have at times been pushed into the background. They condition the phonograph industry and its development; nor can any wise man neglect or pretend to ignore them.

Back to the Schools

Crazes and fads in culture run their course. The schools and school authorities are awake to the fact that training in music appreciation, from the kindergarten onwards, constitutes an indispensable element in the preparation of youth for life and what a few years ago would

have been regarded as a mere fad is to-day recognized to be an integral part of that general culture which must be acquired by every individual according to capacity, unless indeed there is to be a breakdown of society.

How About Now?

The musical taste of the American people is being slowly but surely built up. The talking machine dealer need not fear for the future, therefore, but he may find it less easy to maintain a belief in the possibilities of the present. It is perfectly true that on the surface there is a cause for feelings of uncertainty, but the moment we dig below the surface we discover the fact, otherwise quite incredible, that no attempt has ever been systematically made by manufacturers or by merchants to deal with any save the most superficial aspects of the sales situation. The slow, steady and irresistible course of education in music and in the arts generally throughout this country has been very largely concealed, owing to the enormous extent of the territory of the continental United States and to the impossibility in consequence of obtaining a bird's-eye view of its inhabitants. Still, it is a fact beyond successful contradiction or even doubt that the taste is steadily improving, that already hundreds of thousands of men and women are hungry for more and better music, and that these men and women are waiting for a lead from the phonograph industry, wholesale and retail alike.

In other words, when an industry is based upon a genuine need, good planning, good salesmanship and good sense will suffice in any conceivable conditions, from the most adverse to the most favorable, carrying it to success, and to keep it successful forever.

Planning!

Planning is what our industry needs, planning in the wholesale and in the retail senses of that term. What is it that has put across the reproducing pianos? Planning, wise planning, followed by persistent application of the plans is what has put the reproducing piano across!

And in what did this planning consist? Simply in the application of the truth that when you have a new and an untried thing to sell, you must sell what that thing will do and must build up public appreciation of it until the public is in a sympathetic frame of mind towards it. The reproducing piano manufacturers, from the start realized that what they had to sell was not a piece of machinery in a case, nor a few disks of shellac, but the voices and the playing of the world's greatest artists, stored up for use whenever wanted. It was this which put the

talking machine business on the map in the first place; this, poorly and partially applied. It is this which, rightly and fully applied, can be relied on to carry the business forward to still greater heights of success.

Snippets and Bits

But merchants must make manufacturers understand that they will support efforts made in these directions and manufacturers must have courage to make them. The great weakness of the talking machine industry has been its incompleteness. The high-class record has always been the backbone of that business but the idea back of the high-class records has never been carried out completely enough. Recording has gone on scampily and spasmodically. Snippets of music have been handed out instead of generously and wisely cut portions. The Flonzaley Quartet has a name which carries conviction to the hearts of music lovers all over the country, who have never heard it play in person; yet no complete quartet played by the Flonzaleys has yet appeared on records. The Philadelphia Orchestra is famous from one end of the land to the other, yet all the records we have by this great band are single movements, bits, of large works.

Who's Afraid? We Are!

Why? Because the manufacturer has no good reason to believe that he will be supported by the merchant if he puts on the market a real library of artistic music. For the merchant is afraid, he has never tried to build up a trade among the musically intelligent, although these are in every community, and their number is growing daily. And why is he afraid? Because he has never yet faced frankly the sales situation in the trade. He has never had to in the past; but he has to face the situation now.

The Secret

The secret of success is simple, as such secrets usually are. It may be thus stated: Do what the reproducing piano people have done. Sell the living touch of the living artist and sell it with the enormous advantage behind you that with you it is the living touch of the pianist, of the violinist, of the singer, of the conductor playing upon the great orchestra, of the chorus—in fact of every individual or group effort in every kind of music; in the home, at will, when wanted, how wanted.

Who can ask for anything better to sell?

But who again can expect to sell anything unless he can talk it intelligently, will advertise it intelligently and does really believe in it?

That is it and nothing else than that!

Van Veen Wareroom Equipment

— QUALITY —

Quality is essential in the construction of wareroom equipment. Quality insures appearance and lasting satisfaction and permits the same material to be used and added to in the rearrangement and expansion of the wareroom.

Van Veen equipment is quality equipment but is priced no higher than ordinary material. Our concentration in this field enables us to offer Van Veen equipment at an unusually attractive price.

Write for details and catalog

VAN VEEN & COMPANY, Inc.

413-417 East 109th Street, New York City

*Phone Lchigh 5324-4540



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.

Increase in Sales From Now Until Fall Expected by the Buffalo Retail Trade

Indications Point to Unusually Large Fall Business and Trade Is Preparing to Cash in—Foreign Record Demand Holds Up—Victor Dealers' Outing Proves Huge Success—Other News

BUFFALO, N. Y., July 8.—Dealers are preparing for a Fall trade in talking machines that will surpass in great volume that of the same season of last year. June business was about the same as that of May, but indications are that July will show an improvement over last month, and business will increase to a fairly good trade by late August.

Expect Big Fall Business Gains

Curtis N. Andrews, Victor jobber, is of the opinion that September will show remarkable improvement in the phonograph business. "Instrument and record sales have been slow this Summer, in fact machines moved about as slow last month as in any similar period in the history of our business here, but we have every hope that this month will show an improvement, and firmly believe that September will show remarkable improvement in the trade. We are urging dealers to make a canvass of retail possibilities, and place their orders for Fall shipment as early as possible. Many dealers in the small towns are beginning to feel the demand for Fall business already, and have every assurance of a good business in the early Fall."

The Buffalo Talking Machine Co. is receiving similar reports from dealers in the territory. "One dealer," said O. L. Neal, "who has a thriving little store in the southern part of the State, decided to make a canvass for Fall radio prospects. He found that a greater percentage of those visited were in the market for Victrolas. This goes to prove," Mr. Neal said, "there is a phonograph market if dealers will go out after it. It further proves that the talking machine trade is going to show a big improvement this Fall. We have heard of only this one instance, but there are perhaps a score of other dealers in the territory who had similar experiences."

Good Foreign Record Demand

"Foreign record business is good," said Manager Clare, of the Iroquois Sales Corp., in an interview with the World. "Polish, German and Italian records are in good demand. The Okeh race records are selling in as good volume as we could possibly hope for. Our Buffalo and Syracuse accounts are doing an excellent business in these records. The Odeon classics

are also selling good. We have recently opened some fine Odeon accounts, who are doing a better business than we anticipated. Just now we are looking forward to the new Work Rite neotrodyne sample."

Victor Dealers' Outing

Old Sol co-operated with the outing committee of the Victor Dealers' Association on June 24, and aided all he possibly could in making the day an absolute success. Following tradition of the Association an automobile parade was formed in the city, and attractively decorated cars moved out Main street to the Buffalo Automobile Club in Clarence. There were about thirty ears in the parade. They bore streamers, flags and balloons, and announced through banners that the parade was that of the Victor dealers of Western New York, on its annual outing. The baseball game between picked teams, was the outstanding event of the day. Ladies of the party showed real sportsmanship in their events, and handsome prizes were incentive for keen competition in these contests.

The dinner served in the club house in the evening, was one of the merriest banquets dealers of the city have ever attended. John Kibler, president of the Association acted as toastmaster. He introduced F. C. Erdman, Victor factory representative, who motored with his family from Cleveland to attend the outing. Mr. Erdman's address was in keeping with the spirit of the occasion, but he did enter into a serious trend, and declared that the next year and a half would be the best in the history of the Victor business, he believed. Following dinner, dancing was enjoyed throughout the remainder of the evening.

Unusual Portable Window

One of the most beautiful and effective window displays ever seen in Buffalo was that of Denton, Cottler & Daniels, during the week of June 29, featuring their three lines of portable talking machines, the Victor, Brunswick and Pal. In passing the window, one could almost smell the fresh water and feel the cool lake breeze, so realistic was its effect. The entire corner window of the store, viewed from Court street and Pearl street, had been turned into

a beach scene. A canoe had been placed on the beach, and to complete the idea of comfort and beauty, in it was a portable phonograph and other canoe equipment. A beach table also held a portable phonograph while another model was placed on the sands to prove its indestructibility. Charles Heinke, manager of the phonograph department, who supervised the window, said that scores of buyers had been attracted to the store, and numerous sales were made through the window.

News Gleanings

The United States Light Radio, Inc., of Niagara Falls, N. Y., will soon place on the market a new radio outfit, which it is manufacturing. The new company has arranged with the United States Light & Heat Co., of Niagara Falls, to use the trade name.

Evans & Eiss, music dealers of Hertle avenue, Buffalo, have purchased the entire stock of McElroy & Son, pioneer Victor dealers of the city, who have gone out of business.

Phoenix Radio Corp. to Expand Its Activities

The Phoenix Radio Corp., 114 East Twenty-fifth street, New York, manufacturer of radio receiving sets, recently announced the reincorporation of the company with an active capital of \$215,000. W. A. Eisenhauer, formerly in charge of advertising with a well-known radio publication, remains president of the corporation; R. E. Lacault, for a number of years associated with the radio industry, is vice-president; Ernest Willboeder, formerly treasurer of the American Chicle Co., is secretary. Henri Conrad, well-known musical director, is on the Board of Directors, according to the announcement made by Mr. Eisenhauer.

"This new capital was secured for further promotion of the company next year, in the manufacturing of its products, including the sales and distribution of a new radio receiver to be known as the Ultradyne Model L-3, a 6-tube receiver with built-in loud speaker, but without panel, dials or knobs. The new receiver will be very compact and possess an attractive appearance, which will harmonize with the atmosphere of the home," said Mr. Eisenhauer in discussing the company's plans.

Victor Talking Machine Co. Omits Quarterly Dividend

Company Passes Dividend Customarily Due on July 15—Logic of Move Explained in Notice to the Company's Stockholders

CAMDEN, N. J., July 3.—Stockholders of the Victor Talking Machine Co. to-day received notice from the board of directors that the dividend customarily due July 15 would be omitted. The company had been paying \$8 a share annually.

The letter said: "Important improvements in the product which your company manufactures will take place within the next few months and will require considerable outlays of funds. Therefore, pursuant to the policy of the company, your directors deem it desirable to conserve the cash resources to finance the company's needs and developments."

The letter added that arrangements had been completed whereby in addition to its own laboratories the company will have the co-operation in the fields of acoustic and sound reproduction of the Western Electric Company, the General Electric Company, Westinghouse Electric & Mfg. Co. and the Radio Corp. of America.

N. B. Smith Visits Dealers

Norman B. Smith, manager of the New York Distributing Division of the General Phonograph Corp., spent several days the latter part of June visiting Okeh dealers throughout Connecticut and during the early days of this month visited the Long Island territory.



"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.

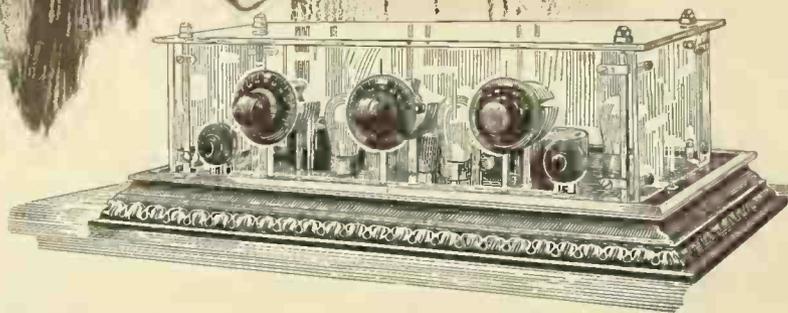
CURTIS N. ANDREWS



Victor Distributor
Exclusively Wholesale

Court & Pearl Sts.
BUFFALO, N. Y.





This New Set Has Aroused Wide Spread Interest and Attention

The CLEARFIELD Radio

(Licensed Under Berlow Patents)

A DeLuxe 6-Tube Set in a plate glass cabinet

PLATE glass is the most practical and efficient low loss material possible. Then why not use it in a practical and efficient manner?

It has been done in the CLEARFIELD, a startling, practical, welcomed addition to the field of Radio development. A case of extraordinary beauty, novelty and interest—housing a 6-tube set of exceptional performance.

Technically the circuit is a new development in Radio Reception. Six tubes, 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

CONSOLE TYPE \$275 LIST

LIST

Dealers and distributors of the better type will find a real sales opportunity here—backed by a real selling plan. Write for details.

SHERMAN RADIO MANUFACTURING CORP.

112 Trinity Place

New York, N.Y.

Sales Gains and Addition of New Lines Feature the Month in Baltimore Trade

Columbia Wholesalers, Inc., Register 40 Per Cent Gain Over Same Period Last Year—Many Columbia Agencies Opened—Other Wholesalers Also Have Reason for Optimism—The News

BALTIMORE, Md., July 10.—"Business in both machines and records last month showed a 40 per cent gain over June, 1924, making the third consecutive month to show substantial gains over the corresponding period of last year," said W. H. Swartz, vice-president of the Columbia Wholesalers, Inc., distributor of the Columbia. "April showed a 47 per cent increase and May 23 per cent.

"A very substantial business is being done in the better grades of phonographs, although new and lower prices on Columbia portables brought a very large volume of the sales. Right now we are oversold on the \$125 upright model, which has had a big sale in the rural sections during the past month. I find this condition is due to the fact that almost without exception Columbia dealers are going after the business and getting it. One of our dealers, Lester B. Harvey, of Appomattox, Va., in sending in a large order, added: 'Business is fine; selling eight and ten machines a week from my truck.' Mr. Harvey's business is being done entirely by truck sales, and he has built up a wonderful business.

New Columbia Agencies

"We are constantly receiving applications for Columbia franchises from dealers all over our territory, and among the latest who have qualified are the Albirine Corp., a million-dollar concern in Schuyler, Va., which has become an exclusive Columbia dealer. Other exclusive Columbia dealers receiving franchises during the past month are Harlow-Wilcox Co., Petersburg, Va.; Fieldale Furniture Co., Fieldale, Va., and Holloway Bros., Charlotte, N. C.

"Sales of Columbia Glee Club electrical recordings are mounting to very large volume. The firm of G. Fred Kranz & Co., one of the high-grade music stores of Baltimore, reports unusually large sales. Mr. Glaser, the president, himself selling seven records in ten minutes one noon hour recently. This store is doing a very large business in the complete album symphony recordings, selling Cesar Franck's Symphony in D Minor to practically every member of the Baltimore Symphony Orchestra.

"This firm recently sent out a personal letter to its customers announcing the opening of its Columbia department featuring a complete stock of educational records, and as a result during the last five days of June sold records to about eighteen schools totaling about 200 records, in addition to selling three phonographs.

"I am just citing these cases to show what can be done when the dealers make up their minds to go after the business, and I am very optimistic over the outlook for business this Fall. Business, in my opinion, is going to continue to show an increase over last year right along, and dealers who go after business will find that there is just as good a demand for phonographs to-day as there ever was."

W. C. Roberts Is Optimistic

W. C. Roberts, manager of E. F. Droop & Sons, Inc., Victor jobbers, is another distributor who is rather optimistic over the outlook for business. "While June business ran slightly behind June, 1924, sales as a whole are ahead of the corresponding period of last year, and I think will continue to run ahead. The new nursery models the Victor has just brought out are making a tremendous hit with the trade, and I predict that, coupled with the demand for portable machines, business during July is going to set a new record.

"These nursery models are going to prove one of the biggest sellers ever put on the market, and they are going to be in great demand next Christmas. In Victrolas, consoles continue to be the big sellers with our customers, and while there will always be a certain demand for the upright console models are the most popular."

Mr. Roberts said the dealers are anxiously awaiting the new Victrola-Radio models, and a number of orders entirely unsolicited have already been received.

Brunswick Sales Gain

"Business is only fair," said Charles F. Shaw, manager of the local agency of the Brunswick, "but continues to show a steady increase over the corresponding period of 1924. The combination phonographs and radios are going to be the big sellers from now on, and as soon as the 'dog days' are over business is going to

show general improvement. Among the recent contracts approved are Barker Bros., of Greensboro, N. C., and the Kingston Electric Co., of Kingston, N. C."

Walter L. Eckhardt at Big Meeting

Cohen & Hughes, Inc., Victor distributors, were hosts at a dinner at the Hotel Belvedere on June 26 to Walter L. Eckhardt, president of the recently organized Music Master Corp., which was attended by about 200 dealers interested in radio merchandising. The subject is reported elsewhere in this issue.

News Brieflets

Dealers generally report continued big demand for the old-time songs and fiddle pieces, especially the "Baggage Coach Ahead," the "Prisoner's Song" and "After the Ball." Riley Puckett, who sings these songs for the Columbia, is very popular in this territory, and hundreds of requests for his picture have been made to local dealers.

Mrs. J. E. Henderson, wife of the district manager of the Cincinnati branch of the Brunswick Co., accompanied by her daughter, stopped over in Baltimore the first part of the month on her way to Washington. Mrs. and Miss Henderson are making a motor tour through the Eastern and New England sections of the country.

W. C. Roberts, manager of E. F. Droop & Sons, accompanied by his family, will leave shortly on his annual tour of New England and northern New York.

M. Birdaz is enlarging his Eastern avenue store to take care of his constantly increasing Columbia phonograph trade and is opening up a new store in another section of the city.

The Wilson Music Shop is moving into new and larger quarters on North Gay street, where it has installed a new Columbia department.

L. L. Andrews, president of the Columbia Wholesalers, Inc., has just returned from Cincinnati where he attended the Crosley Jobbers' Convention.

The protective policy of F. A. D. Andrea, Inc., is having a stabilizing effect on the trade, as is shown by the fact that over sixty dealers qualified as Fada dealers during the month of June.

North American Radio Corp. Opens Many Dealer Agencies

David F. Goldman, president of the North American Radio Corp., New York City, metropolitan distributor for the Music Master Corp., Philadelphia, Pa., reports that over sixty dealers in the district have already enthusiastically signed the new Music Master franchise, and that prior to the issuance of the new Music Master line of receiving sets over \$100,000 worth of orders for these sets alone were placed with him before these dealers saw the line or even a picture of it.

The recent Farrand-Godley week conducted by the Farrand Mfg. Co., of which the North American Radio Corp. is also a distributor, was found to be a big success, and clearly demonstrated that the Summer season was no deterrent where concentrated effort was made. Mr. Goldman is making preparations for a big Fall radio season.

Mutual Phono Parts Co. Busy

The Mutual Phono Parts Co., New York City, manufacturer of Mutual tone arms and sound boxes, is making a special drive on the No. 1-A ball-bearing throw-back tone arm set with No. 2 reproducer. This combination is particularly suitable for portables. The popularity of the portable, together with the merits of the tone arm and sound box, has created a considerable demand, and the Mutual factory is busy. The radio loud speaker unit is also reported much in demand, and this department of the organization is also working at full capacity.



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.

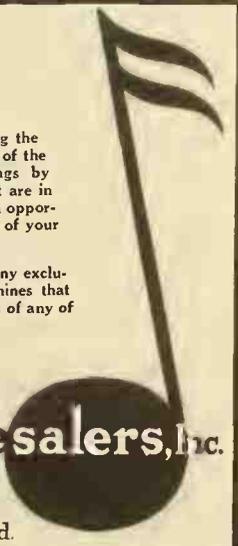
Let Us Serve You!

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W Camden St., Baltimore, Md.



The Counterfeit is Always More Alluring than the Genuine

DEALERS! Do not risk your reputation by selling trashy, flashy, poorly designed and built portables, just because your jobber wants excess profit. Your customer is the one that ultimately pays the bill. He is the one you must look to for your business increase—and only full quality for a fair price will hold him.

Caswell gives you full value, trade-marked quality in both the Gypsy and Aristocrat models. Caswell stands squarely in back of this quality.

Then, further fortifying this high quality, is the Caswell rigid sales policy. Both the Gypsy and Aristocrat are sold only through legitimate wholesale and retail outlets on a basis of protection to everyone concerned. The cleave-cut competition of the legitimate music trade is your only competition. The "Gyp", the "house-to-house canvasser" and the cut-rate large operators hold no place in the fair-and-square Caswell policy.

And for the newest, business-getting features you must look to Caswell. Caswell pioneered the use of color. Both Caswell models are replete with selling and construction features—the three-ply veneer case that stands hard use and hard handling; the covering of GENUINE DuPont Fabriokoid, the famous Heineman motor; Universal Tone Arm and the "Microtone" reproducer that defies breakage. All these are yours with the Caswell line.

Are you going to hitch your wagon to the star of Caswell quality and leadership—or, are you going to futilely chase the will-o'-the-wisp of doubtful quality and hit-or-miss selling methods which are always a part of propositions that are here today and gone tomorrow?

The choice is yours. Decide now for profit and permanence. Get a solid foothold in this new and increasing demand for quality-built portables.

JOBBERS: We are not out-propositioning anyone. We know what our costs are—we have a fixed quality and selling price. We are catering exclusively to the recognized music trade—no premium houses. Every machine is a known quantity. Everyone bears a label. And we are "telling the world about them."

DEALERS: If your jobber is offering you anything but Caswell portables, it is because he is out after more profit for himself. He has lost sight of the fact that the final purchaser pays the bill and we must give him real value for his money.

Western Sales Office: Oakland Tribune Tower, Oakland, Cal.

Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

MILWAUKEE, WIS.
U.S.A.



ST. PAUL AVE.
AT 10TH STREET



List Price
\$25.00

Far West and South \$27.00

COLORS
Black, Brown, Red, Blue, Green, Gray, Spanish.



List Price
\$30.00

Far West and South \$32.50

COLORS
Two-toned, Blue, Gray, Ivory

DeLuxe Model

List Price
\$45.00

Far West and South \$50.00

Black Shark Grain, Pigskin



Oro-Tone No. 17 Radio Tone Arm

This illustration shows exact size of tone arm when adjusted to 10 inches in length



THE MOST SCIENTIFIC COMBINATION PHONOGRAPH AND RADIO TONE ARM YET PRODUCED

FITS ALL PHONOGRAPHS—because it is the only Radio arm that is adjustable in length from 8 to 10½ inches.
RADIO OR PHONOGRAPH IN AN INSTANT—by shifting the valve control button B, you have either Radio or Phonograph. Neither phone or reproducer has to be removed. One does not interfere with the other.

PLAYS ALL RECORDS WITH OR WITHOUT RADIO PHONE ATTACHED—The Phonograph reproducer and the Radio phone are entirely independent due to the clever valve control.
CORRECT WEIGHT OF REPRODUCER ON THE RECORD—because it is the only arm that automatically gives you the correct weight on the record you turn the reproducer to play **STANDARD RADIO CONNECTION.**

DESCRIPTION

Release Lock Screw G and adjust arm the proper length to fit Phonograph.
TO USE THE RADIO—shift valve control Button B to arrow marked Radio. This closes the reproducer intake and opens the Radio intake.
TO PLAY THE PHONOGRAPH—shift button to arrow marked Phonograph. This opens the reproducer intake and closes the Radio intake.
TO MODULATE THE VOLUME—turn the knob of either Phonograph or Radio. This opens way as may be desired to secure the volume desired.

ORDER SAMPLE ON APPROVAL

THE ORO-TONE CO.
 1000-1010 George Street
 Chicago, U. S. A.



POSITION FOR PLAYING EDISON RECORDS

The Loud Speaker Phone is also shown detached in this illustration.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARO P. CANTY

Steady Sales in All Lines, Especially Portables, Feature the Mid-West Trade

Retailers Looking Forward to Fall and Winter Business—Stability of Trade Indicated by Steady Progress in Sales—Movement of Record Stocks Continues Unabated—Month's News

CHICAGO, ILL., July 8.—Mid-Summer finds the Middle West talking machine trade as a whole in a more satisfied and optimistic state of mind than has been the case for many months. While the dealer's stocks are not moving from his shelves at a record-breaking rate, sales in all lines are progressing steadily, and the retail merchant is looking forward confidently to the Fall and Winter.

Portable phonographs continue to maintain leadership in the sales column, and the present season is one in which history is being made by the manufacturers and distributors of that particular product. Never before has such an array of fine portables been on the market, and the dealer has been quick to realize the sales possibilities of the smaller machines. Almost without exception retail merchants have given major prominence to portables in their Summer window displays, and the result has been a very large number of easily closed sales and the added advantage of the customer's attention being drawn to other merchandise. The sale of a portable phonograph results in most cases in the customer's purchasing from six to twelve records, and often serves as a lead to the sale of an upright phonograph, a console or combination instrument.

A large number of dealers report an increase in the number of records sold during the month of June and the first ten days of July, due in a measure, perhaps, to the enormous number of portable sales, and because of the increased use of the talking machine for dancing and entertainment during the Summer months.

Talking machine and radio manufacturers, whose salesmen are engaged in making a preliminary survey of the trade with the view of forecasting Fall and Winter business possibilities, report an attitude of optimism and confidence on the part of the dealers in almost every section of the country. The retailer is scanning his stock, giving time and attention to the advance announcements of the manufacturer, and within the next twenty days it is expected that Fall buying will begin in earnest.

With the initial announcements of radio

manufacturers of their new lines, their improved sales and distribution policies, the dealer has taken a new interest in radio merchandising, and the prevailing opinion in the minds of members of the trade indicates that the approaching season will mark a high degree of stabilization in the radio industry. Manufacturers have outlined the distribution policies with the idea of giving the dealer maximum co-operation, directly, or through jobbers located at strategic points, and the talking machine dealer bids fair to be even a greater factor in the sales of radio products than in past seasons.

Visited South in Interest of Carryola

Donald T. Allen, vice-president of the Carryola Co. of America, Milwaukee, Wis., manufacturer of Carryola portable phonographs, returned about the first of July from an extensive business trip through the South and Southwest. During the course of his journey he visited Dallas, New Orleans, Atlanta, and other leading business centers.

Phonograph Manufacturers' Ass'n to Meet

The regular monthly meeting of the Phonograph Manufacturers' National Association will be held on next Tuesday, July 21, in the Furniture Club, American Furniture Mart, 666 Lake Shore drive, this city, according to an announcement made a few days ago by Henry A. Otis, secretary of the organization. The meeting will be opened, as usual, with a dinner at six o'clock and the business session will immediately follow.

The July meeting will be confined to a general discussion by the members of the work of the Association, and considerable stress will be laid upon the co-operative advertising campaign which is to be planned. The first step in this campaign is being taken this month, and the initial announcement of the Association, its aims and plan of action, appear on another page of this publication.

The question of standardization of sizes and materials for economy in manufacture will also be given full consideration, and it is hoped that a plan may be evolved whereby the panel and veneer manufacturers will be enabled to carry sufficient stocks, thereby giving members of the

Association the advantage of securing their materials from stock ready to ship. The establishing of a credit department to protect Association members from unscrupulous buyers will also be given serious thought.

Mr. Otis has invited all phonograph, motor, tone arm, cabinet and record manufacturers, whether they are members or not, to attend the July meeting, or if they wish any information regarding the work of the Association, to address him at 500 Diversey parkway, Chicago, Ill.

Stewart-Warner Radio Excites Interest

The entrance of the Stewart-Warner Speedometer Corp., of this city, into the field of radio manufacture has been the cause of considerable comment in the trade, and in many quarters it is viewed as an indication of the rapid progress of the industry itself. The firm has made elaborate plans for the manufacture of a complete radio ensemble, and officials of the organization have declared that Stewart-Warner will soon be one of the leading radio manufacturers.

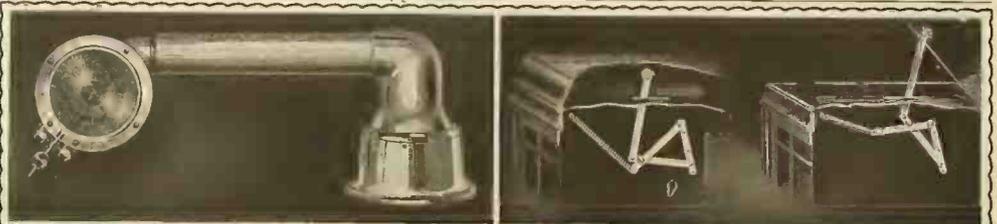
The firm has been known for over twenty years as one of the world's leading manufacturers in the automotive field, and it is estimated that well over ten million automobiles in all parts of the world are equipped with Stewart-Warner accessories. The two most familiar products are the Stewart-Warner speedometer and the Stewart-Warner vacuum tank.

The first announcement of Stewart-Warner's entry into the field provoked an unusual amount of interest, both in the trade and among the consumer public. The manufacturers have announced that an unusually fine group of radio instruments will be manufactured, and that furthermore a unique method of distribution will be carried into operation which is expected to solve many of the radio dealer's problems.

New Zenith Broadcasting Station

"Better broadcasting begins with better studios and that means environment and atmosphere. We propose to prove the point," holds E. F. McDonald, president of the National Association of Broadcasters. WJAZ, the new Zenith broadcasting station, described on another page in this issue, has abandoned completely the heavy dull drapes found in many studios and through the work of highly-rated acoustic and electrical authorities all obstacles of echo and sound rebound have been overcome without the use of drapes. Local color and atmosphere, the remaining necessities, have at

(Continued on page 116)



Scotford Tonearm and Superior Reproducer

Manufactured under patents of Louis K. Scotford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 6 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



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.

Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries. Samples sent anywhere for trial.

Low quantity Prices quoted on application

BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STS., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

the same time been effectively accomplished. The Zenith Radio Corp. first stepped aside from the theory that solid drapes and walls are necessary, when, at the Edgewater Beach Hotel, Chicago, it installed the Crystal Studio, whereby, through heavy plate-glass partitioned to prevent sound vibration penetrating through the microphone, an audience was seated which produced the desired effect upon the artist. When selling this station, the call letters WJAZ were retained and are being used upon the Zenith portable broadcasting station, now touring Michigan. The portable station will make a six weeks' tour to the Pacific Coast, after which the new Strauss Building studio will be officially opened and WJAZ will be back again on the air.

The Zenith studio will be operated by remote control from its new power station now being erected thirty miles outside of Chicago where all of the interference so common to city-located stations will be entirely eliminated. WJAZ will be open to the public during all of its performances.

L. B. Casagrande Visits the East

L. B. Casagrande, of the Caswell Mfg. Co., Milwaukee, Wis., maker of Caswell Gypsy and Aristocrat portable phonographs, spent the last week of June on a business trip through the Eastern States. He visited several of the leading trade centers, among them being New York, Philadelphia, Buffalo and Cleveland.

Paul J. McGee With MacMillan

Paul J. McGee, of the engineering staff of the Zenith Radio Corp., Chicago, sailed with Commander Donald B. MacMillan from Boston on June 17, on the second Arctic expedition, in the position of second radio operator. MacMillan, in choosing his radio operators, sought to find in them certain qualities,—first, personality; second, physique; and third, experience. Mr. McGee was found to possess the desired requirements, and consequently will assist John L. Reinhartz, short-wave expert, who was appointed in January as first operator. Mr. McGee has had considerable experience in the field of radio operation, having served in the United States Merchant Marine, is a member of the naval reserve force, and has operated several broadcasting stations.

Axel Nordlund Returning From Europe

Axel Nordlund, president of the Excel Phonograph Co., 400 West Erie street, Chicago, will land in New York City on July 16 after a

trip of three months' duration in Sweden, the land of his birth. Mr. and Mrs. Nordlund reached Stockholm on May 7, and the intervening time has been spent in visiting the scenes of his boyhood and renewing old acquaintances after an absence of ten years.

New Model Super-Unidynae Receiver

The United Manufacturing & Distributing Co., 9705 Cottage Grove avenue, announced a few days ago a new model of the Super-Unidynae radio receiving panel suitable for installation in phonographs. The new United product is a five-tube, tuned radio frequency set, seventeen inches wide by seven inches high and is designed especially for upright phonographs and highboy models. The new Super-Unidynae will be ready for the trade on July 15, production having been started several weeks ago. The United Manufacturing & Distributing Co. will continue to furnish the old style phonograph panels as in past years.

Gulbransen Used in Broadcasting

Another radio station, WGN, in this city, one of the best-known stations in the Middle West, has accepted the Gulbransen registering piano as an instrument capable of duplicating hand-playing. This station invited Miss Ruth Pitts, radio artist of Station KHJ and employed by the Martin Music Co., of Los Angeles, accompanied by John Martin on a Gulbransen registering piano, to broadcast from its studio. This was done in spite of the fact that WGN, like Station KHJ, is a class B station in which "player-pianos" are not permitted as broadcasting instruments. KHJ decided long ago that the Gulbransen registering piano does not enter into this category, and uses it regularly in broadcasting, and now WGN has followed the same course. Miss Pitts sang several selections which were enthusiastically received, accompanied by Mr. Martin on the Gulbransen registering piano.

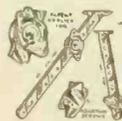
Brunswick-Radiola Travels With Shriners

The Wade-Twihell Co., Brunswick dealer at 311 South Wabash avenue, was responsible for the installation of a Brunswick Radiola as the official radio and phonograph instrument used by the Medinah Temple, the local Masonic lodge, on its pilgrimage to the National Shriners' Convention at Los Angeles. While en route to the Coast, the audience enjoyed distant broadcasting to advantage at practically every point while the train was stopped. The log showed that Eastern and Western stations were

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.

picked up from Lake Louise, Banff and Moose Jaw, Canada, and when the train was en route practically all of the entertainment was derived



Brunswick Radiola on the Shiner's Special from the phonograph side of the Brunswick Radiola.

Broadcaster Products at Furniture Mart

The Broadcaster Corp., of this city, is maintaining a display which beckons many visiting furniture dealers at the Furniture Market now in progress at the American Furniture Mart. Among the Broadcaster products on display are the R P 2, R P 3, the Broadcaster Highboy combination model, with built-in loud speaker, radio cabinets and a number of consoles and uprights. Several of the models contain the FADA five-tube neodyne radio panel. Two new products are shown for the first time, namely, artistically designed music roll cabinets, finished in either walnut or mahogany. S. L. Zax, secretary of the firm, is in charge of the display, and in an interview with The World representative stated that upright models were seemingly growing in popular favor among the furniture dealers as the demand for them was becoming more pronounced.

French Ray-O-Vae Radio Battery Publicity

Evidence of the policy of giving continuous and thorough co-operation to the dealer will be shown during the latter part of this month, when, on July 25, the Saturday Evening Post will carry a double-page spread in several colors advertising French Ray-O-Vae radio batteries, manufactured by the French Battery & Carbon Co., Madison, Wis. The copy is cleverly designed with the idea of exciting consumer desire and directing the reader to the dealer who handles the Ray-O-Vae line.

The attention of the reader is drawn first to the French Ray-O-Lite cabinet, which is in-

(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.

SUCCESSORS TO: Standard Talking Machine Co. United Talking Machine Co. Harmon Talking Machine Co. G. Hall-James Co. Gramophone Co.

High Grade Phonographs, Disc Records, Talking Machine Supplies, Etc.



TRADE MARK "CONSOLA"

CABLE PATENT "GRAMOLA"

227-229 W. WASHINGTON ST., CHICAGO, ILL.

Branches: 2907 Gratiot Ave., Detroit, Mich.

1121 Nicolet Ave., Minneapolis, Minn.



The Jewel Reproducers and Tone Arms



SPECIFICATIONS NO. 1.

Base made reversible to avoid glued joints in motor board. Made in 8 1/4", 9 1/2" and 10 1/2" 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

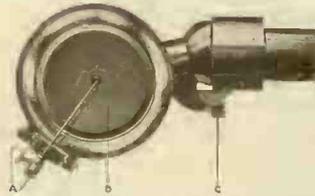
Jewel Tone Attachment for the Victor



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.

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)

stalled in the dealer's store for display purposes. Testers are a part of the cabinet equipment, and the prospective customer is given to understand that the instrument is provided for his protection, in order that he may make certain that the battery is fresh and full-powered and that he is receiving a full measure of strength before he makes the purchase.

The full line of French Ray-O-Vac radio batteries is reproduced in color, showing eleven different sizes and shapes. A coupon appears in the lower right-hand corner of one page, by means of which the reader may secure a booklet published by the firm under the title, "Radio Trouble Finder and Broadcasting Station Directory."

W. P. Roche Made a Director

An unusual amount of interest in the music trade was attracted by the recent announcement of Lyon & Healy, Chicago, to the effect



Walter P. Roche

that Walter P. Roche, manager of the retail division of that firm, had been elected to the board of directors at the June meeting, held on June 9.

Mr. Roche entered the employ of Lyon & Healy nearly twenty years ago, serving as errand boy. Within a short time he was promoted to the stock department, during the period when C. E. Goodwin was in charge of both the wholesale and retail phonograph departments. He soon advanced to the position of

inside wholesale salesman, serving under L. C. Wiswell, then manager of the wholesale department. After a transfer to the outside sales force, covering the city of Chicago, and later, Wisconsin, northern Illinois, and other parts of the Central West, he became Mr. Wiswell's assistant. On November 1, 1923, Mr. Wiswell resigned. Mr. Roche became manager of the wholesale department, and also acted in an advisory capacity in matters concerning the retail division.

On July 1, 1924, he was again advanced, this time to the position of manager of the retail department, the position which he holds to-day. The story of his progress with Lyon & Healy reads like a fast action novel, and the new honor conferred upon him is but a well-deserved tribute to his ability, and the untiring effort which he has put forth throughout his association with the Lyon & Healy organization.

Smetana Odeon Records Score at Festival

A clever and timely merchandising idea was recently brought into play in Chicago by the General Phonograph Corp., of New York, in collaboration with the General Phonograph Corp. of Illinois, and the Consolidated Talking Machine Co., of Chicago. From June 25 to the 28th there was held in Chicago what was known as the American Sokol Gymnastic Festival, the largest gathering of people of Bohemian nationality ever held. The athletic events were held in the Grant Park stadium, and the week was marked by important meetings of Bohemians throughout the city.

Bohemians are lovers of music, especially that of their native land and in their own tongue, and their favorite composer is Bedrich Smetana, who is known as the national Bohemian composer. On the first day of the festival his opera, "The Bartered Bride," was staged in the convention hall, and the spacious auditorium was packed to the doors.

As a tie-up with this event, and with the festival in general, the General Phonograph Corp. introduced in a most aggressive fashion an Odeon record album set, containing four of Smetana's most famous compositions, in the form of instrumental music by the Odeon Symphony Orchestra. On the flyleaf of the album was a full description of the music printed in the Bohemian language. Large space advertisements appeared each day in the Bohemian newspapers, listing the dealers' shops at which the album could be procured. So great was the demand before the festival was over that many dealers were completely sold out, and were hurriedly placing repeat orders. The Bohemian

version of the popular hit, "O Katharina," recently made in the Okeh laboratory of the Consolidated Talking Machine Co., Chicago, by V. Albrecht, also scored a hit with the Bohemian people.

A. Thallmeyer, of New York City, manager of the foreign record department of the General Phonograph Corp., spent several days in Chicago during the festival, and worked in close co-operation with S. A. Ribolla, manager of the General Phonograph Corp., of Illinois, and E. A. Fearn, president of the Consolidated Talking Machine Co., in making the unique merchandising scheme a decided success.

An Attractive Convention Exhibit

The accompanying illustration will give some idea of the attractive appearance of the exhibit



Consolidated Display of Swanson Portables

sponsored by the Consolidated Talking Machine Co. at the Chicago Conventions. This display was one of the most popular at the Drake, and E. A. Fearn, head of the company, proved himself a host par excellence. Swanson portables were attractively displayed in the center of the exhibit, while other popular products distributed by this well-known organization were presented in effective settings.

Vitanola Display Attracts Much Attention

One of the most attractive displays at the Furniture Market now in progress at the American Furniture Mart, in this city, is that of the Vitanola Talking Machine Co., and it has claimed its share of visiting buyers. Those in charge have expressed themselves as entirely satisfied with the success of the exhibit and with the sentiments expressed by dealers as to the prospect of good Fall and Winter business.

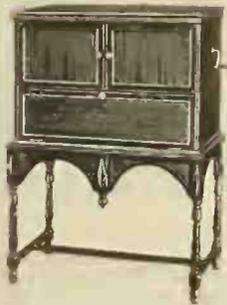
A number of popular-priced upright and console talking machines are on display, and the instrument which draws an unusual amount of attention is the Hi-Boy, a combination phonograph and writing desk, which is adapted for the installation of a radio receiving set. Two

(Continued on page 120)

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



- 16327 10 In. 75c
PECULIAR—Fox-trot.....Brownlee's Orch. of New Orleans
- DIRTY RAG—Fox-trot.....Brownlee's Orch. of New Orleans
- 16386 10 In. 75c
OH THAT SWEET IN SUITE 16—Fox-trot—Singing Chorus,
Vick Myers Atlanta Melody Artists
- SWEET MAN BLUES—Fox-trot.....
Vick Myers Atlanta Melody Artists
- 46347 10 In. 75c
FLORIDA—Fox-trot.....The Melody Shelks
- STEFFIN' IN SOCIETY—Fox-trot.....The Melody Shelks
- 16268 10 In. 75c
MEMPHIS BOUND—Fox-trot,
Jimmy Jays St. Anthony Hotel Orch.
- RIVERBOAT SHUFFLE—Fox-trot,
Jimmy Jays St. Anthony Hotel Orch.
- THE WORLD IS SUCH A LONKSOME PLACE (Since
I Lost You)—Waltz,
Louis Forstel's Royal Syncopators
- 46352 10 In. 75c
SOME DAY WHILE I MEET AGAIN—Fox-trot—Vocal
Chorus by Rex Newman,
Louis Forstel's Royal Syncopators
- 16354 10 In. 75c
PAL OF MY GRADEE BAYS—Tenor, Accomp. by Justin
King's Quintette and Celeste.....Bruce Wallace
- AWAY FROM YOU—Tenor, Accomp. by Justin King's
Quintette and Celeste.....Bruce Wallace
- 46395 10 In. 75c
YEARNING (Just for You)—Burlstone, with Taro-Patch
Accomp.....Richard B. Gilbert
- I HAD SOMEONE ELSE BEFORE I HAD YOU (And
I'll Have Someone After You're Gone)—Burlstone, with
Taro-Patch Accomp.....Richard B. Gilbert
- 16397 10 In. 75c
WE'VE GOTTA HAVE WEATHER (Whether Or Not)—
Teno-Burlstone Duet, Accomp. by the Bow-Wows—
Happiness Boys.....(Billy Jones-Ernest Hare)
- CHRISTO! COLEMAN (Thought the World Was
Round)—Teno-Burlstone Duet, Accomp. by the Bow-
Wows—Happiness Boys.....(Billy Jones-Ernest Hare)

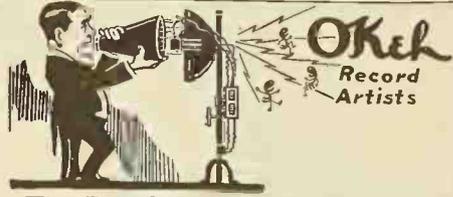
Okeh Records



Sacred and Old Time Tunes

- 46390 10 In. 75c
WALK IN THE ARMS OF JESUS—Singing with Organ
Accomp.....The Jenkins Family
- MILK AND HONEY—Singing with Guitar and Mandolin
Accomp.....The Jenkins Family
- 46393 10 In. 75c
NOBODY'S BUSINESS—Singing with Guitar Accomp.,
Chas. Nabell
- THE SHERIFF SAYS—Singing with Guitar Accomp.,
Chas. Nabell
- 46395 10 In. 75c
LOYD COLLINS IN SAND CAVE—Singing with Guitar
Accomp.....Blind "Andy"
- THE COUNTRY CHURCH YARD—Singing with Guitar
Accomp.....Blind "Andy"

Okeh Records



The People in Your Town Know These Artists

OKEH KEEPS AHEAD

Okeh keeps ahead with the kind of music American music lovers demand.

If it's dancing, Okeh's dance records are right. If it's vocals or instrumentals, popular songs, sacred or old time tunes, Okeh has recorded them with a truthfulness of tone quality unsurpassed.

Every Dealer selling records should include Okeh—just because other dealers say Okeh is a profitable line. Write today for our Dealer Proposition.

Okeh Records



SARA MARTIN



SIPPY WALLACE

- 8210 10 In. 75c
BLUE FEELIN' BLUES—Viola Solo, Piano Accomp. by
Clarence Williams.....E. L. Coleman
- STEEL STRING BLUES—Society.....Instrumental Trio
- 8217 10 In. 75c
I WORE UP COLD IN HAND—Fox-trot, Vocal Chorus
by Floyd Campbell.....Chas. Creth's Jazz-O-Maniacs
- MY DADDY ROCKS ME (With One Steady Roll)—Fox-
trot, Vocal Chorus by Floyd Campbell,
Chas. Creth's Jazz-O-Maniacs
- 8218 10 In. 75c
PAPA DE-DA-DA—Contralto Solo, Piano Accomp. by
Clarence Williams.....Virginia Liston
- YOU CAN DIP YOUR BREAD IN MY GRAVY, BUT
YOU CAN'T HAVE NONE OF MY CHOPS—Con-
tralto Solo, Accomp. by Piano and Mandolin,
Virginia Liston
- 8219 10 In. 75c
HYDRANT LOVE (Turn It On, Shut It Off)—Contralto-
Baritone Duet, Piano Accomp. by Clarence Williams,
Butterbeans and Susie
- BROWN SKIN GAL—Contralto-Baritone Duet, Piano Ac-
comp. by Clarence Williams.....Butterbeans and Susie

Okeh Records

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)



THE ALTO Automatic Stop
For Phonographs.

Nothing needs to be screwed onto the tone arm. Simply in construction. It fits under the turn table. Our customers say it is the most accurate stop they found yet in spite of its low cost.

ALTO MFG. CO. 1647-51 Wolfram Street
Canadian Distributor Universal Supply Co., Toronto, Ont. CHICAGO

Chicago Yacht Club, provided an excellent dinner, at the conclusion of which the entire party boarded his 138-foot yacht, the "Zenith." A cruise was immediately started along the shore of Lake Michigan and circling back at a late hour, the out-of-town members of the party were given probably the first view they had ever had of the unusual illumination of Chicago's buildings as viewed from a distant point on the water.

Refreshments were served aboard the vessel and entertainment was provided with the latest type of Zenith Super radio receiving set, arranged so that concealed loud speakers could be turned on in various parts of the yacht.

Among those present were: Colonel F. B. T. Hollenberg and son, Little Rock, Ark.; Wm. J. Keeley, New York; M. V. DeForeest and son, Sharon, Pa.; Charles Jacob, New York; George Miller, Philadelphia, Pa.; Tom Pletelier, Chicago, Ill.; Paul B. Klugh, New York; C. A. Grinnell, Detroit, Mich.; Earl Poling, Akron, O.; Howard J. Shartle, Cleveland, O.; Lloyd L. Spencer, New York; Lydia M. Green, New York; I. T. Pearce, Iron Mountain, Mich.; H. B. Hopkins, Aurora, Ill.; Morris R. Lamb, Syracuse, N. Y.; Jas. P. Lacey, Peoria, Ill.; Fred P. Watson, Mt. Vernon, Ill.; Thos. F. F. Pegnum, Syracuse, N. Y.

Odon Jester With Stewart-Warner

Odon Jester, formerly Detroit representative of the Columbia Phonograph Co., was recently appointed manager of the Stewart-Warner service bureau in that city, according to an announcement made by the radio division of the Stewart-Warner Speedometer Corp., of Chicago.

Autoformer All Frequency Amplifier Shown

A new radio product was recently introduced to the trade by the Thordarson Electric Mfg. Co., 500 West Huron street, Chicago, in the form of the Autoformer All Frequency Amplifier, by means of which the low notes of an organ, bass viol, tuba, and other instruments below 100 cycles are said to be amplified as



Burns
THE PERFECT REPRODUCER
Tone loud and pleasing
Flared horn material and design
Black—22.50, Shell—25.00
American Electric Company
State and 64th Sts. CHICAGO

perfectly as high notes. It is similar in principle to the line amplifiers now in use in the more recently installed high-powered broadcasting stations. The manufacturer has issued a bulletin describing the new Autoformer Amplifier, its applications and advantages.

Full Line of Excel Phonographs on Display

The full line of talking machines manufactured by the Excel Phonograph Co., 400 West Erie street, this city, is on display in Suite 1413, American Furniture Mart, during the Furniture Market held June 22 to July 18. The display, which is drawing a large number of visiting buyers, contains console models number 7, 17, 10, 11, and 21. Models which are bringing forth exceptionally favorable comment are the wall combination cabinets number 60 and 70. All models being shown are adapted for the installation of radio receiving sets. The display is under the supervision of J. N. Stewart, of the sales staff, and I. A. Lund, sales manager of the Excel organization. On the second floor of the exposition building the firm is sponsoring a display of its Nordlund grand pianos.

Attractive Line of Radio Cabinets

A remarkable display of radio cabinets, made by the Lee Lund Cabinet Shops, is on exhibition for the first time during the Furniture Market now being held at the American Furniture Mart, Chicago. The firm has been formed by I. A. Lund and Leo Fink, its products will be known as the Lee Lund line, and a permanent display will be maintained in Suite 1413,

(Continued on page 122)

new Vitrola products are displayed, for the first time, for the benefit of visiting dealers in the form of radio tables. These are finished in mahogany, with gold scratching on the front panels and contain an enclosed horn and battery compartments. Jeffrey B. Schiff, Vitrola representative in New England, New York, and Pennsylvania, is in active charge of the display during the Furniture Market. M. C. Schiff, president, and Robert Illing, sales manager, are also on hand to greet visitors.

Gets Reciprocal License From U. S. Navy

The Nutrowound Radio Manufacturing Co., 1721 Prairie avenue, a division of the Advance Automobile Accessories Corp., this city, was recently granted a reciprocal license by the United States Navy Department. By the terms of this license, the firm is authorized to manufacture radio receiving sets under the so-called "German" patents, which are owned by the Government of the United States.

McDonald Entertained Conventioneers

Among the unusual entertainments provided for those who attended the Music Industries Convention in Chicago the week of June 8 was an evening's entertainment sponsored by E. F. McDonald, Jr., president of the Zenith Radio Corp., to twenty-two leading members of the music industry. Mr. McDonald, as host at the

To Radio and Phonograph Manufacturers

The Leadership of Blood Products Has Never Been Challenged

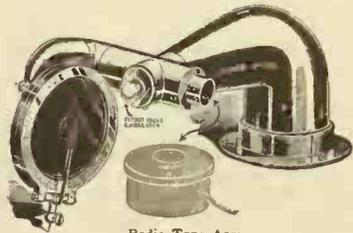
BLOOD RADIO TONE ARMS for Phonographs
and the original

BLOOD tapered metal SPEAKERTUBES
and

BLOOD MASTERTONE SPEAKER-UNITS for Radio, all have maintained their prestige by originality and satisfactory performance.



Standard No. 5 Speakertube



Radio Tone Arm

EVERY TIME you install a BLOOD PRODUCT on your merchandise, your profit rapidly materializes through a faster "turn-over" which had been created by having lessened the sales resistance FOR YOUR DEALER—who is strikingly responsive and confident in BLOOD Equipment.

During the month of June, several of the largest cabinet producers in this country, adopted the BLOOD products. The practical manufacturer prefers dealing with one concern that can supply the proven equipment that will aid him to meet every emergency most economically.

Today, in our own complete manufacturing plant, located in Bay City, Michigan, we do all of our own work, stamping, machining, plating, etc., under one roof. This means, you get better products than ever before—at the same time benefiting in price through our tremendous production.

We are maintaining our ADVISORY SERVICE to aid you to make your output more merchantable, so that you can more readily meet the commercial demands of today's trade.

BLOOD TONE ARM CO.

Bay City, Mich.

Central West Distributor, Blood Tone Arm Company, 222 W. Madison St., Chicago

**Now
made in
Bright
Colors**

*The Selling
Sensation of
the season*

Bright Red
Bright Blue
Bright Green
Maroon
Dark Blue
Dark Green
Tan or Black



*The New
Swanson*
PAT. APPL'D FOR

PORTABLE the lightest weight portable with the power and tone quality of a cabinet machine.

Case is bright red, bright blue, bright green, maroon, dark blue; dark green, tan and black of handsome leatherette.

Thickly padded top and bottom gives rich appearance and prevents scratching table tops—there are no metal projections.

Distributors of the NEW SWANSON PORTABLE

- ATLANTA..... James K. Polk, Inc., 181 Whitehall St.
- CHICAGO: Lyon & Healy, Wabash Ave. and Jackson Blvd.
Cheney Talking Machine Co., 24 N. Wabash Ave.
Consolidated Talking Machine Co., 227-229 W. Wash-
ington 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.
- PUTNAM, CONN..... Frank R. Witman Phonograph Supply Co.
- 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.

**Pick your
color**

and order a sample

List \$25 in for
west
\$27.50

**Consolidated
Talking Machine Co.**

**227-29 West Washington St.
CHICAGO**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

at the American Furniture Mart in this city. A full line of beautiful radio console cabinets in period design are on exhibition, finished in walnut and mahogany. Many are in two tones, and all artistically decorated. Products which drew considerable comment were the small radio tables with drop sides, finished in walnut, and equipped with a built-in radio horn and sufficient space in the back for the installation of batteries.

Brunswick Announces Interesting Sales Plan
The Brunswick-Balke-Collender Co. recently mailed to its dealers a pamphlet in which was outlined an interesting sales plan. The first page of the broadside is devoted to a chart which shows the trend of phonograph sales from 1922 to 1924, and the reader finds that regularly each year sales begin to increase in August and run to the peak in December. In each of the years mentioned, the December peak has been slightly higher, and the dealer is reminded that his individual success at that

time of year is dependent in large measure upon his late Summer and early Fall activities.

The sales plan mentioned above is one which Brunswick-Balke-Collender Co. states has been tested and found true year after year and that by putting the plan to work right now, not only will immediate business be booked, but the groundwork will be laid for many sales which will be closed during the next six months.

The dealer is supplied with a sample of a letter designed for mailing to prospects, outlining a Christmas Club plan, by means of which a Brunswick Radiola or phonograph may be purchased by a small weekly payment. Six per cent interest will be paid to the customer on all money deposited with the dealer from July 15 to the date upon which delivery is made. A deposit of fifty cents entitles the customer to a membership in the Christmas Club and the model of phonograph or Brunswick Radiola may be selected at the outset or at any

later date which is convenient for customers.

Special window posters are supplied by the Brunswick-Balke-Collender Co., together with specimen advertisements, mats and electrots, and a small booklet, "Christmas Club 1925," similar in appearance to a bank deposit book. In the booklet payments will be entered as they are made at the dealer's store, and the customer automatically has a receipt and record of his payment. In 1924 the Christmas Club plan proved highly successful when placed in operation by dealers, one merchant selling a solid carload of 116 phonographs solely by this method.

"The Speakerola" Makes Its Debut

The Blood Tone Arm Co., now installed in its plant at Bay City, Mich., is announcing to the trade the Speakerola, a cabinet type loud speaker, furnished in four different models at attractive prices. Each Speakerola is constructed of five-ply veneer, in mahogany and walnut finish, the large majority, however, being in walnut.

The new Blood products, in models B, C, D and E, are constructed and finished with the idea of furnishing to the trade not only a product worthy of the firm name, but a piece of furniture which will find its place in any home. Of particular note is Speakerola E, which embodies a new invention by means of which the tone chambers may be manipulated through two controls, one a dial and the other a "push and pull" knob. The listening operator, by means of this device, may procure exactly the acoustic properties he prefers. If he is listening to a speaker, he may adjust the Speakerola so that its tone has no color which will mar the effect. If an orchestra is on the air, he may manipulate the tone chambers so as to bring out the tone colors of each instrument, from those of high pitch to the low notes of a bass horn or 'cello.

The Speakerola, in its various models, is on display at the Furniture Market, now in progress at the American Furniture Mart, 666 Lake Shore Drive, Chicago, and also at the Blood display rooms, 222 West Madison street, Chicago, Ill.

Thermodyne Scores at Convention Exhibit

The Thermodyne Radio Corp., of New York City, which sponsored a very fine display of its radio receiving sets at the recent Music Trades Convention at the Drake Hotel, Chicago, has announced its policy of placing even greater attention than in the past upon the talking machine trade as a channel for distributing its products. According to Harry D. Schoenwald, manager of the Chicago Thermodyne branch office, Leo Potter, president of the firm, has stated that prior to his attendance at the Music Trades Convention he had no conception of the size of such a concave, and that it was his estimate that at least 800 dealers and jobbers had inspected the Thermodyne exhibit. This was most gratifying to him, especially in view of the fact that Thermodyne consummated more business during the one week of the convention than at all radio shows combined at which the firm has maintained an exhibit. It is Mr. Potter's opinion that next year all prominent radio manufacturers will become members of the Music Industries Chamber of Commerce, with the consequent privilege of displaying their merchandise at the convention in New York, and he believes that no real manufacturer can afford to stay out. He states that the convention definitely confirmed to him that the talking machine trade is the logical outlet for nationally advertised reliable radio merchandise. He was very strongly impressed with the high type of music merchants who visited the display and is keenly in sympathy with their ideals and principles of merchandising.

Magnavox Co. in Spacious New Quarters

The Chicago office of the Magnavox Co. was removed several weeks ago to spacious new quarters at 1315 S. Michigan avenue. Under

Announcing the Balkite Trickle Charger at \$10 and the new Balkite "B" at \$35



**Balkite
Trickle Charger**

Charges both 4 and 6 volt radio "A" batteries at about 5 amperes. Usable in 3 wets (1) As a regular charger with a low capacity storage battery for sets now using dry cells. (2) With storage battery sets of few tubes. (3) As a "trickle" or continuous charger for storage battery sets of as many as 8 tubes. Size 5 1/2 in. long, 2 1/2 in. wide, 5 in. high. Operates from 110-120 AC 60 cycle current.

Manuals circuits are offering switches which turn on Balkite "B" and turn off the charger when you turn on your set. This makes the current supply for both circuits automatic.

Price \$10

West of Rockies, \$10.50
Slightly higher in Canada



**Balkite
Battery Charger**

The most popular battery charger on the market. It can be used while the radio set is in operation. Charging rate 2.5 amperes. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

Price \$19.50

West of Rockies, \$20
Slightly higher in Canada

The Balkite Battery Charger is today the most popular charger on the market. It is the only charger commonly used while the set is in operation. Balkite "B" II is also well known. It replaces "B" batteries entirely and supplies plate current from the light socket.

We now announce the Balkite Trickle Charger at \$10. This low-rate charger is especially adapted to use with sets of relatively low "A" current requirements—any dry cell set and storage battery sets with few tubes. Owners of dry cell sets can now make a very compact and economical installation with a Balkite Trickle Charger and a low capacity storage battery of the type offered by battery manufacturers this fall.

We also announce the new Balkite "B" at \$35. This new model will serve sets of five tubes and less. It fits in your present "B" battery compartment.

Noiseless—No bulbs—Permanent

All Balkite Radio Power Units are entirely noiseless in operation. They have no moving parts, no bulbs, and nothing to adjust, break or get out of order. Each is a permanent piece of equipment with nothing to replace. They require no other attention than the infrequent addition of water. They require no changes or additions to your set.

Manufactured by
FANSTEEL PRODUCTS COMPANY, Inc.
North Chicago, Illinois

FANSTEEL
Balkite
Radio Power Units



Balkite "B"

Eliminates "B" batteries. Supplies plate current from the light socket. Operates with either storage battery or dry cell tubes. Keeps "B" circuit always operating at maximum efficiency. Requires no attention other than adding water about once a year. Will serve any set of 5 tubes or less. Occupies about same space as 45 volt dry "B" battery. Operates from 110-120 AC 60 cycle current.

Price \$35

Slightly higher in Canada



Balkite "B" II

Same as the new Balkite "B" but will fit any set including those of 10 tubes or more. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

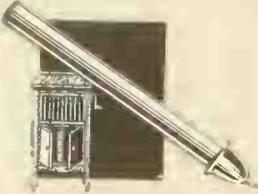
Price \$55

Slightly higher in Canada

The Gauld Unipower is equipped with a special Balkite Radio Power Unit

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

PREPARE FOR THE COMING SEASON



No Surface Noise

Fall buying will begin in earnest within a few weeks and with its advent will come an increased demand for phonograph needles. 8000 dealers will be found selling "TONOFONE" and giving their customers satisfaction with every sale. Satisfaction brings the customers back to your store.

WILL YOU BE ONE OF THEM?
 TONOFONE plays 30 to 50 records without changing.

Tonofone

Needles Are Packed in Colored Display Cartons
 100 pkgs. to carton

Dealers profit 100%
 Write us or your jobber for proposition.

No Scratch

37 S. Wabash Ave.

THE TONOFONE CO.
 Manufacturers

Chicago, Ill.

The new arrangement announced about a month ago, the Chicago and New York offices have been consolidated and the Chicago office will have charge of a very large territory extending from Denver to the Atlantic coast and from Arizona to Florida, comprising well over two thirds of the entire United States.

The new Magnavox policy of establishing exclusive distributors in exclusive territories has been found by Magnavox executives to prove that there is no need for two offices, and that even increased service could be given to the dealers by centralizing all resources in one large office centrally located in the Middle West, the very heart of the territory.

Under the new arrangement, Fred B. Travers, general sales manager, was transferred from New York to the main office in Oakland, California. John T. Pringle, New York office manager, has also gone to Oakland to assist Mr. Travers.

The new Chicago office of Magnavox contains 9,300 square feet of space and in it are maintained the sales offices, attractive display rooms, service department and an emergency stock. The location is also very advantageous as it is but a five-minute trip from the loop. According to Leon Golder, district manager, the new Magnavox 1925-1926 line will be ready for announcement within a short time.

H. B. Walker With Mohawk Electric Corp.

Gustave Frankel, president of the Mohawk Electric Corp., manufacturer of the Mohawk single dial five-tube radio receiver, announced recently that Harry B. Wolper had joined the Mohawk organization and will leave the general offices in Chicago on the first leg of a trip throughout the United States in the interests of the extensive national merchandising program to be launched by this corporation. He will also take charge of the sales staff to be connected with this plan. Mr. Wolper is well known in the phonograph trade, having been engaged in merchandising phonographs on a large scale for many years.

The "Erla" Superflex Portable Receiver

A portable receiver at a very modest cost has been introduced by the Electrical Research Laboratories, 2500 Cottage Grove avenue, Chicago, in the form of a kit of parts. It is known as the "Erla" Superflex five-tube loop circuit and employs five "199" tubes for dry cell operation. Particular attention has been taken to adapt this kit to the needs of the radio novice for matched parts are supplied which eliminate the necessity of "balancing up," or expert adjustment, after the assembly is completed. Flexible wire leads do away with the troublesome work of soldering, a full-size template for correct mounting of apparatus is furnished which simplifies construction greatly, and the inexperienced radio enthusiasts can assemble the set in a few hours with only a screw-driver and a pair of pliers.

Ease of control and selectivity are claimed to be the outstanding features, as there are only two dials for tuning. Long range, fine tone quality and ease of operation are expected by Erla officials to make the new portable extremely popular. Plans for a carrying case are also supplied which provide for simple construction and light weight.

New Mohawk Model Ready in August

Following the announcement from Louis Frankel, secretary and treasurer of the Mohawk Electric Corp., Chicago, to the effect that there will be a substantial reduction in the price of the new Mohawk single dial five-tube receiver to be marketed next season, came word from Gustave Frankel, president of the Mohawk organization, to the effect that the new model will be ready some time the latter part of July or early in August.

Two District Sales Managers Announced

In preparation for its increased activities in the radio business, the Electrical Research Laboratories, of Chicago, has appointed two new district sales managers. Harry G. Jacobs, who will have charge of the Southwest territory, with headquarters in Dallas, Texas, has been associated with the bicycle industry for twenty years and was formerly owner and publisher of several trade papers in that field.

Robert C. Blume will have charge of sales in

the East Central district with headquarters at Cleveland, Ohio. Mr. Blume has been a manufacturer's agent for eight years, maintaining offices in Chicago, specializing in electrical and radio products, and has built up a wide circle of friends in the radio and electrical fields.

Wm. Phillips Has United Line for East

The United Mfg. & Distributing Co., of this city, announced on July 1 the appointment of William Phillips, president of the Eureka Radio & Phono Parts Co., New York, N. Y., as Eastern representative for United phonograph motors and Unidyne radio receiving sets and phonograph panels. Mr. Phillips is well known in the Eastern trade and is ideally equipped with ability and experience to serve as representative for the United interests in that section of the country. Mr. Phillips will continue to maintain his headquarters at 145 West Forty-fifth street, New York City.

Attractive Stewart-Warner Pamphlet

The Stewart-Warner Speedometer Corp. recently placed in the hands of its authorized dealers an attractive four-page pamphlet, designed for distribution to the dealers' mailing and prospect lists. The folder embodies attractive color work and is amply filled with illustrations of the Stewart-Warner receiving set and reproducer in use in the home, at dancing

(Continued on page 124)

BROADCASTER CORPORATION ANNOUNCES A SPECIAL



MODEL A RADIO CABINET
 Walnut or Mahogany

Priced Very Low to Feature For a Summer Sale

The Broadcaster Corporation

2414-2420 W. Cullerton St.

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

parties and as a source of entertainment for the entire family. A reproduction of the Stewart-Warner radio, model 305, with the Stewart-Warner reproducer and Stewart-Warner radio tubes is shown on the second page, together with a description of the radio ensemble.

A space is allowed at the bottom of the last page for the imprint of the dealer who is authorized to sell and service Stewart-Warner radio products in his particular locality. The pamphlet is one of the first specimens of the extensive number of dealer helps which the firm plans to place in the hands of its dealers.

Splendid Display of Radio Master Corp.

The Radio Master Corporation, of Bay City, Mich., is one of the radio manufacturers who are sponsoring a display of their products at the Furniture Market, American Furniture Mart, 666 Lake Shore Drive, Chicago. Console models, and tables, both adapted for radio, draw attraction to the exhibit, and especially striking are the highboy combination models, radio adaptable, and finished in walnut. Two-tone consoles in walnut, a period design console model finished in Burl walnut, trimmed with rosewood and with ornamented panels, and the Radio Master five-tube tuned radio frequency receiving set complete the attractive display. H. Gransey, of Bay City, sales manager, and F. A. Siemon, Chicago representative, are in active charge of the exhibit.

New Mohawk Models Out Soon

The Mohawk Electric Corp., of this city, manufacturer of the Mohawk single dial five-tube receiver, announced recently that the Bright Star Battery Co., Hoboken, N. J., would supply all dry B batteries to be used in the new Mohawk models which will be announced shortly. It was also stated by the company that Vesta storage batteries, made by the Vesta Battery Corp., of Chicago, would be used in these new sets. Both of these batteries are well known throughout the radio and electrical trades.

The Mohawk Electric Corp. also issued a statement to the trade that the Louis Hanson Co., of this city, well-known furniture and cabinet manufacturer, has been selected to make the company's cabinets for its new line.

Friends Greet Mr. and Mrs. L. C. Samuels

On the evening of July 8, about 250 relatives and friends of Mr. and Mrs. Leon C. Samuels gathered at the Congress Hotel, in Chicago, to



L. C. Samuels

celebrate the silver wedding anniversary of this popular couple. Seventy guests were seated at a seven o'clock dinner in the Florentine room, and the reception followed, the evening being filled with dancing and entertainment. Mr. Samuels, who is vice-president of the Vincennes Phonograph Co., and manager of the Chicago office, is a well-known figure in the phonograph

industry and a popular member of the trade. A large number of his friends in the talking machine and furniture industries attended the function.

Arranging Details of Radio Exposition

It was announced recently by the Allied Radio Congress and National Radio Exposition, which will be held the week of September 28 in the American Exposition Palace, 666 Lake Shore Drive, that a nation-wide set building contest open to all amateur fans and a window dressing contest open to all Chicago radio dealers, will be two of the features of the Exposition. At the meeting of exhibitors held recently in the Hotel Sherman, Chicago, a committee of thirty members was selected to arrange the details of this Exposition.

Freshman Sets at Furniture Mart

The complete line of radio receiving sets produced by the Chas. Freshman Co., Inc., of New York City, is on display on the first floor at the Furniture Market now in progress at the American Furniture Mart, 666 Lake Shore Drive, this city. The entire 1926 line, including the Franklin console in mahogany finish, the Freshman Masterpiece in the Concert model, also in mahogany, models F-5-4, F-5-5 and F-5-6 with table, is exhibited. William S. Taussig, of the Freshman Chicago office sales organization, is in charge of the display.

The New Pearson Portable Receiver

The Pearson Division of Electrical Research Laboratories, 1421 So. Michigan avenue, mailed to the trade a few weeks ago an attractive two-color folder containing illustrations and descriptions of three Pearson receiving sets, the Pearson De Luxe, Pearson Paramount and the new Pearson portable.

The De Luxe model is a five-tube set, made of selected woods and finished in highly distinctive fashion. The Pearson Paramount, also a five-tube receiver, is furnished in a cabinet made

(Continued on page 128)

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

FLETCHER-WICKES COMPANY

116-122 West Illinois Street

--:

CHICAGO

IF YOU were an auto- mobile dealer--

would you sell a car
which had no cover
on the crank case, to
protect it from dirt and
other foreign matter?

Ans.—"No."

*As a phonograph dealer you can save time and money
by selling phonographs equipped with ENCLOSED
motors. All "United" motors for console and upright
phonographs are ENCLOSED.*

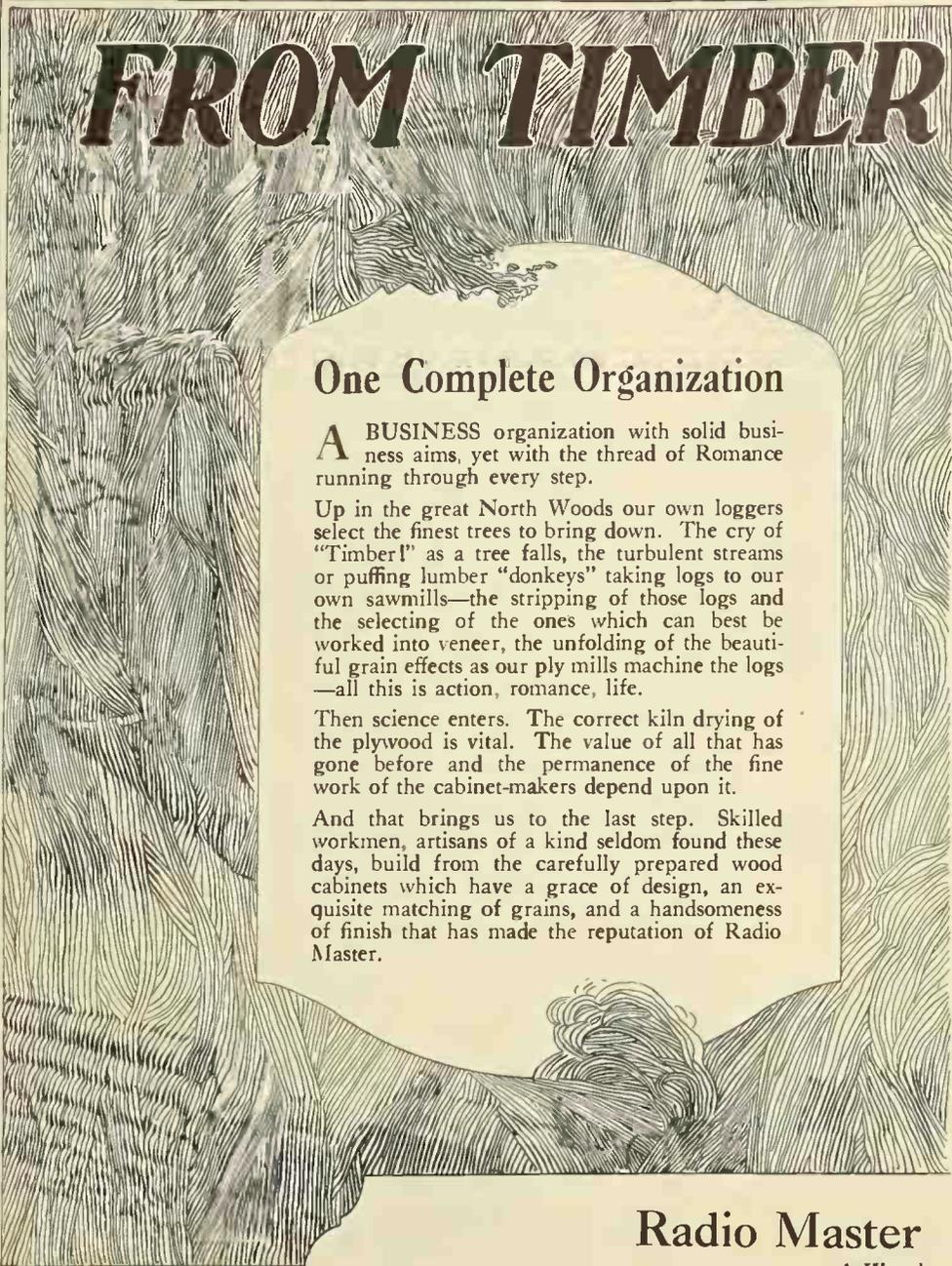
The governor, gears, worm and lower end of shaft are enclosed in and protected by a cast-iron box. This construction keeps out dust and dirt, slivers and saw-dust, needles, etc., during the process of installation, and afterward. It protects these vital parts from damage, during assembling, shipping, demonstration and use. As the casting is rigid, and the various bearings are drilled accurately by jig and templet, the permanent alignment and consequent sweet-running of the motor are assured. It is unnecessary to tune the motor when installing it in cabinet.

Write us and we will furnish you with the names of the manufacturers who use the United ENCLOSED motor.

UNITED MANUFACTURING AND DISTRIBUTING CO.
9705 Cottage Grove Avenue, Chicago, Illinois, U. S. A.



UNITED



FROM TIMBER

One Complete Organization

A BUSINESS organization with solid business aims, yet with the thread of Romance running through every step.

Up in the great North Woods our own loggers select the finest trees to bring down. The cry of "Timber!" as a tree falls, the turbulent streams or puffing lumber "donkeys" taking logs to our own sawmills—the stripping of those logs and the selecting of the ones which can best be worked into veneer, the unfolding of the beautiful grain effects as our ply mills machine the logs—all this is action, romance, life.

Then science enters. The correct kiln drying of the plywood is vital. The value of all that has gone before and the permanence of the fine work of the cabinet-makers depend upon it.

And that brings us to the last step. Skilled workmen, artisans of a kind seldom found these days, build from the carefully prepared wood cabinets which have a grace of design, an exquisite matching of grains, and a handsomeness of finish that has made the reputation of Radio Master.

Radio Master

A Ward
BAY CITY, MI

TO DISPLAY ROOM

There is the interest of ownership throughout the organization. Every department head is a stockholder and before all there is a vision of the part he plays in building a product that will uphold the good name of Radio Master and the associated Ward industries.

But what do these resources, this association with the great Ward industries, this division and craftsmanship of our men—mean to the radio set manufacturer? What do they mean to the radio jobber, and the radio retailer?

Here's what they mean: Being dependent upon no outside source of timber, owning and operating every factor in production, a product for which we accept full responsibility is turned out. No demand of the radio industry can strain our resources. Delivery dates, so nerve-racking during the rush season, are met regularly without the worry and high-pressure necessary with less complete organizations.

The uniformity of our raw material and processing assures a uniform high quality of product. Years of cabinet making for the phonograph industry has taught us the importance of this.

Not having to speculate upon prices of materials, Radio Master prices are based solely upon the cost of producing fine cabinets.

To all radio manufacturers, jobbers and dealers we offer the services of this resourceful, well financed organization.

Corporation of America

Industry

MICHIGAN

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 124)

of stripped mahogany, finished in a rich two-tone antique. Laminated construction is used throughout to prevent warping, bulging or splitting. Ample room is provided in the lower compartments for batteries and charger.

The new Pearson portable receiver, a six-tube set, is furnished in an attractive leather case and is complete in every detail.

Interesting Issue of Zenith Radiogram

The June number of the Zenith Radiogram, house organ published by the Zenith Radio Corporation, Chicago, was even of more interest to the reader than the first issue, as it reflects in its columns the fact that it has already attained the interest of the dealers and shows in no small way the co-operation they are giving to make the publication a success.

Stories on the tour of WJAZ, Zenith portable broadcasting station, the MacMillan Arctic expedition, a two-page spread filled with illustrations of dealer window displays, all serve to make the publication interesting. It is replete with illustrations, data on the radio industry, cartoons, and letters from users of Zenith receiving sets. In short, the Radiogram serves as sort of a clearing house of ideas for the dealer, as it shows him how his fellow retailer is mer-

chandising his goods, how he advertises and how he displays. The Radiogram is edited by H. H. Roemer, director of sales promotion, and its success is due largely to his efforts.

Now Known as the Eschner Co.

The firm of Striegel & Eschner, Inc., manufacturers' representatives for radio products, will hereafter be known as the Eschner Co., continuing its offices in the People's Gas Building. Leroy Eschner has taken over the interests of E. H. Striegel, who has retired.

Cheery Reports From the Gulbransen Co.

The Gulbransen Co., of this city, manufacturer of Gulbransen registering pianos, declared a dividend of 2 per cent on its outstanding common stock payable July 1, to stockholders on record June 29. This action was taken at a meeting of the directors held in the office of the company on June 29. The company reports an increase in current sales with June the best month of the year to date. There is every prospect of increasing the volume of business during the balance of the year, particularly in view of the many dealer helps and sales plans which are in operation and which will be announced.

Klugh's Gift to Commander McDonald

One of the features of the departure of the

MacMillan Arctic expedition from the Boston Navy Yard on June 17 was the presentation of a frontier revolver to Commander E. F. McDonald, president of the Zenith Radio Corp., Chicago. The revolver, which was used by General Custer while carrying on his Indian warfare, was given by Paul B. Klugh, executive chairman of the National Association of Broadcasters, the organization over which Mr. McDonald presides. Three thousand rounds of ammunition for use in the famous firearm were presented by Richard and Thomas Green, sons of Lydia M. Green, of the Silas E. Pearsall Co., New York City. Mr. McDonald, after his return from the Arctic, plans to place the gift in his collection of wartime relics.

What Is Thought of Manufacturers' Assn.

Shortly before going to press a communication was received from Henry A. Otis, secretary of the Phonograph Manufacturers' National Association, together with an interesting article which he is sending to manufacturers of phonographs, motors, tone arms, and records. The article follows:

On February 19, 1925, twenty-two men interested in the phonograph industry, representing twelve manufacturers, met in Chicago in the Furniture Manufacturers' club rooms. A representative of each manufacturer was requested to take the floor and tell what in his opinion was the greatest need to-day in our industry. The first speaker brought up the subject of an association. He was followed by a representative from each factory, each of same opinion.

Out of this meeting has come the organization of the Phonograph Manufacturers' National Association, with its object to stimulate consumer demand by a plan of co-operative national advertising and to foster the interests of its members by the establishment of trade standards.

The first work of the association is shown in its ad on page 147 of this publication.

Now the question arises: Are we right or are we wrong in the subject of a national co-operative advertising campaign? Have these twelve men made a mistake? Is it impossible to benefit this industry as a whole by this form of publicity?

That we may make no mistake let us ask men who are in a position to know what the results have been in the past and what is being done now, and let these men answer the question for us.

"Are we right or are we wrong," we first asked the Talking Machine World and Mr. Lee Robinson, answering, says, "Our opinion has been shown from the very first by the attendance at every meeting of one or more of our representatives, by the articles we have published in *The World* from month to month of your work and by my coming to Chicago on two occasions to talk to your members. You may know we believe you are right in your objective."

We go further and ask Mr. Harvey Conover, of the General Outdoor Advertising Co., the same question. His reply was the designing and writing of a slogan, copyrighting and presenting it to our Association. To this gentleman is given the credit of being the greatest writer of slogans in America. Thus he answers our question.

Let us go again to one who by experience knows, and we ask Mr. Win. B. Swann of the Charles H. Touzalin advertising agency, "Are we right or are we wrong?" His reply is, "You are right. What better advertising was ever written than 'Say it with flowers,' and others just as good. Mr. Otis, your Association is right. If we can be of any help to you let us know. We will be glad to meet with your members and tell them what we know about co-operative or industry advertising." Another answer of "right."

Another one who knows. We ask Mr. Homer

(Continued on page 130)

JOBBERS!

We manufacture a complete line of Portables, Table Models, Uprights and Consoles—also Battery Tables and Radio Cabinets — in proven appeal through country-wide distribution.

We Build Nothing Else

Every facility in two large plants for volume and prompt service makes this a dependable and profitable connection.

No Order Too Large

Phonograph Jobbers and Radio Manufacturers' accounts respectfully solicited.

THE WOLF MANUFACTURING INDUSTRIES

(Established 1890)

"MASTERCRAFT" Phonographs, Radio Combinations, Radio Cabinets

QUINCY, ILLINOIS

New York Office: 17 West 42nd Street

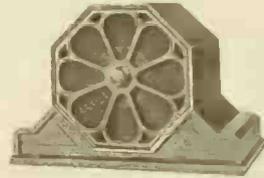
UTAH

Made In Salt Lake City

THE COMPLETE UTAH LINE FOR 1925



The Utah Super-Flex. A new idea in loud speakers. An unusual design, but 6" x 8 1/2", and finished in soft antique brown. Has all the tonal qualities of the usual long-horn type. \$14.00



The Utah Supreme Model. A beautiful piece of furniture as well as a speaker of amazing tonal qualities. Finished in rich antique mahogany. A new step in radio reproducers. Size 11 1/4" x 8" x 7 1/2". \$25.00

Regardless of Price!

The four-letter word meaning the best in their line, regardless of price, is U T A H!

That's the consensus of opinion among radio merchandisers throughout the country.

Here are a few reasons why:

1. UTAH speakers are quick sellers.
2. UTAH speakers *stay sold*.
3. There's a UTAH for every purse and every taste.
4. UTAH speakers are sold under a guarantee that protects both buyer and seller.
5. When you buy from UTAH you are dealing with a responsible manufacturer—not an assembler.
6. UTAH will assist you with advertising—merchandising helps—booklets—display cards—service—FULL cooperation.

There are many other reasons, too, why you ought to be handling the UTAH line.

Write us and find out about them.

Yours for profitable business,

UTAH RADIO PRODUCTS CO.
1427 S. Michigan Ave. Chicago



The Utah Standard. Finished in a smooth, semi-dull leather pattern. Produces satisfactory volume from distant stations—or full volume from a strong one, without rasping and blasting. One size and model only. 14-inch bell. \$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.



The Utah Phono-speaker. Makes any phonograph into a loud speaker, giving the same clear, undistorted reception that we guarantee the Utah loud speaker to give. Finished in black rubber. \$10.00 (Without stand \$9.50)

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 128)

CARTER Loop Aerial

Pat. 3-24-25



\$15

Joseph Calcatera says: "The Carter Loop is without doubt the most efficient loop that has yet been made."

Offices in Principal Cities
in Canada—Carter Radio Co., Limited, Toronto.



The pentagon winding makes possible a beautiful loop that harmonizes with the home surroundings.

The loop comes packed in carton 13"x18"x2". Easily carried. It can be used with any set designed for loop reception.

You will find it a big seller. Write for illustrated folder

J. Buckley of Buckley-Dement Co., well-known house of direct by mail advertising. Our question the same as to others—"are we right or are we wrong?" His answer, "You have laid the foundation of what should be one of the most successful co-operative or industrial advertising campaigns ever produced. Mr. Otis, you can have from our company any information we may have at any time. You may count on our company for any assistance we can give." His answer—"You are right."

Let us try again another witness who knows and we ask Mr. James Petrie of Curtis Publishing Co. "Has co-operative or advertising of the industry been successful? Do you think this method can be applied to the phonograph?—Were these twelve men right in their decision?" His answer is—"You are right. It has been and is being done to-day. You will succeed. Whenever we can help you we shall be glad to do so."

These twelve men were right—this association in its object is right. Co-operative or industrial advertising of the phonograph will be a success. It cannot fail. Now is the time when all manufacturers should as one unit co-operate in making this national campaign a success.

Magnavox Distributors Hold Chicago Conference

Heavy Orders for New Fall Line of Magnavox Products Placed at Sales Conference

The Magnavox Co., of Oakland, Cal., held a



Those Present at the Magnavox Distributors' Conference in Chicago very important Chicago sales conference re- Willenbreck, Sutcliffe Co., Louisville, Ky.; A.

cently which was attended by all Magnavox distributors throughout that territory. Commitments for the new Fall line ran over one million dollars, and at this meeting Herbert E. Metcalf, the Magnavox tube engineer, demonstrated to the entire satisfaction of the Western distributors his new shock-proof tube. Mr. Metcalf stood on a table in the demonstrating room and dropped these tubes on the floor from a height of about fifteen feet. He then picked up the tubes and putting one in a radio set it worked as well as if the tube had been taken out from the original package. Don Lippincott, Magnavox radio engineer, was also present at the meeting and gave a thorough demonstration of the new Magnavox radio sets, which met with the enthusiastic approval of the distributors present, who voiced the opinion that Magnavox sales this coming Fall would far exceed all expectations.

Among those who attended the meeting were the following: Left to right standing—J. Hillman, Doubleday Hill Co., Pittsburgh, Pa.; H. F.

EXCELLO

Radio Consoles

Combine highest quality cabinet work with the latest developments in Wall Consoles.

The Console shown here is made of Butt Walnut with matched panels in duo-tone finish. Loud speaker and unit included.

The Excello Line includes all types of cabinets from small table type to Wall Console type illustrated.

Write for complete catalog sent free on request

Excello Products Corporation

4824 W. 16th St., Cicero, Ill.



No. R-16

E. Durin, Terry-Durin Co., Cedar Rapids, Ia.; J. B. Terry, Terry-Durin Co., Cedar Rapids, Ia.; R. L. Turner, Magnavox Co., Chicago, Ill.; Harold Bird, Moore Bird Co., Denver Colo.; J. A. Peterson, Magnavox field representative; Harry M. Hahn, American Radio & Equipment Co., Milwaukee, Wis.; Clas. D. Weeks, American Radio & Equipment Co., Milwaukee, Wis.; Frank J. Coupe, Doranace, Sullivan & Co., New York; J. P. Martin, Wm. Hall Electric Co., Dayton, O.; J. F. Connell, Kruse Connell Co., Indianapolis, Ind.; T. L. Pierce, Magnavox Co., field service man. Left to right sitting—B. E. Ebert, American Radio & Equipment Co., Milwaukee, Wis.; L. B. McCreary, Western Radio Co., Kansas City, Mo.; Herbert E. Metcalf, Magnavox engineering department, Oakland, Cal.; Don Lippincott, Magnavox engineering department, Oakland, Cal.; Frank M. Steers, president, Magnavox Co., Oakland Cal.; Fred B. Travers, sales manager, Magnavox Co., Oakland, Cal.; John F. Fringle, office manager, Magnavox Co., Oakland, Cal.; Leon Golder, Chicago district manager, Magnavox Co.; B. W. Glassman, Interstate Electric Co., New Orleans, La.; M. D. Larkin, Wm. Hall Electric Co., Dayton, O.; H. N. Walker, Commercial Electric Co., Detroit.

Radio Records Invented

A recent dispatch to the New York Times from Vienna tells of an invention by the Austrian scientist, Moreno Levy, and Frank Loeritzo, which makes possible the fixing of broadcast sounds as if by a talking machine record and the reordering of them later at will. The principal part of the invention consists of discs on which the broadcast sounds are recorded by a spiral consisting of a continuous line of points more or less strongly magnetized according to the strength or quantity of the sound. It is also possible to run down only certain parts of this record, skipping others. The discs can be demagnetized by a simple process and used again.

King Quality Products, Inc., Plans Radio Sales Campaign

Well-known Concern Adds King Five-tube Set to Its Line of Radio Sets

BUFFALO, N. Y., July 6.—The recent announcement that the King Quality Products, Inc., of this city was planning an aggressive sales campaign in behalf of its radio products, has occasioned considerable interest in the radio industry. This concern was organized many years ago by W. Grant King and others for the purpose of manufacturing sewing machines. It attained a marked success in this field, and King sewing machines have become popular the world over. In its plans for expansion the company engaged in the manufacturing of other products, including cream separators and automotive replacement parts. During the war the King plant grew to enormous size, extending over eight acres of land and employing 1600 people.

Subsequent to the war the company started to manufacture radio products, beginning with the manufacture of just a few radio parts, including condensers. It manufactured the Cardwell low loss condenser under a license from the owners and later a Bakelite plant was installed for the making of panels, dials, knobs and other parts.

When the King Quality Products, Inc., decided to build radio sets, it selected Frank A. Hinners, a radio engineer of national repute and an organizer of the Independent Radio Manufacturers, holding a neutrodyne license. The King-Hinners Neutrodyne Co. was formed, and Mr. Hinners began the design of King-Hinners neutrodyne sets. This line was made to include not only the completed sets but knock-down kits, and from its very inception these sets were well received by the trade and public.

The King-Hinners five-tube neutrodyne receiver has a number of distinctive features and the cabinets are distinctive in design. With this set and a complete line of parts and neutrodyne kits, the King Quality Products, Inc., started an intensive sales campaign which proved very successful. The company decided, however, that it needed a receiver which could be sold at a price lower than the neutrodyne, and H. A. Gates, a radio engineer, who has specialized in the development of the radio frequency circuit, was commissioned to build the King five-tube receiver based on this circuit. This set completes the King line for 1925.

First Columbia Record by Pete Dale Released

First Columbia Record by Pete Dale Released

Pete Dale, the new Columbia artist, is well known throughout the South as a singing song writer, with a style distinctly original. He has mastered successfully the technique of the ukulele, and the unique manner in which he sings his own compositions has made him a prime favorite with music lovers throughout the South. His first Columbia record has just been released, featuring "Headin' South" and "Black Sheep Blues."

Atwater Kent Dealers Meet in Cleveland, O.

CLEVELAND, O., July 6.—The Cleveland Ignition Co., Atwater Kent distributor, of which Ray Bechtel is the head, recently conducted a get-together meeting of its dealers at the Hotel Stafford. This affair was well attended and representatives of both the Atwater Kent and Pooley factories were present and addressed the assembled dealers. This is in line with similar dealer meetings held throughout the country.

The F. A. North Co. recently opened a store on Chestnut avenue, Altoona, Pa.

RIVOLI

Once Again, the Superlative in Values!

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

It is one thing to boast.

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

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

Design—Construction—Finish—Tone

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



Model No. 22

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

Vincennes Phonograph Co.
VINCENNES INDIANA

Represented by

LEON C. SAMUELS, 666 Lake Shore Drive, Chicago, Ill.

M. A. CARPELL,
806 Tilden Bldg., 105 W. 40th St.
New York, N. Y.

ALFRED H. HAAG,
31 DeLong Building,
Philadelphia, Pa.

BEHIND *the*

An Organization and a Policy

Behind the Carryola Master lies a responsible, efficient organization; ably financed, conducting its manufacturing on modern methods, and with resources and facilities that insure not only permanence but growth.

Service and Co-operation

The policy of this organization is complete and wholehearted co-operation with its dealers and jobbers; co-operation that is progressive, co-operation that will get results.

The value of such an organization to those dealers who join hands with it is obvious. It means uniform merchandise and high quality of the product; certainty of delivery; prompt, helpful service, and a guarantee of absolute satisfaction.

Won Unchallenged Leadership in One Year

That the policy of the organization has been successful and its product all and more than it is claimed to be is evidenced by the fact that in one year the Carryola Master has taken the unchallenged lead in portable phonographs throughout the country.

To deal with such an organization is not only to insure present success, but to lay the foundation of substantial business for the future.

Carryola Company of America

647 Clinton St., Milwaukee, Wis.

The

CARRYOLA

PRODUCT



Retail Price
\$ 25⁰⁰
In the Far West and South
\$ 27

A RESPONSIBLE GUARANTEE

The Carryola Company recognizes its responsibility as an organization for the consistent quality of its product.

Every Carryola Master that leaves the factory is guaranteed for one year, to satisfy absolutely and unconditionally. If it does not, it may be returned within 10 days and every charge, including the return shipping charge, will be refunded.

This guarantee is but one expression of the desire of the organization for the complete satisfaction of every one of its dealers.

MASTER

CARRYOLA COMPANY OF AMERICA,
 647 Clinton St., Milwaukee, Wis.

Please send at once complete description of the Carryola Master, full details of your selling plans, and name of jobber in my territory.

Name

Address

Artone Portables for MacMillan's Trip to North

Both S.S. Peary and S.S. Bowdoin Equipped
With an Artone Portable and Records—Great
Compliment to the Manufacturers

Donald MacMillan in the S.S. Bowdoin and
E. F. McDonald, Jr., in the S.S. Peary which
sailed from the Boston Navy Yard, June 18, on



Artone Portable

their exploration trip to the North, set down
as very important the acquisition of two Artone
portable talking machines and records for en-
tertaining purposes. The Artone portables are
manufactured by the Berg Auto Trunk & Spe-
cialty Co., of Long Island City, N. Y. These
were two stock models of this firm's high qual-
ity products.

At the suggestion of E. R. Manning, general
sales manager of the Berg Auto Trunk & Spe-
cialty Co., records of the "Star Spangled Ban-
ner" accompanied each machine for use if the
appropriate occasion arises. Millions of Ameri-
cans will certainly hope that such use will be
found apropos and that the Artone portables
and the records of the "Star Spangled Banner"
will be heard in the farthest North regions.

Illustrated herewith is one of the Artone
model portables, an exact duplicate of those
being used in this history-making expedition.

The retailers of the Artone portable through-
out the country will naturally watch the Mac-
Millan expedition with interest in the hope that
they will all have a share in the expedition's
success.

N. Y. Album & Card Co. Launches Publicity Drive

The New York Album & Card Co., New York
City, manufacturer of Nyacox record albums
and Nyacoxflex radio receiving sets, recently
entered an advertising campaign which em-
braced some publications of national circulation.
In this campaign the Nyacoxflex R.P.1 was fea-
tured. This model is a combination portable
radio receiving set and talking machine. Several
noting and camping publications were
selected as specifically reaching those most in-
terested in a portable combination type such
as this. Nyacoxflex dealers report that there
has been satisfactory demand for this set from
the very beginning of the season, and it is ex-
pected that this publicity will still further help
to increase this demand.

The orders from the mid-West section of the
country are particularly strong, and accordingly
Max Wellinger, president of the company, is
dividing much of his time between Chicago and
New York. The Edray Sales Co., in the Re-
public Building, has taken over the distribution
of Nyacoxflex sets in the Chicago territory.

Stages Drive on Columbias

E. D. Jordan, factory representative of the
Columbia Photograph Co., Inc., New York, re-
cently spent a week with the staff of the White
Music Co., Columbus, Ga., during which time
a special campaign on Columbia phonographs
and records was held.

The Hancock Pharmacy, Brackenridge, Colo.,
has taken on the Columbia line of phonographs
and records.

To Distribute Products in Talking Machine Trade

Forest Electric Co., of Newark, N. J., to Extend
Its Distributing Field

The Forest Electric Co., Newark, N. J., man-
ufacturer of the Unitron battery chargers, will
during the coming season distribute its product
through talking machine dealers. Heretofore
it has confined its sales to other outlets, but
due to the increased interest by talking ma-
chine merchants in battery chargers the com-
pany has decided to extend its activities. Its
product is manufactured in two models at stand-
ard prices. Model 00 charges any type of "A"
battery and Model 0 charges "A" and "B" bat-
teries as well as automobile batteries.

The Forest Electric Co. has been building in-
dustrial batteries for the past twelve years. The
product known as the Unitron rectifier is par-
ticularly adapted for home use. It is quiet in
operation and charges batteries overnight. It
is self-regulated. As the battery is filled with
new charge, the charging rate decreases, due to
an exclusive automatic feature of the Unitron.
This saves current and prevents overcharge and
adds to the life of batteries.

Otto Heineman Is Now on His Way to Europe

Otto Heineman, president and founder of the
General Phonograph Corporation, New York,
is sailing to-day (July 15) on the "Mauretania"
for a trip abroad. He will visit the leading
European countries, spending quite some time
at Berlin in conference with the executives of
the Carl Lindstrom organization whose records
are marketed in this country by the General
Phonograph Corp. While abroad Mr. Heine-
man will meet Mrs. Heineman, who has been in
Europe the past few months, and they will
return to New York about September 1

Another Step in the Right Direction

The Radio Receiving Sets manufactured by Jos. W. Jones Radio Mfg. Co., Inc., during the past year have met with the highest approval, by the dealers and jobbers, because of their quality, tone, volume, selectivity and endurance, plus the usual Jones high standard of manufacturing skill.

But we were not satisfied. We have just completed a most intensive and thorough survey in order to determine from our jobbers and dealers just what the consumer demands in radio receivers.

The results of this survey will be embodied in our new line.

JOS. W. JONES
TRADE MARK

STANDARDIZED, PRECISION-MADE RECEIVERS

40-46 West 25th St.

New York City



One handle handles it
Outing
Master of Movable Music

**4 Years
Have Proved
Outing
Portables
Are the
Best**

E. M. Wilson & Son
11 Lafayette St. Newark, N. J.
New Jersey Outing Distributor

**Akron-Canton Trade Enjoys
Good Portable Business**

Favorable Weather Big Factor in Sales of Portables—Radio Trade Surprisingly Good—Machine Sales Ahead of Last Year

AKRON-CANTON, O., July 7.—Fair demand for talking machines and records in the Akron-Canton district is reported by leading retailers, especially in Akron where merchandising of talking machines shows a gain over last year. In Akron sales have been on the increase for some weeks, and the mid-Summer seems to have no effect on the movement of merchandise. It has been a big portable year in both cities, due to the unusually favorable weather which has prevailed all Summer.

Radio is proving a big factor in Summer buying, a much bigger item than was first anticipated, for there seems to be no waning of interest in radio this Summer, and dealers have been stressing the fact that programs are coming in excellently from stations at Cleveland and Pittsburgh despite the hot weather.

Record sales have held up only fairly well, and dealers believe this angle of the business will show little improvement before Fall. Reduction by some manufacturers on records has helped sales, dealers reported.

G. S. Dales Home From Chicago

George S. Dales, proprietor of the George S. Dales Co., one of the largest retail music houses in Akron, has returned from Chicago where he visited the Summer furniture shows, and also visited with the Brunswick Co., which line he is distributing in Akron.

Will Erect New Store

The H. Ackerman Piano Co., Marion, O., is erecting a new store to replace the one razed by fire recently. The building is largely for the storage of talking machines and other musical merchandise. Fire recently burned the warehouse and did damage to the extent of several thousand dollars to pianos and talking machines.

Rain Spoiled Johnson Co.'s Picnic

Rain recently spoiled the annual outing of the J. H. Johnson's Sons Co., Alliance, O. The picnic planned for Idora Park, Youngstown, ended abruptly after dinner, and rain all afternoon compelled the party to return to Alliance, where the supper was held in the store basement. An informal program of entertainment was enjoyed. Dancing to Victrola and radio music concluded the outing.

Garver Sales Hold Up

"Talking machine sales at the store of the Garver Bros. Co., Strasburg, O., have been very satisfactory the first six months of the year," John Garver, advertising manager and an executive of the big store, said this week. "The Edison machine has been in good demand, and our class of trade, mostly the farmers, like the Edison machine and records of the same make," Garver said.

Radio has been added at the store of the Garver Bros., and the department has been merged with the music department.

M. O'Neil Company Offers Good Window

The M. O'Neil Co., large Akron, O., department store, recently presented a very attractive portable talking machine window, linking it up with the canoe and camp goods departments of the store. The window proved very appealing and resulted in many direct sales, officials of the company said.

All Music Stores Close Early

Summer closing hours, effective July 1, prevail in Canton retail music stores. All music stores close now at five o'clock on days other than Saturday, when the usual six o'clock closing hour will continue in force. The early closing will continue through July and August.

Crook Co. Holds Picnic

Fifty employees of the Frank Crook Co., including those of the talking machine department, were guests at an indoor picnic on the second floor of the store recently. The outing was originally planned for Beaver Creek, but

owing to inclement weather was held in the store. Following dinner a mock wedding took place. Dancing and radio music were diversions. The guests included the employes, their wives, husbands and families.

Finney Joins Vernon Co.

H. M. Finney, for several months engaged in booking dance bands in eastern Ohio territory, has joined the sales force of the Vernon Piano Co., Alliance, O. Mr. Finney will cover Alliance territory.

Alliance Gets New Store

The McMahon Piano Co., with headquarters in Youngstown, O., has opened a retail store in the Sharer Building, Alliance, and in addition to pianos will also merchandise talking machines, rolls, records and other musical merchandise. This company is one of the best-known music concerns in this part of the State and it has built up a prosperous business.

The L. A. Murray Music Co., Davenport, Ia., was recently granted a charter of incorporation with a capital stock of \$50,000.

One handle handles it

Outing

TRADE MARK

Master of movable Music



4

**YEARS HAVE PROVED
OUTING PORTABLES
ARE THE BEST**

SENIOR, \$37.50 JUNIOR, \$25.00

Authorized by
Eugene Wiegman, Chicago
and Frank Lankenshien, Newark, N. J.

DISTRIBUTORS

A. C. FRISMAN CO.	175 Tremont St., Boston, Mass.
GENERAL PHONOGRAPH CORP.	115 West 18th St., New York, N. Y.
SILAS E. PEARSALL CO.	30 East 30th St., New York, N. Y.
E. M. WILSON & SON	11 Lafayette St., Newark, N. J.
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.	224 Deatur St., Atlanta, Ga.
BEKKNAP 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.
TARO & PINNETT MUSIC CO.	220 West Randolph St., Chicago, Ill.
EDWARD G. HOCH CO.	27 No. 4th St., Minneapolis, Minn.
MAJESTIC MUSIC SHOP	10 South 7th St., Minneapolis, Minn.
RRNER MUSIC HOUSE	345 Main St., Dubuque, Iowa
MARKS PHONOGRAPH & RADIO CORP.	2215 Pine St., St. Louis, Mo.
SCHNEIDER CO.	2015 Grand St., Kansas City, Mo.
CARL FLODINE	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, Brisbane and Perth, Australia; Wellington, New Zealand;	Havana, Cuba;	Barranquilla, Colombia; Genoa, Italy; Dublin, Ireland.
	Buenos Aires, Argentine Rep.;	
	Santiago de Chile.	



This is

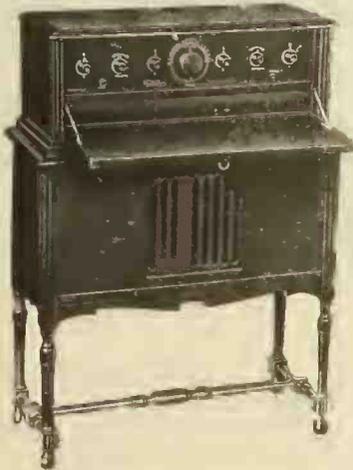
Get Your Share of the Profits

If you are in business to make money, this is *your* year! Thermiodyne Year!

Most of your customers and prospective customers are reading, or will read, of the marvelous performance of the *New* Thermiodyne.

If you are not already a Thermiodyne dealer, don't wait. Speak up for the territory you would like to have. Get in touch with us at once, and let us notify your distributor that you are interested.

Make your application *TODAY!*



THERMIODYNE—MODEL TF6—WITH
SPEAKER TABLE

Handsome, well constructed Table to support Thermiodyne TF6, as above, with built-in Loud Speaker, concealed by open grille. Ample room for Batteries and Charger. Genuine Walnut finished to match Model TF6.

Model TF6 shown on Speaker Table
Price of Speaker Table, \$60

Rocky Mountain and Coast States, \$65

NOW that the public is through fooling with inferior radio sets and tolerating only casual and occasional radio reception, the *new* THERMIODYNE'S day has come and this is THERMIODYNE Year. Master Control that brings in every station on the air, one after another, *instantly*, as the control is turned — retention of a given station against all interference, without squeals or howls and in loud speaker volume—delivery of a high-powered output of amazingly pure tone quality—*these* are the radio demands of today and every day. The *new* THERMIODYNE meets them *all*.

THERMIODYNE will satisfy every one of these demands in every demonstration. THERMIODYNE challenges any radio receiver, at any price, to equal its performance under given conditions.

Three Stages of Thermionic Frequency before detector give THERMIODYNE a distance range not to be found in any other commercial radio set. A thousand miles are brought in easily in loud speaker volume under normal conditions, and when conditions are particularly favorable, the range is increased amazingly.



THERMIODYNE—MODEL TF5—FIVE TUBES

Master Control Radio built on same principle as TF6. Phenomenal selectivity, distance-getting ability and tone quality. Two Stages of Thermionic Frequency, Detector, and two Stages of Audio Frequency. Master Control. Outdoor Antenna. Finished in duo-tone Walnut.

Price (without accessories) \$100

Rocky Mountain and Coast States, \$110

Thermiodyne

Reg. U. S. Pat. Off.

[Ther · my · odyne]

Learned under Trade and other names pending.

THERMIODYNE
RADIO CORPORATION
1819 Broadway
NEW YORK CITY

Thermiodyne Year

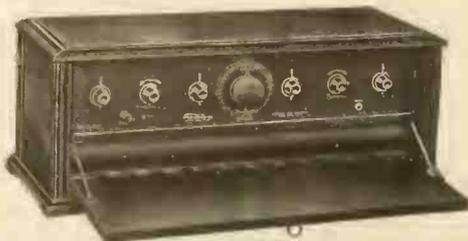
There is no squealing or howling from THERMIODYNE. No internal noises are audible—THERMIODYNE delivers accurately and only that which is transmitted to it through the broadcast channel.

But THERMIODYNE'S Master Control, more than any other one THERMIODYNE feature, has given THERMIODYNE its immediate and established popularity wherever introduced. Its Aladdin-like action is almost "uncanny" and holds the listener spell-bound while station after station, each in its proper place, is brought in and tuned out as the Master Control travels through its magic half circle.

Through Magazines, Newspapers, Circulars and Folders, the merits of Thermiodyne are being emphasized to the people of practically every city, town, and village in the United States.

Double-page spreads in the Saturday Evening Post, with its two and a half million circulation, and a reader interest several times that, are the backbone of the National Thermiodyne Campaign.

Tie Up to the New THERMIODYNE—Cash In on Thermiodyne's Big Advertising Campaign and Get Your Share of THERMIODYNE Sales Profits. Let Us Hear from YOU.



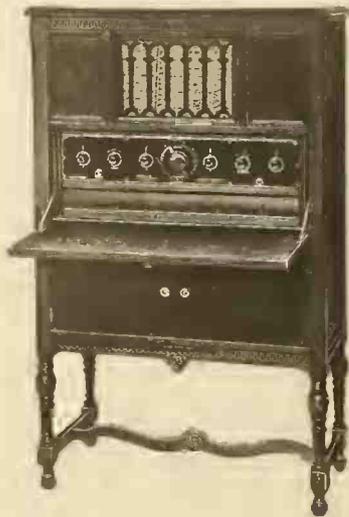
THERMIODYNE—MODEL TF6—SIX TUBES

Powerful, smooth-working instrument, with Three Stages of Thermionic Frequency before detector, Detector, and Two Stages of Audio Frequency. Master Control. Indoor or Outdoor Antenna. Genuine Walnut Cabinet with interior compartment for "B" Battery.

Price (without accessories) \$150
Rocky Mountain and Coast States, \$160

Dealers are Selling Thermiodyne

- I. Because we maintain a sound merchandising policy and assign exclusive territory to both jobber and dealer.
- II. Because we make a cash advertising appropriation for local newspaper advertising to each and every exclusive Thermiodyne dealer.
- III. Because we back every Thermiodyne with a written guarantee and stand behind every guarantee without alibi or excuse.
- IV. Because we help you to develop sales volume; to establish a sound partial-payment plan; and assist you in your advertising in a dozen different ways.



THERMIODYNE—MODEL CTF6—CONSOLE DE LUXE

Model TF6, enclosed in Console Cabinet of genuine Walnut, with built-in Loud-Speaker, and with space for Batteries and Charger. All equipment concealed. No wires required for local stations.

Price (without Tubes or Batteries) \$275
Rocky Mountain and Coast States, \$290

Send for Catalogue Illustrating and Describing Thermiodyne Radio Sets, Speaker Table, Console de Luxe and Loud Speakers

CANADIAN
SALES OFFICE

Dominion Thermiodyne Radio, Limited,
427 Phillips Place, Montreal, Quebec

Thermiodyne

Reg. U. S. Pat. Off.

[Ther - m̄y - odyne]

Patented under Trade and other names pending

Sterling Co. Marketing New Tube Reactivator

Device for Restoring Efficiency of Apparently Worn-out Tubes Being Manufactured by Prominent Cleveland Company

CLEVELAND, O., July 8.—The Sterling Mfg. Co. of this city, manufacturer of many radio products, has just placed on the market the Sterling R-402 tube Reactivator which is adapted to the



Sterling R-402 Tube Reactivator

standard UV 201-A, C 301-A and UV-199, C-299 tubes. In announcing its new product, the company said: "It is important to know that by a mechanical process known as reactivation, a thoriated vacuum radio tube which is apparently worn out through continued use or abuse, may be restored to its former efficiency, and that the restoration of its filament emission may be repeated fifty to seventy-five times or more.

"Of no less importance, however, is the recent improvement in the process which enables the operator to know when a tube should be reactivated and to what degree its filament emission has been restored after the treatment. The incorporation of a Sterling filament emission meter in this instrument not only provides testing before and after, but is of further value in tests during reactivation, thus making it practicable to modify the treatment of any tube so that the best results can be obtained in each case.

"This is valuable because of the fact that in some tubes the thoriated filament responds more slowly to the treatment than in others, yet such tubes are capable of a much higher return of total emission that can be had by an arbitrary time treatment. For example, in the Sterling instrument if the meter indicates say thirty or fifty after the tube has been in the reactivator for a given time, further treatment at lower voltages will frequently increase the emission to double the above figure, so the meter used in the Sterling reactivator eliminates guesswork from tube reactivation. A further advantage of the meter is that it ac-

curately measures to total emission so that the user may match tubes of apparently equal amplifying ability to a set. With the R-403 reactivator is supplied a table which shows high and low test values for both types of tubes."

Music Master-Ware Sets Now Being Marketed

The recent announcement that the Music Master Corp., Philadelphia, Pa., in addition to its many other products had taken over the entire output of the Ware Radio Corp., of New York City, created much interest throughout the entire radio industry. It was not long following this general announcement that the first two models of the Music Master-Ware receiving sets were placed on the market. One of the first showings of these models was made at the recent banquet tendered by three of the Music Master metropolitan distributors, Dalrymple-

Whitney Radio Corp., North American Radio Corp. and North Ward Radio Corp. The new Music Master-Ware model has many distinguishing features, such as the elimination of aerial and ground as it has a self-contained aerial. It is a seven-tube set and is reported to be remarkably efficient in reception. It is single dial control. This dial, instead of being the familiar decimated type, is marked according to wave lengths. Two models have been prepared, a table type and a cabinet model. Production has been entered into and it is expected to have substantial stock ready for Fall sales. The set is being made at the Ware factory, New York City, under the control of the Music Master Corp.



Adler-Royal Combination on the S. S. Leviathan

James G. Summitt, Purser of the Flagship of the United States Lines, Selects Adler-Royal Combination Phonograph and Radio

In his moments of relaxation, James G. Summitt, purser of the S.S. Leviathan, flagship of the United States Lines, can now readily



Left: Leviathan. Above: Adler-Royal be entertained musically through the installation of the Adler-Royal phonograph which he recently selected. The choosing of this instrument is a tribute to the Adler-Royal, as Mr. Summitt is an accomplished musician and numbers among his friends countless international celebrities in the music world who constantly cross the ocean and, as many of them are recording artists, he will now at all times be able to listen to them through the medium of his new instrument.

Columbia Couples Two Hits

The Columbia Phonograph Co., Inc., New York, will release to its dealers within the next few weeks the coupling of "I Miss My Swiss" and "Marguerite." This record has all the indications of being one of the season's best sellers, as both selections are extremely popular. "I Miss My Swiss" is the outstanding musical number of the Chauve Souris, now playing in Paris. Both sides are played by Ted Lewis and His Jazz Band.

Outing Portables in Demand

The pleasant vacation weather enjoyed by residents of New York and other Eastern States for the past month or six weeks is reflected in the demand for portables, which is being felt by the Distributing Division of the General Phonograph Corp., New York, which distributes the Outing line of portables. While dealers have been enjoying a nice business in this type instrument the many rush orders received indicate that June's figures will easily top all other months' totals.

VALUE

Yesterday, today and tomorrow the intrinsic worth of the NEWPORT line does not vary. Your inventory—profit and reputation with your customers are certain. Our present distributors and dealers are our references. NEWPORT builds value in Radio.

Since its inception one year ago NEWPORT has developed with no startling changes to its present production of seven different models ranging from four to eight tube instruments in a variety of furniture design appealing to any taste.

Distributors and dealers wishing further information address

Newport Radio Corp.

250 West 54th Street,
New York City

The Newport is a Good Receiver, Built in a Piece of Fine Furniture



Two New Grimes Models Introduced to the Trade

New Models Have Several Interesting Features—Publicity Helps for Dealers

David Grimes, Inc., which has changed its sales and distribution policy, as announced in these columns last month, has opened the sea-



Grimes 4-BL Model

son with two new Grimes models. These carry the Inverse Duplex principle, with added improvements both in interior construction to care for congested broadcasting and exterior appearances.

The Grimes 4-BL, illustrated herewith, is a



Grimes Baby Grand

three-tube Inverse Duplex, described as super-selective and an excellent distance-getter. It operates on outside antenna, inside antenna, batteries as an antenna ground only or loop. The

case is of walnut with built-in compartments for batteries. The Grimes Baby Grand, also illustrated here, is a three-tube super selective set in a two-tone walnut cabinet, also built-in compartment for batteries. It has complete dry cell operation and makes use of the same antenna equipment as the larger model.

The Grimes sales policy for the 1925 season is based upon a direct to dealer arrangement. The advertising plans of the company include local newspapers, some national media, posters and painted signs. The posters will cover every city in the country and in many instances will carry the names of the local Grimes dealers. Grimes electric signs, window display material, hangers and literature are available for retailers.

New Model Announced by Air-Way Elec. Appliance Co.

TOLEDO, O., July 6.—The Air-Way Electric Appliance Corp., of this city, has just placed on the market its model 61 radio receiver, which embodies many new principles of construction and design. The cabinet is of American walnut, measuring 29 1/4 inches in length, 11 1/4 inches in height and 15 1/2 inches in depth. The receiving circuit consists of one stage of tuned radio frequency amplification, ahead of the detector, with four stages of resistance and coupled amplification on the audio end. Two tuning controls are utilized, and it is stated that the selector dial reading is always the same for a given station or wave length.

In addition to the model 61, the same receiver is supplied in the console type designated as model 62, with a self-contained loud speaker, as well as in the full console type known as model 63. These standard models are all designed for the use of the 201-A type of five-volt tube, and corresponding models will be supplied to operate with the standard 199 type three-volt tubes for those who prefer dry cells to the storage battery.

Pooley Co. Representative Addresses Cleveland Meeting

Martin Polikoff, of Pooley Co., Addresses Meeting and Outlines Company's Plans

Martin Polikoff, representative on the staff of the Pooley Co., Inc., Philadelphia, Pa., maker of Pooley radio and combination talking machine and radio cabinets, left for an extended tour in the interest of these products. Mr. Polikoff covers the mid-West and Southern territory and it will probably take him until September first to call upon all distributors in the States. Mr. Polikoff's first stop was at the dealers' meeting held under the auspices of the Cleveland Ignition Co. three weeks ago at the Hotel Statler. He addressed the assembled dealers and told them of the many merits of the Pooley cabinets and the extensive merchandising plans of the Pooley organization.

Walter L. Eckhardt on a European Vacation

Walter L. Eckhardt, president of the Music Master Corp., Philadelphia, Pa., accompanied by Mrs. Eckhardt and their youngest son, sailed on July first for a month's vacation in Europe. A novelty of this trip will consist of the fact that after the other shore is reached the pilgrimage from place to place will be made entirely by aeroplane. The entire plans for the trip including the travel by planes, were completely made before Mr. Eckhardt and his family left New York. Mr. Eckhardt is an indefatigable worker and this vacation will prove in the nature of a well-earned rest after his many years of elose application to the development of the Music Master organization.

Howard L. James, music dealer of Lebanon, Pa., has moved to a larger establishment.

"Our handle handles it"
Outing
"Master of Movable Music"



Why the Outing Sells

Customers turn to the Senior and Junior, of attractive green leatherette, as they would to an old friend.

They gain in personal value through familiarity and usage.

Our stock is 100% in condition; our Service immediate.

Have we filled your order? If not, why not send it in today.

OKeh Records

You Bet They're Easy to Sell!

They speak in the language of every buyer of music.

Hearing them is listening to perfected tone qualities.

Seeing them in your store is hearing the cash register ring.

Is an OKeh Dealer Happy?

You said it!

He enjoys the prompt service we enjoy giving. Quick action makes for fast selling. Want to try it? We'll be glad to write. Just send the word.

OKeh Needles

A needle a record keeps needles selling. The OKeh needle brings a triple value to the dealer. There is an eye catcher of a carton, then the needles are put up in envelopes displaying YOUR OWN NAME, and last, money can't buy a better made needle than OKeh.

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

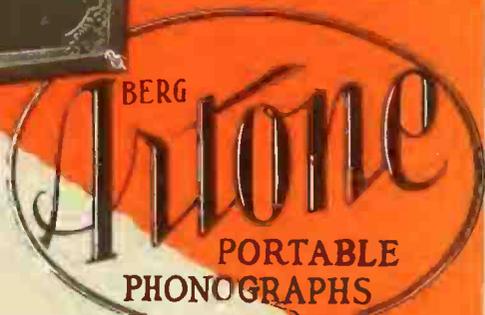
15-17 West 18th Street

New York City

TWO NEW



List Price
\$30



PORTABLE PHONOGRAPHS

Model O. T.

Compact construction. Permanent tone arm. 18-inch sound box. Carries 15 records. Light enough to carry anywhere. Dimensions 15 1/2 x 12 1/2.

In developing the Artone—first consideration was given to perfecting its tone quality. We then enclosed a superbly toned phonograph in a beautiful De Luxe case. The result—a high class musical instrument, primarily adaptable for home use — yet substantial enough for rough and ready service as a portable.

Walnut, Brown, Mahogany or Gray and embossed with reproductions of beautiful hand tooled leather. The hardware is of solid brass throughout, heavily nicked.

In performance, appearance and for all around use Artone is without an equal. At \$30.00 it gives the buyer the utmost in value and service; assuring the dealer a fast selling, the year round profit maker.

The Artone case is made of genuine  in shades of

See Free Trial Dealer Offer on Next Page

Berg Auto Trunk & Specialty Co., Inc.
"DESIGNERS AND MAKERS OF FINE CASES FOR 20 YEARS"
LONG ISLAND CITY NEW YORK

(New York City Showrooms, 353 Fifth Avenue)



Model R. E.

Round edge design, no corners. Colors—Walnut, Brown, Gray and Mahogany. Dimensions, 14 1/2 x 12 1/2.



Separate Weatherproof Cases Supplied with every "ARTONE" Portable Phonograph.

Berg



Portable Phonographs

Profit Makers

Here are two new opportunities for increasing sales and profits—not just two new items—but two products that will sell because of their demonstrable superiority and unequalled value.

10 Day Free Trial to Dealers

So certain are we of the superior merits of Artone products that we do not hesitate to make this extraordinary offer:

We will ship samples of any models of either the Artone Portable Phonograph or Cabinet Speaker to you at the list prices, less 10 per cent, and if, after a thorough 10-day appraisal, you do not feel that they will ensure you prestige and profit in unusually big measure—return them to us "Collect" and your money will be refunded.



CABINET SPEAKERS

Heretofore all loud speakers have lacked either volume or clarity—they have combined these two essential qualities. Now comes the Berg Artone Cabinet Speaker with the volume of a symphony orchestra and the tone of a Stradivarius. Full voiced and richly toned, Artone will appeal to the trained ear of the most critical musician.

A test will prove these statements for an Artone demonstration speaks volumes for Artone's qualifications as the most perfect and satisfying reproducer of broadcast programs yet offered the radio public.

As a piece of furniture it will win the instant approval of the most discriminating housewife for the Artone Speaker is enclosed in a handsome two-toned ingrain



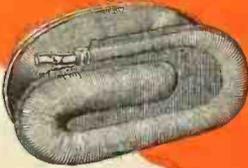
List Price **\$25**

Studio Model
Round edge, flat top design.
Dimensions 16 1/4 x 10 x 9



Cabinet of graceful lines and artistic design.

List Price
\$35



The Why and How of Artone Volume and Tone

The Berg Artone Cabinet Speaker is equipped with a super kind of special design and construction. In competitive tests with forty five other units it was the unanimous choice of five of the world's acoustical experts. The tone chamber is constructed of a special non-metallic non-vibrating composition which is scientifically moulded under great pressure. This prevents any reduction in sound volume and eliminates all whispering noises due to metallic contacts and iron chamber vibrations. The Artone tone chamber is 47 inches long—almost twice that in other speakers. This ensures instantaneous sound capture with consequent greater clarity and distinct delivery.



Success Sound Model
Dimensions 20 1/2 x 14 1/2 x 11 1/2

Berg **Artone** CABINET SPEAKER Cabinet Speakers

HAPPENINGS IN THE DOMINION OF CANADA

Selectron to Be Distributed in Canada by McLagan Phonograph Corp., Toronto

Activities of the Toronto Trade Responsible for Many Sales—Noon Hour Concerts Draw Crowds—DeForest Radio Institute Formed—Radio Service Co. Enters Field—Other News

TORONTO, ONT., July 7.—The McLagan Phonograph Corp., Ltd., Stratford, Ont., is announcing to the trade its appointment as a Canadian distributor of the Selectron, an invention of Maximilian Weil, who also has to his credit the Audak equipment for demonstrating records in the smallest possible space. The Selectron has been thoroughly tested and now carries the approval of several Canadian radio set manufacturers.

The McLagan staff is very much enthused over the sales possibilities and anticipates for it an unusual reception by dealers on a real national scale.

A special album set known as the "Vatican Choir Set" is being manufactured to appear under the Odeon label and will be available in Canada from the Phonola Co. of Canada, Ltd., Elmira, Ont.

Quite recently Canada had the honor of a visit from Powell Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, on which occasion he was the guest of Major J. E. Hahn, head of the De Forest Radio Corp., Ltd. It was through these two men joining forces that the present De Forest-Crosley line of receiving sets was made possible. Mr. Crosley, while here, expressed himself to the effect that the radio surface had hardly been scratched in Canada.

Norinan Kallway has joined the sales staff at Brunswick Hall, Yonge street.

Heintzman & Co., Ltd., Windsor, Ont. branch are adding new sound-proof demonstration rooms to their phonograph department as well as making other important alterations.

Musgrave Bros., sheet music dealers, this city, are co-operating with their neighbors, the Toronto Radio Co., in broadcasting a noon-hour musical program to the passing crowds, using a Brown loud speaker. Immense crowds gathered to listen.

J. G. Tufts, of National Cabinet Co., Ltd., was a recent visitor to an interesting meeting of the Chamber of Commerce, of New York City.

James Pollock, vice-president and general manager of the Phonola Co., Ltd., Elmira, Ont., recently returned from a trip to New York.

Twin sons are the two reasons why President James E. Hahn, of the Canadian De Forest-Crosley organization, is receiving special congratulations from his trade friends just now.

The formation of a radio institute is announced by the De Forest Radio Corp., Ltd., with an enrolment providing for more than 5,000 students in the personnel of 1400 De Forest-Crosley dealers in Canada. Being pri-

marily educational the course is general, rather than confined to De Forest-Crosley products and is calculated to assist and provide an understanding of radio fundamentals.

The General Radio Service, Ltd., 73 Adelaide street, West, has started in the radio repair business, giving monthly inspection of radio sets at a nominal cost. This is claimed to be a new branch of the radio business in Canada.

One of the first devices designed to eliminate static and other interference has been placed on the market by the Eastern Radio Mfg. Co. It is known as the Statichoke.

To its already extensive line, Burndept of Canada announces two new additions. These new models are intermediate in size between

Victor Co. of Canada Gets Distribution Rights to Northern Electric Radio Line

Important Deal Closed in Montreal Provides for the Marketing of These Products Under the Trade Name "Victor-Northern Electric"—Dealers Pushing Phonographs With Good Results

MONTREAL, CAN., July 8.—The Victor Talking Machine Co. of Canada, Ltd., will be sole distributor to the trade of the entire line of radio receiving products: receiving sets, loud speakers, head sets, peanut tubes, etc., made by the Northern Elec. Co., Ltd. These products will hereafter be marketed under the name Victor-Northern Electric.

Northern Electric Co., Ltd., maker of the nation's telephones, has for years been a pioneer in the development of radio engineering. Northern Electric radio sets are known from coast to coast.

A complete line of Victor-Northern Electric radio receiving apparatus, embodying the latest improvements will be placed on the market early this Fall.

From statistics available some interesting comparisons of the extent of the use of radio sets and phonographs can be made. In Toronto, for instance 6 per cent of the homes are said to have radio sets, while 48 per cent have phonographs and 60 per cent have pianos. It is evident that there are big possibilities for the sale of radio sets and this is probably one reason for the Victor Co. branching out in the radio field on a broader scale.

Seasonable quietness prevails in the radio industry, with elaborate preparations being made for a considerable extension of this business with the coming of Fall.

The new portable phonograph ACO made by the Aeolian Co., London, Eng., size 12 x 12 x 4 1/2, is being introduced to the local trade by

the Amplion Dragon, which lists at \$45 and the Amplion Dragonfly, which lists at \$13.50.

Beginning September 3, the Canadian Exhibition Co. will inaugurate a series of radio shows throughout Canada, taking in Vancouver, Winnipeg, Calgary, Toronto and Montreal, exhibiting in Toronto, November 5 to 11.

F. A. D. Andrea, president, and R. M. Klein, general manager of F. A. D. Andrea, Inc., New York, recently visited Toronto, where they completed arrangements for the opening of a Canadian plant. Mr. Andrea, in commenting on the new project says: "Our desire to render the same standard service in Canada that we have been able to give in the United States is responsible for the opening of this new plant. The new project will be known as FADA Radio, Ltd., of Canada, and will manufacture complete receivers and phonograph panel units at a fair price for the Canadian market." This move toward better service follows the recent opening of a plant and branch in Chicago, and warehouses and a branch on the Pacific slope.

Charles Culross, and is taking decidedly well.

Layton Bros., Ltd., are pushing most aggressively the sale of Brunswick phonographs and Brunswick Radiolas and state that going out after business is the only way to get satisfactory sales results. This statement is backed up the past month by a large number of converts to this make both as regards phonographs and Radiolas.

Some dealers report that a number of radio sets of the expensive type, also phonographs, were sold as gifts for June brides.

The second annual Eastern Canada Radio Exhibition, under the auspices of the Montreal and District Radio Club and with the co-operation of the Quebec Division of the American Radio Relay League, will take place at the Windsor Hotel from October 12 to 17. The staging of the exhibits this year will occupy just double the space required at last year's show.

Winnipeg Trade Activities

WINNIPEG, MAN., July 8.—The Canadian Exhibition Co., of Toronto, has announced a national radio show to be held in Winnipeg, September 14 to 19, and Calgary, Alta., from September 30 to October 3, and Vancouver, B. C., October 3 to 9.

Marshall Wells, Ltd., this city, has taken on the representation of the FADA line of sets and parts.

Brunswick records are now being used on about 25 automatic entertaining machines in the City of Winnipeg, and Transcona, and are proving very popular with the general public.

Farquhar & Shaw, Ltd., the Brunswick Shop, have made considerable improvements in their store, enabling them to give more selling space to Brunswick phonographs and records.

The Winnipeg Piano Co. recently gave over its windows to a striking display of Brunswick phonographs and Brunswick Radiolas. Brunswick dealers in western Canada are cashing in "big" on record 2850, a piano record by Harry Snodgrass.

The Child & Gower Piano Co., Regina, Sask., reports considerable interest in the better models of Brunswick Radiolas and predicts that this Fall will see a marked improvement,

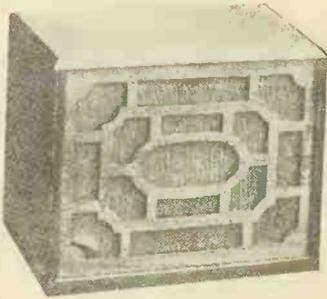
Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

Dealers **LOOK** Dealers
SPEAKEROLAS

*IT'S FURNITURE
 FOR THE HOME*

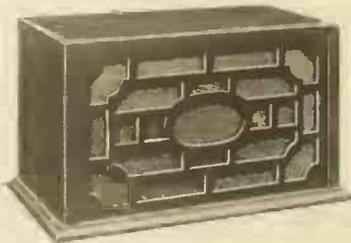


Model B, List \$12.50

Complete
 with
 Mastertone
 Units

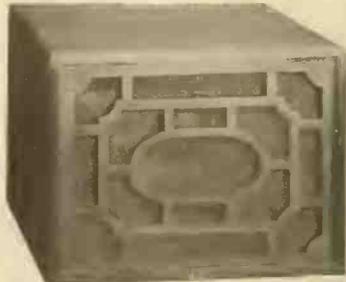


Model C, List \$15.00



Model D, List \$17.50

All
 Built of
 Five-Ply
 Veneer



Model E (Variable), List \$25.00

Model E has two controls which enable the operator to produce the particular acoustical effect desired. Clear, decisive reproduction for **SPEECH** or sonorous effect in **MUSIC** reception.

*If your jobber cannot supply you with **SPEAKEROLAS** write us*

BLOOD TONE ARM CO.

Central West Distributor
BLOOD TONE ARM CO.
 222 W. Madison St., Chicago

BAY CITY, MICH.
MANUFACTURER

Made by the Manufacturers of
 the Famous
BLOOD RADIO TONE ARM

Boice Co. Made Music Master Distributor

Well-known Firm, Formerly the Boice Motor Equipment Co., to Be Wholesaler for the Entire New England Territory

The Boice Co., of Boston, Mass., has been appointed New England distributor for the Music Master Corp., Philadelphia, Pa. This company, formerly the Boice Motor Equipment Co., is now a radio specialty house with location, organization and facilities ranking among the finest in the country. It will devote practically its entire building at the intersection of Beacon street and Commonwealth avenue to the exclusive representation of Music Master radio products. The entire first floor is now devoted to the sales and demonstration of the Music Master sets, speakers, tubes, batteries, etc. The offices occupy the second floor and the balance of the five-story building is devoted to stock.

The Boice Co. is well prepared to care for the heavy demands of the New England dealers and plans to carry ample stock for quick service. It has long enjoyed the reputation of being one of the largest distributors of batteries in the United States. In preparation for a big Fall season its already large selling staff has been materially strengthened by the addition of several well-known radio men.

W. S. Boice, head of the organization, reports that the New England trade has been very quick to take advantage of the Music Master protective policy and the Boice Co. is preparing to render a service compatible with the high quality of the lines distributed. Mr. Boice expects that the million-dollar advertising campaign conducted by the Music Master Corp. will generate big business for Music Master products this Fall and is preparing to co-operate with the New England dealers.

Sullivan & Ries, Brooklyn, N. Y., were recently incorporated at Albany, N. Y.

N. Y. and Chicago Radio Show Plans Maturing

Sudden Death of James F. Kerr in No Way to Alter Show Plans and Policies

The executive directors of the Radio World's Fair, to be held in the 258th Field Artillery Armory, New York, the week of September 14, and the Fourth Annual Chicago Radio Show, to be held in Chicago in November, have announced that the sudden death of James F. Kerr, general manager, will in no way alter the policies and activities of the organization. U. J. Herrmann, managing director of both shows and widely known in radio, exposition and theatrical circles, will continue to carry on the shows, assisted by a very capable organization.

Mr. Herrmann had planned to sail with the Donald B. MacMillan expedition from Boston last month to the Far North, but canceled his trip in order to give his undivided attention to the direction of the two shows. It was stated this week that over 90 per cent of the exhibiting space in the Armory in New York had been placed under contract and that applications now in hand would absorb every remaining unit. Arrangements have been made to rearrange the floor plan in order to accommodate additional exhibitors. It is estimated there will be 300 manufacturers exhibiting at the show.

Gennett Record Sales Take Decided Upward Trend

Gennett records, particularly those of the foreign language catalog and of old-time tunes, took a decided upward sales trend the latter part of last month, following a rather slack period, the New York office of the Starr Piano Co. reports. While the briskness was general throughout the entire catalog, the mountain country music, which sells in volume throughout Pennsylvania and West Virginia, and new records in the Gennett Irish series, were most active. Two new releases of Irish dance music, "Braes of Mar Highland Strathspey," coupled with "Irish Barn Dance," and "Kitsheelan Bridge," coupled with "Clune," are selling exceptionally well.

Make Okeh Records of U. S. Naval Musical Units

The recording department of the General Phonograph Corp., manufacturer of Okeh records, recently made a very successful trip to the United States Naval Academy at Annapolis, and while there secured recordings from the United States Naval Academy Band, the United States Naval Academy Fife and Drum Corps, United States Naval Academy Glee Club, and the United States Naval Academy Ten. The recording of the Fife and Drum Corps was particularly interesting, as it is generally recognized that it is extremely difficult to secure proper recordings of these two instruments.

Galperin Shop Gives Concerts

CHARLESTON, W. VA., July 7.—The Galperin Music Shop has within the past month or two given a series of musical concerts in the studio attached to the store. Capacity audiences have attended each of the events and in addition to the building of prestige, the establishment has secured much additional business. It is the intention of the Galperin Shop to give these concerts at intervals throughout the year. The store occupies a four-story building, the first two floors of which are given over to display and demonstration rooms featuring talking machines and pianos, the third floor is used for studios and the fourth floor has been designed especially as a concert hall.

ZENITH
TRADE MARK REG.
—LONG DISTANCE—
TRADE MARK REG. **RADIO**



What the Zenith Franchise Means to the Zenith Dealer

The radio dealer who operates under a Zenith franchise is **protected:**

- (1) His territory is exclusive.
- (2) His discounts are liberal.
- (3) He is free from the fear of unexpected price cuts.
- (4) He receives generous co-operation in newspaper advertising.
- (5) His advertising builds sales which *he alone can cash.*
- (6) He operates under a firm and fixed Zenith Policy, unchanged in principle since its initiation several years ago.
- (7) He is backed by an organization second to none—headed by successful officials who assure him that *every item of the Zenith Policy will be carried out to the letter.*

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
Straus Building, Chicago, Ill.

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

New England Wholesale and Retail Trade Looking Forward to Fall Sales Revival

Trade on Summer Schedule and Vacation Season Is Under Way—Musical Supply & Equipment Co. Takes on Music Master Line—Robert Steinert's Engagement Announced—Month's News

BOSTON, MASS., July 9.—An occasional spurt in business now and then is about all one can brag about in the talking machine business here. But the fact remains that there is considerable optimism about looking to a healthy fall demand for goods. The wholesale and retail houses have entered upon their Summer schedule, which means that business is closed down at five o'clock daily, with the exception of Saturdays, when the places are closed at one o'clock and in some places at noon. Vacations already have been begun this year somewhat earlier than usual, a condition that has been forced upon the houses, not a few of which are letting their help have extra time off without pay.

Pushing Music Master Line

Manager Joe Burke, of the Musical Supply & Equipment Co., reports that he has concluded arrangements with the Music Master Corp whereby this line will be carried by the Equipment Co. as New England distributor, and there will be an immediate and extensive campaign started upon by way of placing this franchise with the best dealers throughout the field. The arrangements were made by Joe Burke over in Philadelphia, to which city his brother Tom went with him. On his way home Tom Burke stopped over in Connecticut, where he

visited the Sonora dealers in the leading places in that State and he was able to secure some good business. Both Joe and Tom attended a meeting of the Sonora Eastern jobbers, which was held at the Pennsylvania Hotel. With the new line that the Equipment Co. is now carrying, including the new radio receiver and the loud speaker, the company bids fair to accumulate a good business in the next few months.

Joe Burke Taking Rest

Joe Burke, who has worked very hard these last few months and who suffered a bereavement in the loss of his wife some time ago, has finally prevailed upon himself that he must take a vacation and he accordingly started the end of June on a trip to Cuba and Florida and he plans to be away about two weeks. The trip will not be altogether one of pleasure, for Joe hopes to transact some worth-while business while away.

W. Parks Ends Trade Trip

William Parks, New England manager of the Columbia Co., lately returned from a comprehensive business trip taken through the Northern territory and in all places he found an improved condition. He visited, among other places, the northern part of Maine, taking in Bangor, Newport, Skowhegan, Waterville, Augusta, Farmington, and in New Hampshire, Ber-

lin, Laconia, Newport, Keene, and in Massachusetts, Fitchburg, Lawrence and Haverhill. He was away two weeks.

Looking for Fall Brunswick Boom

The Brunswick Boston office in Kingston street is making considerable headway just now, and Manager Harry Spencer is confident that next fall will see a greatly improved business. For the Summer there is a new portable Number 101, that promises to be popular. Spencer and his brother, Platt Spencer, went to Providence a week or so ago to say "good-by" to Mr. Russell, who has lately resigned his connection with the Outlet Co. of that city. Toward the middle of June the Brunswick headquarters received a large consignment of Vocalion records, the company, as the trade now knows, having taken over that line.

The Brunswick personnel here has been interested in the appearance of Carl Fenton's Orchestra at Dedham a few nights ago, and several from the Kingston street headquarters went out to hear this group of players, who record for the Brunswick.

Some dealers who have recently added the Brunswick are: The Myer Store, Pittsfield, Mass.; Phonograph Shoppe, North Adams, Mass.; Wallace Co., Pittsfield, Mass.; Wood Bros., Pittsfield, Mass.; A. J. Bain Co., North East Harbor, Me.; S. G. Duckworth, Bridgewater, Mass.; L. M. La Mare, Ludlow, Vt.; H. H. Merrill, Gloucester, Mass.; Elsworth C. Evans, Poultney, Vt.; Grove Hall Music Store, Boston, Mass.; F. W. Riehman, South Portland, Me.; M. A. Melvin, Bangor, Me., and the Kahn Music Shop, Boston, Mass. Another

(Continued on page 146)

Announcing Our Appointment as
NEW ENGLAND DISTRIBUTOR
for



PROVEN **RADIO** PRODUCTS

You are offered a protective dealer franchise by
MUSIC MASTER
and
BOICE COMPANY

562 Commonwealth Ave.—682 Beacon Street

Boston, Mass.

Telephone, Kenmore 3880

See four-page ad of the Music Master Corp. on pages 77, 78, 79, 80, this issue.

Gentlemen: Kindly furnish me with complete information

(Mail this coupon for complete information)

New England Trade News

(Continued from page 145)

Brunswick dealer was added to the long list in the past week, Dodge & Gardner, of Lancaster, N. H., have joined the fold. They also have a store at Middleton, N. H.

Robert Steinert Engaged

Within the past few weeks an engagement has been announced here that is of special interest to the trade, namely, that of Miss Lucy Currier, to Robert Steinert, son of Alexander Steinert. Miss Currier is the daughter of Mr. and Mrs. Guy Currier, of this city, and is a young woman of varied accomplishments, these including the histrionic art, Miss Currier having appeared with several companies with marked success. Mr. Steinert is a graduate of Dartmouth College and has a host of friends around Boston and New England.

At Music Master Convention

New England Manager Shewell, of the Cheney Sales Corp., was over in Philadelphia lately in attendance on the convention of the Music Master Corp. From that city he went to New York before coming back to Boston. Mr. Shewell has lately appointed Ralph H. Small, of Bath, Me., a representative of his organization, and he is covering the Maine territory and has opened up a number of excellent new accounts.

Herbert Shoemaker in His New Home

Herbert Shoemaker, toward the end of the month, moved into his new country home on the South Shore, his purchase of which was mentioned here last month. Speaking for the Victor business as handled by the Eastern Talking Machine Co., Mr. Shoemaker says that all the signs point to a brisk Fall business.

Representing Stromberg-Carlson Co.

Arthur W. Chamberlain, widely known in the New England trade, and who is now representing the Stromberg-Carlson Tel. Mfg. Co., reports that he is finding business considerably on the mend. He has opened up a number of new accounts and is giving an exclusive proposition, which the big dealers are quick to take advantage of. Mr. Chamberlain's Boston office is at 950 Little Building, which is a very central location.

Suffers Heavy Fire Loss

The Boston talking machine trade was sorry to learn of the loss by fire sustained by Fred Gardner's Temple of Music in Lawrence. The fire started early in the morning and Gardner was able to move out his expensive Radiola models and some pianos but the greater part of his large stock was destroyed. Mr. Gardner immediately sought around for another location

ARE YOU MAKING A MISTAKE?

The most salable records are

Okeh Records

Wherever there is a phonograph there is an Okeh Record buyer. Okeh Records because of their superb brilliance of tone and the fact that they satisfy the musical desire of ALL classes of people find a ready market for the dealer.

1—Okeh Dance records have the volume and perfected syncopation difficult to equal elsewhere.

2—Okeh Vocal records are the most popular songs characterized by popular artists.

3—Okeh Old Time Tunes are revelations to the unacquainted. Okeh has singled out the greatest among the mountaineers to record them.

4—Okeh has the finest jazz orchestras and Blues singers the Race has produced.

Your mistake is NOT selling

Okeh Records

Write for our proposition

General Phonograph Corporation of New England
126 Summer Street
Boston, Mass.

and it was several days before he found a desirable place.

Spent Fourth at Niagara Falls

William J. Weyand, head of Weyand's Phonograph Repairing Co., spent the week-end over the Fourth of July at Niagara Falls, accompanied by Mrs. Weyand. Included in the party that spent the holiday at the resort were Mayor Curley, of Boston, and his family.

News Gleanings

Mr. McIntyre, of Piper & McIntyre, the well-known talking machine merchants of Nashua, N. H., stopped off in Boston en route home from the Chicago convention to call upon his friends here in the trade.

Ellis Harlow, who a while ago was connected with what was then Kraft, Bates & Spencer, and also with Henderson's, is now with the C. C. Harvey Co. in Boylston street.

The Brunswick Shop at Northampton has added the Brunswick Radiola line and is meeting with most encouraging results in this new venture. Manager Puschal was one of the fortunate ones to lately win a prize for retail sales during a special contest.

The Cheney Sales Corp., 375 Boylston street, under the management of G. Dunbar Shewell, Jr., vice-president of the parent company, is enjoying a satisfactory business for this period of the year.

Herbert Young, of the Music Master Corp., was in this city for a few days at the offices of the New England Phonograph Distributing Co., 221 Columbus avenue, running over the field for the Music Master products with Manager Burke.

Henry Winkleman, manager of the Victor department of the Oliver Ditson Co., is away on his annual vacation. Part of his time will be spent in New Hampshire, and the latter part will be down on Cape Cod. Victor business is very fair at the Oliver Ditson Co., portables and records being in the lead.

William G. Bode, who for the past four years has been manager of the Glendale Phonograph Co., Glendale, Cal., has purchased the Eagle Rock Music Co., 2144 Colorado boulevard, and will operate the store with a complete line of musical merchandise.

VICTOR and RADIOLA

A combination of leaders that insures a tremendous opportunity for business building for all Victor Dealers this Fall and Winter. This is the time for preparation and Ditson-Victor Service will prove invaluable to that end.

VICTOR



EXCLUSIVELY

OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK



—this is the slogan adopted by

Phonograph Manufacturers National Association

Founded February 19, 1925

Officers and Directors

- M. C. SCHIFF, *President*
Vitanola Talking Machine Co., Chicago
- OTTO HEINEMAN, *Vice-President*
General Phon. Corp., New York
- F. A. WOLF, *Vice-President*
Wolf Manufacturing Industries,
Quincy, Illinois
- FRANKLIN B. WARD, *Vice-President*
Radio Master Corp., Bay City, Mich.
- J. S. WATERS
Vincennes Phonograph Co.,
Vincennes, Indiana
- F. D. McINYRE
Plymouth Radio and Phonograph Co.,
Plymouth, Wis.
- L. B. CASAGRANDE
Caswell Mfg. Co., Milwaukee, Wis.
- S. A. RIBOLLA, *Treasurer*
General Phonograph Corporation of
Illinois, Chicago
- HENRY A. OTIS, *Secretary*

Chairmen of Committees

- PUBLICITY, F. X. SHETTLER
Perkins Phonograph Co., Chicago
- WOODWORKING INDUSTRIES
Axel Nordlund
Excel Phono. Mfg. Co., Chicago
- MOTOR INDUSTRIES, LESLIE GORDON
H. G. Saal and Co., Chicago
- TONE ARMS, LEIGH HUNT
Oro Tone Company, Chicago
- PORTABLES, D. T. ALLEN
Cartyola Company of America,
Milwaukee, Wis.
- STANDARDIZATION OF MATERIALS
Anton Clemetsen
Anton Clemetsen & Co., Chicago.
F. F. Paul, United Mfg. and Distri-
bution Co., Chicago
- MEMBERSHIP, W. J. McNAMARA
Empire Phonograph Parts Co.,
Cleveland, Ohio
- CREDIT, AUDITS AND COSTS,
V. Clemenson
831-839 N. Wood Street, Chicago

To stimulate consumer demand for the phonograph by bringing to the public a true appreciation of its value as an instrument of entertainment and education.

To foster the interests of its members by the establishment of trade standards.

To establish and maintain uniformity and certainty in the customs and commercial usages of the industry.

To promote a more enlarged and friendly intercourse among those engaged in the industry.

To formulate a plan of co-operative national advertising.

List of members at time of going to press

- Phonographs: Uprights or Consoles
Broadcaster Corporation.
Anton Clemetsen & Company.
Excel Phonograph Manufacturing Co.
Eureka Talking Machine Company.
General Woodworking Corporation.
National Phonograph Company.
Plymouth Radio & Phonograph Co.
Perkins Phonograph Company.
Radio Master Corporation of America.
Vitanola Talking Machine Company.
Vincennes Phonograph Company.
Wolf Manufacturing Industries.
Wizard Phonograph Company.

Portables

- Cartyola Company of America.
Caswell Manufacturing Company.
Oro Tone Company.
H. G. Saal & Company.
Wolf Manufacturing Industries.

Tone Arms

- Blood Tone Arm Company.
Empire Phono Parts Company.
Eureka Radio & Phono. Parts Corp.
General Phonograph Corporation.
General Phonograph Corporation of Illinois.
Mutual Phono Parts Manufacturing Co.
The Oro Tone Company.
H. G. Saal & Company.
E. Toman & Company.

Motors

- General Phonograph Corporation.
General Phonograph Corporation of Illinois.
H. G. Saal & Company.
United Manufacturing & Distributing Co.

Records

- General Phonograph Corporation.

All eligible manufacturers are cordially invited to attend the next monthly meeting to be held July 21st at 6:00 P. M. in the Furniture Club of America on the 17th floor of the American Furniture Mart Building, 666 Lake Shore Drive, Chicago, or address for full information, the Secretary

MR. HENRY A. OTIS, 500 Diversey Parkway. Telephone Lakeview 7680, Chicago, Illinois.

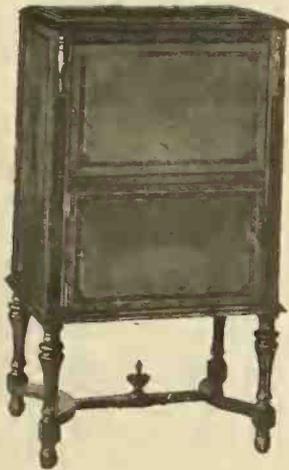
Manufacturers of Phonographs, Portables, Phonograph Cabinets, Motors, Tone Arms and Records are eligible.



De Luxe Cabinet

New slanting panel. Same rich French walnut finish as De Luxe Console. Artistic ornaments of carved wood and gold design. Really a beautiful piece of furniture. List price, \$77.50.

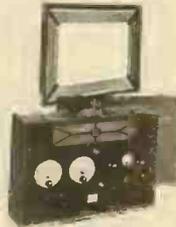
New ERLA 1926 Radio



De Luxe Console

Beautiful cabinet of two-toned, matched French Walnut. (Front handsomely panelled and richly decorated in gold. Legs extend up entire front. New type slanting panel.) Space below ample to house batteries and chargers. Loud speaker built in. List price, \$142.50.

Standard console same as above except finished in mahogany, \$113.50.



Town and Country Portable

Six tube, light, compact, in handsome leather-covered carrying case. Performance equal to any on market. List price, \$150. 8 tube set.



Standard Cabinet

Finished in carefully selected mahogany. Same shape and design as the De Luxe Cabinet. List price, \$69.50.

At top—Factory, laboratories and offices of Electrical Research Laboratories, Chicago.

Below—Plants and offices of Caswell-Runyan Company, Huntington, Ind.



Dealers!

Here is a phenomenal line at prices that will amaze you

Look carefully at the receivers on the opposite page. Read the descriptions. Note above all the prices. Compare them point by point with the lines of other leading manufacturers. **THEN** read the extraordinary proposition below offered to 2500 franchise dealers.

Five great advantages are offered to dealers qualified to represent this extraordinary line. (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 to-day.

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" Circloid. It offers four 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 Circloid principle affords which will be explained in answer to your letter.

Two Immense Organizations Back the Erla Line

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 to-day.

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.

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 soon as we have your reply. You will be amazed at the low prices.

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 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

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 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 TO-DAY

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.

* Trade-mark

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.



Live Tulsa Retailers Pushing Columbia Line

Allen-Thede Music Co., of Tulsa, Okla., Through Aggressive Merchandising Methods, Has Built Up Large Business

TULSA, OKLA., July 6.—One of the most successful retail phonograph establishments in the Southwest is the Allen-Thede Music Co. in this city, Columbia dealer, which has been established for the past sixteen years. This organization is operated entirely by Mrs. L. P. Thede, who has devoted many years to the phonograph and record business and who is responsible for building up an establishment that is a leader in this part of the country.

When Mrs. Thede added Columbia phono-



Effective Columbia Display of Allen-Thede Co.

graphs and records to her line recently, she utilized a very effective window display which forms part of the Columbia dealer service issued monthly, and this display not only created favorable comment but produced direct sales. A Columbia department has been installed to properly feature Columbia products and in a recent letter to the Columbia Co. Mrs. Thede said: "The new recordings issued by the Columbia Co. are simply marvelous and are bound

to be a big stimulation to the record business. The demand for the new recordings is steadily increasing and I believe that this type of record will revolutionize the phonograph business."

Freed-Eisemann Radio Corp. Holds Its Annual Meeting

Anticipates Large Sales Gains During Next Year—Production Capacity Between 1,500 and 2,000 Sets Per Day—Bright Outlook

The annual meeting of the stockholders of the Freed-Eisemann Radio Corp., was held recently in the Sperry Building, Manhattan Bridge Plaza, Brooklyn, and a most encouraging report of the anticipated business for 1926, due to the demands for Freed-Eisemann receivers and the general stabilization of the radio industry, was made by Joseph D. R. Freed.

"Every indication tends to show that the sales for the year ending May, 1925, will exceed those of the preceding year," Mr. Freed declared. "We have during this year more than doubled the capacity of 1,500 to 2,000 sets a day."

With reference to the position of the business of the company in the radio field, the report says:

"A recent official report of the royalties paid to the licensor by the other thirteen Neutrodyne licensees indicates that the sales of your company alone were more than half the combined sales of the

other manufacturers for the year of 1924."

Joseph D. R. Freed was re-elected president; Emil Eisemann, vice-president; Alexander Eisemann, treasurer, and Arthur Freed, secretary. The entire board of directors was re-elected.

The Herzog Radio Corp., Brooklyn, N. Y., manufacturers of the semi-automatic receiver and unilateral loop, have licensed the Niagara Fur. Co., Middleport, N. Y., to make sets.

Globe Art Mfg. Co. Has New Model of Tone Arm

Announces Tone Arm of Universal Design for Installation in Radio Cabinets for Use With Loud Speakers—Of Universal Design

The Globe Art Mfg. Co., Newark, N. J., which for many years has manufactured tone arms, reproducers and small parts for the talking machine industry, having produced such



New Globe Art Tone Arm

products for some of the largest phonograph companies, has just announced a tone arm for use in radio cabinets with loud speakers.

The Globe Co.'s product is of universal design, making it available for any loud speaker unit. It is built upon the best acoustical principles and is of a size that makes it readily available for either table or console model radio receiving sets. This equipment is already being used by several radio cabinet manufacturers and the demand for the product has justified the Globe Co. in greatly increasing its facilities for manufacturing this radio adjunct.

H. H. Southgate, Asst. Sales Mgr. Kolster Radio

H. H. Southgate, well known throughout the music and radio trades, was recently appointed assistant sales manager of Kolster radio division of the Federal Telegraph Co. Mr. Southgate was formerly connected with the Foreign & Domestic Electrical Commodities, Inc., New York, manufacturer of Fordex battery eliminators and Eagle battery chargers. Prior to that he was associated with the Aeolian Co., New York, and his circle of acquaintances in the music trades is wide.

Mr. Southgate will make his headquarters at the Woolworth Building, New York, and a large share of his time will be spent on the road, helping establish distribution outlets.

E. M. Wilson & Son Are New Outing Distributors

The Outing Talking Machine Co., Mt. Kisco, New York, manufacturer of the Outing portable talking machine, recently announced through A. J. Coté, president of the company, the appointment of E. M. Wilson & Son, Newark, N. J., as distributors for the Outing products in the State of New Jersey. E. M. Wilson & Son are well known throughout the New Jersey territory, and among the trade.

A. A. Trostler Addresses Music Master Distributors

KANSAS CITY, Mo., July 8.—A. A. Trostler, Western sales manager of the Music Master Corp., manufacturer of the Music Master radio products, addressed the sales force of the J. W. Jenkins Sons' Music Co., of this city, Music Master distributor, on July 6 and 7. He will have a similar sales conference with the force of the Harbour-Longmire Co., Oklahoma City, Okla., the latter part of this week.

New Record Cleaner

The Brilliantone Steel Needle Co., New York, sole selling agents for Bagshaw needles, has announced a new combination record cleaner needle can containing 250 Brilliantone needles.

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 4 1/2 lbs. Made in black, red, green or blue fabricoid.

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

WE were the first Manufacturer to produce a Console with built-in Loud Speaker of real merit, based on a life time of phonograph experience. We are still leading, although many other makes are being marketed today. But—don't deceive yourself! The Console Master Speaker is the only practical Console Speaker, by reason of its construction. One pull of the handle opens the front for simultaneous access to batteries and speaker unit. There is no climbing in at the back necessary. This feature is our own origination and strong patent claims protect it and the inevitable infringer and imitator will be held to strict account. The quality of the



The Console Master Speaker

Showing the front let down, allowing convenient and quick access to batteries and speaker.



The Console Master Speaker

With built-in loudspeaker. Its proportions are correct in design. Size, 50 inches high, 36 inches long, and 14 inches wide.

cabinet work, the ideal arrangement of space, holding the Speaker (consisting of a wooden horn, brass tone arm and adjustable loud speaker unit), an A Battery, Battery charger and dry or wet B Batteries, make the Console Master Speaker the best selling proposition for the dealer. Our price is right and our policy permits full discounts to dealers and jobbers.

Write us for price, discounts and territory.

Console Master Speaker Co.

15 East 40th Street

New York City

TELEPHONE: MURRAY HILL 9145-0495

The Trade in PHILADELPHIA and LOCALITY

Results of Recent Sales Drives Create Optimism Among Quaker City Retailers

Campaigns Demonstrate Efficacy of Sales Promotion Effort During the Summer Months—H. A. Weymann & Son Co-operate With Dealers—Fall Orders Indicate Busy Season Ahead

PHILADELPHIA, PA., July 9.—Trade optimism has been sustained by the unexpected results that have been obtained by recent sales drives of dealers. Within recent weeks the retailers, in co-operation with the distributors, have been emulating the campaigns which the Victor Co. instituted during the Spring months for the sales of the Victrola, and like the originator of these concentrated efforts, have been receiving material benefits in the improved demand for types of machines that long have been laggards in stocks because of the failure of public interest in them. When purchasing phonographs in these early Summer days the attention of the buyers now is centered on the popular-priced models and those of the higher grades, such as consoles in price ranges from \$150 to \$200 or more. It was a pleasant contrast for the retailer to find that by the application of sales energy and concentrated house-to-house canvassing much good could be accomplished after long lack of interest on the part of the public in these straight talking machines.

Records in all the popular renditions of vocal and instrumental recordings have been selling at fairly well-maintained levels although there is not as large demand as might be expected at this season of the year.

All the distributors handling portable talking machines have been busily engaged shipping large numbers of these easily transported entertainers for Summer colonies at seashore, mountain and country resorts, to the retail trade.

Single-Faced Red Seals Moved Quickly. Distributors and dealers of the Victor Red Seal single-face records have been cleaning house of all their salable numbers of these records under the recent price concessions made

by the Victor Co. The record sales drive on the single-face Red Seals has been responsible for the moving of almost all records that were in stock and pretty well cleaned up those in the hands of the local distributors.

Victor Portables Score

Among the most active of the numbers of Victrolas shipped from the warehouses of the Philadelphia Victor Distributors, Inc., during the past month were the Victor portables No. 1-1, retailing at \$15. There was a record breaking demand for these new portables. The headquarters here at 835 Arch street also experienced a run on the \$150 models in the early days of July and late June, showing the sudden return to popular favor of these types of straight machines, in this city. The corporation will, this month, place on sale the newest of Victor products, the Nursery Model, in white enamel.

Among the callers at the offices of the Philadelphia Victor Distributors, Inc., was M. F. Malarky, the proprietor of Malarky's Music Store, Pottsville, Pa., who was here in the interest of expansion of the sales in his store, this branch of the business now being made an important division. The plans for broadening the Victor department were discussed with Secretary Frank B. Rineck, who also is general manager of the company.

H. A. Weymann & Son Work With Dealers

H. A. Weymann & Son, Inc., Victor distributors of this city, have continued in an energetic manner their co-operation with dealers in capitalizing the recent price reduction of single-faced Red Seal records. Previous notice was sent announcing the special newspaper advertisement of the Victor Talking Machine Co. on Tuesday, June 23, with a suggestion that dealers tie up with this newspaper announcement

by running an ad under their own names. H. A. Weymann & Son, Inc., offered to supply dealers without charge with matrices of an attractive ad. It is interesting to note that the response to this offer was very satisfactory, clearly demonstrating the progressive spirit of the dealer in taking advantage of an opportunity. Attention was also called to the special booklet listing all single-faced Red Seal records and a feature page in the July record supplement announcing the reduction of these records. A number of helpful merchandising suggestions were given. Attention was called to the signs on the Weymann auto delivery trucks which had attracted considerable attention on their daily trips through every section in and around Philadelphia and Camden and the suggestion is made that dealers make similar use of their vehicles.

Another suggestion made by the Weymann organization to dealers is the featuring of the portable type of Victrolas with special emphasis placed upon the new Victrola model No. 1-1.

That the talking machine business has passed the low-water mark of trade depression and is now on the crest of the flood tide is practically demonstrated in the sales record for the month of June, as compiled by the company. Manager Charles W. Bahl, of the wholesale department, in summarizing the June sales, found that this year's accounting of orders shows that there is an increase of 30 per cent over the same period of 1924. These results were obtained by the co-operation of the Weymann Co. with the dealers in a series of sales campaigns. The system carried out under the direction of the Weymann Co. dealers was through a house-to-house canvass by women in the towns and cities and after an audience was obtained and the prospects disclosed the women informed the traveling sales representative especially assigned to co-operate with the dealers and he immediately closed the deal in the company of the women canvassers. It has been found in these drives that women make capable sales promoters as they are given an entry where men are barred.

Fall Orders Foreshadow Busy Season

The Philadelphia Badge Co., of this city, reports that evidence of heavy Fall demand is already to be found in increased orders. Production has been increased and the factory is busy several nights a week in order to keep up with this demand. The Velvaloid record cleaner has proved popular not only in domestic circles but also in foreign fields where good will advertising is comparatively new and a novelty.

In addition to the record cleaner branch of the business the Philadelphia Badge Co. is the producer of all kinds of advertising novelties and has recently branched out also into the field of art and gift shop merchandise.

Paul Green Promoted

From the position of outside sales representative, which he has occupied ever since the new record department has been established at the local offices of Everybody's Talking Machine Co., Inc., 810 Arch street, Paul Green has been promoted to the executive title of manager of the department. Manager Green succeeds Sigmund Lehman, who was formerly in charge of the department devoted to the distribution of the Okch and Odeon records and the Outing and Caswell portable machines.

Girard Phonograph Co. Busy

There will be placed on display in August at the local headquarters of the Girard Phonograph Co. the three new models which were announced at the recent convention of the Eastern distributors of the Magnavox Radio Co., held in New York at the Hotel Pennsylvania in



GUARANTEE PORTABLE RETAILS FOR \$25.00

A Real Stimulant for
Summer Business

SPECIFICATIONS:

1. Textene Leather Case.
2. Standard Helmsman Motor.
3. Plays Two 10" Records.
4. Standard Taper 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 14 1/2" x 11 1/2" x 7 3/4".
10. Weighs 14 1/2 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 152)

early June. With the addition of the newest products of the Magnavox, there now are five models of radio sets and loud speakers, and the entire group will be ready for trade selection for Fall by the middle of August, shipments being made at that time to the retailers. Back of the dealers in the Fall sales campaign there will be the broad publicity which will be given to the Magnavox under the plans for the advertising campaign which was discussed and perfected at both the New York and Chicago conventions of the Magnavox Co. Under the distribution of the Girard Co., there are being opened in the sales territory covered by that firm in eastern Pennsylvania and southern New Jersey and Philadelphia an average of twenty dealers per week for the De Forest and Magnavox radios, and it is anticipated that by the time the Fall season is in swing there will have been perfected a broad outlet for these radios. The Girard Co. is now featuring a special drive among the dealers for the stocking and sales of

tubes. Many distributors have been finding a profitable accessory and sales promoter in the tube line, because it brings to the store customers who are not only purchasers of tubes but also of radio and other commodities. The Magnavox and De Forest tubes are being featured and they are adaptable to any standard make of radio. The Girard Co. enjoyed a particularly good June business increase in the Edison records and machines. Arthur W. Rhinow and P. I. Hawley, of the firm, attended the recent convention in New York of the Magnavox Eastern distributors.

Penn Co. Gets Jewett Distribution

The Penn Phonograph Co. has been appointed exclusive distributor in the Philadelphia territory for the new Jewett radio receiving set. This set is not only the latest product of the Jewett Radio & Phonograph Co., of Pontiac, Mich., but constitutes a valuable addition to the newest receiving sets now on the market. Many distinctive features mark the new set, and its appearance on the market is timely, as it will enable dealers to stock for the Fall season. T. W. Barnhill, of the Penn Co., is enthusiastic over the performance of the advance model of the set recently received and predicts heavy sales for it during the coming season. The Penn Phonograph Co. also distributes other numbers of the Jewett line, including the Super-speaker and Venico phonograph unit as well as a widely diversified list of well-known radio sets and accessories.

Wide Demand for Guarantee Portables

A nation-wide demand for the Guarantee portable machines has kept the factory of the Guarantee Talking Machine Supply Co. at capacity production. The firm has on its order books demands from Portland, Me., to the southern extremity of Miami, Fla. and to the Coast points of Sacramento, Cal., and Oklahoma, proving that its portables have become a national issue in the trade. Sales Manager E. Bauer, who has been making the rounds of Allentown, Reading, Bethlehem and other eastern Pennsylvania State points, is again at headquarters preparatory to another road trip.

Special Drive on Brunswick

Special campaigns conducted with its dealers have been fruitful in sales for the various models of the Brunswick that just now are seasonably adapted for Summertime diversions. In co-operation with the dealers' sales, canvass was made in various cities, resulting in the sales

of larger numbers of the Brunswick in the \$150 and \$200 models. The McDonald Music Store, of Pottsville, Pa., during the month joined the Brunswick list of dealers. Another newcomer to the Brunswick line was Hagen's Music House, of Reading, Pa. Both these firms completely stocked with both talking machines and records. The Brunswick will this month bring out two new Charley Chaplin records, made by the famous film comedian, as guest conductor of Abe Lyman's Orchestra, from the Coast.

Lang's Music Store in New Home

Lang's Music Store, of this city, successful Okel dealer, recently moved into a new and very attractive establishment at 2146 Ridge avenue, and to celebrate the opening of the new



Clarence Williams Trio

establishment the Clarence Williams Trio, Okel artists, made a quick trip from New York to Philadelphia to be present. This trio, consisting of Clarence Williams, Eva Taylor and Clarence Todd, was enthusiastically received by music lovers who attended the opening, and they were obliged to render numerous encores in response to the request of those present.

Cheney Popularity Grows

Popular Summer models in the Cheney list of phonographs are the console types ranging in price from \$165 to \$200 and listed as Nos. 119 and 118, and local headquarters of the Cheney

(Continued on page 154)



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.



Victrola No. 1-1 Mahogany Finish

A Victrola for Fifteen Dollars

A good machine to feature in the summer time

Every sale of a Victrola No. 1-1 increases your Victor Record business and furnishes a prospect for a cabinet type Victrola.

We are prepared to make immediate delivery of this type.

H.A.WEYMAN & SON, INC.
1108 Chestnut Street - Philadelphia, Pa.

VICTOR WHOLESALERS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 153)



Good Will Created during the Summer Months Means Increased Autumn and Holiday Business

THE FAMOUS VELVALOID RECORD CLEANER IS A POSITIVE GOOD WILL GETTER HAVE YOU TRIED THEM????

RETAILERS—Get a sample direct or through your jobber. No obligation and full details how to create Good Will and its value to you.

PHILADELPHIA BADGE CO., MANUFACTURERS
942 Market Street Philadelphia, U. S. A.

Corp., 1015 Chestnut street, have been enjoying a splendid seasonal demand for these. President G. Dunbar Shewell, of the corporation, made a trip to the Chicago factory and found full-time operation in preparation for the Fall demands by the Cheney and its auxiliary products, the Receptrad and Thermodyne radio sets and Silver Voice Horn loud speaker. G. Dunbar Shewell, Jr., who manages the Boston branch, was a holiday visitor at headquarters and spent July 4 with his father at the family home in this city. He reports very satisfactory sales of the radios made by the Cheney Corp. in the Hub and throughout the New England States.

J. A. Fischer Co. Adds to Products

There now is being marketed by the J. A. Fischer Co., 730 Market street, the newest of accessories in the talking machine supply business, the Pennant Sound Box. This newest product supplements the recently added Unbreakable Elbow tone arm outfit, No. 30, which was introduced a few weeks ago and which is making a huge hit throughout the country. The firm has been enjoying an active demand for its Valley Forge main springs and other replacement materials. Irvin R. Epstan, who has been traveling through the New York State sections, returned in time for the holidays over the Fourth, and reported a greatly increased demand for Fischer Co. products. Julius A. Fischer, of the company, is summing in Atlantic City.

Western Convention Adopts Important Resolutions

Definite Recommendations Made Regarding Carrying Charges, Appraisal of Trade-ins and the Payment of Commissions

LOS ANGELES, CAL., July 6.—As a result of the various discussions held during the Western Music Trades Convention here last month, the Resolutions Committee drafted the following resolutions relative to business practice, all of which were adopted:

1. That it is the sense of this Convention that due to the increase of overhead costs and to the greater expenses incurred by all merchants in the conducting of their business, a discount of not less than 50 per cent is absolutely essential to present and future success.
2. That it is most advisable and convenient to extend the carrying charge method of collecting interest on time payments to the piano sales departments.
3. That large sums of money would be saved to Western and Pacific Coast retail music merchants by the establishment of a Central Traffic Bureau.
4. That the plan whereby an association appraiser of trade-in pianos be appointed is very highly recommended in cities and communities where there are a sufficient number of dealers to support same.
5. That in order to save overhead expense and to lend dignity to the profession as well as the trade we recommend that no commissions on the sale of goods shall be paid to any persons other than those regularly employed as salesmen.

A. H. Grebe & Co. to Build Addition to Their Factory

When Completed Production Facilities of Radio Manufacturing Concern Will Be More Than Doubled—Enjoyed Remarkable Growth

A. H. Grebe & Co., Inc., Richmond Hill, N. Y., manufacturer of the Grebe Synchrophase and other radio apparatus, is about to commence work on an addition to its already large plant that will more than double its capacity. The story of the remarkable growth of the

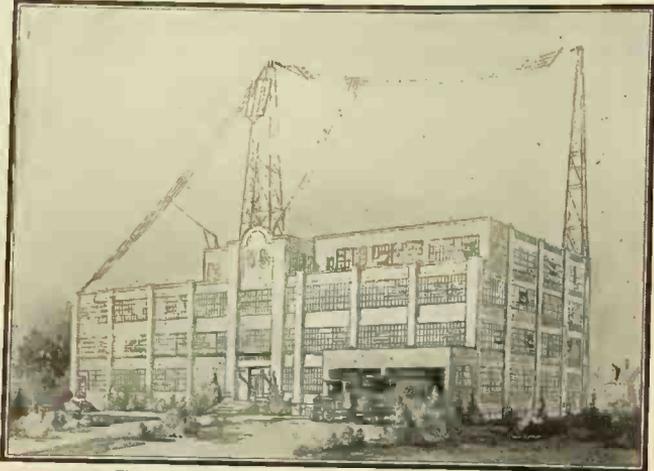
and construction of the older plant. Through the efficient rearrangement of the departments the production will be more than double. With this new building A. H. Grebe & Co. enter the business season with exceptional production facilities.

May Accept Foreign Invoice Prices as Value Basis

U. S. Tariff Commission Expected to Adopt New Plan for Determining Costs of Products Brought From Abroad Under Tariff Law

WASHINGTON, D. C., July 6.—Changes in the procedure of the United States Tariff Commission which would result in decided economies have been suggested and may be tried out in the near future. These would include the basing of the commission's reports to the President upon foreign invoice prices rather than actual costs, thus eliminating the necessity of sending experts abroad to study cost prices, as is now required in every investigation made under the flexible tariff provisions of the tariff law.

There has been a great deal of friction abroad between Government representatives and foreign manufacturers who resent inquiries into



The New Grebe Factory as It Will Appear When Completed

Grebe organization from a small frame building to its present size has often been told. The still further enlargement of the plant at this time is a visible indication of the faith of Alfred H. Grebe, president of the company; Douglas Rigney, treasurer and general manager, and their staff of co-workers not only in the future of radio but more definitely still in the steadily growing popularity of the Grebe Synchrophase receiving set and other Grebe products.

It was only two years ago that the present modern concrete and glass building was built especially for the production of Grebe radio apparatus. Later, on the top of this building which dominates the landscape in Richmond Hill, was erected the towers of station WAHG which is owned and operated by A. H. Grebe & Co., and later the twin broadcasting station WBOQ. This company also operates WGMU, the mobile broadcasting station; WRMU, the marine broadcasting station; 2ZV, the low-wave station, and 2XE, the experimental station. Thus, A. H. Grebe & Co. operate six broadcasting stations.

The accompanying photograph shows the new building as completed. It will be seen that the new addition is annexed direct to the older building and it follows exactly the architecture

what they consider trade secrets in the way of costs production. This involves not only the representatives of the Tariff Commission but of the customs division of the Treasury Department, as well, and for a time threatened the serenity of our relations with several European countries, whose manufacturers declared that if our Government did not change its methods their own governments would be asked to adopt retaliatory measures.

The proposal to use invoice figures would not only save the commission much money, but would also tend to remove this friction with foreign manufacturers and would also speed up the investigations.

BEL-CANTO PRODUCTS

Superior in Material, Workmanship and Performance. Bel-Canto Adjustable Loud Speakers, with massive, mahogany-finish cabinet, at \$17.50. Goose-Neck Fibre Horns, at \$10.00 and \$15.00. Loud Speaker Units, patented Flexible Reed Tone Chamber. The Bel-Canto Recording Dial, \$2.00. With magnifying glass \$2.50.

BEL-CANTO RADIO & TEL. EQUIPMENT CO., INC.
872 Broadway New York City

Wholesale distributed by Baker-Salis Co., Inc.
Home Office: 715 Call Bldg., San Francisco, Cal.
Branches in: Los Angeles, Cal.; Portland, Ore.; Seattle, Wash.; Vancouver, B. C.; Salt Lake City, Utah; Denver, Colo.; Chicago, Ill.; Buffalo, N. Y.; New York City

IN THE MUSICAL MERCHANDISE FIELD

Every Young Person Is Band Instrument Prospect

Current Buescher Advertising Urges Dealers to Direct Efforts to Young Folk, All of Whom Are Potential Customers for Instruments

ELKHART, IND., July 8.—The current advertising of the Buescher Band Instrument Co., manufacturer of Buescher saxophones and band instruments, stresses the fact that every young person is a prospect for the sale of a band instrument. That potential demand for music can be turned into the sales of instruments by the aggressive dealer is the point of the Buescher message to its dealers. F. A. Buescher in a recent statement said:

"When a music dealer adds Buescher band instruments to his stock and advertises and displays them every young person in the neighborhood becomes vitally interested. Young folks have been reading our advertisements in the magazines that they get at home or buy on the newsstands and the moment a window display of Buescher instruments comes under their eyes their inclination to own a Buescher instrument crystallizes and the dealer gets action.

"Buescher band instruments are easy to sell. After a week the average beginner gets tunes from the saxophone teacher. Scales must, of course, be studied, but the saxophone is so simple that almost any tune in a given key teaches that key pretty thoroughly. Progress is much more rapid than on the piano or stringed instruments, and that is a big reason why dealers are selling Buescher saxophones readily.

"And one wind instrument sells another. The youngest who plays a saxophone generally hunts up a pal to play the trumpet. The two usually get a third who plays piano, a fourth to handle the drums, and often a fifth to take on another saxophone and trombone. The dealer can get behind this natural urge of the young people and fan the flames of desire to the point where he soon has a nice business in band instruments."

Governor Silzer of New Jersey Plays Harmonica

Governor Silzer, besides being the chief executive of the State of New Jersey, is also an accomplished harmonica player. In a recent harmonica contest conducted by the Trenton Star Gazette Governor Silzer was presented with a gold-plated Hohner harmonica. As he accepted the instrument Governor Silzer remarked: "I used to play one of these," and in substantiation of his statement he played an excellent rendition of "Home Sweet Home."

The popularity of the harmonica in all walks of life has become well known to Hohner dealers through their sales records, and it is expected that the extensive advertising planned by M. Hohner, Inc., New York City, for the coming season will still further increase the prestige of this already popular instrument.

M. Quinto Uses Vegaphone

BOSTON, MASS., July 8.—To the already long list of famous musicians who use the Vega Instruments, made by the Vega Co., has been added the name of Marty Quinto, banjoist of the Barney Rapp Orchestra, recording artists. The instrument in point is a Vegaphone artist model banjo, finished in gold.

Sherman-Clay Opens New Stockton Branch

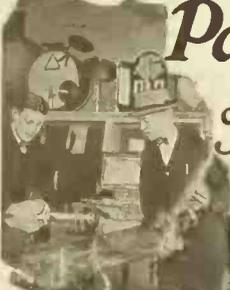
Band Instrument, Radio and Sheet Music Are New Departments in Branch—W. P. Jordan Appointed Manager—Large Sales Force

STOCKTON, CAL., July 6.—The new home of the local Sherman, Clay & Co. branch, at 515 East Main street, was formally dedicated recently with an elaborate public reception, and was visited by hundreds. The store was recently remodeled at an expense of over \$30,000,

according to plans made by Ferdinand Stevens, secretary of Sherman, Clay & Co., San Francisco. Of Spanish design, the warehouses, with their craft-text walls, swinging windows and arched openings, are a most artistic achievement.

The increased stock features three new departments, the band and orchestra department, radio department and a complete line of sheet music. W. Pope Jordan, for the past fourteen years manager of the company's branch in Sacramento, has been appointed manager for the new Stockton store, and will have charge of the business in five surrounding counties, with a sales force of twenty-six people.

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.
5215-65 Superior Ave. Cleveland, Ohio
Manufacturers of
"KING" BAND INSTRUMENTS

A Presentation of the Exclusive Agency for KING BAND INSTRUMENTS Prepared for The H.N. White Company CLEVELAND, O.

THE H. N. WHITE CO., 5215-65 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 155)

HOHNER *Harmonicas* and *Accordions*

THE WORLD'S BEST



Hohner publicity will create Fall sales for
Hohner dealers

Write us for our "Big Business Builders"

M. HOHNER

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Leedy Mfg. Co. Issues Fourteenth Drum Catalog

New Publication Contains Much Information
of Value to Dealers in Sales Promotion

The Leedy Mfg. Co., Indianapolis, Ind., has just issued its fourteenth catalog and this attractive publication contains a wealth of interesting material for dealers who are interested in the development of drum business. The first pages of the catalog trace briefly the phenomenal growth of the company in the past twenty-seven years, showing the small room that was occupied in 1898 as compared with the vast plant which the company now owns and which covers 50,000 square feet of floor space. The Leedy executive staff is presented through the medium of a full page of photographs, headed by U. G. Leedy, president; Herman Winterhoff, vice-president, and A. W. Kuerst, secretary and treasurer. Another page of photographs shows some of the prominent drummers who are Leedy enthusiasts, and it is interesting to note that these drummers represent practically every large city in the country.

The catalog proper features the many different types of drums in the Leedy line, attractive-

ly illustrated and effectively described. Every drum in the Leedy line is listed in the new catalog, together with the various drum outfits that have been important factors in the development of the company's business. There are also shown some of the drum accessories that are made by the Leedy Mfg. Co., including cymbals, tom-toms, tambourines and many other products. All of these accessories are made complete in the Leedy plant, thereby enabling the company to present drum products in their entirety to the trade and to professional and amateur drummers.

The catalog has a handsome cover in three colors, and typographically it is exceptionally clear and distinct. It is the work of George H. Way, sales and advertising manager of the company, who is to be congratulated upon the production of a book that is in thorough accord with the standing and prestige of Leedy drum products.

Permanent Display Room

CHICAGO, ILL., July 7.—The convention display room of the Tark & Dinner Music Co. attracted so much favorable comment that it has been decided to keep it as a permanent addition. This concern wholesales musical merchandise.

Hohner Display Material Helps Harmonica Sales

Leading Music Houses Install Window Displays
Furnished by M. Hohner, Inc., and Increase
Sales for Popular Summer Instrument

Harmonicas have been the object of special sales efforts on the part of many leading music dealers throughout the country, and as a result good sales records have been made. M. Hohner, Inc., has been co-operating to the extent of furnishing lithographed display material and window advertising. Among the dealers who have used this Hohner advertising material with good results are: W. J. Dyer & Bros., St. Paul, Minn.; Lyon & Healy, Inc., Chicago; Hunleth Music Co., St. Louis; Thos. Goggan & Bro., San Antonio, Tex.; Chas. H. Ditson & Co., New York; Carl Fischer, Inc., New York; Oliver Ditson Co., Boston; H. A. Weymann & Son, Inc., Philadelphia; Schireson Bros., Los Angeles, and Hafner & Sulphin, Philadelphia. Most of the dealers work the Hohner advertising material into the picture with striking effects. This includes the charts, window posters, streamers, lithographed cut-outs, and figures showing the Hohner played.

F. J. Bacon on Vacation

GROTON, CONN., July 7.—Frederick J. Bacon, president of the Bacon Banjo Co., Inc., of this city, besides being one of the foremost banjoists in this country has a reputation with a rifle. Mr. Bacon, therefore, selected good hunting territory for his vacation and left on July 5 for the Laurentian Mountains about 100 miles northwest of Montreal. Mr. Bacon expects to return in prime condition for the heavy Fall business season looked forward to.

An Eye-Arresting Window

One of the most attractive window displays on view in the shopping section of Brooklyn, N. Y., is that of Fred. Loeser & Co., which has given over a large window on Fulton street to a showing of band instruments and Lyon & Healy string instruments. The center figure of the display is a model of a young lady in evening attire seated at a harp. The other instruments are tastefully arranged on velvet drapes around the display.

Landau's Music & Jewelry Store, Hazleton, Pa., has organized a ukulele club, and those persons who purchase ukuleles will be given the opportunity to learn to play them at a nominal sum per lesson. As a result of this plan sales increased materially.

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.



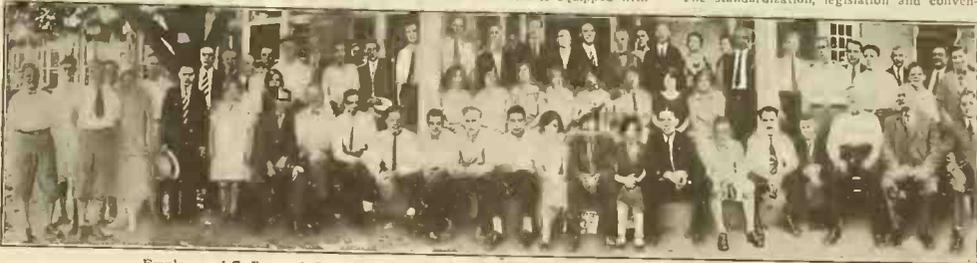
IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 156)

Sports Featured Outing of Bruno Organization

Executive Staff and Employees Motor to Glenwood Landing for a Day of Fun—Keen Competition in Baseball Game and Races

The annual outing of the executive staff and employees of C. Bruno & Son, Inc., New York City, Victor distributors and wholesalers of musical merchandise, was held at Karatsony's Inn at Glenwood Landing, L. I., on Sunday, June 21.

Over ninety of the employees were on hand at the appointed hour—8.30 a. m.—and left for



Employees of C. Bruno & Son, Inc., at Their Annual Outing at Karatsony's Inn, Glenwood Landing, N. Y.

this long anticipated day of enjoyment in palatial buses. Upon arrival at the Landing the first event of the day was a spirited and closely contested baseball game between the married and single men of the organization. The batteries were, for the single men, James Hopkins and Milton Fink, and for the married men William J. Haussler, vice-president and general manager of the organization, and also his son, Billy Haussler, Jr., and Reuben May. The game lasted eleven innings, with a final score of 4-3 in favor of the single men. Each member of the winning team was presented with a handsome gold-plated safety razor.

Following the ball game everybody assembled at the Inn for a sumptuous dinner. In a short after-dinner talk to the employees Mr. Haussler spoke of the pride that he took in an organization in which everybody was so happy and co-operated to his or her fullest extent, and made other fitting remarks concerning the efficiency of the Bruno organization.

Jerome Harris, secretary of the company, rendered a few of his popular selections on a Bruno ukulele and then the entire assembly joined in singing community songs.

After the dinner, speeches and music, a diversified afternoon of sports was entered into. In the ladies' events the 100-yard dash was won by Miss Frankel. Miss Lazarus was second. In the potato race Miss Schorsh came in first and Miss Willi second. The egg race was won by Miss Frankel and Miss Schorsh came in second. It was also stated that in the closely contested tug-of-war the ladies won enough candy to last them until Christmas.

The 100-yard dash in the men's events was won by G. Martini, a close follower of Paavo Nurmi, and W. O'Malley, second. J. Slobotkin was first in the 100-yard dash for married men and Henry Kistner second.

In the tug-of-war the superior weight, experience and intelligence of the married men (this was reported by a married man) enabled them to pull the single men almost as far as Sea Cliff.

Then followed several hours of dancing to music rendered by Bruno's own Royal Artist Orchestra. Presentation of prizes with a further collation served at about 7.00 p. m. and the return homeward of ninety weary but happy Bru-noites completed a perfect day.

William R. Palmer, veteran bandleader and one of the best-known musicians in the State of Ohio, died recently at his home in Akron.

Conn Instruments Used by Silvertown Orchestra

First Appearance in Boston Featured by the Conn Boston Co. in an Elaborate Tie-up

Boston, Mass., June 29.—Conn instruments were featured last week when the Silvertown Orchestra appeared at the Boston Arena for the first time in this city in a concert and dance program. This orchestra has achieved nation-wide fame through its radio broadcastings and received a fine greeting from New England fans.

The fact that the orchestra is equipped with

Musical Merchandise Mfrs. Hold Regular Meeting

Decide to Discontinue Meetings During Summer Months—Discuss Trade Problems

The regular monthly meeting of the Musical Merchandise Manufacturers' Association, Eastern Zone, was held at the Hotel Brevoort the latter part of last month. Routine business was discussed and there was a discussion of many problems of the Association with new angles presented by members who had returned from the convention.

The standardization, legislation and conven-

tion committees submitted reports. It was announced that M. R. Hutton, of the Employment Managers' Association, would address the members on the labor question at an early date. It was decided not to hold any meetings during the Summer months, and the date for the next meeting was set for September 15 at the Hotel Brevoort.

Small Goods Dept. Leads

Bamberger's department store, Newark, N. J., reports that the musical instrument department has topped all other departments in increase over the previous year during the last fiscal year. This is an achievement of note, as this establishment is one of the most complete stores in the East, and to lead in increase is a noteworthy accomplishment.

Portland Orchestra Likes Buescher Instruments

PORTLAND, ORE., July 6.—The Dwight Johnson Strollers, an exclusive Buescher-equipped organization, who have been playing at the Indian Grill at the Hotel Multnomah for the past several months, are now being featured at the Liberty Theatre, one of Portland's largest and most prominent motion picture houses.

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 157)

Ludwig & Ludwig Demon- strator Gives Exhibition

Frank S. Fancher, World's Champion Rudimental Drummer, One of Leading Figures at Flag Day Exercises Held at Blue Island

Frank S. Fancher, of Ludwig & Ludwig, drum manufacturers of Chicago, was one of the leading figures in the Flag Day celebration held at Blue Island, Ill., in June. The Flag Day



Frank S. Fancher Performing

celebration was conducted by the Elks of Blue Island in connection with the Elks' Band of that city. Mr. Fancher, who is the world's champion rudimental drummer, played several drum solos and also performed with the band in several patriotic numbers.

The exercises on that occasion were well attended and Mr. Fancher's performance was a distinct success.

The city officials and officers of the Elks' Lodge were very appreciative of the kindness of Ludwig & Ludwig in furnishing Mr. Fancher and were loud in their praise of his work.

Ludwig & Ludwig are giving quite freely of time and resources in the promotion of rudimental drumming and this instance shows but a small part of the demonstration work.

Bacon Banjo Spends Day in Harbor Uninjured

GROTON, CONN., July 9.—Bacon dealers have received copies of a very interesting letter which was recently sent the factory by H. L. Hunt, manager of Chas. H. Ditson & Co., New York, relating the experience which befell a Bacon banjo. The letter reads, in part: "It may interest you to know that we have just received a Bacon professional tenor banjo that fell overboard in New York Harbor and remained under water twenty-four hours. Finally the tide subsided and the owner went out in a bathing suit and found the banjo neck sticking out of the water, the rim of the banjo resting on the bottom. He took the instrument out, dried it, and the only thing that suffered were the strings, which were a little rusty. We have rubbed it up, put on a new set of strings and the banjo is now better than ever."

D. L. Day, vice-president of the Bacon Banjo Co., has had the letters sent to the dealers so that they can utilize the story as a selling point.

Buffalo Dealers Do Large Band Instrument Business

BUFFALO, N. Y., July 7.—Music dealers in this territory are enthusiastic over the splendid band and orchestra instrument business which they have been doing. Beuton, Cottier & Daniels have had an excellent business with the Buescher line, and their newspaper advertising and window displays have in large part been devoted to this type of business. Other dealers who report good trade in band instruments are Charles Weisel and the McClellan Music Store.

Armour & Co. Announce Employes' Bonus Plan

CHICAGO, ILL., July 7.—Armour & Co. recently announced a plan to further employe ownership by giving bonuses to employes holding shares in the company. The bonus will be \$2 a share over a period of five years. Thus every employe who is a shareholder will receive this amount per share over the dividends paid. This announcement was made in connection with an announcement of a new offering of stock.

California Dealers Urge Campaign on "C" Saxophones

LOS ANGELES, CAL., July 3.—In order to help increase the sale of melody C saxophones the Band and Orchestra Instrument Committee of the Music Trades Association of Southern California is sending out two letters, one to manufacturers and the other to teachers, suggesting that everything possible be done to further the sale of this type of instrument.

Dealers and Musicians Praise the King Saxello

CLEVELAND, O., July 7.—The Saxello, the newest saxophone in the King line of band instruments, made by the H. N. White Co., has been the subject of high praise from both dealers and from purchasers of the instrument. One of the officials of the company recently stated that this model is so popular that its production is three times the total number of straight and curved sopranos made by the company.

The Hawes Music Stores, Portland, Me., were recently incorporated to operate a chain of music stores, with a capital stock of \$10,000.

"Silver Bell" Banjos



Send for Illustrated Book
The Bacon Banjo Co., Inc.
GROTON CONN.

Harmonica Contest in St. Paul, Minn., Scores

Harmonica contests conducted in big cities throughout the country continue to swell the popularity of the Hohner harmonica. M. Hohner, Inc., recently received the results of a contest conducted in St. Paul, Minn., by Finkelshtein & Rubin, owners of a chain of about fifty motion picture houses. The first prize was a beautiful silver loving cup donated by W. J. Dyer & Bro., well-known musical merchandise jobbers of that city. At the preliminary contest a Hohner marine band harmonica was presented to each contestant and winners were awarded No. 260, No. 47½ and No. 105 Hohner harmonicas.

Fostoria Band Again Wins the Annual State Contest

AKRON, O., July 6.—The Fostoria High School Band won the band contest recently held at the local armory. The contest lasted for two days and attracted a thousand or more music lovers. The feature of the event was a parade of the twenty-one bands which competed. All were in full uniform and as they paraded downtown with drum majors at their heads, immense crowds gave vigorous applause.

D. L. Day Returns From Trip

GROTON, CONN., July 8.—David L. Day, general manager of the Bacon Banjo Co., Inc., returned recently from his Western trip well satisfied with conditions. He attended the Convention in Chicago, where the Bacon Co. had a display and booked several large orders. Mr. Day announced that arrangements had been completed for many new dealers to handle the Bacon line.

Advertises in Ball Park

MINNEAPOLIS, MINN., July 8.—The Hausner Music Co. has erected an attractive signboard in the local baseball park with the message, "\$10 for Hitting This Sign." The sign is so situated that it can be seen by every patron of the park. This concern is the exclusive agent for Buescher band instruments in Minneapolis and St. Paul.

The Waverly Musical Products Co., Inc., recently moved its offices from New York to the factory at 71-73 Tenth street, Long Island City, N. Y.

Multi-Model Drum \$32.50

Utility Drum \$27.50

Boy Wonder Drum \$6.00

Junior Outfit \$20.00

Jazz-O-Box Drum \$15.00

**A Few
Sure Fire Hits
For The Dealer**

**SEND FOR CAT. M
ITS AN OPPORTUNITY**

Leedy
MFG. CO.
INDIANAPOLIS
INDIANA

Leedy

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 158)

Clever Plan to Increase Demand for Guitars

Jerome Harris, of C. Bruno & Son, Inc., Working to Have Guitar Accompaniments Added to Sheet Music to Stimulate Sales

It will be remembered that some time ago Jerome Harris, secretary of C. Bruno & Son, Inc., New York, importers and wholesalers of musical merchandise, originated the idea of printing ukulele accompaniments on sheet music to speed the sales of these instruments. It is now Mr. Harris' idea to convert every ukulele player into a guitar prospect. This will be accomplished by the same ingenious manner, which, Mr. Harris points out, will not only increase the sale of guitars but also add to the sales of sheet music and the buyers will learn that the numbers contained are accompaniments for the guitar. Mr. Harris described the similarity of the two instruments in that three of the guitar strings are played similarly to the four strings of the ukulele, therefore, substantiating his contention that every ukulele player can play a guitar easily. It is also, therefore, comparatively easy for a ukulele player to read music written for the guitar as only a note or two has to be added. Mr. Harris has taken the matter up with a number of prominent publishers, who have manifested interest in the proposal. While many details are yet to be arranged, it is expected that the idea will prove decidedly successful.

"Miss America" Endorses Bacon Banjo Ukulele

GROTON, CONN., July 8.—On the occasion of the appearance of Waring's Pennsylvanians, well-known recording orchestra, in New London recently, the Bacon Banjo Co., Inc., was favored with a visit from "Miss America," the prize beauty who is traveling with the orchestra. "Miss America," who won her title at the annual beauty show at Atlantic City last Summer, is a player and great admirer of Bacon instruments and on her visit here purchased a banjo ukulele. She gave the following letter of endorsement to David L. Day, general manager of the Bacon plant:

"During my engagement at Shepherd & Swanson's Dancehall, New London, May 7, it was my great pleasure to visit the Bacon banjo factory and while there I was presented with one of the B & D Super ukulele banjos. This splendid instrument I am more than pleased to recommend to my musical friends as a superior instrument in every way, one which will always be a delight and pleasure to own."

Clever Plan Makes Prospect-Getters of the Children

OMAHA, NEB., July 7.—Harry C. Reed, manager of the small goods department of the Schmoller & Mueller Piano Co., is using a unique plan to secure prospects and at the same time engender interest in music in small children. Having a large stock of toy saxophones in stock, he is offering one of these "saxies" to each child who sends or brings a buyer into the store. If it is desired, instead of the toy, a substantial allowance is given on some other instrument. The plan is meeting with success.

Sells Ludwig Orchestras

SAN FRANCISCO, CAL., July 3.—The band instrument department of Sherman, Clay & Co. at the San Jose store recently equipped the following orchestras: Beatty American Theatre Orchestra, Palm Garden Orchestra, Scouts' Club of Watsonville, and the Santa Cruz Casino Orchestra.

Good Sales of Hohner Harmonicas in Washington

WASHINGTON, D. C., July 6.—The Hohner harmonica is reported as increasingly popular in the nation's capital. Louis & Co., prominent retailers in this city, are one of the largest sellers of Hohner harmonicas in the District of Columbia. In spite of the Summer weather good sales are reported.

Utica Has Drumming Contest

UTICA, N. Y., July 7.—The first drumming contest held here, under the joint auspices of Al Sinton, instructor in percussion instruments in public schools, and Clarence Gurley, head of the musical merchandise department of Peate's Music Store, was a decided success. There were a large number of competitors, and each presided over the drums during the rendition of a selected orchestra score. Prizes were donated by Peate's Music Store.

Fine Vega Dealer Help

BOSTON, MASS., July 6.—The Vega Co., of this city, recently issued a very valuable dealer help in the shape of a window card. These cards are large in size and attractively prepared in three colors featuring the banjo. A banjost is shown crouched on one knee playing a Vega banjo. Vega dealers in all sections of the country are making good use of these cards in their windows and credit for their originality and attractive appearance is due William Nelson, advertising and sales manager of the company.

Register Name "Goldenrod"

C. Bruno & Son, Inc., New York City, importers and wholesalers of musical merchandise, recently applied to the United States Patent Office for registration of the name "Goldenrod" to be used in merchandising banjos, mandolins, guitars, ukuleles and banjo ukes. The name has been used since February 20.

A saxophone orchestra with thirty-one Buescher saxophones was recently heard in Symphony Hall, Boston. It was led by Abdon Laus, saxophonist, with the Boston Symphony Orchestra.



Send for these Catalogues

No. 56 Entirely devoted to Weymann Banjos

No. 57 Other Weymann string instruments

Address Dept. W

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

Bacon Banjo Display at Convention Brought Orders

GROTON, CONN., July 1.—David L. Day, general manager of the Bacon Banjo Co. of this city, reports that the Bacon display at the Drake Hotel during the Chicago Music Convention attracted considerable attention and that a number of large orders for Fall delivery were placed. In discussing trade conditions with the World Mr. Day stated: "I feel that the dealer and jobber who will look ahead in the placing of orders for Fall delivery is the one who will profit most. The trade for the past year has been more or less a hand-to-mouth proposition. In this way the dealer loses as well as the manufacturer due to the many delays that are always current when production is taxed. When the manufacturer is able to plan his production ahead he is always better able to fill the orders."

SPECIAL Combination Offer

**Make
100%
Profit**



**This \$25
Cabinet FREE**

This Beautiful Cabinet is 22 1/2 inches high, 23 3/4 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. 7
Music String Dept. **CHICAGO**

9018

GLEANINGS *from the* WORLD *of* MUSIC

The Effect of Song "Hits" on Business and Why the Summer Outlook Is Bright

Number of Hits on Market Largely Affects the Record and Roll Business as Well as Sheet Music Sales—Opening of Musical Shows May Have Important Influence on Summer Sales

Activity or inactivity of sheet music is naturally reflected in talking machine record sales. A fair volume of hits means just so much record business. The trade needs more than anything else during the Summer months one or two super-hits. They must be attractive enough to lure people to music and record counters during the warm spells. That it can be done in the very hottest weather has been proved on more than one occasion. Right now while there are any amount of good numbers which have already arrived and probably another half-dozen in the state of building up a clientele there does not seem to be among these a super-hit.

With all this the sales for June have invariably totaled more than those of the same period

last year and with numbers that can be judged as more meritorious the balance of the Summer season should show a heavier volume of business during July and August.

Another hopeful angle for Summer business is the fact that some of the leading publishing houses are starting a series of new songs at this season.

Any one of these may prove to be the attraction that will add voluminously to Summer sales. Besides these new numbers from the outstanding catalogs we have in addition the new Summer Ziegfeld Follies, the opening of the latest edition of Artists and Models, the premiere of George White's Scandals and the early opening of Earl Carroll's Vanities as well

as a new George Lennire show named "Greenwich Village Scandals." From one of these we may get a new song or a winning fox-trot or "Charleston." At any rate, the musical offerings from these shows should add to the activity of both sheet music and talking machine records.

The outstanding numbers of all these shows are sure to appear in the early releases of the record companies. Whether or not they offer lively popular songs they can be depended upon to give us some jazzy dance selections. This in one sense is as important as the song, for during the Summer season the fervor for dance does not seem to diminish.

Among the songs that continue among the outstanding sellers are "O, Katharina," "Yearning," "I'll See You In My Dreams," "Seventeen," "When I Think of You," "Who Takes Care of the Caretaker's Daughter," "You're the Only, Only One," "Row, Row, Rosie," "Prisoner's Song," "Midnight Waltz," "Honey I'm In Love With You," and "Titina."

Leo Feist, Inc., Releases "I Miss My Swiss" Song

New York Publishers Secure Rights to the Sensational Song Hit of the Latest Paris Edition of Balieff's "Chauve Souris"

Leo Feist, Inc., has released the new song "I Miss My Swiss" (My Swiss Miss Misses Me). This is the number that created a sensation at the opening of the Paris edition of Nikita Balieff's "Chauve Souris." It probably marks the first time when an unpublished American song has not only been the featured number of a Parisian production but one that achieved immediate popularity as well.

Besides the cablegram from Balieff to Leo Feist, Inc., announcing this remarkable initial success the publishers have also received a letter in which the quick popularity of the number was explained by George Bise, general manager for "Chauve Souris." In addition the Paris edition of the New York Herald said:

"As every little girl and boy who knows his theatrical history can tell you, America surrendered unconditionally to the 'Chauve Souris' four years ago and shortly afterwards went stark Russian. Now America has retaliated by creeping up on the urban Nikita unawares; transforming him into a jazz baby—after the Moscow manner.

"The background of that superb modern folk song, 'I Miss My Swiss,' introduced on Saturday night at the Théâtre Fémina is purest Al-

pine. High up on an icy pinnacle reclines the sturdy mountaineer who sings the poignant verses about the watchmaker's daughter who 'watch, watch, watch—es me.' Opposite, on another glacier, is cozily ensconced the charming Swissess of the piece, her arm affectionately clasping the hind legs of one of those cows that give milk chocolate. In fact, the picture exudes that gorgeously insane comic spirit which is the genius of the 'Chauve Souris.'

"But the rhythms of 'I Miss My Swiss' have all the syncopation of a Mammy song; the program frankly admits this to be a 'chanson Americaine inédite.' And the benign Balieff makes the triumph of the East River over the Volga more complete by fox trotting throughout the number.

"'Oh Katharina,' a song 'très en vogue' and created by the company for Broadway, is another outstanding success of the new show. Balieff, remaining dramatically silent, somehow induces the audience to join in on the chorus.

"Those exquisite tableaux to music—in porcelain, wax and expressive wood—sublimated in spite of their vaudeville ancestry, again comprise much of the new program. Russian songs interspersed with that exuberant yapping and yelping that helped in the first conquest of New York are also plentifully present."

Viking Press, Inc., announced among its first Fall books a volume of Negro Spirituals to be collected and edited by James Weldon Johnson, secretary of the National Association for the Advancement of Colored People.

New Berlin Ukulele Book Is Selling Well

"Strum It With Crumit" One of the Summer Features With Well-Known Publishing House

The new ukulele book issued by Irving Berlin, Inc., under the title "Strum It With Crumit" has found a ready sale in all sections of the country and the initial returns are most gratifying to the sales department of the Berlin organization. This book together with Peterson's Ukulele Method, an instruction folio, and "Tiddie De Ukes," a comic song book, will be among the Summer features of this publishing house.

Irving Berlin, Inc., has issued a number of popular songs for the season. These include "Summer Nights," "One Smile," "Cecilia" and "Alone At Last." A Summer campaign particularly with orchestras has been put under way in order to popularize the new prints.

New Jenkins Co. Issues

Among the new issues made by the J. W. Jenkins Sons' Music Co., Kansas City, Mo., are "By the Temple Gate," "The World is Such a Lonesome Place" and "Hawaiian Ripple." All of these numbers are having an excellent demand. "Hawaiian Ripple" is appearing on some of the leading records and booked for early release on others.

"Honey, I'm In Love With You"

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 Songs"

It Was No Wonder They Could Dance With The Music That Has Provided In The Heart To Inspire So Many Especially Those Who Sing "HONEY, I'M IN LOVE WITH YOU" NY EVENING POST

A Musical Piece And A Lively One With A "HONEY I'M IN LOVE WITH YOU" Song Hit From The Town To Whistle NY TIMES

© 1925 LEO FEIST, INC.

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
 IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

Willard Robison Joins With Paul Whiteman

Well-known Kansas City Composer and Orchestra Leader Brings Band to New York With Him—His Latest Successful Compositions

KANSAS CITY, Mo., July 3.—Willard Robison, composer of several songs published by the J. W. Jenkins Sons Music Co., has recently joined Paul Whiteman in New York, taking his own band with him. The two late issues, "Deep Elm" and "Peaceful Valley," written by Mr. Robison are being used by both his own and the Whiteman bands.

"Peaceful Valley" has been quite a radio sensation both locally and otherwise. In fact the number has been called for repeatedly. Leo Fitzpatrick, known as The Merry Old Chief, has sung the song on the Kansas City Star broadcasting programs with such response that the Jenkins Co. has included his photograph on the front cover of the publication.

The "Bouquet" has been popular on records in the Jenkins record department as well as other stores handling Victor records. The recent release of a dance record of that name, played by the orchestra of the Kansas City Athletic Club, Charles Dornberger, director, has been especially good with the trade.

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

"O Katharina" Week Brings Many Fine Window Displays for This Popular Song

Three Striking Examples of the Presentation of This Popular Feist Number in the Displays of Lyon & Healy, Chicago; Shalek's Brunswick Shop and Sherman, Clay & Co.

The recent campaign inaugurated by Leo Feist, Inc. on "O Katharina" was probably one of the most successful week's drives ever held. Retailers throughout the country showed unusual enthusiasm. Doubtless be-

The hook-ups on leading songs like "O Katharina" or any of the other outstanding successes are naturally profitable to the dealer. A display will readily increase the sales of the particular number from 100 to 500 copies, ac-



Three Fine "O Katharina" Displays They Include Lyon & Healy, Chicago; Shalek's Brunswick Shop, of the Same City, and Sherman, Clay & Co., San Francisco

cause a campaign just before the decline of sales following the Spring season was considered timely. An indication of this trade enthusiasm was the receipt by the publishers of "O Katharina" of a great number of unsolicited photographs of window displays.

It is a well-recognized fact in popular publishing circles that the main advertising on an individual song must needs be the public rendition of the number, either vocally or instrumentally. This type of publicity the larger publishing houses are well equipped to carry out.

The vital supplementary publicity given the number is generally out of the publishers' hands and, in a broad way, can be labeled "co-operation," co-operation of the trade in seeing that a number that is widely advertised is properly presented to consumers who have already been acquainted with its wide appeal and merit. This is sometimes termed hook-up. These hook-ups are very important to the publisher. They mean counter and window display and filling orders immediately after the demand is created.

ording to the size of the store and the community it serves.

From the numerous photographs Leo Feist, Inc., received on exclusive "O Katharina" window showings, we have selected three, which give a good idea of methods used by some outstanding retailers in getting the most sales out of a widely popular hit. The stores in question are Lyon & Healy, Chicago; Shalek's Brunswick Music Shop, Chicago, and Sherman, Clay & Co., San Francisco. These houses have long set an example of what good window showings on popular songs should be. They change their windows frequently and generally place the outstanding hits therein, which, besides creating right now sales, has the added advantage of attracting customers.

Along this line of reasoning it is seen that carrying the popular successes is not enough. If a song has been widely advertised, that means rendered frequently in public, vocally or instrumentally, the supplementary advertising, which is the dealers' window display and counter showing, brings the purchasers in.

"When the One You Love, Loves You"

The New Waltz Ballad So Successfully Sung by Vaniville's Leading Artists

Written by Paul Whiteman, Cliff Friend & Abel Baer

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"

Hunt Music Co. Features Berlin Song, "Oh How I Miss You Tonight," in Drive

Loomis Wintergarden Orchestra Appearing in Store Draws Large Crowds With Result That Large Number of Copies of This Number Were Sold by the Company

In a number of instances in recent months enterprising dealers in various parts of the country have used as store attractions either visiting orchestras or well-known local musical combinations. Invariably these hook-ups have

give the dealer widespread publicity. It has assured a large number of visitors to his quarters and created sales for popular sheet music, rolls and records.

The latest of these local hook-ups that held in the warerooms of the A. W. Hunt Music Co., Butte, Mont., in connection with a special sales drive on the Irving Berlin, Inc., number "Oh How I Miss You Tonight." The orchestra which appeared in the Hunt quarters was Loomis Wintergarden Orchestra, directed by Earle Donaldson, one of the most popular musical aggregations in the far West. In this instance the orchestra besides appearing in the warerooms proper was also a window attraction. During the week the A. W. Hunt Music Co. sold substantial quantities of the Berlin song "Oh How I Miss You To-night." This incident indicates in a most emphatic manner the value of window displays in promoting sales.



The Crowds Before the Hunt Music Store

been in the form of personal appearance of the orchestra in the dealers' warerooms. This together with either a window display, appropriate for the occasion, or the actual appearance of the orchestra in the window has served to

Live Dealers Tie-Up With "The Flapper Wife" Week

Recently the Sam Fox Publishing Co. celebrated "The Flapper Wife" Week and in both sheet music and talking machine record stores some remarkable sales totals were obtained. This "Flapper Wife" sales drive was made in



Fine Display of White's Music House

conjunction with the appearance of the serial story of the same name which has been running in newspapers throughout the country. During "Flapper Wife" week many music stores made special window displays. Among these was that of G. Schirner music department operated in White's Music House, Cleveland, O.



The FLAPPER WIFE

Sensational Newspaper Song Hit. Sweeping the Country

Released on Leading Records & Player Rolls.

Feature this Hit

Sam Fox Pub Co
Cleveland, Ohio

Commanders MacMillan and McDonald, Jr., Off on Exploration Voyage to Far North

Famous Arctic Explorer in Command of the "Bowdoin" and Eugene F. McDonald, Jr., in Command of the "Peary" Get Royal Send-off From Boston as They Leave for North

A historical and epoch-making event of keen interest to the entire civilized world and particularly radio fans, took place recently when Commander Donald B. MacMillan, world-famous explorer, set forth on an expedition to the North Pole and unexplored lands in the Far North. Commander MacMillan is personally directing the destinies of his famous boat, the "Bowdoin," and Commander Eugene F. McDonald, Jr., president of the Zenith Radio Corp., Chicago, and widely known as a daring

MacMillan expedition has been making rapid progress in its dash to the Far North, and the activities of the expedition have been broadcast by radio day after day. Included in the radio equipment, which is complete in every detail, is a specially constructed Zenith low wave set, and the United States Navy has also provided the expedition with valuable radio equipment. Commander McDonald, as one of the country's foremost radio authorities, is in charge of all radio activities and it is predicted that through the use of radio, this MacMillan expedition will furnish invaluable data concerning the unexplored Arctic regions. The radio equipment on the expedition has also enabled the members of the crew to keep in touch with their families in various parts of America and without a doubt this exploration project will add immeasurably to the prestige and value of radio as a force in the world of science.

The "Bowdoin," in addition to Commander MacMillan, carries a number of prominent scientific men, including Benjamin H. Rigg, chief topographer of the United States Coast and Geodetic Survey; Dr. Walter N. Koelz, United States Bureau of Fisheries, and Jacob G. Gayer, photographer of the Geographic Society. Aboard the "Peary," in addition to Commander McDonald, are Dr. Leo F. Davidoff, Harvard Medical School; Albert Francese, chief aerographer; P. D. Davidson and Maynard Owen William, of the National Geographic Society. John L. Reinartz, famous radio expert, is the first operator in charge of radio on the expedition and is assisted by Paul McGee, of the Zenith Radio Corp., who is the second radio operator.



Eugene F. McDonald, Jr.

and intrepid sportsman, is in command of the "Peary."

The MacMillan expedition was given a royal send-off at Boston, Mass., sailing from the Charlestown Navy Yard on the 150th anniversary celebration of the Battle of Bunker Hill. Governor Fuller of Massachusetts on behalf of the State gave a joint breakfast to Commander MacMillan and to the Committee of the National Bunker Hill Day at the Copley-Plaza Hotel, and among those present, in addition to the Governor and Lieutenant-Governor, were the Rev. Charles W. Lyons, president of Georgetown University; ex-Secretary of State Charles Evans Hughes; Senator Fess of Ohio; ex-Governor Eugene N. Foss; Major Clifford D. Perkins, representing the Governor of Connecticut, and others.

The United States Navy has given official cognizance to the importance of the MacMillan Expedition by arranging for the transportation of a naval contingent with Capt. George Steele, of Boston, as commander. The "Peary," commanded by Eugene F. McDonald, includes in its equipment two mammoth Navy planes that will be utilized for charting the Northland and a third plane is aboard the "Bowdoin." This is the first time in the history of Arctic exploration that the United States Navy has permitted the use of its planes for research and scientific work, but Commander MacMillan's important contributions to the realm of science influenced the government to approve the use of Navy planes and a Naval contingent.

Since leaving Wiscasset, Me., in June, the

AUTOMATIC LID SUPPORT
Finished in Nickel and Gold
Samples on request

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

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

The Death of Wm. Maxwell Brings Sorrow to Friends

William Maxwell, who for many years occupied a most important role in the phonograph industry, passed away unexpectedly at his home in Orange, N. J., on the evening of July 4. Mr. Maxwell was associated for the better part of his business life with Thomas A. Edison, Inc., with which concern previous to his retirement he occupied the position of vice-president in charge of the Phonograph Division, and also served as a member of the board of directors. In this capacity he introduced a number of unique merchandising and promotional plans, such as the Edison Mood Charts, Edison Tone Tests, the Edison Caravan, the Edison Plays given in leading theatres throughout the country and a number of other original conceptions.

A few years ago Mr. Maxwell founded the William Maxwell Institute, which specialized exclusively in the art of salesmanship. During this period he also served as a special merchandising counsel for a number of large manufacturing organizations.

In addition to his attainments in the business field proper he was also well known as a sportsman and as an author, his writings including the two books, "The Training of the Salesman" and "If I Were Twenty-one."

The funeral was held at his late home in Orange on July 7, and was attended, among others, by a host of his friends who are still active in the Edison organization. He is survived by his widow and a daughter, Marion.

COTTON FLOCKS
Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing
THE PECKHAM MFG. CO. 238 South Street
Newark, N. J.

FADA Radio

Why gamble?

The Fada franchise is your *certain* opportunity

THE most important thing you can decide today is the basis on which you are going to operate in the radio business.

The progressive dealer knows that the day is past when he can carry a shifting assortment of sets and expect to make money.

Furthermore, last Spring taught him that, without notice, he may be up against a cut-rate competition that can literally knock the bottom out of his business.

Identify Yourself with the Leader

The Fada Franchise is the liveliest and most... proposition that is being offered today to any dealer. You are joining forces with a sound, established concern—an acknowledged leader in the industry. Concentrating your sales effort on the finest radio product on the market.

You are obtaining a guarantee of liberal price protection. Fada has never resorted to dumping or bargain sales and never will.

You are taking the first step towards establishing yourself as the logical leader and authority on radio in your community, because that is precisely the standing that a Fada Franchise will shortly give you.

The Fada Franchise Plan limits the number of selected dealers—dealers who are sound merchandisers, with their feet firmly on the ground.

A representative of our distributors will call on you to explain the Fada Franchise Plan in further detail. Talk the matter over thoroughly with him. It's the biggest chance that ever came your way.

F. A. D. ANDREA, INC.
1581 JEROME AVE. NEW YORK
Manufacturers of TUNED RADIO FREQUENCY meters using the highly efficient NEUTRODYNE principle. Licensed under Marconi Patent Nos. 1,350,080 and 1,489,228 and other patents pending.



New Okeh Alphabetical Catalog Released to Trade

Artistically Prepared Booklet Contains Valuable Record Data and Has Been Designed to Aid Dealers and Customers

The General Phonograph Corp. has just released its latest Okeh alphabetical catalog and the company's advertising department was suc-



Cover of New Okeh Catalog

cessful in its efforts to accomplish a distinctive and artistic job. The cover is of a bright red, attractively embossed in white and the inside pages have been livened up by the use of a great many half-tones of prominent Okeh artists.

The information in the new catalog is complete up to and including May 1925 releases, and a notable feature of the book is its compactness. All unnecessary information has been eliminated and the records are arranged in a manner calculated to save the dealers' and customers' time. A classified section assists the record purchaser in locating the number of a record when the title is unknown and forgotten and only the artist or classification is remembered.

Opens Branch

The Sterling Piano Corp., Brooklyn, N. Y., has opened a branch store at 1000 Broadway, Brooklyn, under management of E. Rosansky, an able merchandiser.

New Adler-Royal Radio-Phonograph Combination

The Adler Manufacturing Company Markets a New Highboy Combination Radio-Phonograph—Now Has Well-Rounded Line

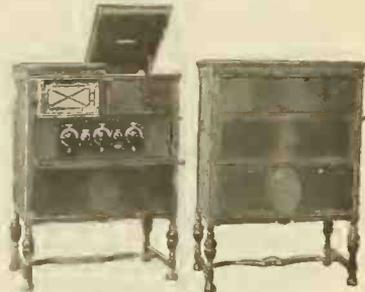
"The combination phonograph-radio idea may be likened to the Derby winner which wheels and curvets, champing at the bit, awaiting the lifting of the barrier," says Lambert Friedl, vice-president and general sales manager of the Adler Manufacturing Co. In a recent chat with The World. "With a number of leading phonograph manufacturers exploiting the combination idea this Fall, the barrier is about to be lifted, make no mistake.

"Nothing can take the place of the phonograph. True, in the first stampede to a new fad, the large demand seemed to be for radio sets. The champion of the phonograph was met with the staggering statement: 'I haven't lifted the lid of my phonograph in six months—have you?' But radio is no longer a fad. It has become an integral part of the home. In many cases, notably on the farm, it has become an indispensable utility. People are not asking for 'a radio set.' They are studying the advertisements, watching the dealers' display windows, and asking advice of their friends—making a serious attempt to obtain something that can become a permanent fixture in their homes. This state of mind automatically opens up a tremendous market for the combination radio-phonograph. When permanence is desired and looked for, then, indeed, must this universal home entertainment instrument come into its own.

"Radio is truly wonderful. No other invention has brought the world into such a close-knit whole. But, like everything else, radio has its weaknesses. The dance program does not always coincide with one's desire to dance. The talk on Switzerland does not fit in with the twilight mood which demands a Beethoven Sonata. Nor is it always possible to obtain the sonata by turning the dials. But how simple to choose the one particular record which meets your mood and start the phonograph side of your combination playing it. Then, too, when McCormack or some other of his contemporaries has finished a beautiful radio recital, it will not be possible to hear those numbers again for weeks and perhaps months. Yet some one

number has probably made a deep impression. Here again the phonograph side of the combination comes into the picture.

"The Adler Manufacturing Co. is thoroughly convinced that there is a great future in store for the phonograph-radio combination. And our company has backed its judgment by bringing forth a complete line of Highboy and console combinations to meet the vogue in furniture styles. Each model houses a five-tube neutrodyne receiver and a phonograph of quality.



Adler-Royal Radio-Phono. Open and Closed

We have planned and prepared a comprehensive national advertising campaign which has as its basis the selling to the consumer of the combination idea. We are going after this business with all the power and resources of our organization. And I venture the prediction that our efforts and those of our Adler-Royal dealers will be crowned with a great measure of success.

"This, of course, does not mean that we are concentrating our efforts on the combination only. Instead, we have brought out a complete line of radio receivers in a variety of attractive cabinets with a wide price range. Also, we are manufacturing a complete line of phonographs and radio speakers—in fact, the Adler-Royal line just about meets every requirement for home entertainment purposes."

McNair Ilgenfritz, U. S. Roll Artist, Returning

McNair Ilgenfritz, concert and recording pianist for the United States Music Co., Chicago, Ill., manufacturer of U. S. music rolls, who has been appearing in the larger centers of Europe, is returning to the United States on Friday, July 17. Mr. Ilgenfritz recently appeared at the Ambassador, Budapest, and later at Paris and London. He made the trip from Paris to the English capital by airplane, taking with him a four octave dumb piano and practiced scales all the way over. On his arrival in New York, Mr. Ilgenfritz will confer with Jack Bliss, vice-president of the United States Music Co., regarding selections to be edited and played.

The Brunswick Shop, Inc., Chicago, Ill., has changed its name to the Gulbrandsen-Brunswick Music Co. In addition to Brunswick phonographs Gulbrandsen pianos are featured.

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 houses.

ROYAL ELECTRICAL LABORATORIES
NEWARK, NEW JERSEY DEPT. T. W.

Murdock Neutrodyne

Knows No Seasons An All Year Round Seller

Without Loudspeaker

\$92.50

A good set to feature for the summer months. Particularly suitable for those who already have loudspeakers.

WM. J. MURDOCK COMPANY

Dept. C 6, Washington Ave., Chelsea, Mass.

Branch Offices:

NEW YORK WASHINGTON CHICAGO
LOS ANGELES SAN FRANCISCO SEATTLE

Same set with built-in loudspeaker complete for \$100.00
With adjustable loudspeaker unit, \$110.00



MURDOCK RADIO PRODUCTS

Standard since 1904

Dictogrand

The Articulating
True Tone
LOUD SPEAKER

New Fall Line of Pooley Cabinets in Heavy Demand

Company Receiving Orders for Entire Line—Model 1400 R-1 Proves One of Most Popular With Dealers—Meets Need of Trade

PHILADELPHIA, Pa., July 8.—The radio division of the Pooley Co., Inc., of this city, is in receipt of heavy orders for the entire new Fall line of Pooley cabinets. The presentation of



Pooley Console No. 1400 R-1

these models in May has greatly lengthened the season and has enabled the dealer to make his Fall plans and place his orders in plenty of time for delivery.

What has already proved to be one of the most popular numbers of the line is the console model known as No. 1400 R-1 shown herewith. In this model the receiving set is not self-contained but is set on top of it. Although it is designed particularly for use with models Nos. 20 and 24 of the Atwater Kent line many dealers are also selling it to owners of other similarly sized sets who desire a console table of this type. It is produced in the Louis XVI style in English brown mahogany with du-tone finish, and has all the well-known qualities

of Pooley construction. Ample space for both "A" and "B" battery and charger is provided for and each model is equipped with a Pooley "floating" horn and Atwater Kent reproducing unit. B. R. Stauffer, treasurer and general manager of the company, reports that dealers for some time back have asked for a table of this character and that they are more than pleased with the Pooley Co.'s response to their request.

Columbia Booth Feature of Bridgeport Exposition

BRIDGEPORT, CONN., July 8.—At the second annual Progressive Exposition, held in this city recently under the auspices of the Bridgeport Chamber of Commerce and co-operating organizations, the booth of the Columbia Phonograph Co., Inc., was an outstanding feature. This city is the home of Columbia products and the Columbia booth was the center of attraction.

The booth was artistically decorated, giving a general music room effect. Columbia phonographs and New Process records were featured, and demonstrations were received enthusiastically by the crowds attending the exposition. A handsomely lettered show card announced a list of dealers in the local sales territory, showing where Columbia products could be obtained, and another interesting feature of the display was the series of Master Works album sets of complete symphonies recorded for the Columbia library by famous musical organizations.

Louis J. Unger a Benedict

Louis J. Unger, sales manager of the Brillantone Steel Needle Co., New York City, is receiving the congratulations of his many friends in the trade upon the occasion of his marriage to Miss Gilda Karr, daughter of Mr. and Mrs. Benjamin Karr, of Brooklyn, N. Y. The wedding took place in the latter city on Sunday, July 5.

Meissner Batteryless Set Demonstrated at Dinner

New Receiving Set Introduced at Dinner Given by Meissner Radio Corp.—Operates on Direct Connection With Alternating Current

An informal dinner, followed by a demonstration of a new receiving set operating on direct connection with alternating current in the home, was given by the Meissner Radio Corp. at the Hotel Pennsylvania, New York City, on Tuesday evening, July 7.

A large number of newspaper and trade publications, as well as a number of engineers, attended the event. The new product, which eliminates the usual battery connections, gave excellent reception. Besides eliminating batteries the table cabinet encloses a built-in speaker and amplifying horn.

The product is the invention and design of Benjamin F. Meissner, a well-known radio and acoustical engineer long connected with government radio activities and later associated with commercial radio and phonograph companies. The main speaker of the evening was Com. Edward H. Loftin, a consulting engineer who was in charge of radio communication for the United States Navy in France during the late war. He introduced Mr. Meissner, whom he had known a great many years and with whom he has been associated in developing naval and aeroplane radio communications.

The Meissner Radio Corp. is composed of Benjamin F. Meissner, president; E. J. Sampier, who has long been associated with musical activities and who also was connected with the radio service of the United States Army during the war and one of the pioneers in commercial radio, vice-president; Philip Frankel, treasurer.

Herman Behrman, part owner of the Savor Music Shop, New York, sailed recently for Europe, accompanied by his wife.

The Great
Manufacturers'
Exposition
Attended by
Leading
Jobbers and
Dealers

The Official 1925 R.M.A. Show THE SECOND RADIO WORLD'S FAIR NEW YORK CITY

U. J. HERRMANN, MANAGING DIRECTOR
SEPTEMBER 14th to 19th
MONDAY NOON TO SATURDAY MIDNIGHT
ENTIRE EXHIBITION ON GROUND FLOOR
IN THE LARGEST HALL IN THE WORLD
258th Field Artillery Armory

NEW YORK OFFICES
1400 TIMES BLDG.
NEW YORK CITY



Third Annual Conclave of Crosley Distributors

Jobs Travel From All Parts of the Country to Attend Cleveland Meetings—Announce New and Extensive Advertising Campaign—Discuss Important Sales Plans

CINCINNATI, O., July 10.—Practically every State was represented at the third annual convention of Crosley jobbers, held in this city the early part of this week. The convention opened on Tuesday morning and continued until Wednesday evening. Among the subjects covered by the discussions were the sales policies of the Crosley Radio Corp., and plans were made for the establishment of authorized sales and service stations. The authorized dealer proposition is being put into effect and thousands of dealers have applied for franchises. The outlook for the 1925-26 season was painted in glowing terms by the assembled distributors.

It was announced that immediately following the convention full-page advertisements will appear in the leading newspapers throughout the country, telling the public what the Crosley Corp. has to offer them for the coming year. Magazines with a nation-wide circulation are also to be used in bringing the Crosley message to both the dealers and consumers. Full reports of the happenings at the convention are being sent to every Crosley dealer and they are being urged by Powel Crosley, Jr., president of the company, to immediately get in touch with their distributor and confer on plans for starting the selling campaign.

In addition to the business sessions, attractive entertainment programs featured the convention. Automobile tours and inspection of broadcasting station WLW followed the first day's sessions. A dinner was served at the Hotel Gibson, followed by an attractive musical program. On Tuesday Mechenberg's Summer Gardens were the scene of the first noonday luncheon, and on Wednesday luncheon was served in the Crosley Building. There were a number of special entertainment features for the ladies who accompanied the Crosley jobbers.

Gerald Griffin in Star Role of "Beloved Bandit"

Gerald Griffin, popular Irish tenor and exclusive Okeh artist, will shortly be heard in the star role of the "Beloved Bandit," a new musical production that will first tour the West before coming East. Prior to the opening date Mr. Griffin will finish his engagement on the Orpheum vaudeville circuit where he has been appearing with exceptional success. This well-known Okeh artist is now under the management of the "Great Pitou," who has managed many world-famous artists, including Fiske O'Hara.

Kodel Radio Corp. Holds Annual Sales Conference

Demonstration of New Lines, Addresses on Sales Promotion, Trade and Consumer Problems Feature Meetings—Line Demonstrated

CINCINNATI, O., July 8.—The Kodel Radio Corp. held its annual sales conference during the first three days of this week. The meetings were held in its new home at 507 East Pearl street, this city. Close to sixty representatives of the company from all over the United States and many foreign countries, including Australia, were present. C. E. Ogden, president of the company, presided at the different sessions, assisted by J. F. Biell, sales manager. There were a number of addresses on sales promotion, future of radio, co-operation, trade and consumer problems. An address was also made by J. F. Koons, the publicity manager of the company.

The Kodel Radio Corp.'s new lines, including charging sets, batteries, table and console model radio receivers, were demonstrated. There was a series of luncheons, dinners, sight-seeing tours and a demonstration at the company's broadcasting station WKRC.

Plans for Radio Communication With MacMillan

Brightson Laboratories, Inc., manufacturer of Brightson True Blue radio tubes, plans for constant communication between the MacMillan expedition and the Brightson Laboratories in Newark, N. J., by radio on wave lengths of twenty, forty and sixty meters. There will be a powerful fifty-watt transmitter located at the Brightson Laboratories, as well as a duplicate at the home of the chief engineer and communication during the entire trip is expected.

Commander MacMillan expects that the use of these and even lower wave lengths will permit daylight transmission and reception from any part of the United States. A series of experiments in transmission are to be carried on by the technical experts of the Brightson Laboratories and some new theories on low-wave work will be carried out with the hope of establishing a new record for low-wave long-distance reception.

The technical department of Brightson Laboratories, Inc., has achieved some remarkable results in long-distance transmission and reception on short wave lengths with Brightson True Blue tubes.

Announcement was recently made of the appointment of the American Radio & Equipment Co., Milwaukee, Wis., as exclusive distributor of Music Master radio products for Wisconsin and upper Michigan. This company is familiar with merchandising Music Master products.

Best Letter Comparing Radio and Record Music

Former Enjoys Appeal of Variety and Timeliness but Latter Offers Certainty of Performance, Writes Columbia Contest Winner

Francis J. Schilling, of 167 Clinton avenue, Kingston, N. Y., was conceded by the judges to have written the best letter comparing the appeal of phonograph and radio music in the contest inaugurated sometime ago by the Columbia Phonograph Co., Inc., with a view to determining this rather important point.

The recording organization featured was the California Ramblers, who record exclusively for the Columbia and broadcast regularly through station WGBS, New York. Contestants were asked to state in a letter which they found the most satisfactory, the recordings of the Ramblers by the Columbia or the reproduction of their playing over the radio.

In his letter Mr. Schilling emphasized the timeliness of radio in the broadcasting of current events as well as the variety of entertainment offered; but, nevertheless, supported the records for the surety of results and particularly for the ability of the record owner to arrange his own program when wanted.

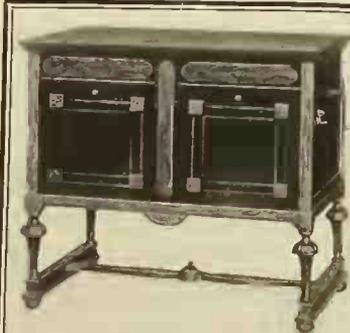
Gilbert-Keator Corp. Is Expanding Radio Activities

The Gilbert-Keator Corp., 135 Fifth avenue, New York City, one of the most active distributors of radio products in the metropolitan area, will continue to feature the products of the De Forest Radio Corp. during the coming season. Other lines are being selected by this enterprising firm, announcements of which will be made shortly. At the present time the Gilbert-Keator Corp. is handling the products of Kolster Radio and a campaign of introduction on this line is already under way in the territory which this house serves. Other items in the Gilbert-Keator line include Acme battery eliminators, the new cone type Acme speaker and the Brandes line of radio products.

The Gilbert-Keator Corp. is headed by Charles Gilbert, president, and Randall M. Keator, vice-president. Both of these officers have been pioneers in commercial radio activities and for a number of years have given close study to the problems of the retail trade.

Charles Gilbert was one of the first members of the trade to see the need of not only the standardization of radio prices but also the restriction of outlets. He has been instrumental in effectively placing before the industry some constructive plans for stabilization.

The Zook Radio Sales Corp., Los Angeles, Cal., has been appointed exclusive Pacific Coast distributor of Standardyne radio sets.



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 Vette-Mignon (Licensee) Reproducing Rolls.



Attractive Folder Issued by the Thermodyne Corp.

The Thermodyne Radio Corp., New York, has just issued a very attractive folder, featuring the new Thermodyne line for the 1925-26 season. The company's jobbers and dealers are keenly enthusiastic regarding the new line and orders received during the past few weeks indicate that the company is going to close a banner season.

The Thermodyne line for the coming season includes the TF-5, a five-tube master control set, listing at \$100 and containing all of the distinctive features of the popular TF-6 set outside of the number of tubes. The TF-6 set in the new line is a six-tube master control set with a drop front listing at \$150, and there is also a loud speaker table with a unit and horn included, listing at \$60 to accommodate the TF-6. Another model in the Thermodyne line for 1925-26 is a console type, six-tube master control set with a loud speaker unit and horn included, listing at \$275 and designated as the CTF-6.

R. E. Thompson Drive Is Stimulating Business

Robert W. Porter, vice-president and sales manager of the R. E. Thompson Mfg. Co., who some months back laid preliminary plans for encouraging the sale of radio receivers during the Summer months, has seen his efforts handsomely rewarded by the results achieved by Thompson distributors during June and the forepart of July. Reports of sales since the first of June have demonstrated that a campaign in which the distributor and retailer properly presents radio products during the warm

periods results in the closing of a fair volume of business. Simultaneously with its campaign for Summer sales the Thompson organization also has been carrying on a drive for the elimination of "gyp" dealers and this has aroused general trade enthusiasm.

Radio Show Date Changed

BOSTON, MASS., July 8.—A change in the scheduled dates for the Fifth Annual Boston Radio Exposition has been made and it is announced that it will be held from October 12 to 17 in the Mechanics' Building. The time has been brought forward from December in order to lengthen the radio season. From every indication it would seem that this year's show will be nearly twice as large as the successful one of last year.

Mr. and Mrs. Viley Injured

C. M. Viley, manager of one of the sales departments of Thomas A. Edison, Inc., and Mrs. Viley were recently seriously injured in an aeroplane accident which occurred at Alexander Bay, N. Y., where they were taking their vacation. The aeroplane in which they were riding, it appears, crashed to the earth. Full details are not available at time of writing.

Ralph S. Peer on Trade Trip

Ralph S. Peer, director of record production of the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, left New York a few days ago on a trip which will include visits to Atlanta, New Orleans, Dallas, Kansas City, St. Louis, Cincinnati and Chicago. Mr. Peer will call on Okeh distributors in the various territories, returning to New York in about three weeks.

H. B. Leach in New Post

H. B. Leach, who for many months has represented the Multiple Electric Products Co., and more latterly the Atlas-Colonial Corp. in San Francisco, has completed the work of establishment of the company's interest on the Pacific Coast and has since taken over the district managership for the Atlas-Colonial Corp. in Baltimore. He will make his headquarters in the Lexington Building of that city.

Radio Manufacturers Meet

Just as this issue of The World goes to press, the Radio Manufacturers Association, comprising among its membership the great majority of the leading manufacturers of radio products, is holding its convention at the Hotel Ambassador, Atlantic City, N. J. The program scheduled for this convention is a very interesting one, including a number of important discussions on merchandising, broadcasting, etc. A detailed report of the meetings will be given in next month's issue of The World.

Thermodyne Exhibit at Show

Leo Potter, president of the Thermodyne Radio Corp., and M. O. Giles, sales manager of the company, returned to New York recently after attending the annual conventions of the Automotive Equipment Association at Denver, Colo. The company maintained a very attractive exhibit at the Antlers Hotel in that city, and added a number of important jobbing accounts which will be announced later.

The Woodworth Drug Co., of Albany, Ore., has been appointed a Wiley B. Allen representative with Bert Stevens placed in charge.

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.



A Real Portable

Sell the Kameophone
DeLux
Jobbers' territory open

**KAMERAPHONE CORP.
OF AMERICA**

Formerly Specialty Trading Co.
547 Broadway New York

Important Change in Brandes Sales Policy

To Simplify Marketing New Distribution Plan of C. Brandes, Inc., Provides for Direct Ordering From Brandes Products Corp.

Announcement has recently been made by Brandes, Inc., New York, manufacturer of Brandes Table-Talker loud speakers and other radio products, through L. W. Staunton, advertising manager of the company, regarding a change in the merchandising of Brandes products.

"For some time past the radio apparatus C. Brandes, Inc., has been furnishing its customers has been manufactured by its chief manufacturing subsidiary, Brandes Products Corp., of Newark, N. J. In order to simplify the marketing of its products it has seemed advisable to change the method of distribution so that orders from its customers shall be made direct to the Brandes Products Corp. and that when the same are filled they will be billed direct by the latter. After July 1, next, therefore, C. Brandes, Inc., will act merely as a holding company for its several domestic and foreign subsidiary corporations but, inasmuch as the respective officers in all of these companies are the same, its merchandising policy will not be affected by the proposed change," said Mr. Staunton, in discussing the new plan of merchandising.

The Universal Broadcasting Co., Camden, N. J., was recently incorporated at Trenton, N. J. Capital stock, 1,000 shares, no par value.

Secures Exclusive Rights for Distributing Carryola

New York Distributing Division of General Phonograph Corp. to Cover Metropolitan Territory in Interest of Carryola

The New York Distributing Division of the General Phonograph Corp. has secured the exclusive distributing rights for the metropolitan territory for the Carryola Master portable talking machines. This arrangement went into effect as of July 1, and in this brief period the volume of orders received augurs well for the success which this popular portable will have during the coming months. The Carryola portable is equipped with the Heineman motor, and its ability coupled with its attractive appearance has strongly impressed dealers. In addition to distributing this portable exclusively in the metropolitan field, the General Phonograph Distributing Division has the exclusive rights for the Outing and Swanson portable instruments.

Music Master Model Improvements Announced

Late advice received from the headquarters of the Music Master Corp., Philadelphia, Pa., reports a revision of the specifications of the Music Master receiving set model No. 400. These changes are in keeping with the progressive policy of the Music Master Corp., which is ever on the lookout for improvements and re-

finements in the entire line. This policy has been instrumental in bringing the line up to its present high standard.

The model known as No. 400 might be described as the deluxe model of the line. It is a five-tube set in a French spinet desk cabinet of solid mahogany, beautifully ornamented and produced in brown mahogany art satin finish.

The improvements on this set as announced are as follows: No antenna or ground is henceforth required. Batteries have been entirely dispensed with and the set is operated on the regular A. C. house current. The "A" and "B" battery eliminators, which are self-contained, are housed in steel-plated boxes.

Although this set has only been on the market for a comparatively short period of time it has already proved its popularity and with the additional refinements announced the coming Fall season will undoubtedly witness a brisk demand for it.

New Pries Receiving Set Introduced to the Trade

Pries Straight 8 Incorporates Many Exclusive Features—Production Well Under Way and Models Will Soon Be in Hands of Jobbers

The new Pries Straight 8, manufactured by the Pries Radio Corp., New York City, had its first introduction to the trade last week at an invitation demonstration at which many Pries distributors, newspaper and technical men were present. Production of this new tuned radio frequency set, which incorporates some exclusive ideas of William H. Pries, well known radio engineer, are well under way and Pries jobbers will have demonstration models in a very short time.

In conjunction with the announcement of this new Pries Straight 8 another interesting event took place. That was the arrival in New York City from the Pries cabinet manufacturers of ten carloads of console model cabinets. These were immediately placed in production for Pries equipment and will be the nucleus of the Fall sales of this new Pries product.

Utilizing the Recital Hall During the Summer

How the Will A. Watkin Co. Established a "Home Entertainment Department" for Displaying Samples of the Full Line

DALLAS, TEX., July 6.—Just because the average music dealer who uses a small auditorium for concert and recital purposes during the Fall and Winter season discontinues those activities in the Spring and Summer offers no good reason why the space given over to the recital hall should be left idle and non-productive for several months during the year.

This was the view held by the Will A. Watkin Co., of this city, when they proceeded to turn the small auditorium in their store seating 100 people into the "Home Entertainment Department" for the want of a better name. It was felt that the space offered an opportunity for displaying to prospective customers samples of the full line of instruments without making necessary the conducting of the customers all around the large store.

In the Home Entertainment Department there is displayed an interesting assortment of instruments, including the Ampico Re-Enacting piano, the Brambach Baby Grand, the Gulbransen Registering piano, the Messner Small Upright, the Brunswick Radiola, and other types of instruments. The display serves to impress the visitor with the full extent of the Watkin line without in any way narrowing the range for selection, for the salesman is naturally willing to conduct the customer to some other department of the store for inspecting the full line of any type of instrument that makes an appeal.



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

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 merchandise investment required of responsible producers. This is an opportunity to represent a large manufacturer of complete radio sets whose ample factory facilities assure a permanent business relationship.

For details address:

EQUITABLE RADIO CORPORATION
300 Madison Avenue,
New York City

SALESMEN WANTED

To take orders for a new advertising device that actually sells on sight to every dealer, jobber and manufacturer.

Commission fair. Exclusive territory. Full or part time. Send for sample.

THE ROTARYLOG CO.,
507 Fifth Ave. Room 1002
New York, N. Y.

SACRIFICE SALE 10,000 IMPORTED HOMOCHORD RECORDS

100 Assorted Records at 15c each
Good Assortment Latest Hits
FAVORITE MFG. CO.
105 East 12th St., New York City

RUBY MICA DIAPHRAGMS

1 2 3/32 in. Twelve Hole \$0.15
1 3/4 in. one Victor No. 2 very best \$0.14
1 3/32 in. for Edison \$0.14
2 1/16 in. for Melodeon \$0.20
3 1/8 in. for Pathé \$0.22
2 3/16 in. for new style \$0.23
3 3/16 in. for Columbia No. 8 or similar \$0.23
3 3/16 in. for Pathé or Brunswick \$0.15
6 3/4 Motor bottom size for Trilux motor \$0.20

FAVORITE MFG. CO., 105 East 12th St., New York City

FOR SALE

MUSIC STORE in Central New York with the finest equipment and location, doing big business. Victrola, Edison, Brunswick and Sonora agencies. Leading makes of pianos, and a big radio trade. Interests in Florida reason for selling. Address "Central," care of The Talking Machine World, 383 Madison Ave., New York City.

GENUINE BRUNSWICK MOTORS

Four-spring latest type mounted on enameled motor plate Special \$15.50
Three-spring old plated, plus turntable and accessories Special \$9.50

WILLARD N. MUTZBAR CO.,
707 Wells St., Milwaukee, Wis.

WILL BUY RECORD PLANT

Foreign firm wishes to buy complete plant in good condition for making records. Capacity 500 a day. Address "Box 1517," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Young man with ten years' experience in phonograph and radio lines desires position either wholesale or retail in Greater New York. Address "Box 1518," care The Talking Machine World, 383 Madison Ave., New York City.

EXECUTIVE WITH \$50,000—\$100,000 TO INVEST

A large established and well-known chain store organization operating in New York and New Jersey, dealing in Radio, Victrolas, Piano, Musical Instruments, etc. doing a retail and wholesale business wants an executive who will also invest money to give permanency to the connection. It has a lucrative proposition to offer in one that has the ability to act as president of the organization, preferred, is not essential. The investment will be secured and he will be given an interest in the business. He must be a man that can handle big problems and secure results as shown by his past records. Replies treated in utmost confidence.

Address in writing only to: Advertiser, 16th Bond, 128 Broadway, N. Y. C.

SUPREME SOUND BOXES

Improve the Tone of Your Machine! Loud and Clear—Nickled and Gold-Plated

Nickel Plated \$2.50
Gold Plated 2.80
For Columbia tone arm, nickel only 1.50

FAVORITE MFG. CO.

105 East 12th St., New York City

PHONE ARMS

No. S & R with sound box \$1.50
No. 1 Nickel Plated without sound box 1.25
P. Good Plated without sound box 1.50
No. M. Melodeon, 3/8" arm and sound box 2.75
No. L. Made of brass tubing, gold plated 2.10
No. L. Made of brass tubing, gold plated 4.50

FAVORITE MFG. CO.
105 East 12th St., New York City

POSITION WANTED—High-grade phonograph manager experienced in domestic and foreign trade, understands thoroughly foreign record business. Linguist. Best references. Desires position with progressive firm. Address "Box 1520," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—To Radio Manufacturers. Business man with thorough knowledge of the talking machine business (domestic and export) desires position with radio manufacturer with the view to develop his business abroad. Splendid opportunity in foreign markets for the maker of the right line. Highest references. Write or solicit personal interview. H. F. T., Room 308, 51 Chambers St., 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—Salesman, young, married, brevic, 10 years selling, retail, wholesale, for two leading phonograph and record houses; very large following. References. Will take territory or retail store with any musical product; car. Address "Box 1519," care The Talking Machine World, 383 Madison Ave., New York City.

SPRINGS

VICTROLA

1 1/4" x .022x17", bent each end No. 0843 \$ 5.57
1 1/4" x .022x18" 9" tuning ends No. 7014 5.57
1 1/4" x .022x17" bent arbor No. 5362 5.56
1 1/4" x .022x19" bent arbor No. 5423 4.58
1 1/4" x .022x20" bent arbor No. 5427 4.58
1 1/4" x .022x20", bent each end No. 0842 3.38
1 1/4" x .022x19" 9" tuning ends No. 2141 3.35
1 1/4" x .022x15" marine ends No. 3335 3.38
1 1/4" x .022x15" bent at each end No. 3074 3.38
1 1/4" x .022x15" bent at each end No. 0540 3.30

COLUMBIA

1 1/4" x .022x10" erlp and arbor, new style No. 20069 .61
1 1/4" x .022x10" Universal No. 2091 .32
1 1/4" x .022x11" Universal No. 2051 .30
1 1/4" x .022x11" bent ends No. 4127 .40
1 1/4" x 11" for motor No. 10 No. 1210 .34

HILMAN

1 1/4" x .022x12" motor No. 33 & 77 35
1 1/4" x .022x10" Universal, also Pathé 70
1 1/4" x .022x12" bent ends No. 4 .60

RAAL-SILVERTON

1 1/4" x .022x10" rectangular hole No. 144 .30
1 1/4" x .022x13" rectangular hole No. 143 .45
1 1/4" x .022x10" rectangular hole No. 140 .53

TERMS, 25% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.
Complete catalogue on request

SPECIAL OFFER ON GENUINE COLUMBIA PRODUCTS

FOR A SHORT TIME ONLY

- 40 Columbia Main Springs . \$10.00
(1" x .028 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.	Price each
403 1 1/4 in. x .022 x 17 ft., pear-shaped holes on both ends for Victor motor	0.37
404 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	0.56
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 12 ft., bent arbor and bent end outside for Victor motor	0.56
410 1 1/4 in. x .022 x 12 ft., bent arbor and bent end outside for Victor motor	0.56
411 1 3/16 in. x .025 x 10 ft., pear-shaped holes for Helmsman No. 44 and Pathe motor	0.43
412 1 in. x .026 x 13 ft., both ends bent for latest style Victor motor	0.50
413 1 in. x .023 x 12 ft., oval holes on both ends for Helmsman Nos. 33-77	0.40
414 1 in. x .020 x 12 ft., bent arbor, for Victor motor Nos. 4-8-8	0.40
415 1 in. x .023 x 10 ft., oblong hole for Melodeon motor Nos. 10-17-19	0.40
416 1 in. x .025 x 11 ft., oblong hole for Kransco, Sonora, Silverette, etc.	0.60
417 1 in. x .025 x 16 ft., bent arbor and oblong holes outside for Kransco, Sonora and Aeolian	0.60
418 1 in. x .023 x 11 ft., pear-shaped holes for Columbia single-spring motor	0.33
419 1 in. x .028 x 10 ft., pear-shaped holes for Columbia, two, three and four-spring	0.58
420 1 in. x .025 x 18 ft., pear-shaped and oblong hole for Brunswick and silent one-spring motor	0.63
421 1 1/4 in. x .022 x 9 ft., oblong hole outside for Melodeon No. 12 motor	0.35
422 1 in. x .025 x 12 ft., oblong hole outside for Sonora, Saal and Brunswick	0.40
423 3/4 in. x .023 x 8 ft., oblong hole outside for Pathe and Bick motors	0.10
424 3/4 in. x .023 x 10 ft., oblong hole outside for Melodeon	0.30
425 3/4 in. x .028 x 10 ft., pear-shaped hole for Columbia and Helmsman No. 33	0.58
426 1/2 in. x .023 x 8 ft., for Madison and German motors and Pal machine	0.25
427 1/2 in. x .022 x 8 ft., for imported motor	0.25
428 1 in. x .028 x 10 ft., button holes for latest style Columbia	0.53
429 2 in. x .025 x 10 ft., for Melodeon motor No. 18	1.33
430 2 in. x .025 x 10 ft., for Edison motor, old style	1.25
431 1 1/2 in. x .028 x 21 ft., for Edison latest motor, latest style	1.25
432 1 1/2 in. x .022 x 11 ft., for Edison motor	0.22
433 1 1/2 in. x .022 x 8 ft., for Swiles motor	0.22
434 1 in. x .028 x 8 ft., for Western motor	0.30
435 1 3/16 in. x .030 x 21 ft., for Edison	0.80

Write for Complete Price List at Retail Parts, Needs, Attachments and Hardware

FAVORITE MFG. CO.
105 EAST 12TH STREET
Tel.: Shepley 1658 NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., July 8.—Record Producing Device. Arthur Lindner, Newport News, Va., assignor of one-half to Raymond M. Brown, same place. Patent No. 1,533,561.

The invention relates primarily to record producing devices, although it may also be applied to a sound reproducing machine. One of the objects of the invention is to provide an improved means for positively conveying the sound box stylus, and parts connected thereto, across the face of the record disc at a speed proportional to the speed of rotation of the disc.

A further object is to provide a yielding drive for the sound box and the accompanying mechanism, in order to allow for abnormalities in the record and to avoid mechanical sounds where the device is used for sound reproducing.

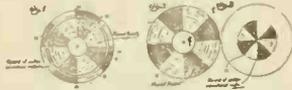
Another object of the invention is to provide a yielding connection between the sound box and horn, where a horn is used.

A further object is to provide means for vertically adjusting the stylus or needle.

Still other objects are to provide tensioning means for the yielding driving mechanism, and to provide means for automatically releasing the sound box from the driving mechanism at a predetermined position.

Fig. 1 is a plan view of the improved apparatus mounted on a suitable motor casing. Fig. 2 is detail view, partly in side elevation and partly in central vertical section, showing the yielding connection between the sound box and

may at the will and choice of the operator be reproduced. Such visibly separated and readily distinguishable and reproducible record consists of spoken words constituting educational and instructive matter, briefly and interestingly told and relating to the musical selection combined on the same record and may be incorporated on the same side of the disc with the main portion of a record or it may be incorporated on the back, if desired. If the spoken and musical records are incorporated on the same face, a visibly separated and spacing band must be provided between the musical record and the spoken educational matter relating thereto in order to enable the user to select at will and with the greatest facility the particular part of the record he desires to reproduce or the order in which the portions are to be reproduced. The educational portion of the record may consist of remarks teaching the character and merits of the



music and special features relating thereto and/or certain facts concerning the writing of the song or selection and interesting facts, historical or otherwise, concerning the author of the selection and the reproducing artists.

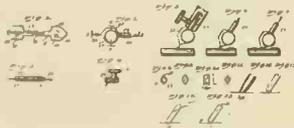
Fig. 1 is generally illustrative of a record embodying the invention; and Figs. 2 and 3 is an illustration of another record embodying the invention in modified form.

Phonograph Needle. Henry Bamberger, Newark, N. J., assignor of one-half to Alexander Milne, same place. Patent No. 1,535,285.

This invention relates to a phonograph needle and particularly to that class of needle wherein the element which contacts directly with the record is made or composed of a fine wire which may be advanced through a holder as the wire wears.

The object of the invention is to provide a phonograph needle having an improved form of holder for the fine wire, so that the latter may be retracted as well as advanced and thus vary the volume of sound being reproduced.

A further object is to provide a phonograph needle having an improved form for the fine wire, the wire being of greater breadth than thickness, and to provide for use therewith a wire holder adapted to engage the wire and



prevent it from turning so that the longer axis of a transverse section of the wire will extend in the direction of the length of the grooves of the record to thereby obtain not only greater strength for the fine wire but also to materially improve the quality of the reproduced sound.

Fig. 1 is a plan view of a partially formed phonograph needle embodying the characteristic features of the invention. Fig. 2 is a plan view of the complete needle. Fig. 3 is a view in transverse section, taken on the line 3-3 of Fig. 2. Fig. 4 is a similar view taken on the line 4-4 of Fig. 2. Fig. 5 is a view in elevation and partially in section of the improved needle in use, with the wire extended so as to act as a so-called "soft" needle. Fig. 6 illustrates the

needle as being used as a so-called "medium" needle. Fig. 7 is a similar view illustrating it acting as a so-called "loud" needle. Figs. 8, 9, 10 and 11 are sectional views of wires of various contour, each, however, having the characteristic that one transverse axis is considerably longer than the other transverse axis. Fig. 12 is a diagrammatic view of the wear of the ordinary solid needle. Figs. 13, 14 and 15 are diagrammatic views of the manner of wear of the wire of the improved needle.

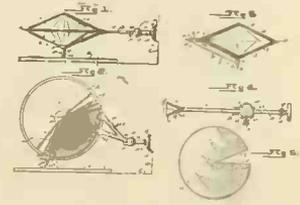
Phonograph Reproducer. Jerry Pavak, Chicago, Ill. Patent No. 1,536,969.

This invention relates to improvements in sound reproducing construction. The primary object is the provision of a relatively simple and economical type of reproducer which may be used upon phonographs or other sound reproducing mechanism as a means of reproducing sounds in a clear, loud tone.

A further object is the provision of a sound reproducing device embodying a relatively large and simple type of diaphragm construction which is used to reproduce sound without the necessity of providing a sound amplifying horn or other sound box construction.

A further object of this invention is the provision of a sound reproducer embodying merely a diaphragm construction which is fitted with stylus holding means adapted to conform to the diaphragm construction for the reproduction of sound from vertical or lateral cut records; the same being acutely sensitive and responsive to sound vibrations.

Fig. 1 is a side elevation of the improved re-



horn. Fig. 3 is a detail sectional view showing the stand upon which the sound box and operating mechanism are mounted. Fig. 4 is a side elevation showing the whole mechanism assembled. Fig. 5 is an elevation of the yielding connections shown in Fig. 2. Fig. 6 is a central vertical section showing the connections between the disc rotating shaft and the belt which operates the sound box transversely of the record.

Educational Record. Milton E. Thompson, Ridgway, Pa. Patent No. 1,535,188.

This invention relates to phonographic records for the reproduction of musical compositions and the like and the object of the invention generally is a record having novel features of utility in the construction and arrangement thereof and particularly a record possessing unusual selling, using and educational values.

This novel record is preferably of the disc type and embodies a musical selection recorded thereon which may be readily reproducible on any of the standard reproducing machines of the art, and a visibly separated, but interrelated, record of spoken educational matter on the same disc with the musical selection, which

producing mechanism showing the same in position for the playing of vertical cut records, such as the Edison. Fig. 2 is a side elevation showing the improved reproducer in position for the playing of lateral cut records, such as manufactured by the Sonora and Victor talking machine companies. Fig. 3 is a cross sectional view taken through the diaphragm and stylus supporting construction of the improved reproducer. Fig. 4 is a fragmentary cross sectional view taken through a supporting construction by which the improved reproducer may be universally used upon lateral and vertical cut records. Fig. 5 is a plan view of a sheet of material showing the same prior to its formation as a diaphragm of the improved reproducer.

Morris Nimcowitz Honored

A farewell dinner was tendered Morris Nimcowitz, proprietor of the Morris Music Shops, New York, by his employes and friends, prior to his departure for Europe where he will stay for three months.



Herald-B

LOUD SPEAKER

HERALD ELECTRIC CO., Inc. 29 East End Avenue New York \$12



FROM OUR EUROPEAN HEADQUARTER

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY MANAGER

Unexpected Continuation of Gramophone Activity Results in General Optimism

At Present Rate Gramophone Sales Will Establish a New High Record—George Murdoch Elected President of Gramophone Manufacturers—Important News and Trade Activities

LONDON, E.C., July 3.—Gramophone trade conditions continue decidedly bright this side, and although a month of fine weather has been experienced, manufacturers and dealers everywhere report considerably greater activity than was the case at this period of the year in times past. The "sister" trade, as the wireless or radio industry has come to be recognized, has, in common with many other industries here, been experiencing a quiet time; in fact, generally speaking, a period of depression has marked the advent of Summer; but the Gramophone industry seems but to have profited by the misfortunes of other industries, and feelings of keen optimism abound. So much so that it is confidently expected that this year's sales will reach the highest figure since the commencement of the industry. The recording companies are exerting themselves to the utmost in catering to all tastes, and their efforts of the last few months, particularly in the issuing of classical numbers, have gone a long way towards destroying the last prejudices of the musician of culture. The programs of the British Broadcasting Co., too, serve but the purpose of creating a knowledge of and liking for both popular and classical music, so that the people everywhere yearn to acquire gramophones and records

so that their newly inculcated tastes can be gratified and indulged when and as often as they like.

Annual Meeting of Gramophone Manufacturers

The annual general meeting of the Gramophone Manufacturers' Association was held on June 23, when George Murdoch, of Murdoch Trading Co., was unanimously elected president. The retiring president, H. J. Cullum, M.B.E., (Perophone, Ltd.), together with the other officers and the committee were accorded warm congratulations on a most successful year, marked by exceptional activity in the interest of members. The annual report recorded that, in addition to five executive council meetings, several sectional gatherings had been held and much valuable work accomplished, a complete and detailed review of events having been furnished to all members in the recent Association "News Letter," and some particulars of which I gave in my April report. E. C. Paskell, of Colmore Depot, Birmingham, was unanimously elected vice-president, with W. B. Beare, of Beare & Son, honorary treasurer. The executive council comprises, in the Gramophone section, C. W. Howell, of Scala Record Co.; Frank Samuel, of Barnett, Samuel & Sons; H. Moorby Smith, Johnson Talking Machine Co.;

Louis Sterling, of Columbia Graphophone Co., and Perry Willis, of J. E. Hough, Ltd.

At the conclusion of the meeting there was a discussion on the re-imposition of the duty on imported goods, special consideration being given to the desirability of taking active steps with the Customs authorities, both in regard to facilitating drawback on re-exports, and to prevent any possibility of importers defrauding the revenue by means of fabricated invoices and other methods to the detriment of the legitimate trade. A sub-committee was formed to give effect to the recommendations of the meeting. Charles E. Timms continues to serve as secretary.

An Importers' Association

Since the re-imposition of the McKenna Duties was announced by the Chancellor of the Exchequer, two months ago, some of the leading importers of musical instruments have seriously considered the advisability of forming an association amongst themselves to protect and advance their common interests, and it would seem likely that such an association would find considerable scope for activity. At the moment, as far as I can gather, the idea has received strongest support from pianoforte importers, who are ineligible for membership of any of the associations affiliated to the Federation of British Music Industries. Importers of gramophones, parts and accessories, as well as importers of other musical instruments and small goods, are able to avail themselves of association organization by reason of member-

(Continued on page 172)



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, 8½ lbs.
Measurement, 10½ x 4½ x 7½

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 171)

ship in the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers, or as it is more familiarly and less eunubriously known—the Gramophone Manufacturers' Association. An association of importers, therefore, although it would have a strong voice in matters relating to imported musical instruments as a class, to materially assist the talking machine section of the trade, would have to take concerted action with the existing Manufacturers' Association, otherwise the efforts of one organization would tend to negative the efforts of the other. It appears that recently a number of importers sent a joint letter to the Chancellor of the Exchequer protesting against the re-imposition of the 33 1/3 per cent duties, and pointing out that the Government's contention of music being a luxury was entirely erroneous, inasmuch as the Government itself and numbers of local government bodies throughout the country were spending considerable sums each year on musical training in schools. Political expedience, however, ruled their objections out of order. The lack of organized support to their protests, too, was undoubtedly another factor accounting for the lack of notice given to their protest.

The Bandmaster Failure

In the February issue of *The World*, it was reported that a petition for a winding-up order had been made in the matter of Bandmaster, Ltd. A statement of affairs recently issued shows liabilities of £22,690, while the assets are estimated at £3,789, from which preferential claims of £515, and losses on debenture bonds of £2,000, have to be deducted, leaving net assets of £1,273, or a deficiency as regards unsecured liabilities of £21,416. The issued share capital of the company being £4,749, there is a total deficiency of £26,165. The proceedings in liquidation commenced on December 15 last when a resolution for voluntary liquidation was passed and a liquidator ap-

pointed. Two days later he was also appointed receiver for the debenture holder, when he took possession of the works and about that date discontinued the business. The disposal of most of the assets of the company followed, and these transactions will be the subject of an account to be rendered later. I understand that it is anticipated there will be some surplus for the unsecured creditors.

Duophone Activities

Referring to my recent report on the financial affairs of the Duophone Syndicate, Ltd., it would now appear that these have been settled in a most satisfactory manner and with the acquisition of considerable additional capital the company has embarked upon an ambitious and active sales campaign, and results already tabulated indicate a run of decided prosperity, a run of which the quality of the Duophone products are well worthy. The company, apart from an energetic campaign in Great Britain, is increasing its already well-directed efforts abroad, and I understand that an Australian company has recently been formed under the title of Duophone (Australia), Ltd., and which has already secured large contracts. I also learn that an agency has been appointed for Greece, and that the company has found South America one of the most promising fields of exploitation.

A venture which should add tremendously to the company's activities has just been decided upon, recording studios having been acquired for the purpose of producing Duophone records. Colonel Mackenzie Rogan, a director of the company, will act as musical adviser, under whose direction the company will shortly produce and issue an initial 200 titles. It is the intention of the company to specialize in first-grade records, to retail at 2/6 and four shillings. A representative is on the way to Canada for the purpose of joining a company there, and put the record on the market. Recently, also, the company produced the Duophone

needle, which it describes as "a Point on a Point," which I have had the opportunity of thoroughly testing, and which more than favorably compares with any other steel needle on the market here.

The Super Apollo Gramophone

The Super Apollo IV is the latest model placed on the market here by Messrs. Craies & Stavridi, of Bunhill Row, this city, whose "Apollo" models have always attracted considerable attention here, and which have gained for the company a considerable export business. The Super IV is a cabinet model fitted with a new wide throat tone-arm and a specially patented five-foot resonator, cast in solid aluminum, a fine piece of work. The company claims that this resonator was designed in accordance with the principles of acoustics in order to bring out low tones as well as high, and it contends that the ordinary interior horn fitted in gramophones is too short to amplify low tones, and therefore the high tones suffer from exaggeration. The result achieved in this latest model will decidedly challenge the attention of talking machine and musical experts generally, a fine purity and evenness of tone throughout the scale being a most noticeable feature. Messrs. Craies & Stavridi issue an attractive catalog listing a fine range of cabinet and table grands, as well as an extremely compact portable model.

Brief Paragraphs of Interest

The Columbia Co. and the Gramophone Co. here are both closing down for the annual holiday this month. The first mentioned closes from July 18 to August 4, inclusive, and the second from July 27 to August 10, inclusive.

His Master's Voice Co. has recently issued a new edition of the "Opera at Home," containing a mine of information about some 150 operas, which is universally acknowledged to be one of the finest examples of educational and musical propaganda.

THE OUTSTANDING ACHIEVEMENT IN PORTABLE GRAMOPHONES

The "RESONA"

Registered Trade Mark No 455905

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 of 24 instruments or half cases of 12 instruments assorted.

Specimen instrument in cowhide with double spring motor will be forwarded on receipt of banker's draft for \$15.00.

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)



FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 172)

POINTS ABOUT SPRINGS No. 1

It is not generally known that a tested mainspring of the best possible quality, when even partly wound up, is sensitive to sudden changes in temperature. A change of atmosphere brought about by simply removing the gramophone to another room, or in the open air, will occasionally result in a broken mainspring. To guard against any breakage through this cause whilst in stock or in transit, every spring should be carefully wrapped in grease-proof paper and enclosed in a separate carton.

USE VULCAN MAINSPRINGS

"BEST IN THE LONG RUN"



Sold by all the leading Factors

Send for Lists
J. STEAD & CO., Ltd.
SHEFFIELD
ENGLAND

Gramophone Shares: The Columbia Gramophone 10/- share to-day stands at 37/- per share. The Gramophone Co.'s shares remain steady at round about 34/-.

At a meeting on the 18th of June of the Gramophone Dealers' Association the chief subject for discussion was a proposal to create branch or sectional organizations of the main body throughout the provinces. Further increases of membership were reported.

Messrs. J. E. Hough, Ltd., of Velvet Face and Winner record fame, chartered two special trains to convey their factory staffs from the London and Huntingdon factories to Clacton-on-Sea, for the annual staff outing. Messrs. Hough's radio activities are now rivaling in extent its activities in the talking machine industry, the Edison Bell radio products occupying a high place in the radio world among both dealers and public.

Prohibit Recording of Radio

The unauthorized making of talking machine records from radio programs is prohibited by law in England, as the Commons passed a bill to that effect the latter part of last month. It is claimed that the possibility of the making of such records has kept many famous artists from broadcasting. Heretofore their performances could be recorded by a phonograph receiver and records made for sale, but if recording radio programs were permitted the record artists would be in danger of losing royalties through a decrease in record sales.

W. J. Willoughby has been appointed manager of the music store of Schmoller & Mueller, Council Bluffs, Ia. He is widely experienced in merchandising and is qualified for the new post

New Quarters in Ogden

OGDEN, UTAH, July 6.—The Lyric Music Co., of this city, has recently completed a specially built piano warehouse and salesroom at 3163 Porter avenue, in the rear of the residence of C. L. Madsen, president and general manager of the company. As soon as present plans materialize, the concern will move from its present quarters with Jones' Phonograph Store, and will conduct its piano business from the new warehouse. The Lyric Music Co. has been controlled by Mr. Madsen about five years, handling pianos exclusively and a fair volume of sales is done.

The City Radio Co., New York, has increased its capital stock from \$20,000 to \$50,000 to provide for expansion.

APOLLO the last word in PORTABLES

FIRST IN DESIGN AND IN VOLUME AND CLARITY OF TONE

Secure this Really Distinctive and Deservedly Popular Portable for your territory



No. 9. Oak. 12 1/2" x 10 1/2" x 8 3/4"



No. 10. Leather Cloth, Single Spring. 18" x 10 1/2" x 5 1/2"
No. 11. Trunk, Brass Mounts, Double Spring. Fully protected in U. S. A. Net Export Prices. (Packed Free our works)

No. 9.....	\$8.00	Code ZKAPM
No. 10.....	\$10.00	" ZKANT
No. 11.....	\$15.00	" ZKARD
No. 12.....	\$18.00	" ZKALP
No. 13.....	\$30.00	" ZKAMH



No. 10. Leather Cloth. 11" x 11" x 8 1/2"
Single Spring
No. 11. Leather Cloth, Double Spring. 11" x 11" x 8 1/2"

SOLE LICENSEES AND MAKERS

CRAIES & STAVRIDI

4 Bunhill Row, E. C. 1

London, England

Cables: Discebolus.

Codes: A.B.C. 61b Edn.

Bentley's & Nureault's.

Advance RECORD BULLETINS for August, 1925

Victor Talking Machine Co.

LIST FOR JUNE 26

- 35757 Gems from "The Student Prince in Heidelberg".....Victor Light Opera Co. 12
- Gems from "The Love Song".....Victor Light Opera Co. 12
- 19560 Nobody Knows de Trouble I've Seen, Marian Anderson 10
- My Lord, What a Mornin'.....Marian Anderson 10
- 19608 Rock-a-wee Baby.....Grace Moore, 10
- If I Love Were All.....Lewis James 10
- 19677 Let It Rain.....Gene Austin 10
- What a Life.....Gene Austin 10
- INSTRUMENTAL RECORDS**
- 19657 Over the Hills.....Victor Salon Orch. 10
- The Mystery of Night.....Victor Salon Orch. 10
- 19669 The Emblem of Freedom.....Goldman Band 10
- Military Spirit—March (Lindemann).....The Goldman Band 10
- 19575 Twilight—Fox-trot.....Art Hickman's Orch. 10
- Playmates—Fox-trot.....Art Hickman's Orch. 10
- 19674 I'm So Ashamed—Waltz.....The Troubadours 10
- Lovely Lady—Waltz.....The Troubadours 10
- 19675 If You Knew Susie—Fox-trot, Jack Silkert's Orch. 10
- Tell Me Yes, Tell Me No—Fox-trot, Jack Silkert's Orch. 10
- 19676 Montmartre Rose—Fox-trot, Jack Silkert's Orch. 10
- Mamie—Fox-trot, Jan Garber and His Orch. 10
- 19677 Mamie—Fox-trot, Jan Garber and His Orch. 10
- RED SEAL RECORDS**
- 1090 Ramoncito Viejo (Out on My Little Old Ranch) (Masurae).....Armand Crabbé 10
- 1082 Nocturne (Boulangier).....Jascha Heifetz 10
- The Gentle Maiden (Scott) & George (Boulangier).....Jascha Heifetz 10
- 1035 Miniature Viennese (Kreiser).....Fritz Kreisler-Hugo Kreisler 10
- Symphonic (F. Kreisler).....Fritz Kreisler-Hugo Kreisler 10
- 1080 La Golondrina (The Swallow).....Margarete Matzenauer 10
- Prégnantes à las Estrelita (Go Ask of the High Stars Gleaming).....Margarete Matzenauer 10
- 1092 Moonlight and Rites (Black-Word).....John McCormack 10
- The Sweetest Call (From "Morro").....John McCormack 10
- 6490 Lechereen—Prelude, Part 1 and Part 2, John McCormack and Philadelphia Orch. 12
- FEATURE RECORDS**
- 6142 Listen to the Mocking Bird (Winner)—With Bird Voices by Kellon.....Alma Gluck Home, Sweet Home (Payne-Bishop).....Alma Gluck 10
- 53123 She Is My Daisy.....Sir Harry Lauder 12
- Who I Was Twenty-one.....Sir Harry Lauder 12
- 19600 Alabama Bound.....American Quartet 10
- All Aboard for Heaven.....George Price 10
- 19681 A Boy's Best Friend Is His Orch.....Vernon Dalhart 10
- 19682 Tell Me More!—Medley Fox-trot.....Vernon Dalhart 10
- Why Do I Love You?—Medley Fox-trot.....Paul Whiteman and His Orch. 10
- 19685 Oh, How I Miss You to-night—Fox-trot.....The Benson Orch. of Chicago 10
- I Had Someone Else Before I Had You—Fox-trot.....The Benson Orch. of Chicago 10
- 45121 Battle Hymn of the Republic (Howe).....Herald Werrenrath 10
- Columbia, the Gem of the Ocean.....Lambert Murphy-Orpheus Quartet 10
- 17581 Star-Spangled Banner (Francis Scott Key Samuel Aroold—1814).....Victory Military Band 10
- Hail Columbia (Joseph Hopkinson—Prof. Philip Phile).....Victory Military Band 10
- LIST FOR JULY 10**
- 19683 The Midnight Cry.....Elliott Shaw 10
- Only a Weaver of Dream, Edna Brown-Lewis James 10
- 19687 We're Back Together Again.....Jane Green 10
- Got No Time.....Jane Green 10
- 19688 Sweet Georgia Brown—Fox-trot, Oliver Naylor's Orch. 10
- Riverboat Shuffle—Fox-trot, The Benson Orch. of Chicago 10
- 19690 Pal of My Card Days—Waltz, with Vocal Refrain.....Paul Whiteman and His Orch. 10
- Ukulele Lady—Fox-trot, Paul Whiteman and His Orch. 10
- FEATURE RECORDS**
- 3021 Serenade (Sotto) Through the Night) (Matuschuh-Schubert).....McCormack-Kreider 10
- Ave Maria (Luitemezzo from Cavalleria) (Mascagni).....McCormack-Kreider 10
- 45320 Lost Pocketbook (Guest)—Recitation, Edgar A. Guest 10
- Old Wooden Tub (Guest)—Recitation, Edgar A. Guest 10
- LIST FOR JULY 17**
- 19692 Let Me Linger Longer in Your Arms—Fox-trot, Paul Whiteman and His Orch. 10
- Steppin' in Society—Fox-trot, Paul Whiteman and His Orch. 10
- 19689 By the Light of the Stars—Fox-trot, Jan Garber and His Orch. 10
- Seminole—Fox-trot, Jan Garber and His Orch. 10
- 19695 Moonstruck Rose.....Victor Salon Orch. 10
- I'll See You in My Dreams, Victor Salon Orch. 10
- FEATURE RECORDS**
- 826 Spring Song (Song Without Words) (Mendelssohn)—Piano Solo.....Olga Samaroff 10
- Nights at the Springs (Ryde) (Kjajaden Im Quell) (Paul Judo)—Piano Solo, Olga Samaroff 10
- 18375 Mighty Lak' a Rose (Stanton-Neve), Shannon Quartet 10
- Burrarolle—List of Hoffman (Offenbach), Shannon Quartet 10
- LIST FOR JULY 27**
- 19701 Ukulele Lady.....Frank Crumit 10
- My Sweetie Turned Me Down.....Frank Crumit 10
- 19694 Gigolite—Fox-trot, Paul Whiteman and His Orch. 10
- Southern Rose—Fox-trot, Paul Whiteman and His Orch. 10
- 19693 Because of You—Fox-trot, The Benson Orch. of Chicago 10
- The Whole World Is Dreaming of Love—Fox-trot.....The Benson Orch. of Chicago 10
- FEATURE RECORDS**
- 956 Caribirin (Walls Song) (Pestalozza)—In Italian.....Lucresia Bori 10
- Il Bacio (The Kiss) (Arditi)—In Italian, Lucresia Bori 10
- 18716 My Isle of Golden Dreams—Waltz, Blue and White Mambo Band 10
- Let the Rest of the World Go By—Waltz, Guitars.....Ferra-Franchini 10

- 383-D I'll Take Her Back If She Wants to Come Back—Fox-trot, Fletcher Henderson and His Orch. 10
- Money Blues—Fox-trot, Fletcher Henderson and His Orch. 10
- 195-D Sugar Foot Stomp, Fletcher Henderson and His Orch. 10
- 10 What-Cha Call You Blues—Fox-trot, Fletcher Henderson and His Orch. 10
- VOCAL MUSIC**
- 387-D Take 'Em to the Door Blues—Comedians, Van and Schenck 10
- How's Your Fella and My Fella, Art Gillham—The Whispering Pianist 10
- 397-D We're Back Together Again—Comedy, Eddie Cantor 10
- It's Time to Keep Away From You—Tenor Solo, Marie Chamlee 10
- 386-D Yes, Sir; That's My Boy—Comedienne, Blossom Seeley 10
- It's Just That Feeling for Home—Comedienne, Blossom Seeley 10
- 388-D All Aboard for Heaven—Vocal, Eddy Clark—"The Ukulele Baby" 10
- I've Found My Sweetheart—Sally—"The Ukulele Baby" 10
- 389-D What Do I Care—What Do I Care My Sweetie Charmed Me Down—Tenor by Al Bernard, Piano by Russel Robinson.....The Dixie Stars 10
- New York Ain't New York Any More—Tenor by Al Bernard, Piano by Russel Robinson.....The Dixie Stars 10
- 399-D You Can't Be a Good Little Girl—Tenor Solo, Lewis James 10
- Just a Bundle of Sunshine—Duet, The Harmony Healers 10
- 394-D O'Tool's Weddin'.....National Quartet 10
- Songs of the Sod.....National Quartet 10

Brunswick Records

- 10201 I Look Into Your Garden (Willmott-Waltz), Tenor, with Orch. Accomp.....Marie Chamlee 10
- One Ole Cane Row (Bartolo-Gibbs) (Callahan-Grey)—Tenor, with Orch. Accomp.....Marie Chamlee 10
- 2899 When the World Forgets (Ackley)—Bartone with Orch. Accomp.....Homer Rodchever 10
- An Evening Prayer (Bartolo-Gibbs)—Bartone, with Orch. Accomp.....Homer Rodchever 10
- 2911 Chain Gang Song (Masse)—Tenor, with Guitar and Chromonic.....Vernon Dalhart 10
- The Runaway Train (Massey-Warren)—Tenor, with Guitar and Chromonic.....Vernon Dalhart 10
- 2902 The Melody That Made You Mine (Friend-Polla)—Waltz, for Dancing.....Regent Club Orch. Sometime (Fortio)—Waltz, for Dancing, Regent Club Orch. 10
- 2903 If You Knew Susie (De Sylva)—Fox-trot, for Dancing, with Vocal Chorus by Charles Kaley, Ake Lyman's California Orch. 10
- Ukulele Baby (Ashbell-Rose-Sherman-Bloom)—Fox-trot, for Dancing, Ake Lyman's California Orch. 10
- 2904 Alabama Bound (De Sylva Green-Randerson)—Tenor Solo with Banjo and Piano Accomp, by Bill Hatch.....Charlie Wellman 10
- Let It Rain, Let It Pour (Friend-Donaldson)—Tenor Solo with Banjo and Piano Accomp, by Bill Hatch.....Charlie Wellman 10
- 2892 Isn't She the Sweetest Thing? (Kahn-Donaldson)—Fox-trot, for Dancing, Charlie Wellman's Orch. 10
- Got No Time (Kahn-Whiting)—Fox-trot, for Dancing.....Great Rodemich's Orch. 10
- 2975 I'm So Ashamed (Miller-Gibbs)—Fox-trot, for Dancing, with Vocal Chorus by Mark Fisher, Charlie Wellman's Orch. 10
- Ukulele Lady (Kahn-Whiting)—Fox-trot, for Dancing, with Vocal Chorus by Mark Fisher, Charlie Wellman's Orch. 10
- 2893 Hold Me in Your Arms (Harty-Stocco)—Fox-trot, for Dancing.....Ray Miller and His Orch. 10
- Phoebe Snow (Fisher)—Fox-trot, for Dancing, Ray Miller and His Orch. 10
- 2908 Blues in F (McKenzie-Lange)—Fox-trot, for Dancing.....Mound City Blue Blowers Wigwam Blues (Slevin-Bland-McKenzie)—Fox-trot, for Dancing.....Mound City Blue Blowers 10
- 2873 Rio (Drew-Crossing)—Popular Concert, Brunswick Hour Orch.—Director W. Haenschel 10
- L. Golondrina (Zamacosta-Serradell)—Popular Concert, Brunswick Hour Orch.—Director W. Haenschel 10
- 2909 Trying (Smith-Whirch-Bessinger)—Vocal Duet

Columbia Phono. Co., Inc.

- DANCE MUSIC**
- 380-D Sweet Georgia Brown—Fox-trot, California Ramblers 10
- Everything & Hotsy Totsy Now—Fox-trot, California Ramblers 10
- 391-D Steppin' in Society—Fox-trot, The Knickerbockers 10
- Collegiate—Fox-trot.....The Knickerbockers 10
- 384-D Twilight, the Stars and You—Fox-trot, Leo Keenan and His Orch. 10
- In the Purple Twilight—Fox-trot, Leo Keenan and His Orch. 10
- 393-D Craving—Fox-trot, Harry Becker's Synopators 10
- The Flapper Wife—Fox-trot, Harry Becker's Synopators 10
- 398-D Yes, Sir; That's My Baby—Fox-trot, Incidental Singing by the Orchestra, Ace and His 14 Virginians 10
- If You Knew Susie (Ake I Know Susie)—Fox-trot, Piano Duet.....Bourme-Ellis 10
- 396-D One Smile—Fox-trot, Sam Lavin and His Roseland Orch. 10
- Who Loved You Best—Fox-trot, Sam Lavin and His Roseland Orch. 10
- 400-D Because of You—Fox-trot.....The Columbians 10
- When Eyes of the Arc Fooling You—Fox-trot, The Columbians 10
- 392-D Let Me Linger Longer in Your Arms—Fox-trot, Incidental Singing by Leo's Jamers, The Manhattan Dance Makers 10
- Hold Me in Your Arms—Fox-trot, The Manhattan Dance Makers 10
- 385-D Sleeping Beauty's Wedding—Fox-trot, Ace Brigade and His 14 Virginians 10
- Don't Bother Me—Fox-trot, Market and His Orch. 10
- 390-D Take Me Back Marguerite—Waltz, The Cavaliers (Waltz Artists) 10
- Dreamy Carolina Moon—Waltz, The Cavaliers (Waltz Artists) 10

Three New Songs Hits!!!

LET ME LINGER LONGER IN YOUR ARMS

A fascinating fox trot by Cliff Friend and Abel Baer
Writers of "JUNE NIGHT"

CRIMINAL MINDS

Marshall Montgomery and Al Plantadosi's Great "Mother" Balled!

"You Can't Go Wrong With Any 'FEIST' Song"

You Can't Go Wrong With These 'FEIST' Songs!

"MIGHTY BLUE"

A Mighty Blue Fox Trot Song by
RAYMOND EGAN
© 1913
40 FIRST

"I MISS MY SWISS"

(My Swiss Miss Misses Me)
by L. WOLFE GILBERT and ABEL BAER
Introduced in
BALIEFF'S
CHAUVE SOURIS

"Marguerite"

A Fox Trot Melody With A Great Dance Rhythm
by OWEN MURPHY
AL SHERMAN
and BEN J. ONE

You Can't Go Wrong With Any 'FEIST' Song!

with Piano Accomp. by Dan Lieberfeld.
The Main Franks-Wright and Besinger
And I Believed in You (Young-Lewis-Wright
Besinger)—Vocal Duet with Piano Accomp.
by Dan Lieberfeld.
The Radio Franks-Wright and Besinger
2934 By the Light of the Stars (Little-Sizemore-
Shay)—Fox-trot, for Dancing, by
Dancer (Gus Kahn-Isam Jones)—Fox-trot for
Dancing Isam Jones' Orch.
2907 At the End of the Road (Hanley-McDonald)—
Fox-trot, for Dancing, Regent Club Orch.
Just a Bundle of Sunshine (Drew-Spears)—
Fox-trot, for Dancing, with Vocal Chorus by
Billy Jones and Ernest Hare.

2900 Prisoner's Song (Massey)—Tenor, with Violin
and Guitar Accomp. Vernon Dallhart.
The Letter Edged in Black (Soutiere Song)—
Tenor, with Violin and Guitar, Vernon Dallhart
2883 Fourth of July—Voice, Fiddle and Banjo,
Bill Chitwood and Bud Landress
2884 Furniture Man—Voice, Fiddle and Banjo,
Pa. Ma and Me—Voice, Fiddle and Banjo,
Bill Chitwood and Bud Landress
2888 Who Takes Care of the Caretaker's Daughter
(Eisen)—Tenor and Baritone, with Piano
Accomp. by Phil Ohman and Banjo by Harry
Rezer, Billy Jones and Ernest Hare
If You Know Siva (De Sylva)—Tenor and
Baritone, with Piano Accomp. by Phil Oh-
man and Banjo by Harry Rezer,
Billy Jones and Ernest Hare
2893 Besides a Silky Stream (Black-More)—Fox-
trot for Dancing,
Herb Widoeloff's Cinderella Rock Orch.
Reamin' Around (Widoeloff-Clay-Stallard)—Fox-
trot, for Dancing,
Herb Widoeloff's Cinderella Rock Orch.
2910 Why Do I Love You (Tell Me More)
(De Sylva-Gershwain)—Fox-trot, for Dancing,
Tell Me More (De Sylva-Gershwain)—Chorus
introducing "Kickin' the Clouds Away," from
"Tell Me More"
Bennie Krueger's Orch.

Edison Disc Records

ALREADY RELEASED

51561 All Aboard for Heaven (Billy Rose and Joseph
Meyer).....Arthur Hall-John Ryan
Carmela Columbo (Thought the World Was
Round-0) (Langworthy),
Billy Jones and Chorus
51547 Of All My Life's Relations I Love Myself the
Best (Sterling-Haskins).....Billy Jones
I Don't Want to Get Married (I'm Having Too
Much Fun)
Arthur Hall-John Ryan
51550 A Little Love, A Little Kiss (Lise
Sizemore-Hamilton)
George Hamilton Green
Melody of Love (Engelmann)—Vocalists Betty
George Hamilton Green
80832 Eyes of Love (Garfin).....Lester O'Keefe
Let Me Dream Again (Stephenson-Sullivan)
Helen Davis
80834 Scripture Lesson with Hymn—Revelation 21:22
to 26—Hymn, "The Gate Ajar for Me" (Mrs.
Lydia Haver and S. J. Van)
Rev. S. F. Cadman, D.D. Metropolitan Quartet
Scripture Lesson with Hymn—St. Mark 10:16
to 30—Hymn, "Why Do You Wait? (Koon)."
Rev. S. F. Cadman, D.D. Metropolitan Quartet
80833 Extracts from the Ballet-Suite "Scheherazade,"
Part I (N. Kinsky-Korsakow),
American Concert Orch.
Extracts from the Ballet-Suite "Scheherazade,"
Part 2 (N. Kinsky-Korsakow),
American Concert Orch.
51557 In the Baggage Coat Ahead (Davis),
Vernon Dallhart and Co.
Many, Many Years Ago (Steppard),
Vernon Dallhart and Co.
51527 Lost Cabin Blues (Green)—Jazz-trot and Co.
George Hamilton Green
Chromatic Fox-trot (Green)—
George Hamilton Green
82388 Beneath the Summer Skies (Geibel),Anna Case
Open the Gate of Your Heart (Owren-White),
Anna Case

PLASHES
51556 By the Light of the Stars (Little, Sizemore,
Shay)—Fox-trot,Tennessee Happy Boys
Some Day (Wynne) (Green)—Tennessee Happy Boys
Lean)—Viz-trot,Tennessee Happy Boys

51562—Cheatin' On Me (Yellico-Polack)—Fox-trot,
with Vocal Chorus by Vernon Dallhart
Golden Gate Orch.
When the Moon Shines in Coral Gables (Chas.
Baksh)—Fox-trot with Vocal Chorus
Charles Hart,Golden Gate Orch.
Sweet (Klager-Rapp-Trotta)—Fox-trot,
Ray Niebold's Orch.
Sweet Kalulu, Lou (Breen-Wood-Bibo)—Fox-
trot, with Vocal Chorus by Lawrence
Murphy,Frank Silver's Dance Orch.
51566 Pango Pango Mado (Hilho-Phillips)—Fox-trot,
Bill Wynne's Dance Orch.
Brighter Days (Parish-Wynne-O'Farrell)—Fox-
trot, Billy Wynne's Greenwich Village Inn Orch.
51567 Hong Kong Dream Girl (Springer-Lerner)—Fox-
trot,Tennessee Happy Boys
Waitin' for the Moon (Brown-Lee)—Fox-
trot,Tennessee Happy Boys
51569 Wondering (Kalmir-Ruby)—Waltz,
Jack Stillman's Orch.
The Melody That Made You Mine (Friend-
Polla)—Waltz, with Vocal Refrain by James
Doherty,Polla's Clover Gardens Orch.
51570 Ah-Hal (Chire-Monaco)—Fox-trot, with Vocal
Chorus by Henri Gendron and His Strand Roof
Orch.
Semolina (An Indian Love Song) (King-Var-
rean)—Fox-trot,
Henri Gendron and His Strand Roof Orch.
51568 Honey, I'm in Love With You—Fox-trot from
"Miserable Mary" (Friedlander-Gorard),
Ernie Golden and His Hotel Alcahola Orch.
Wait Till the Morning After (Egan-Whiting)
Waltz,Jack Stillman's Orch.

GERMAN GROUP

57020 Ritter's Abschied (Soldier's Farewell),
Mantuan Quartet
Gresse an die Heimat (Greetings to Home),
Mantuan Quartet
57021 Grusse Gott, wir loben Dich (Holy God, We
Praise Thy Name).....Mantuan Quartet
Aber der Jugendzeit,Mantuan Quartet
51548 The Farmer's Medley Quadrille,
John Baltzell, Champion Old-time Fiddler
Drunken Soldier,John Baltzell, Champion Old-time Fiddler

Edison Blue Amberol Records

5004 As a Porcupine Pines for Its Pork (That's
How I Pine For You),
Billy Jones and Ernest Hare,The Happiness Boys
5009 The Midnight Waltz,Jack Stillman's Orch.
5010 Don't Bring Lulu,
Billy Jones and Ernest Hare,The Happiness Boys
5011 In the Baggage Coaches Ahead,
Vernon Dallhart and Co.
5012 All Aboard for Heaven,Arthur Hall-John Ryan
5014 Pearl of Hawaii,Waikiki Hawaiian Orch.
5017 Moon of Waikiki,Waikiki Hawaiian Orch.
5018 Moonlight and Roses (Bring Memories of You)
—Fox-trot, with Vocal Duet by Helen Clark
and Joseph Phillips
Polla's Clover Garden Orch.
4979 The Fortune Teller, Airs No. 1
NEW YORK LIGHT OPERA CO.
4983 Drige's Special—Waltz Adaptation from "Les
Millions d'Arlequin,"
Harry Bastin's Missisippians
4985 In a Monastery,
Peerless Orch. and Mole Chorus
4986 Mother Goose Songs, No. 1,Lewis James
4987 Mother Goose Songs, No. 2,Lewis James
4988 Coral Sands of My Hawaii,Waikiki Hawaiian Orch.
4989 Harelic Militaire,United States Marine Band
4990 Just For Tonight,Gregor Skolnik and His Orch.
4994 Inlana Moon Waltz,Marty Hart's Missisippians
4995 Marlboro—Tis the Harp in the
Elizabeth Spencer
4996 The Fortune Teller, Airs No. 1
NEW YORK LIGHT OPERA CO.
4966 I Hear You Calling Me,Balph Errolle
4982 Wedding March—Midsummer Dream,
American Symphony Orch.
4983 My Eyes,Thomas Chalmers
4984 I'm in Love With You—Hymn
introducing Helen Clark in Refrain
4989 In Absence,Weier, Male Quartet
4992 At Midnight on My Pillow Lying "Ernie"
4993 Rocooco (Render-over Intermexo),
Armad Vecey and His Hungarian Orch.
4998 Poet and Peasant Overture—Banjo
Eddie Peabody
5003 Value Parquet,
Armad Vecey and His Hungarian Orch.
5007 I Cannot Sing the Old Songs,Christine Miller
5010 William Tell Overture, Part 1,Band
5020 William Tell Overture, Part 2,Soderer's Band

Okeh Records

DANCE RECORDS

40370 Deep Elm (You Tell 'Em 'Im Blue)—Fox-trot,
with Vocal Chorus by Rex Newman,
Louis Fortstein's Royal Synopators
Twilight, the Stars and You—Fox-trot,
Louis Fortstein's Royal Synopators
40380 Old Heartbeat (You're So Nice)—Fox-trot, with
Vocal Chorus by Henry Cogert,
The Red Hotlers
Everything is Hotty Totty Now—Fox-trot, with
Vocal Chorus by Henry Cogert,
The Red Hotlers
40382 The Flapper Wife—Fox-trot, with
Vocal Chorus by Henry Cogert,
The Red Hotlers
40381 Love Light Lane—Fox-trot, The Red Hotlers
40381 Indian Day—Fox-trot, The Yellow Jacket
Jimmie Joy's St. Anthony Hotel Orch.
China Girl—Fox-trot,
Jimmie Joy's St. Anthony Hotel Orch.
40386 Oh, That Sweet in My Arms—Fox-trot, Singing
Chorus, "Vick Meyer's Atlanta Melody Artists
Sweet Nan Blue"—Fox-trot,
Vick Meyer's Atlanta Melody Blues
40387 Florida—Fox-trot,The Melody Shakes
Stepin' in Society—Fox-trot, The Melody Shakes
40385 Memphis Bound—Fox-trot,
Jimmie Joy's St. Anthony Hotel Orch.
40392 The World's Best Lonesome Place (Since
I Lost You)—Waltz,
Louis Fortstein's Royal Synopators
Some Day
Vocal Chorus by Rex Newman,
Louis Fortstein's Royal Synopators
40337 Peculiar—Fox-trot,
Brownie's Orch. of New Orleans
Dirty Rag—Fox-trot,
Brownie's Orch. of New Orleans
40393 "Old Times"—Waltz—Intro, "The Bowery,"
"The Sidewalks of New York," "Comrades,"
"Sweet Rose O'Grady," "The Little Annie Rooney,"
"After the Ball," "She May Have
Seen Better Days," "The Band Played On,"
Royal Scotch Highlanders Band
La Paloma (The Dove),
Royal Scotch Highlanders Band

COMIC RECORDS

40385 Work Don't Bother Me—Talking and Singing,
The Spiritualist—Talking and Singing,
Seaton Brooks and Co.

RARE IMPORTATIONS (ODEON LABELS)

3145 Marriage of Figaro—Overture,
Odeon Symp. Orch., Dr. Weissmann, Cond.
Cos' Fan Tuotte—Overture,
Odeon Symp. Orch., Dr. Weissmann, Cond.
3155 Leonora—Overture No. 3 (Fidelio) Part I,
Odeon Symp. Orch., Dr. Weissmann, Cond.
Leonora—Overture No. 3 (Fidelio) Part II,
Odeon Symp. Orch., Dr. Weissmann, Cond.
3156 Leonora—Overture No. 3 (Fidelio) Part III,
Odeon Symp. Orch., Dr. Weissmann, Cond.
Leonora—Overture No. 3 (Fidelio) Part IV,
Odeon Symp. Orch., Dr. Weissmann, Cond.
3157 Libausa—Overture Part I,
Odeon Symp. Orch., Dr. Weissmann, Cond.
Libausa—Overture Part II,
Odeon Symp. Orch., Dr. Weissmann, Cond.
3158 Melba—Symphonic Poem, Part I: "The Wood-
land Spring Song," Part II: "The Forest"
Odeon Symp. Orch., Dr. Weissmann, Cond.
Melba—Symphonic Poem, Part II: "The Pas-
sion Wedding," Part III: "The Dance of the
Nymphs,"
Odeon Symp. Orch., Dr. Weissmann, Cond.
3159 Melba—Symphonic Poem, Part III: "Dance of
the Nymphs (continued),"
Odeon Symp. Orch., Dr. Weissmann, Cond.
Melba—Symphonic Poem, Part IV: "The Rap-
sod of St. John," "The Majestic River Mel-
odica,"
Odeon Symp. Orch., Dr. Weissmann, Cond.
3160 The Master Miler—Selections, Part I,
Edith Lorand and Her Orch.
The Master Miler—Selections, Part II,
Edith Lorand and Her Orch.
3161 In a Chinese Temple Garden—Oriental Fantasy,
Edith Lorand and Her Orch.
In a Persian Market—Intermezzo,
Edith Lorand and Her Orch.
3162 Les Sirènes—Waltz,
Djos Bela and His Orch.
Estudiantina—Waltz,
Djos Bela and His Orch.
3163 The Wedding of Cinderella,
Djos Bela and His Orch.
It is Springtime—Waltz,
Djos Bela and His Orch.
(Continued on page 176)

ADVANCE RECORD BULLETIN FOR AUGUST—(Continued from page 175)

- VOCAL RECORDS
40394 Paul of My Crane Days—Tenor, Accomp. by Justin King's Quintet and Celeste. Bruce Wallace
Away From You—Tenor, Accomp. by Justin King's Quintette and Celeste.
40396 Yearning (Just For You)—Baritone, with Taro-Patch Accomp. Richard B. Gilbert
I Had Someone Before I Had You (And I'll Have Someone After You're Gone)—Baritone, with Taro-Patch Accomp. Richard B. Gilbert
40397 We're Gonna Have Weather (Whether or Not)—Tenor-Baritone Duet. Accomp. by The Bow-Wow. Billy Jones-Ernest Hare—Happiness Boys
Christo Colombo (Thought the World Was Really)—Tenor-Baritone Duet Accomp. by The Bow-Wow. Billy Jones-Ernest Hare—Happiness Boys
40398 Safe in the Arms of Jesus—Singing, with Organ Accomp. The Jenkins Family
Milk and Honey—Singing, with Guitar and Mandolin Accomp. The Jenkins Family
OLD-TIME TUNE RECORDS
40399 Floyd Collins in Sand Cave—Singing with Guitar Accomp. Blind Andy
The Country Churchyard—Singing with Guitar Accomp. Blind Andy
40399 Nobody's Business—Singing with Guitar Accomp. Blind Andy
The Sheriff Sale—Singing with Guitar Accomp. Charita Nabeli

Vocalion Records

- 21015 In the Garden of Tomorrow (Craff, Je-De-pen)—Tenor Solo, with Orch. Accomp. Colin O'More
One Little Dream of Love (Simpson)—Tenor Solo, with Orch. Accomp. Colin O'More
15036 Isn't She the Sweetest Thing (Kahn-Donaldson)—Fop for Dancing. Ben Bernie and His Hotel Roosevelt Orch.
Are You Sorry? (Dove)—Fop for Dancing. Ben Bernie and His Hotel Roosevelt Orch.
15037 If You Knew (De Sylva)—Fop with Vocal Chorus by Irving Kaufman. Ben Bernie and His Hotel Roosevelt Orch.
Beside a Silvery Stream (Black-Moret-Now)—Fop with Vocal Chorus by Irving Kaufman. Ben Bernie and His Hotel Roosevelt Orch.
Stepin' in Society (Gerber-Alex)—Fop for Dancing. Ben Bernie and His Hotel Roosevelt Orch.
Charleston (Black-Johnson)—Fop for Dancing. Ben Bernie and His Hotel Roosevelt Orch.
15039 Why Do I Love You? (De Sylva-Gershwin)—Introducing "Tell Me More" from "Tell Me More"—Fop for Dancing. The Ambassadors, under the direction of L. Katzman
Honey, I'm in Love With You (Merced)—Fop for Dancing. The Ambassadors, under the direction of L. Katzman
15040 The Melody That Made You Mine (Friend-Pull)—Fop for Dancing. Miami Mambo Band
15041 Who Takes Care of Careaker's Daughter (Endor)—Vocal Duet, with Guitar Accomp. Bell Pal of My Cradle Days (Montgomery-Plantados)—Tenor, with Piano Accomp. by Dan Seilerfeld. Fred Astaire and Pauline
15041 Ah-Hal (Clare-Monaco)—Fop for Dancing. The Flapper Wife (Burton-Rupp)—Fop for Dancing.
15027 Oh, Kabanjaro (Lichtenfall)—Tenor Solo, in Yiddish, with Orch. Accomp. Aaron Ledebef
As Me Secht Mit Frezen, Shmeidi Men Mit Gesang (Geller)—Tenor Solo, in Yiddish, with Orch. Accomp. Aaron Ledebef
15026 Der Freiklicher Rumene (Lehaff)—Tenor Solo, in Yiddish, with Orch. Accomp. Aaron Ledebef
Lechem (Gilrod-Sandler) Tenor Solo, in Yiddish, with Orch. Accomp. Aaron Ledebef
15028 Run, Nigger, Run—Voice and Banjo. Uncle Dave Macon
14999 Wild and Reckless Hoopla (Southern Song)—Voice and Guitar. Uncle Dave Macon
15044 Geo. Reneau, Blind Musician of the Smoky Mts. Woman's Suffrage (Southern Song)—Voice and Guitar. Geo. Reneau, Blind Musician of the Smoky Mts.
15044 Get It Fixed (Williams)—Comedienne, with Piano, Banjo and Guitar. Comedienne, with Piano and Trombone. Rosa Henderson
15043 Sweet Georgia Brown (Bernie-Casey-Pinkard) Comedian with Ukulele. Ham T. Harrington and His Ukulele
Fly Round, Young Ladies, Fly Round (Smile-Mack)—Comedian with Ukulele. Ham T. Harrington and His Ukulele

Pathe Phono & Radio Corp.

- DANCE RECORDS
03257 Moonlight and Roses—Fop with Orch. Piedmont Dance Orch.
Beside a Silvery Stream—Fop with Orch. Piedmont Dance Orch.
03258 Honey, I'm in Love With You (From "Mer-cenary Mary")—Fop with Vocal Chorus by Billy Jones. Lanin's Arcadians
03259 Are You Sorry—Fop with Vocal Chorus by Billy Jones. Lanin's Arcadians
Yes, Sir; That's My Baby—Fop with Vocal Chorus by Billy Jones. Lanin's Arcadians
03260 Collegiate—Fop with Vocal Chorus by Arthur Hall. Hollywood Dance Orch.
Dusting the Dankey—Fop with Vocal Chorus by Arthur Hall. Hollywood Dance Orch.
03261 Why Do I Love You, from "Tell Me More"—Fop with Vocal Chorus by Bill Wiggins and His Orch.
Life-time Dreams—Fop with Vocal Chorus by Panop Pango Maid—Fop with Vocal Chorus by Bill Wiggins and His Orch.
Madera—Fop with Vocal Chorus by Westchester Billmore Dance Orch.
03263 Al, Heinrich—Fop with Vocal Chorus by Arthur Hall. Hollywood Dance Orch.

- Arthur Hall. Hollywood Dance Orch.
I Wouldn't Be Crying Now—Fop with Vocal Chorus by Arthur Hall. Hollywood Dance Orch.
03264 Flag That Train—Fop with Vocal Chorus by Southampton Society Orch.
If You Hadn't Gone Away—Fop with Vocal Chorus by Southampton Society Orch.
03265 Pearl Gray—Fop with Vocal Chorus by Southampton Society Orch.
Alcazar—Fop with Vocal Chorus by Southampton Society Orch.
03266 Tiger Rag—Fop with Vocal Chorus by Southampton Society Orch.
Don't Forget You'll Regret Jay by Day—Fop with Vocal Chorus by Southampton Society Orch.
03267 Nuts Me Again—Fop with Vocal Chorus by Southampton Society Orch.
Gypsy Love—Fop with Vocal Chorus by Southampton Society Orch.
03268 Pal of My Cradle Days—Fop with Vocal Chorus by Southampton Society Orch.
My Golden Dream Girl—Fop with Vocal Chorus by Southampton Society Orch.
03269 Flapper Wife—Fop with Vocal Chorus by Southampton Society Orch.
I'm Going Back—Fop with Vocal Chorus by Southampton Society Orch.
03270 Germie—Fop with Vocal Chorus by Southampton Society Orch.

- NOVELTY
02144 Casey as a Judge—Novelty. Russell Humble (Original Michael Casey)
Casey as a Doctor—Novelty. Russell Humble (Original Michael Casey)
HAWAIIAN
02148 Water of Waikanae—Hawaiian Guitars; John Pauluki, Accomp. Great's Hawaiian Guitar
Sweet Chimes of Hills Bay—Hawaiian Guitars; John Pauluki, Accomp.
Fereva's Hawaiian Guitar
SCOTCH
02149 The Wee Wee Man—Scottish Tenor; Fred Tall Douglas
He Was Very Kind to Me—Scottish Tenor; Fred Tall Douglas
02343 One Smile—Ukulele and Voice; Cliff Edwards (Ukulele Ike)
Pretty Mary Ann—Ukulele and Voice; Cliff Edwards (Ukulele Ike)
02344 If You Hadn't Gone Away—Ukulele and Voice; Cliff Edwards (Ukulele Ike)
Every Sunday Afternoon—Ukulele and Voice; Cliff Edwards (Ukulele Ike)
02347 Are You Sorry—Voice and Orch, with Guitar Accomp. Miss Lec Morose
The Shadows on the Wall—Voice and Orch. Miss Lec Morose and Her Blue Grass Boys
02548 Dallas Blues—Vocal, with Guitar Accomp. Miss Lec Morose
Rocking Chair Blues—Vocal, with Guitar Accomp. Miss Lec Morose
INSTRUMENTAL
03271 June Brought the Roses—Conc. Arr. Pablo Salon Orch.
Oh, How I Miss You Tonight—Concert Arr. Pablo Salon Orch.
IRISH
02150 The Star of Mount Scelion, Arthur Flanagan
The Smash—Irish Reel—Jug; Arthur Flanagan
POPULAR VOCAL
02328 The Runaway Train—Tenor Solo, with Accomp. Guy Massey
Dear, Oh Dear—Tenor Solo, with Accomp. Guy Massey
03219 Collegiate—Tenor and Baritone; Billy Jones-Ernest Hare
Happy-Go-Lucky Days—Tenor-Baritone Duet; Billy Jones-Ernest Hare
03210 Just a Bundle of Sunshine—Tenor Solo, with Vocal Chorus by Arthur Hall-John Ryan
Only a Weaver of Dreams—Tenor Duet; Arthur Hall-John Ryan

Banner Records

- DANCE RECORDS
3522 My Sweetie Turned Me Down—Fop with Vocal Chorus by six Black Dominos
On the Sunny Side of Life—Fop with Vocal Chorus by six Black Dominos
3523 Collegiate—Fop with Vocal Chorus by Ernest Golden and His Orch.
Stepin' in Society—Fop with Vocal Chorus by Ernest Golden and His Orch.
1524 Are You Sorry—Fop with Vocal Chorus by Bar Harbor Society Orch.
My Sweet Louise—Fop with Vocal Chorus by Bar Harbor Society Orch.
3528 Honey, I'm in Love With You (From "Mer-cenary Mary")—Fop with Vocal Chorus by Bar Harbor Society Orch.
3526 Pal of My Cradle Days—Fop with Vocal Chorus by Bar Harbor Society Orch.
Wanted a Pal by the Name of Walter—Fop with Vocal Chorus by Bar Harbor Society Orch.
3527 When Eyes of Blue Arc Fooling You—Fop with Vocal Chorus by Bar Harbor Society Orch.
Moonlight and Roses—Fop with Vocal Chorus by six Black Dominos
3528 Seminals—Fop with Vocal Chorus by six Black Dominos
The Farmer Took Another Load Away—Fop with Vocal Chorus by six Black Dominos
3529 Cheatin' on Me—Male Duet, with Piano Accomp. Hall & Ryan
If It Wasn't for You—Male Duet, with Piano Accomp. Hall & Ryan
3530 If You Knew Susie—Comedy Solo, with Piano Accomp. Billy Jones
Fritz—Comedy Solo, with Piano Accomp. Billy Jones
3531 West of the Great Divide—Tenor Solo, with Orch. Accomp. Vernon Dalhart
Just Think of Me—Tenor Solo, with Orch. Accomp. Arthur Hall
3532 The Time Will Come—Tenor Solo, with Orch. Accomp. Vernon Dalhart
Dear, Oh Dear—Tenor Solo, with Novelty Accomp. Vernon Dalhart
3533 When I'm Gone You'll Forget—Baritone Solo, with Orch. Accomp. Ernest Hare
When You're Gone I Won't Forget—Male Quartet, with Orch. Accomp. Ernest Hare
3534 Pa Pa De Da-De—Clarinete Solo, with Novelty Accomp. Bill Bailey
Squeeze Me—Clarinete Solo, with Novelty Accomp. Bill Bailey

Regal Records

- DANCE RECORDS
9850 Are You Sorry—Fop with Vocal Chorus by Moulton Range Orch.
Moonlight and Roses—Fop with Vocal Chorus by Moulton Range Orch.
9851 Seminals—Fop with Vocal Chorus by Moulton Range Orch.
Stepin' in Society—Fop with Vocal Chorus by Moulton Range Orch.

- 9852 My Sweetie Turned Me Down—Fop with Vocal Chorus by Moulton Range Orch.
My Sweet Louise—Fop with Vocal Chorus by Moulton Range Orch.
9853 Why Do I Love You (from "Tell Me More")—Fop with Vocal Chorus by Moulton Range Orch.
Honey, I'm in Love With You (From "Mer-cenary Mary")—Fop with Vocal Chorus by Moulton Range Orch.
9834 Pal of My Cradle Days—Fop with Vocal Chorus by Moulton Range Orch.
Wanted a Pal by the Name of Walter—Fop with Vocal Chorus by Moulton Range Orch.
9855 Collegiate—Fop with Vocal Chorus by Moulton Range Orch.
The Farmer Took Another Load Away—Fop with Vocal Chorus by Moulton Range Orch.
9856 When Eyes of Blue Arc Fooling You—Fop with Vocal Chorus by Moulton Range Orch.
On the Sunny Side of Life—Fop with Vocal Chorus by Moulton Range Orch.

- VOCAL RECORDS
9357 If You Knew Susie—Comedy Solo, with Orch. Accomp. Billy Jones
Fritz—Comedy Solo, with Orch. Accomp. Billy Jones
9858 Cleftin' on Me—Male Duet, with Piano Accomp. Hall & Ryan
If It Wasn't for You—Male Duet, with Piano Accomp. Hall & Ryan
9859 My Mother's Humming Lullaby—Tenor Solo, with Novelty Accomp. Vernon Dalhart
Most of All I Want Your Love—Male Duet with Orch. Accomp. Vernon Dalhart
9860 The Time Will Come—Tenor Solo, with Novelty Accomp. Vernon Dalhart
9861 West of the Great Divide—Tenor Solo, with Novelty Accomp. Vernon Dalhart
It's the Same Old—Baritone Solo, with Orch. Accomp. Ernest Hare
9862 When I'm Gone You'll Soon Forget—Male Quartet, with Orch. Accomp. Ernest Hare
When You're Gone I Won't Forget—Male Quartet, with Orch. Accomp. Ernest Hare
INSTRUMENTAL BLUES
9863 Pa Pa De Da-De—Clarinete Solo; Piano and Banjo Accomp. Bill Bailey
Squeeze Me—Clarinete Solo; Piano and Banjo Accomp. Bill Bailey

Domino Records

- DANCE RECORDS
1551 Collegiate—Fop with Vocal Chorus by Ernest Golden and His Orch.
Stepin' in Society—Fop with Vocal Chorus by Ernest Golden and His Orch.
1552 When Eyes of Blue Arc Fooling You—Fop with Vocal Chorus by Ernest Golden and His Orch.
Moonlight and Roses—Fop with Vocal Chorus by six Black Dominos
1553 Seminals—Fop with Vocal Chorus by six Black Dominos
The Farmer Took Another Load Away—Fop with Vocal Chorus by six Black Dominos
1554 Pal of My Cradle Days—Fop with Vocal Chorus by six Black Dominos
Wanted a Pal by the Name of Walter—Fop with Vocal Chorus by Bar Harbor Society Orch.
1555 Honey, I'm in Love With You (From "Mer-cenary Mary")—Fop with Vocal Chorus by Bar Harbor Society Orch.
Why Do I Love You?—Fop with Vocal Chorus by Bar Harbor Society Orch.
1556 Are You Sorry—Fop with Vocal Chorus by Bar Harbor Society Orch.
My Sweet Louise—Fop with Vocal Chorus by Bar Harbor Society Orch.
1557 My Sweetie Turned Me Down—Fop with Vocal Chorus by six Black Dominos
On the Sunny Side of Life—Fop with Vocal Chorus by six Black Dominos

- VOCAL RECORDS
1558 If You Knew Susie—Comedy Solo with Orch. Accomp. Billy Jones
Fritz—Comedy Solo, with Orch. Accomp. Billy Jones
1559 Cheatin' on Me—Male Duet, with Piano Accomp. Hall & Ryan
If It Wasn't for You—Male Duet, with Piano Accomp. Hall & Ryan
1560 The Time Will Come—Tenor Solo, with Orch. Accomp. Vernon Dalhart
Dear, Oh Dear—Tenor Solo, with Novelty Accomp. Vernon Dalhart
1561 West of the Great Divide—Tenor Solo, with Novelty Accomp. Vernon Dalhart
Just Think of Me—Tenor Solo, with Orch. Accomp. Arthur Hall
1562 When I'm Gone You'll Forget—Baritone Solo, with Orch. Accomp. Ernest Hare
When You're Gone I Won't Forget—Male Quartet, with Orch. Accomp. Ernest Hare
INSTRUMENTAL BLUES RECORDS
1563 Squeeze Me—Clarinete Solo, with Novelty Accomp. William Bailey
Pa Pa De Da-De—Clarinete Solo, with Novelty Accomp. William Bailey

Cameo Records

- DANCE RECORDS
739 June Brought the Roses—Fop with Vocal Chorus by Hal Harring and His Orch.
Carolina Sweetheart—Fop with Vocal Chorus by Hal Harring and His Orch.
740 Flag That Train (To Alabama)—Broadway Broadcasters
Stepin' in Society—Fop with Vocal Chorus by Bob Harring and His Orch.
741 Charleston—Fop with Vocal Chorus by Variety Eight
I Got Along Before I Met You (And I'll Get Along After You're Gone)—Fop with Vocal Chorus by Bob Harring and His Orch.
742 One Smile—Fop with Vocal Chorus by Paul Van Loan and His Orch.
It's Just That Feeling for Home—Fop with Vocal Chorus by Variety Eight
743 Pal of My Cradle Days—Fop with Vocal Chorus by Hal Harring and His Orch.
Spanish Eyes—Fop with Vocal Chorus by Variety Eight
744 Collegiate—Fop with Vocal Chorus by Paul Van Loan and His Orch.
No One Loves Me Like My Wilhelmina—Fop with Vocal Chorus by Cameo Dance Orch.
750 Yes, Sir; That's My Baby—Fop with Vocal Chorus by Variety Eight
Refrain—Fop with Vocal Chorus by Variety Eight
Underneath the Yum-Yum Tree—Fop with Vocal Chorus by Paul Van Loan and His Orch.
751 Moonlight and Roses—Fop with Vocal Chorus by Variety Eight
When Eyes of Blue Arc Fooling You—Fop with Vocal Chorus by Variety Eight
VOCAL RECORDS
742 Al Ahead for Heaven (Al Ahead for Home, sweet Home)—Quartet-Blues, with Vocal Chorus by The Blue Danies
Got No Time—Quartet-Blues, with Vocal Chorus by The Blue Danies

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

Table listing various articles such as 'Is It a Summer Slump or a Dealer Slump?', 'Preparing for the Coming Fall Campaign', 'A New Era in the Production of Records', etc., with corresponding page numbers.

Everybody's Records

- 1054 Yes, Sir, That's My Baby (Kashy & Donaldson), Fox-trot, Nathan Glantz and His Orch.
1059 By the Light of the Stars (Ludie, Sircrone & Shay), Fox-trot, Sun King Serenaders
1060 Collegiate (Brown, Jaffe & Bone), Fox-trot, Sun King Serenaders

Gennett Records

- 10098 Lichenized (Love's Sorrow)—Violin, with Piano Accomp. by Thomas Griselle.
10099 Roundup—Violin, with Piano Accomp. by Thomas Griselle.
DANCE RECORDS
1066 Wash, Board, Blue—Slow Dance, Dixie, H. Carmichael

CORRESPONDENCE FROM LEADING CITIES

Milwaukee, 46—Toledo, 67—Cleveland, 76—Kansas City, 86—Indianapolis, 88—Cincinnati, 92—Minneapolis and St. Paul, 94—Pittsburgh, 96—St. Louis, 100—Richmond, 102—San Francisco, 106—Buffalo, 110—Baltimore, 112—Chicago, 115-130—Akron-Canton, 135—Dominion of Canada, 142—Boston, 145-146—Philadelphia, 152-154—News From the World's European Office, 171-173.

- 5724 Hoste to the Wedding—Irish Tenor, with Piano Accomp. by Josephine Smith.
5725 Shanahan's Hornpipe and Howler's Hornpipe—Irish Hornpipes—Violin, with Piano Accomp. by Paddy Muldoon.
5730 Kathleen's Bride, Introducing "Petique Lane" and "Killybegs"—Irish Jigs, The Four Provinces Cluise—(Hornpipe).
3077 Mayville Rag—One-step.

TEST IT. OUR VICTOR Record Service

has a reputation for efficiency. Suppose you try it.

E. F. DROOP & SONS CO. 1300 G. STREET, WASHINGTON, D. C. 204-6-8-10 CLAY STREET, BALTIMORE, MD.

Southern Victor Wholesalers The Golden Company RICHMOND VIRGINIA

INDEX TO ADVERTISERS

A		Fletcher-Wickes Co.....	124	P	
A.C. Electrical Mfg. Co.....	89	Fox Pub. Co., Son.....	162	Pathe, Inc.....	84, 85
Adio Mfg. Co.....	44, 45	Fred-Eisemann Radio Corp.....	72, 73	Pearall Co., Silas E.....	31
Allo Mfg. Co.....	120	French Battery Co.....	56	Peckham Mfg. Co.....	163
American Electric Co.....	120	Freshman Co., Ins., Chas.....	107	Peerless Album Co.....	12
American Felt Co.....	108	G		Penn. Phon. Co.....	153
American Mico Works.....	35	General Phonograph Corp.,		Petrolphone Co., Ltd.....	171
American Radio Exposition Co.....	51	Insets following pages 34 and 50 and pages 16, 38, 50		Philadelphia Badge Co.....	354
Andra, F. A. D.....	163	General Phonograph Corp. (New York Distributing		Phonograph Manufacturers National Assn.....	147
Andrews, Curtis N.....	110	Division)	119	Pittsburgh Phon. Distr. Co.....	37
Apex Elec. Mfg. Co.....	75	General Phon. Corp. of New England.....	146	Plaza Music Co.....	41
Armour & Co.....	159	Gibson-Stron Co., Inc.....	37	Plywood Corp.....	106
Atlas Plywood Corp.....	66	Gillilan Bros., Inc.....	28	Polk Co., Inc., James K.....	37
Atwater Kent Mfg. Co.....	52, 53	Globe Art Mfg. Co.....	50	Pooley Co.....	54, 55
Audak Co.....	8, and insert following page 42	Golden Gate Brass Mfg. Co.....	50	Portable Gramophone Co., Ltd.....	172
B		Goldschmidt Corp., Th.....	34, and insert facing page 37	Priest Radio Co.....	62
Bacon Banjo Co.....	158	Greater City Phonograph Co.....	49	R	
Baltimore Phono. Distributing Co.....	37	Grebe & Co., Inc., A. H.....	37	Radio Corp. of America.....	21
Bornhart Bros. & Spindler.....	115	Grimes, Inc., David W.....	117	Radiomaster Corp.....	126, 127
Bel Canto Radio Tel. & Equip. Co.....	154	Guarantee T. M. Supply Co.....	59	Radio World's Fair.....	165
Berg. Auto Trunk & Specialty Co.....	140, 141	Guden & Co., H. A.....	29	Reinhardt, Inc.....	37
Berlin, Inc., Irving.....	161	Gullranen Co.....	156	Rene Manufacturing Co.....	142
Blackman Talking Machine Co.....	65a	H		Resat, J. E.....	67
Blood Tone Arm Co.....	143	Holmer, M.....	156	Rudell, J. E.....	90
Boice Co.....	145	I		S	
Brades, Inc., C.....	17	Hilsy, Doubleday & Co.....	106	Schiekerling Products Corp.....	36
Brighton Laboratories, Inc.....	97	International Mica Co.....	70	Sherman Radio Mfg. Co.....	111
Brilliantone Steel Needle Co.....	71	Interstate Elec. Co.....	50	Silent Motor Corp.....	87
Bristol Co.....	43	Italian Book Co.....	35	Smith Co., C. D.....	37
Bristol & Barber.....	123	J		Sonora Phonograph Co., Inc., Inside front cover, 36, 37, 88	37
Broadcaster Corp.....	167	Jewel Phonoparts Co.....	117	Southern Drug Co.....	37
Bruno & Son, Inc., C.....	166b, 157	Jewett Radio & Phono. Corp.....	33	Star Machine & Novelty Co.....	163
Brunswick-Balke-Collender Co.....	Front cover, 1, 7	Jones Radio Co., Jos. W.....	114	Starr Piano Co.....	14, 169
Burt Bros., Inc.....	40	Jordan Cabinet Corp.....	130	Stead & Co., Ltd., J.....	173
C		Junod & Co., L. H.....	32	Sterling Roll & Record Co.....	92
Carryola Co. of America.....	132, 133	K		Stewart-Warner Speedmotor Corp.....	60, 61
Carter Radio Co.....	130	Kameraphone Corp.....	165	Stromberg-Carlson Telephone Mfg. Co.....	9
Caswell Mfg. Co.....	133	Kaye, H. J.....	105	Stylus Bar & Mfg. Co.....	94
Chappell-Harms Co.....	161	Kennedy Corp., Colin B.....	15	T	
Cheney Talking Machine Co.....	Inside back cover	Kent Co., F. C.....	37	Talking Machine Supply Co.....	169
Claremont Waste Mfg. Co.....	34	Kiefer-Stewart Co.....	37	Tay Sales Co.....	37
Classified Want Ads.....	169	Kinball Co., W. W.....	166	Teagle Co.....	51
Coboes Envelope Co.....	98	Kolster Radio.....	64, 65	Thermodyne Corp.....	116, 137
Columbia Phonograph Co., Inc.,		L		Thompson Mfg. Co., R. E.....	25
Insert following page 18		Lakeside Supply Co.....	116	Tonofone.....	123
Columbia Wholesalers, Inc.....	112	Lathan Co., E. B.....	57	U	
Console Master Speaker Co.....	151	Leedy Mfg. Co.....	158	Udell Works.....	42
Consolidated Talking Machine Co.....	116, 119, 121	Long Island Phonograph Co.....	37	Unique Reproduction Co., Inc.....	39
Continental Radio & Elec. Corp.....	22	Ludwig & Ludwig.....	156	United Mfg. & Distr. Co.....	125
Cooper Corp.....	63	M		United Radio & Elec. Co.....	68, 69
Corley Co.....	177	Magnavox Co.....	24	Universal Novelty Dist.....	18
Craies & Stavid.....	173	Minnelli Phono. Co.....	34	Utah Radio Products Co.....	129
Crosley Radio Corp.....	103	Moore-Bird & Co.....	37	V	
Cunningham, Inc. E. T.....	99	Mu-Rad Laboratories.....	35	Van Veen & Co., Inc.....	108
D		Murdoch Co., Wm. J.....	164	Vineennes Phono. Co.....	131
Dayton Fan & Motor Co.....	101	Music Master Corp.....	77, 78, 79, 80	Vitanola T. M. Co.....	27
Ditson & Co., Chas. H.....	146	Mutual Phono. Parts Mfg. Co.....	86	W	
Ditson Co., Oliver.....	146	N		Wall-Kane Needle Mfg. Co.....	83
Doerr-Andrews-Doerr.....	37	National Carbon Co.....	29	Waltham Music Co.....	37
Douche Co., L. R.....	4	National Lock Co.....	104	Weber-Knapp Co.....	19
Droop & Sons Co., E. F.....	177	National Publishing Co.....	104	West Coast Phonograph & Record Co.....	81
E		Natural Voice T. M. Co.....	104	Weston Elec. Inst. Corp.....	102
Eagle Radio Co.....	47	Neufeld & Kuhnle.....	34, and insert following page 58	Weymann & Son, H. A.....	153, 159
Edison, Inc. Thos. A.....	Back cover	Newport Radio Corp.....	58	White Co., H. N.....	155
Electrical Research Laboratories.....	149	New York Album & Card Co.....	4	Wilson & Son, E. M.....	58, 135
Empire Phono. Parts Co.....	74	North American Radio Co.....	76	Wolf Mfg. Inds.....	128
Esenbe Co.....	96	O		Wuchben, C. B. M. H.....	20
Everybody's Talking Machine Co.....	13	Ohio Musical Sales Co.....	37	Y	
Excel Phonograph Mfg. Co.....	118	Oro-Tone Co.....	114	Yahr & Lange Co.....	37
Excello Products Co.....	130	Outing Talking Machine Co.....	135	Z	
F		P		Zenith Radio Corp.....	144
Fansteel Products Co.....	122	Q			
Favorite Mfg. Co.....	169				
Federal Telegraph Co.....	65				
Federal Tel. Mfg. Co.....	95				
Feist, Leo, Inc.....	104, 162, 168, 174, 175				
Feist, Leo, Inc.....	104, 162, 168, 174, 175				
Fischer Co., J. A.....	21				



The Cheney line embraces a wide range of upright, console and wall cabinet De Luxe models and radio combination models, both equipped with or adapted for radio installation. The CARLYLE above \$135 is a remarkable value at \$135



THE CAROLEAN
American Black Walnut contrasts with rich black ebony applique. Doors of Beryl Walnut with Marquetric panels of boxwood ebony and hollyhock walnut. 34 1/2 in. high, 41 1/2 in. wide, 22 in. deep. Electric double resonators. Albums \$600

The CHENEY

THE MASTER PHONOGRAPH

The most perfect music-reproducing instrument

When buyers of phonographs are discriminating

Merchants who are selling The Cheney are discovering in the present highly competitive market that The Cheney possesses outstanding selling advantages.

Its superior tone quality is acknowledged. A wide range of beautiful cabinets meets any price requirement. Its selling points can be duplicated by no other phonograph.

As a result, The Cheney makes sales which otherwise would be lost, it commands a high average sale price, brings increased business and increased profits. Ask us for details and prices on The Cheney line.

CHENEY TALKING MACHINE COMPANY - CHICAGO
Made complete in our own factories at Grand Rapids, Michigan



The Abbotford—Style 117. A Queen Anne period design in Hiltmore Mahogany. Gold plated metal parts. Six record albums. \$300



Early English Model—Style 120. American Walnut stained to an English finish. Exposed metal parts plated in Roman gold. Six record albums. \$250



The Salisbury—Style 118. After the work of Sheraton and Shearer. In Mahogany and Walnut. Exposed metal parts gold plated. \$200



The Buckingham made in both mahogany and walnut. Length, 39 1/2 inches; depth, 19 1/2 inches; height, 42 inches. Equipped with two resonators. Plays all records. With electric motor, \$365. Spring motor \$315



The Melbourne, made in dull rubbed Hiltmore Mahogany. Length, 43 inches; depth, 21 inches; height, 48 1/2 inches. Equipped with two resonators, electric motor, two reproducers. Record set. \$575

These Prices Apply East of the Rockies Only



Ten million feet have obeyed the magic of this hand!

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

IT'S the hand of Charles Fry, leader of the Million Dollar Pier Orchestra at Atlantic City—probably the most widely known dance orchestra in the world.

Who has not been to Atlantic City? And who has not swung out on the superb dance-floor of the Million Dollar Pier when this famous group of syncopators began to play?

Everybody knows them—and they have just signed an exclusive contract to make Edison Records. You know what that means!

THOMAS A. EDISON, Inc. • • • Orange, New Jersey

Jobbers of the New Edison, Edison Records, the Edison Diamond Amberola and Blue Amberol Records

CALIFORNIA San Francisco—Edison Phonographs, Ltd.	MASSACHUSETTS Boston—Pardee-Ellenberger Co. Ivar Johnson Sporting Goods Co. (Amberola only)	NEW JERSEY Orange—Edison Phonograph Distributing Co.	TEXAS Dallas—Texas-Oklahoma Phonograph Co.
COLORADO Denver—Edison Phonograph Distributing Co.	MICHIGAN Detroit—Phonograph Co. of Detroit	NEW YORK Albany—American Phonograph Co. New York City—J. W. Blackman & Son (Amberola only) Syracuse—W. D. Andrews Co. (Amberola only)	UTAH Ogden—Proudfit Sporting Goods Co.
GEORGIA Atlanta—Phonographs, Inc.	MINNESOTA Minneapolis—Laurens H. Lucker	OHIO Cleveland—The Phonograph Co.	VIRGINIA Richmond—The C. H. Haynes Co., Inc.
ILLINOIS Chicago—Edison Phonograph Distributing Co.	MISSOURI Kansas City—Wilson Phonograph Distributing Co. St. Louis—Silverstone Music Co.	PENNSYLVANIA Philadelphia—Girard Phonograph Co. Pittsburgh—Buchan Phonograph Co. Williamsport—W. A. Myers.	CANADA St. John—W. H. Thorne & Co., Ltd. Toronto—H. S. Williams & Sons Co., Ltd. Vancouver—Kent Piano Co., Ltd. Winnipeg—H. S. Williams & Sons Co., Ltd. Baton Rouge (Amberola only).
LOUISIANA New Orleans—Edison Diamond Music Co.	MONTANA Helena—Montana Phonograph Co.	RHODE ISLAND Providence—J. A. Foster Co. (Amberola only).	