

The **TALKING** *W*
MACHINE *W*
WORLD *W*

*For the
 makers &
 sellers of
 talking
 machines*

Published Each Month by Edward Lyman Bill, Inc., at 383 Madison Ave., New York, November 15, 1924

Victrola

REG. U. S. PAT. OFF.

The word "Victrola" as well as the picture "His Master's Voice" is an exclusive trademark of the Victor Talking Machine Company. Being registered trademarks they cannot lawfully be applied to other than Victor products.

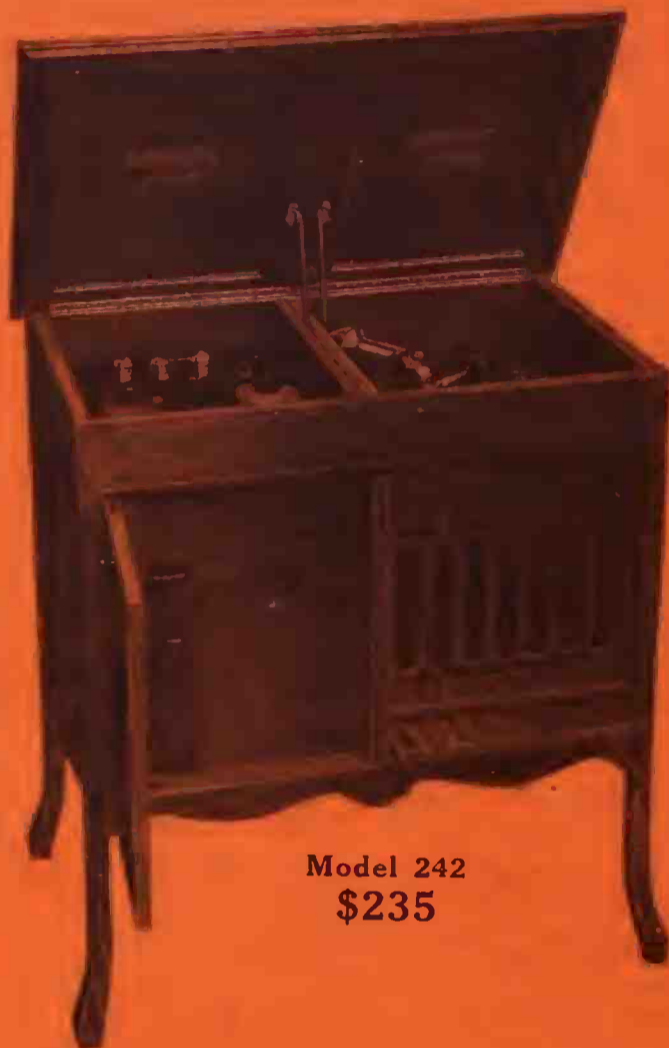


"HIS MASTER'S VOICE"
 REG. U. S. PAT. OFF.

Victor Talking Machine Company, Camden, N. J.

Sonoradio

CLEAR AS A BELL



THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Phonograph
and Radio
All in One

Model 242
\$235

The Value Contained in Sonoradio 242 Assures Large, Profitable Sales

A SONORA Phonograph and 3-tube Neutrodyne radio set in one cabinet; the whole selling at the low price of \$235! Here, indeed, is value brought to the *nth* degree, enabling you to dominate the phonograph-radio unit market.

The Neutrodyne radio set embodied in the Sonoradio 242 is the first three tube neutrodyne and the first neutrodyne to operate on dry cells. It is one of the finest,

most selective and easily operated sets on the market.

The phonograph is in every way up to the standard of Sonora quality, with the famous Sonora tone passage through which sounds from both radio and phonograph are reproduced and amplified.

The Sonoradio 242 is *salable!* Hundreds of Sonora dealers are finding it their best seller this fall. You, too, should have it in your line. Write today for full details.

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

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

Canadian and Export Distributor: **C. A. Richards, Inc., 279 Broadway, New York**

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

The Talking Machine World

Vol. 20. No. 11

New York, November 15, 1924

Price Twenty-five Cents

Columbia Branch Management Changes Announced

W. E. Henry's Duties Enlarged to Include Los Angeles Branch—P. S. Kantner Transferred to Columbia Branch in Kansas City, Mo.

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., announced recently that W. E. Henry, manager of the company's San Francisco branch, had also been appointed manager of the Los Angeles branch, this appointment taking effect November first. P. S. Kantner, formerly manager of the Columbia branch in San Francisco, has been transferred to the management of the Kansas City branch, succeeding R. R. Sparrow, who is no longer connected with the Columbia Co.

W. E. Henry is one of the veterans of the Columbia organization, having been identified with Columbia activities for many years, with the exception of a brief period. He has a host of friends on the Pacific Coast, and his thorough familiarity with trade conditions in this important territory qualifies him to take charge of both San Francisco and Los Angeles branches. Mr. Kantner "made good" as San Francisco manager, and his plans call for a close and intensive co-operation with the Columbia dealers in Kansas City territory.

Mr. Fuhri is now away on a Southwestern trip, which will include a visit to Columbia branches in this section of the country as far West as Dallas. He expects to return about the middle of the month, and judging from the reports received at the executive offices, he is finding business conditions very satisfactory with Columbia branches reaching sales figures well ahead of the same period last year and the preceding months of 1924.

H. J. Bligh in Important Wasmuth-Goodrich Post

Appointed Eastern Representative of Prominent Peru, Ind., Manufacturing Organization and the Howard Radio Co., of Chicago

H. J. Bligh, well known in Chicago merchandising and publicity circles, has been appointed Eastern representative of the Wasmuth-Goodrich Co., Peru, Ind., manufacturer of the Phonoradio and the Emerson phonograph, and the Howard Radio Co., Inc., of Chicago, manufacturer of the Howard neotrodyne radio sets. Mr. Bligh has opened offices at 114 Chambers street, and during the past two months has been visiting the trade throughout the East in the interests of these well-known organizations.

According to his present plans, Mr. Bligh will cover all territory East of Pittsburgh for the Wasmuth-Goodrich and Howard organizations, and the results of his work to date indicate that his success in this territory will be very gratifying. During recent years Mr. Bligh has co-operated with several prominent merchandising organizations in Chicago in the preparation of their publicity and sales campaigns, and he is, therefore, ideally qualified for his new work. Wasmuth-Goodrich products have already attained wide success in the East, and are being merchandised by radio dealers in the leading cities. The Howard neotrodyne set is winning popularity throughout the country as one of the leading neotrodyne products on the market, and Mr. Bligh is planning an aggressive sales campaign for the two companies he is representing in Eastern territory.

The Morgan Music Co., Murphysboro, Ill., has opened a new store in Herrin, Ill.

Emerson Record Manufacturing Rights Taken Over by the Scranton Button Co.

The Emerson Radio & Phonograph Corp., Will Act as World-Wide Distributor for the Emerson Records and Will Appoint Wholesalers Throughout the United States and Canada

The Scranton Button Co., of Scranton, Pa., which for the past ten years has pressed Emerson and other well-known makes of talking machine records, has purchased the manufacturing rights for Emerson records. The sale, which was announced early this week, involves one of the largest deals closed in the record field in recent years. The Emerson Phonograph Corp., recently reorganized and now known as The Emerson Radio & Phonograph Corp., will act as sole distributor for Emerson records all over the world. In addition the plans of the associated interests call for the immediate appointment of jobbers in every part of the United States and Canada.

The Emerson record is one of the oldest and best known record lines on the market, first making its appearance in 1915. Through national advertising and intensive sales exploita-

tion, these records became an important factor in the phonograph industry.

The Scranton Button Co. is perhaps the largest individual presser of plastic materials in the country. Besides talking machine records, its output includes buttons, electrical and radio parts and similar products. The company has been established for 41 years. It employs over 3,000 people and also operates a large pressing plant in Auburn, N. Y., and its facilities for turning out Emerson records are excellent.

The Emerson record will continue to be marketed at a 50c retail price. Details of the sales plans, distributors' policy and dealer co-operation will shortly be announced by B. Abrams, president of the Emerson Radio & Phonograph Corp., and L. G. Sylvester, vice-president and general manager of the Scranton Button Co.

J. B. Price With the Th. Goldschmidt Corp.

Assumes New Duties as Sales and Advertising Manager of Company's Radio Division

The Th. Goldschmidt Corp., New York, manufacturer of N & K products, including loud speakers, phonograph units and head phones, announced recently the appointment of J. B. Price as sales and advertising manager of the

under Mr. Price's direction it is expected that sales totals will increase rapidly.

Prior to his phonograph and radio activities Mr. Price was general field manager of one of the Ingersoll companies, manufacturing the famous Ingersoll watch. He is a competent and experienced sales executive whose merchandising training qualifies him for his new work in behalf of N & K products.

E. Winter's Sons Acquire Agency for Okeh and Odeon

KINGSTON, N. Y., November 7.—E. Winter's Sons, Inc., local music merchants, recently secured the agency for Okeh and Odeon records. This store is one of the oldest in the State, having been established in 1860, Edward Winter starting business at that date when this town was known as Roundabout. The organization has grown up with the town and there are now two complete music stores at 326 Wall street and 315 Fair street, each carrying a full line of Victrolas and Steinway pianos, in addition to other musical instruments. The taking on of the Okeh and Odeon line is a tribute to the merits of these records, inasmuch as up to the present time the store has carried nothing in the talking machine line but Victor products. Mr. Winter is enthusiastic over the possibilities of Odeon records and anticipates a big business with them. An interesting feature of the store is a large scrapbook showing the advertising done by the concern from 1860, when melodeons were the featured instruments, up to the present time.

Mellor Co. of Pittsburgh Takes on Brunswick Line

PITTSBURGH, PA., November 7.—Formal announcement was made recently by the C. C. Mellor Co. that the company had taken on the full line of Brunswick-Radiolas, as well as the regular line of Brunswick phonographs and records. In this connection a strong advertising campaign was inaugurated in the local newspapers which has been effective in creating considerable interest among the public.

The Hygrade Phonograph Corp., New York, was recently incorporated at Albany with a capital stock of \$10,000. The incorporators are D. Jacobs, C. Baar and B. Skalka.



J. B. Price

company's radio division. Mr. Price, who has been connected with the company for more than a year, has already assumed his new duties and an efficient sales staff is now calling upon the trade throughout the country.

The appointment of Mr. Price to this important post will be welcome news to talking machine jobbers and dealers handling N & K products, for Mr. Price is well known to the phonograph industry. For quite some time he was associated with the Bubble Book division of Harper & Bros. as Eastern sales manager, and in this capacity visited talking machine dealers and jobbers throughout the country, establishing valuable representation for Bubble Books and winning the friendship of the trade everywhere. He is thoroughly familiar with the merchandising problems of the talking machine retailer, and is in a splendid position to co-operate with the trade to excellent advantage. N & K products have achieved phenomenal success since their introduction a short time ago, and

Juvenile Merchandise as Business Builder

Miniature Instruments, Records and Other Musical Products for Children Open a Vast Merchandising Field for Live Retailers

Talking machine dealers who are planning to push their lines as gifts prior to the holidays will do well not to neglect consideration of that portion of their merchandise made especially for the children. As a rule the talking machine dealer pays too little attention to this potential source of sales, although a few of the larger music houses and the department stores which have music departments are taking advantage of children's love for music with excellent results in substantial sales.

The Children's Department

Several of the department stores have even gone to the extent of installing special departments, usually a small room, in which are displayed kiddie records of the "Bubble Book" and "Little Tots" type, small talking machines, etc. These rooms are fitted with miniature furniture for the children, and the fact that the departments are kept up as an important section of the talking machine end of the business indicates their success. Parents bring their children with them and they spend a happy time listening to music which appeals to childish ears while mother makes her purchases, and very often childish insistence results in the sale of records and small instruments. Of course, these rooms are in charge of a special sales woman, who watches over the children and plays the records for them.

The average small talking machine store cannot go to this extent in catering to the children, but there is nothing to prevent turning over a single booth to the display of this merchandise or even a small corner of the store. The space need not be large, but it should be so arranged in the way of decoration and dis-

play as to attract the attention of the children as well as visiting fathers and mothers.

The Children's Hour

A large West Coast music house has for a year or more been setting aside an hour on Saturday morning, which is widely known as the "Children's Hour." During this period special concerts are held for the children and through advertising and direct-mail invitations to mothers and their children these concerts have become well attended. The sales of small machines, records and other merchandise especially for the kiddies which have been made since the inauguration of the concerts warrant their continuance and show the value of business promotion along these lines.

Window Displays

It is surprising that although many dealers handle merchandise for the children they seldom make an effort to move this stock by means of publicity and other recognized sales promotion methods. Window displays especially are conspicuous by their absence. An occasional window devoted purely to this class of merchandise will be found a paying investment, and the same applies to newspaper and direct-mail advertising. This holds true especially at this season when the public is thinking of gifts for their loved ones.

Reaching the Parents

Of course, the dealer must see to it that the parents are made aware of the cultural, educational and entertainment possibilities of this children's music. The "Voice of the Victor," the house organ of the Victor Co., suggests a clever plan for doing this as follows:

"Possibly the sales person approaching the

customer has not sufficient understanding of the matter to be able instantly to recommend the right records. Why not have a row of pockets or large stock envelopes in one booth containing some balanced groups of records for children all ready to present?" The plan can be carried out in all booths and thus when a customer is led to one of these demonstration rooms to hear records in which he or she is interested the children's records will be brought to her attention.

A Profitable Field

The retailer who fails to take advantage of this large and practically virgin field for sales is overlooking a big source of profits. The small talking machines and children's records are not only suitable for holiday gifts, but are appropriate as birthday gifts and can be sold the year 'round as an important aid to education and pleasure. The low prices of these products enable the dealer to turn over his stock quickly and profitably, but, as in pushing other lines, intelligent exploitation methods are necessary. Even where dealers are putting no special effort behind these records beyond displaying them on a table or rack in the store sales are very satisfactory.

New Store in Corry, Pa.

CORRY, PA., October 18.—Mrs. L. R. Tiffany has opened a new music store on East Main street here, which will be known as the Corry Music Store. A complete stock of pianos, phonographs and sheet music will be handled and the store will be managed by A. R. Graham, who is experienced in this field.



NYACCO RADIO (REFLEX) RECEIVER

NYACCOFLEX



Combines the best features of the most powerful present-day circuits; two tubes do the work of five. Cuts battery cost 60 per cent. OPERATES A LOUD SPEAKER. Gets distance, volume, is selective and can be logged.

We are also the manufacturers of the Nyacoflex Radio-Phonographs, combining a phonograph of the finest quality in both tone and equipment and the Nyacoflex receiving set described above. Its price, \$55.00, enables it to sell on sight.

JOBBER! Territory is being allotted now. Be in time. Write for particulars.

New York Album & Card Co., Inc.

New York: 23-25 Lispenard Street

Chicago: 415-417 S. Jefferson Street

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak

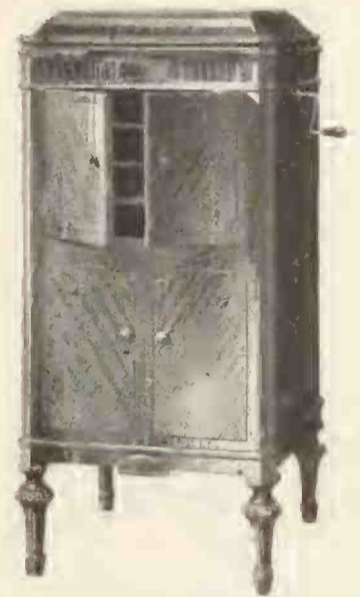


Victrola IX, \$75
Mahogany or oak



Victrola No. 105
\$180
Mahogany, oak or walnut

That is why the truly great artists of the present generation in ever-increasing numbers are found among the ranks of famous Victor artists.



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



Victrola No. 230
Mahogany, \$375; electric, \$415
Walnut, \$440; electric, \$480



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



Victrola No. 405
Walnut, \$250; electric, \$290
Victrola No. S 405 (Special)
Walnut, \$265; electric, \$305
Specially designed to accommodate any radio receiving set

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



Victrola

Victor Talking Machine Company, Camden, N. J.
Victor Talking Machine Co. of Canada, Ltd., Montreal.

Remarkable Progress of the Columbia Phonograph Co., Inc., Since Reorganization

Satisfactory Development of the Business Under Able Direction of H. L. Willson, President and General Manager, and W. C. Fuhri, Vice-President and General Sales Manager

The phonograph industry as a whole and Columbia representatives particularly have evinced keen interest in the progress and activities of the Columbia Phonograph Co., Inc. The new company was formally established the early part of the year, and although it has been facing great problems the results to date have been gratifying. The executive and sales divisions under the direction of H. L. Willson, president and general manager of the company, and W. C. Fuhri, vice-president and general sales manager, have been co-operating with Columbia dealers in every possible way, and these efforts have produced a strong feeling of good will among Columbia representatives.

Discussing the company's general activities, Mr. Willson, in a chat with *The World*, said: "Although the new company has been in operation only seven months, the net figures exceed the budget set up prior to the organization of the company. This means that we are progressing as well as anticipated, and these results, which were accomplished in the face of the exceptional conditions prevailing in the industry, are very satisfactory to us. One phase of the situation which is pleasing to the present executives of the company is the fact that the new company's policies, which are of the highest order, are not being confounded with the policies of the old organization. In setting up the new company this was a matter of some concern, but Columbia dealers have shown a whole-hearted appreciation of the standard policies in vogue with the present organization.

"The changes in the personnel and makeup of our company in recent months have cemented a feeling of good will and co-operation, not only in the inside, but from the outside as well. A feeling of confidence prevails throughout the Columbia representation which is an absolute essential and a forerunner to success in any industrial undertaking.

"The Columbia Phonograph Co., Inc., believes in common with other phonograph manufacturers that the present lull in business is due to temporary conditions. This might mean radio competition, the very fine outdoor weather and, of course, we must not overlook the election, which is always advanced as a

stock excuse for depression in business in a presidential year.

"Our company has enriched its repertoire of music by securing the very finest English recordings which have been recently announced to our trade and which will be sold in sets, each contained in a separate album. The high



H. L. Willson

quality of the Columbia New Process records is being maintained and is being favorably commented upon by our dealers and the public. We recently made arrangements whereby our factory manager, Robert F. Crudgington, and his assistant, F. C. Hinckley, are spending several months in Europe, studying the manufacturing methods used by the London Columbia Co., whose products have won outstanding success on the Continent and elsewhere. The new Columbia Co. is exerting every effort to give the trade a product of the highest standard, and we believe that the study of European methods will be helpful to our Bridgeport factory organization in maintaining that standard."

"Brass-tacks"

TALKING business straight from the shoulder you have to admit that the word Service is like the proverbial "step-child," badly mistreated.

Everybody talks the "stuff" but few deliver. The proof of good service is not in saying a whole lot about it, but giving it and that's what we are doing.

Our advertising man can write pages of copy on what we do for the dealer but that won't prove anything to you until you try us out.

Talk over your merchandising problems with our representative, let him give you the benefit of his wide contact. On this matter of service, our policy is to get down to "brass-tacks" and deliver.

THE CLEVELAND TALKING MACHINE CO.

Wholesalers of Victor Products
CLEVELAND, OHIO

Toledo T. M. Co., Victor Distributor, Absorbed

Grinnell Bros., of Detroit, and Cleveland Talking Machine Co., Cleveland, Victor Distributors, Purchase Toledo Business

TOLEDO, O., November 3.—Directors of the Toledo Talking Machine Co., Victor wholesaler, at a meeting at the company's offices late last week formally ratified the sale of the stock of the Victor merchandise, good will, accounts, fixtures and the like to Grinnell Bros., Detroit, Mich., and the Cleveland Talking Machine Co., Cleveland, Ohio, both Victor wholesalers. It will be recalled that the latter concern recently took over the interests of the Eclipse Musical Co., Cleveland.

The Toledo headquarters for the distribution of Victor merchandise will be maintained until January 1, 1925, after which date the local house will be discontinued and its business will be carried on from Detroit and Cleveland. The friends of Charles H. Womeldorff, Warren L. Kellogg, Walter L. Schroeder and Arthur S. Leybourn, whose years of experience in the Victor field are favorably known in this market, will be glad to know that they will remain with the new company. Warren L. Kellogg and Walter L. Schroeder, sales representatives, known to dealers throughout the territory covered by the Toledo Talking Machine Co., will continue to call on their trade. It is believed that this change of ownership will facilitate still more Victor service to the trade and will eventually result in economies which will benefit all.

The deal was announced to the trade by letters from the Toledo Talking Machine Co., also a joint letter signed by the Cleveland Talking Machine Co. and Grinnell Bros. The Toledo Co. was controlled by Ludwig Piano Co. (New York) men. C. A. Ericsson was president, J. J. Ryan, vice-president, and L. D. Perry, treasurer, all of New York; Charles H. Womeldorff, secretary and general manager, and Warren L. Kellogg, assistant secretary, Toledo.

The Toledo Co. was organized ten years ago and has grown from a small one-story beginning to its present modern three floors and basement. It was known for its principles and stood high with the trade. As evidenced by the letters expressing the good feeling which existed between the house and its customers which are being received in every mail, C. A., A. A. and C. H. Grinnell handled the final negotiations for their interests. Harold J. Shartle, of the Cleveland Co., also was present.

G. A. Lyons' Important Post With Brunswick Co.

Becomes Assistant District Manager of Company's Eastern Phonograph Division With Headquarters in New York

Harry A. Beach, Eastern sales manager of the phonograph division of the Brunswick-Balke-Collender Co., announced this week the appointment of Geo. A. Lyons as assistant district manager of the company's Eastern phonograph division with headquarters at 799 Seventh avenue, New York. Mr. Lyons succeeds Wm. A. Hanft, who resigned to enter other fields of activities which will be announced very shortly.

Geo. A. Lyons is well known throughout the talking machine trade as he has enjoyed an extensive experience in various important phases of the industry. For several years he was connected with the Victor Talking Machine Co. as a member of the traveling staff in the sales department, and subsequently served as assistant general sales manager of the Unit Construction Co. in Philadelphia. He is popular throughout the trade, and in joining the Brunswick organization he will have an opportunity to utilize his wide experience to splendid advantage.



Victor supremacy is the supremacy of performance



Victrola No. 50 (Portable)
\$50
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



Victrola No. 125
Mahogany, \$275; electric, \$315
Walnut, \$325; electric, \$365

Wherever music is known, the Victrola is known—and its superiority recognized. That is a consideration of vital importance to every dealer in Victor products.



Victrola No. 360
Walnut, \$235; electric, \$275



Victrola No. 220
\$200
Electric, \$240
Mahogany, oak or walnut



Victrola No. 260
\$150
Mahogany, oak or walnut



Victrola No. 400
Mahogany, \$250; electric, \$290
Victrola No. S 400 (Special)
Mahogany, \$265; electric, \$305
Specially designed to accommodate any radio receiving set

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



Victrola

Victor Talking Machine Company, Camden, N. J.

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

Sell Your Public Holiday Gift-Music Idea

Dealers Can Keep Their Cash Registers Busy During Holidays by Launching Consistent and Well-Planned Sales Promotion Drives

Once again the holidays are at hand and the talking machine trade, in common with retail merchants in all other lines, is facing busy days—busy, that is, in proportion to the appeal of the products handled to the public, who are scouring the stores for gift suggestions. The talking machine dealer is in a fortunate position in this respect. Talking machines and musical instruments of all kinds are ideal gifts, and the reasonable terms on which they are sold make it easy for those of limited means to purchase them. Then, too, there is radio to be considered—most dealers are handling one or more lines of radio and there is no doubt that this year radio will play an important part in the dealers' gift sales.

Selling the Music-Gift Idea

During the past few years manufacturers and dealers, through campaigns "selling" the public on the idea of a musical instrument of some kind as the ideal gift, have developed this angle of the business tremendously, but a relaxation of this educational effort at this time will mean a corresponding drop in public interest. The ground gained must be held by a continuation of the publicity and other methods which have made the public realize that a talking machine and records make an appropriate gift for every member of the family—father, mother and the children. The same rule holds good in the merchandising of radio on a gift-basis. Talking machine dealers have more varied and better merchandise than ever before to bring to the attention of the public. And what is of supreme importance is the fact that all of the products normally handled by the dealer make suitable gifts. The only thing required is that the public be made to realize this fact.

Reason for Continued Effort

There are many reasons why continued effort on the part of the trade in exploiting its lines is most essential, especially during the holiday season. Probably the most important was emphasized in the preceding paragraph. There is another, however, and this bears directly on the sales volume of the individual retailer during the holiday season. That is, the talking machine dealer is facing the stiffest competition of the year during the few months immediately preceding the holidays. Not only must he contend with competition from other talking machine dealers, but every dealer in his community who merchandises articles suitable for gifts is his competitor and one may be quite certain that these dealers are not permitting any grass to grow under their feet in the race for sales. It is logical to assume that every dollar spent for other gifts than talking machines, radio,

records, musical merchandise, etc., means so much less business for the music dealers of the community. Of course, no talking machine dealer or dealers can expect an entirely musical Christmas from the gift standpoint, but that is the objective for which he must strive in mapping out his campaign for business. One can never approach the ideal in this respect, but continued trying will at least prevent retrogression, and that is what the trade must strive for.

The Campaign as a Unit

The pre-holiday campaign must be considered as a unit, of which advertising, other publicity,

merrymaking and the dealer should recognize this by featuring one of the most important means of producing pleasure—music. Whether it be talking machines and records or other music-producing or reproducing instruments, the talking machine dealer is in a position to cash in on this large potential demand. But before he can do this a certain amount of missionary work is necessary and dollars must be spent to make more dollars. Spend money for advertising and invest in making the window the best you have ever had. It always pays. The pre-holiday season is the big business time



Effective Holiday Window Display of M. H. Housel & Co.

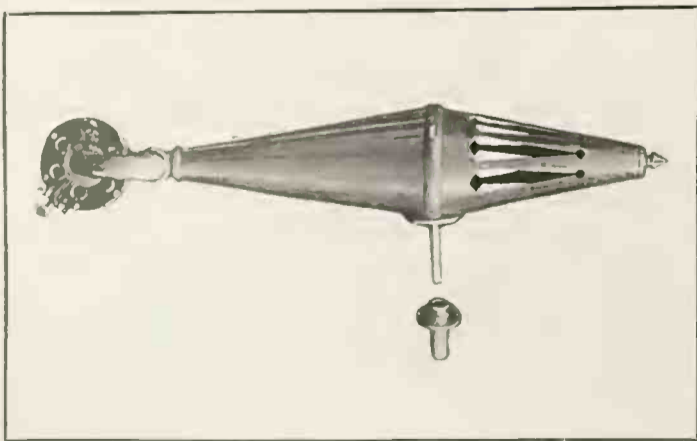
of the year, and in view of this it behooves the trade to get busy in an effort to secure a fair share of the business. A special effort to secure business this time will find a ready response on the part of the public. It is certain, however, that the dealers who hang back now are the ones who will receive the stray crumbs in the way of sales, while those retailers who launch their campaigns in time will be paving the way to a wind-up to the year's business which will go far toward making the season of 1924 eminently satisfactory from the profit standpoint.

The pre-holiday season is the big business time of the year, and in view of this it behooves the trade to get busy in an effort to secure a fair share of the business. A special effort to secure business this time will find a ready response on the part of the public. It is certain, however, that the dealers who hang back now are the ones who will receive the stray crumbs in the way of sales, while those retailers who launch their campaigns in time will be paving the way to a wind-up to the year's business which will go far toward making the season of 1924 eminently satisfactory from the profit standpoint.

Clever Prospect-Getting Plan

HUNTINGTON, W. VA., November 6.—During the Music Week held here recently, the Kenney Music Co. managed to secure many new prospects in an inexpensive way. The gift of a Victor record puzzle was made to youngsters who secured the names, addresses and telephone numbers of a number of people who did not own a Victrola.

The stock of the Merz Music Co., Columbus, O., has been purchased by the Holycross Music Co., and the goods have been transferred to the establishment of the purchasing concern. Harry Merz, who owned the Merz store, still operates a retail music establishment in Columbus.



HERE IT IS!

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

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

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

MINNELLI PHONOGRAPH CO., Inc.

Pittston, Pa.

PEERLESS CHRISTMAS SERVICE

Every department, every machine, added equipment and personnel, assures immediate attention and prompt service for Peerless Album dealers on holiday requirements.



Here is the New Loose-Leaf Album

Read the description—look at the construction of this high quality product

Containing 12 pockets, this new Peerless album is fitted with heavy brass posts and screws. The envelopes are eyeletted—making them doubly strong—and just a turn of the screw cap enables the user to replace a soiled or torn pocket. Combines strength, utility and appearance.

Despite the heavy demand for the new PEERLESS LOOSE-LEAF ALBUM, and many of our other products we are "Keyed-Up" and can take care of the heavy increase. Last minute dealer orders will be first minute shipments with us.

Added Profits From New Source

Radiologs mean more profits and increased clientele. This will be a tremendously big season for Radio. Make Radiologs a feature. Whether you sell Radio or not, you can supply Radiologs—thus bringing radio fans into your store.

Again Peerless Pioneers

Peerless Albums were the originators of the "Group Record Album Sales" now accepted everywhere as the most constructive contribution made to record sales in years. It pays to carry—and watch PEERLESS ALBUM Products.



We are exclusive metropolitan distributors for the new beautiful and educational "Pictorial Records" for children. Ask us to demonstrate and show you this wonderful record for the kiddies.

Samples Sent on Request

PEERLESS ALBUM COMPANY

PHIL. RAVIS. President

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

636-638 BROADWAY
NEW YORK

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



(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

President and Treasurer, C. L. Bill, 383 Madison Ave., N. Y.; Vice-President, J. B. Spillane, 383 Madison Ave., N. Y.; Second Vice-President, Raymond Bill, 383 Madison Ave., N. Y.; Sec'y, E. L. Bill; Ass't Sec'y, L. E. Bowers; Ass't 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

F. G. SANDBLOM, Circulation Manager

Trade Representatives: V. D. WALSH, E. B. MUNCH, ROBERT C. ANDERSON, JR., V. E. MOYNAHAN, EDWARD LYMAN BILL, A. J. NICKLIN

Western Division: Republic Building, 209 So. State Street, Chicago, Ill. Telephone, Wabash 5242. E. P. VAN HARLINGEN, Representative

Boston: JOHN H. WILSON, 324 Washington Street

London, Eng., Office: 2 Gresham Building, Basinghall St. W. LIONEL STURDY, 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 a special discount is allowed. Advertising pages, \$172.00.

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

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

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

NEW YORK, NOVEMBER 15, 1924

Now That Election Is Over, Let's Get to Work

THE election is over and, with the overwhelming vote in favor of President Coolidge, there comes the assurance that there will be no change in the national administration for four years at least, thus removing the uncertainty and the danger of industrial upset that arise when a new party goes into office. Regardless of the political sentiments of the individual, though the election proves that they are mostly Republican, there can be felt nothing but satisfaction that Governmental policies, such as they are, will remain unchanged for a considerable period in the future.

In many lines of business, the talking machine trade included, there are those who have been strongly inclined to curtail their activities and to hesitate about placing orders for stock on the plea that it was Presidential election year and that they were afraid to place themselves in a position to suffer from any change in business conditions resulting therefrom. It is an excuse as old as the hills, and without any real basis in fact, for there have been close to two score Presidential election years, some of them meaning a changed administration and yet the affairs of the country have gone along and the Nation has grown just the same.

With the election out of the way, the talking machine trade should share with other lines of business in a substantial trade revival. Not perhaps a period of inflation, but a condition that may be said to approximate the normal for this season, with perhaps enough surplus to offset a few rather dull months that have preceded. With the election finally out of the way there is not a cloud in the business sky, although there always will be with us some who will be able to distinguish a sufficient haze to worry them.

From practically every section of the country there come reports of satisfactory business conditions. Farm crops in most cases are of substantial proportions and are bringing good prices. The percentage of unemployment is low for the season. The financial market is sound, the buying public is beginning to show an inclination to spend more freely, and there will be a vast amount of money in circulation which someone will get. Whether the talking machine dealer gets his share of this money depends largely upon himself and the effort he puts forth.

With fundamental conditions sound and the continuance of the

present administration assured for another four years there should, and undoubtedly will, be a satisfying volume of business for some time in the future at least.

Great Benefits Derived From Dealers' Meetings

IT is unfortunate that there are not more active associations in the talking machine field to bring the dealers in the various sections together for the purpose of discussing general problems and learning of the experiences of others and meeting the changes in the trade situation as they arise.

That such gatherings of dealers are appreciated by individual merchants, and are likewise helpful to them, has been proved on numerous occasions, and quite recently in the South and in the East and Middle West, where sales conferences of dealers have been held under the auspices of both manufacturers and distributors. It happens, of course, that certain manufacturers, with some thousands of dealers spread throughout the country, find it impractical to hold general or even sectional conferences of those dealers. But it has been found it is quite feasible for the local distributor in co-operation with the manufacturer to bring together the dealers in his own territory to the number of 100 or more and develop a manufacturer-jobber-dealer contact of inestimable value in building up the organization spirit.

As a matter of fact, there are those sales managers who are strongly in favor of dealers' meetings held under the auspices of individual wholesalers, or under the auspices of the manufacturer's own distributing branches as compared to general conventions under the direction of the manufacturer himself, for the reason that as in the case of the wholesaler he is in a position to, and does, maintain a direct and friendly contact with the dealers and is able to meet them on a more intimate footing than does the manufacturer in the larger meetings where the dealer is likely to feel lost in the crowd.

These dealers' meetings held under the direction of wholesalers or factory distributing branches are becoming quite general and it is to be hoped that an increasing number of wholesalers, properly supported by manufacturers, will see the value of them in standardizing and improving sales practice and in building up the trade morale. Such meetings cost money, but the result makes the investment a profitable one.

Emphasizing Name Value in Merchandising

THE merchandising of radio receivers, loud speakers and the more important accessories has become a definite and apparently permanent part of the talking machine dealer's business, for the great majority of retailers in practically all sections of the country have turned to radio in one way or another. Now comes the question of merchandising radio on a basis that will build for the future instead of simply taking advantage of present opportunities.

At the present time the sellers' market, so far as radio is concerned, appears to persist and in the case of the better known and well advertised receivers and loud speakers the question is one of supplying the demand promptly. This condition will, undoubtedly, continue for some time to come and until after the holidays at least, but the dealer who has gone into the radio business seriously is, or should be, looking further into the future than January 1.

Just what lines the dealer should handle depends largely upon his location, the class of people to whom he caters and the extent to which he plans to go into radio. In other words, the problem has the same angles as any other merchandising venture. When it comes to the selling of receiving sets, however, there appears to be an inclination on the part of some retailers to take things as they come, in the belief that the public will continue indefinitely to come into their stores and ask for some particular receiver, or be in a mood to be sold one of the sets they have in stock. For the moment that is sufficient, but it is a condition that makes possible and necessary the building of business fences for the months and years to come.

Radio advertising among the leading manufacturers has developed to a point where it compares very favorably with the finest newspaper and magazine advertising used by manufacturers in other industries. The manufacturers' advertising is primarily constructive and reflects a permanence that should make possible the build-

ing of a firm foundation for future business, provided the local retailer is willing to accept his radio department as something definite and valuable, and spend some of his own money in tying up with the manufacturers' publicity.

The point has been reached when the name of a radio receiving set is quite as important as the name of any other advertised product, whether it be talking machine, piano or automobile, and this situation makes it possible for the dealer to develop in his own territory that name value, and through local publicity get full returns in direct sales from the general publicity of the manufacturer. To make this course successful the dealer should select a limited number of good radio receivers designed to meet the demands of various classes of trade and then stick to those lines. The constant changing of lines means the loss of the cumulative effects of sales and exploitation work that have been placed behind the discarded lines.

Radio deserves to be merchandised properly and intelligently and this type of marketing will mean the success of the radio department and incidentally the success of all other departments of the retailer's business, for it will make for financial stability.

Complete Decade of Service and Achievement

WITH the celebration of its tenth anniversary, which takes place within a few weeks, the General Phonograph Corp., of New York City, will have completed a decade of progress and achievement in the phonograph industry that is a tribute to the initiative and foresight of the organization's executive personnel. When Otto Heineman, president and founder of this company, conceived the idea ten years ago of introducing phonograph motors to the trade in this country, he faced conditions and handicaps that were almost insurmountable. He realized, however, that there were unlimited opportunities for the development and broadening of the phonograph industry if the proper incentives were offered to manufacturers with vision and foresight. With a limited capital, backed by very meager manufacturing facilities, Mr. Heineman opened offices in one room in downtown New York for the purpose of introducing phonograph motors. The first results of the campaign were astonishing, for, although Mr. Heineman was certain that the venture would prove a success, he was not prepared to receive the volume of business that resulted from his first announcement. Since that year the growth of the company's business has been steadily mounting and its motors are now being used as stand-

ard equipment by many phonograph manufacturers throughout the world. The General Phonograph Corp. has been a vital factor in the growth of the phonograph industry, and The Talking Machine World joins the company's many friends in extending congratulations upon completion of ten years' service and accomplishment.

Timely Comments on the Trade-in Problem

ACCORDING to the dealers in Kansas City handling talking machine-radio combinations, the trade-in problem in connection with the sale of that type of outfit has not yet developed to a degree that would warrant giving it any consideration. There are retailers in other sections who make similar reports which are possible because the selling is done in the right way. In other words, instead of endeavoring to make present owners dissatisfied with their instruments and desirous of buying the combination, effort is concentrated on selling the phonograph-radio itself, leaving the customer to devise in his own mind what is to become of the old machine in his home, provided he has one.

This plan of selling is not going to remove entirely the trade-in problem in the trade, but it is calculated to reduce that problem to a point where it will prove negligible so far as it affects sales volume and profit. There will be for a number of years at least, and perhaps always, the possibility of making a profitable sale to an old customer through replacing an old type of machine with a modern instrument or combination. But it rests with the dealer himself whether he goes out and seeks such business in preference to "clean" or all-cash sales, or whether he keeps traveling the beaten path and endeavors to do all his business with former patrons.

The question of the trade-in is not an outgrowth of the phonograph-radio combination, although that new trade feature has helped to bring the problem to the fore. It developed originally with the introduction of the console or flat-top model which represented a radical departure from the upright cabinet model, and more than one dealer can point to sales lacking entirely in profit, or actually representing a loss, through desire to replace the old machine with a new one.

If a substantial percentage of dealers can handle console models and particularly combination outfits successfully without being troubled unduly with the trade-in problem, then there appears to be no reason why other members of the trade cannot take a leaf from the book and do likewise. It is a matter that rests on good merchandising rather than upon trade conditions.



Sherman, Clay & Co.

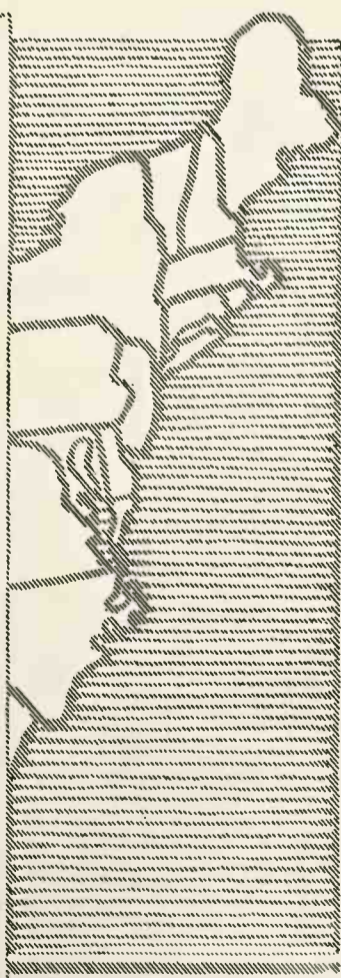
*Victor Distributors
on the Pacific Coast*

**Victrolas Victor Records
Victor Accessories**

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

Branch Wholesale Depots:

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



5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

Selling Radio on a Provable Fact Basis

What to Emphasize and the Things to Avoid in Selling Radio—
Customer Satisfaction Eliminates Complaints and Other Troubles

Gullibility and overenthusiasm regarding radio accomplishments frequently prove twin brothers of trouble so far as the radio retailers, including talking machine dealers, are concerned, and unless the statements of manufacturers' salesmen are checked carefully, and the experiences of dealers themselves taken at their real worth the latter are likely to have considerable explaining to do to customers.

Regardless of the great developments that have taken place in the designing and construction of radio receiving apparatus which are fast putting it on a sound, stable basis, it must be realized that the volume of business is based largely upon enthusiasm on the part of both producers and users of apparatus. It is the lure of being able to hear music and talks through hundreds of miles of thin air that arouses and then holds public interest, and in a desire to capitalize this interest the dealer and his salesmen are very likely to overstep the bounds of caution in making promises.

All those connected directly or indirectly with the radio business prophesy that the amount of business done in receiving sets during the present holiday season will break all previous records, for outfits have been improved and standardized to a point where they represent a dependable article and the pre-Christmas season with its clear and cold nights offers ideal conditions for a convincing demonstration.

Forget Distance in Selling

The distance or "DX" hounds are numerous, but the average citizens who, while interested in radio, want apparatus that will produce natural tones clearly and of satisfactory volume, are by far in the majority. It is to the demands of this larger group that the dealer can cater most profitably and satisfactorily.

The main piece of advice is to forget distance in the selling talk. There are very few sections of the country where there are not a half dozen or more good sized radio broadcasting stations within a radius of 100 miles or so from a given point, and where local conditions are favorable it is quite possible to regard stations three or

four hundred miles distant as within the local range. If the dealer in his selection of sets to sell confines himself to those which will work properly in his neighborhood and get the adjacent stations regularly, clearly and in volume, he doesn't have to worry about bringing in programs from the other side of the continent.

Clarity, Volume, Selectivity Important

It is a noteworthy fact that a great many of the manufacturers have ceased to advertise positive statements regarding the distance-getting possibilities of their receivers, contenting themselves with the assertion that points 1,000 or 1,500 miles distant have been brought in clearly at times. The arguments now generally used are clarity and volume of reproduction, coupled with selectivity, a very important factor in centers such as New York and Chicago where many broadcasting stations are grouped.

The fact that the dealer in his store and in his home can, with a certain set, bring in readily on the loud speaker stations one or two thousand miles away, should not cause him to forget his caution when making promises to the prospect. Let him emphasize the three virtues of clarity, volume and selectivity, point out the excellent construction and appearance of the set and its easy tuning, and then arrange for a demonstration in the prospect's home. That is the test that sells the set and keeps it sold.

Caution Dealer's Best Bet

It is a known fact that localities only a mile or two apart vary greatly as to the qualities of radio reception due to local conditions and that stations brought in clearly and of great volume in one district, may be barely heard in another section of the same city. Let the dealer recite his little piece about the three virtues and tune in. If he is in New York and gets Chicago or Kansas City at the first try, he can lean back with the "I told you so" expression and bask in the enthusiasm of his customer. If he finds conditions limit the range of his set he can emphasize the excellence of the reception of local programs, and need not worry over any broken promises regarding distance.

Another excellent point regarding which the dealer will do well to show caution is in allowing himself to become overenthusiased about the claims of rival manufacturers and their salesmen regarding their particular receivers. Improvements or refinements are being made steadily, but the dealer cannot afford to shift his line each month to meet the new conditions, for several reasons, the first and most important of which is that the customer who has bought one set, on time perhaps, and who, coming in to make a second payment, finds the dealer pushing what he claims to be a new and superior line, is going to be dissatisfied and most likely demand an exchange.

The Test of Performance

It must be remembered that it isn't what the salesman says but what the receiver does that is important in creating customer satisfaction. If the dealer is handling a line of radio receivers that have proved satisfactory in his own particular locality, he should be sure that the new receiver offered is so far superior to his present line as to make its purchase advisable. It isn't the selected sample set that tells the story, but the stock set with stock equipment. When a half dozen receiving sets of a new line, with batteries and tubes of known quality, produce results that are impressive when tried out in the dealer's own district, then he has something to think about.

Fortunately, the trade is being stabilized rapidly, there are fewer and less frequent changes in apparatus, and some manufacturers have gone so far as to announce in advance their line and sales plans for a season ahead. Every move of this sort tends to promote confidence among dealers and public. The customer does not worry much about replacing the receiver with an improved model six months or a year after he has purchased it, but he does resent the possibility of having to replace it a week after he has bought it or rest discontented at the thought that his outfit is obsolete.

New England Music Co. Remodels and Expands

WATERBURY, CONN., November 8.—The New England Music Co., 77 Grand street, this city, has remodeled its present quarters, enlarging same so that it now has two floors devoted to the display of phonographs, radio and pianos. A. S. Willis, formerly with Willis & Co., of Montreal, Can., is the new manager of this live store. Thomas Dee is supervising the outside sales work. Myron Zellman, formerly with Zellman Radio Corp., of New York City, is the manager of the radio department. Miss Beverly Bayne has recently been appointed the head of the office division. S. Kay is the progressive owner of the New England Music Co. and has already reported a substantial increase in business stimulated through the new appointments in store and personnel.

Remind Your Customers of Their Need of Needles

A clever stunt to remind everyone leaving the store of Starr & Moss, Philadelphia, that phonograph needles may be purchased there, consists of a printed sign placed just above the door knob on the inside of the store. Thus when customers glance down before grasping the door knob they read the sign. This is a form of suggestive selling that costs practically nothing and never fails to make the customer think of needles.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT POPULAR VICTOR ARTISTS

In Concert and Entertainment

Personal Appearance of

Eight Popular Favorites on One Big Program

A live attraction for live dealers and jobbers

Bookings now for season 1924-1925

Sample program and particulars upon request

PHILIP W. SIMON Manager

1674 Broadway

New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



RUDY WIEDOEFT



FRANK BANTA

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

HONEST QUAKER

REG. U.S. PATENT OFFICE & CANADA

Main Springs and Repair Materials



© E.T.M. Inc.



Our BUSINESS
Our BUSINESS
Every Lasting
Business is Founded
on the Solid Rock of
Quality



Never Claiming Perfection but forever seeking it we offer a Service to the Phonograph Industry that is used by successful merchants in every part of the world.

OUR CREED:

Never shall any item be illustrated in our catalogue unless we are in a position to fill your orders promptly. Never shall any of our merchandise be other than exactly as illustrated, and never shall anyone in our organization be authorized to make any statement that is not authentic, consistent with proper and good business dealings and such as we would expect from you.



Everybody's
TALKING MACHINE SUPPLY CO.
PHILADELPHIA, U.S.A.

REPLACEMENT PARTS FOR EVERY

MOTOR, TONE ARM and REPRODUCER

How Goran Brothers Cater to Foreign-Born

David Goran Points Out Reasons Why Foreign-born People Make Excellent Prospects and His Methods of Securing Their Trade

Every city, large and small, especially manufacturing centers, has a fair percentage of foreign-born people, and of all lines of business the talking machine trade has the best opportunity of profiting by this fact. However, comparatively few retailers seem to recognize this opportunity. This is forcibly illustrated in a city near New York, which has several large foreign colonies. Of the five stores in this community only one makes any effort to secure this business, and it is profiting in a large way.

Exploding a Few Fallacies

Many retail talking machine merchants hold the opinion that in view of the fact that most foreign-born people are poor they are not good credit risks and that this trade is not worth while going after. This seems to be the chief reason why most dealers ignore this gold mine in sales opportunities at their very doors.

In Yonkers, N. Y., there is a wide-awake, aggressive talking machine firm, operated by David and Morris Goran, both of whom have had many years' experience in this field and who have succeeded in building up a large business among the foreign-born people of the city. Indeed, these people come from all sections of the city to make their purchases at one of the three fine establishments operated by these live merchandisers. How much worth-while cultivating are the opportunities in catering to the foreign element of the community is illustrated by the fact that in the two stores in the center of the business district which these far-sighted brothers have established, fully 40 per cent of the entire business is done with foreigners and more than 20 per cent of the entire record business is with these people.

Successful Policies of David Goran

"It pays to cater to the foreign-born people of the community," declared David Goran. "Our best customers are Italians, Polish and Germans. These people are all hard workers and they need recreation. They do not go to the moving pictures and automobiling, or enjoy many of the other distracting diversions which take people outside their homes for pleasure. They get their recreation right in their own homes, and they are natural music lovers.

Good Credit Risk

"My foreign-born customers are the best payers I have. They make larger initial payments, on the average, than do my other customers and their monthly payments in many instances are much larger. They pay promptly and we seldom have any trouble in securing the money due us. In fact, we find it unnecessary to employ collectors, as we insist that our customers make their payments at the store. We try to have them make the payments weekly, for two reasons. First, the sum to be paid weekly is smaller than would be a monthly payment, and therefore it is not such a drain on the purse. Second, the very fact that they visit our store once each week gives us an opportunity of bringing to their attention the latest releases.

"Another thing in favor of granting credit to the foreign-born customers is their thrift. Most of these people live in humble homes and they work at menial tasks, but they do not live beyond their means. It is not uncommon when dealing with one of these customers to have

Are there many foreign-born residents in your community? Are you securing a portion of their business, or are you permitting a prolific sales field to remain undeveloped and losing a large potential revenue? David and Morris Goran have developed this business to the point where it is 40 per cent of their entire trade and what they have learned regarding this field for sales promotion is a most convincing argument in favor of going after this business as strongly as possible. Read what they have to say and then analyze your field in this respect and see if there is not a possibility of enlarging your sales volume by catering to these people.

them pay \$50 or \$75 down on a \$150 instrument. It is most decidedly unusual for the customers other than foreigners to do this, at least that is my experience.

Must Carry Diversified Stock

"The dealer who decides to go after this business must carry a representative stock of records. In view of the fact that the bulk of our foreign-record business is with Italian, Polish and German people we have concentrated on handling the records in these languages which

meet with their approval. Our foreign customers are regular record buyers. They do not buy only one record at a visit but by far the majority of them leave the store with two or three records under their arms. That is good business. However, the dealer must secure their confidence by square dealing and giving them service. Once their good-will is secured they pass the word along to their friends and neighbors and thus the business develops.

Sending Supplements Important

"To my mind one of the most important considerations in building up a patronage of this class of people is to send them the record supplements regularly. Since we started catering to these people we have made it a point to secure their names and addresses and they get the supplements regularly. On our files, in addition to the names and addresses of these patrons, we have a record of their nationalities and the languages with which they are familiar. Many of them understand several languages and are in the market for the records in those languages. As soon as we receive the foreign-record supplements we go through our file and mail the lists of records in the languages with which each individual is familiar. How effective this direct-mail contact is may be gleaned from the fact that it is not unusual for a foreign-born customer to come into the store with a slip of paper on which has been scrawled the number of the record. This applies particularly to Italians, although the Polish and German people also jot down the number. Many of them bring in the supplement which we mailed to them a few days previously.

"Does catering to the foreign-born pay? I should say it does, but like every other line of business a certain amount of intelligence must be used to get the most out of it."

Windsor-Poling Artists' Tie-up Creates Sales

Leading Akron Victor Dealer's Policy of Featuring Records by Artists Appearing Locally Proves a Profitable Business Getter

AKRON, O., November 5.—The Windsor-Poling Co., Victor dealer of this city, through its policy of tying up with record artists who are scheduled to appear locally, has built up a large record business. Indeed, Earle Poling, president of the firm, is one of the leaders in local musical activities and through his efforts many artists of world fame have been brought here. The Windsor-Poling Co., a number of weeks before the artists are scheduled to appear, pushes their records. Every member of the organization connected with the record department does his or her bit in bringing these records to the attention of customers, with the result that the records of any artist scheduled for a local appearance are sold in large numbers.

Recently the Jan Garber Orchestra, Victor

artists, appeared at the East Market Gardens for a period of one week, playing to an average of 6,000 people each evening. Mr. Poling, in commenting on sales, declared that an unusually large number of these artists' records were sold, a natural demand resulting from the large audiences, plus the stimulation of the tie-up methods of this progressive house.

S. Pierpaoli & Co. Growing

S. Pierpaoli, head of S. Pierpaoli & Co., 101 Portsea street, New Haven, Conn., is a musician of some note, being an expert teacher of piano accordions, numbering over fifty pupils at the present time and this number is still growing. Mr. Pierpaoli is head of a very live little music store at the above address and carries, besides one of the most complete assortments of domestic and imported accordions and piano accordions, Columbia phonographs, records, pianos and musical instruments. This store has outgrown its present location and will in the very near future move into more central headquarters.

STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana

THE SATURDAY EVENING POST



Ask
Santa to bring
you a
KENNEDY

MODEL VI (Illustrated)
Splendid for loud speaker reception of distant stations. Selective, but simple to tune. Anyone can use it. Each station is always found at its own setting on No. 1 dial. The other dial regulates volume. Non-radiating—no squeals to annoy others.
Less accessories . . . \$105.00
West of the Rockies. . . 107.50

MODEL V, three tubes One of the most popular models. Forty-five degree angle panel, a Kennedy feature, is convenient for tuning. Each station has its own dial setting and is always found at that point. One dial controls tuning, the other regulates volume. Non-radiating.
Less Accessories . . . \$88.75
West of the Rockies . . . 91.25

A HINT quietly given to the Right Party is likely to bring you this royal gift. It's worth trying!

When you're out together, lead the way so it takes you past the store where KENNEDY Receivers are on display. If you show interest in one, the dealer will demonstrate it. Once a KENNEDY is heard, there is sure to be a strong recommendation to Santa to bring that set on Christmas Eve.

The KENNEDY tone quality is superb,

full rounded, musically pure reproduction of any program within a good long range. No hollow tones or distortion. No fussing or fishing for stations. Simply turn one dial to a certain point, and there is the station you want.

MODEL XV, five tubes Super select long range radio frequency model. It cuts right through local broadcasting and brings in distant programs. Simple tuning with only two controls. Volume can be controlled. Non-radiating.
Less Accessories . . . \$142.50
West of the Rockies . . . 145.00

N B to Santa—Nothing will bring a family more hours of keen delight than a KENNEDY. It keeps young folks home and older folks happy. KENNEDY models are so troubleproof that even a mechanical enthusiast can find nothing to improve.

THE COLIN B. KENNEDY COMPANY Saint Louis

Full page advertisement appearing in The Saturday Evening Post of December 6th

"Merry Christmas" - your best salesman

IT will be a radio Christmas — no doubt about that. As a Kennedy dealer you will have the opportunity to make a December radio sales record that will stretch the dials of your cash register.

With Kennedy receivers in the window, Kennedy demonstrations going on inside, and Kennedy advertising suggesting to the readers of national magazines that a Kennedy makes a wonderful gift, you can roll up a highly satisfactory sales record.

Most of your December Kennedy sales will multiply themselves in later months. For it is a well known fact that Kennedy owners become so enthusiastic that they call their

friends in to listen and urge them to buy. Like Santa Claus, they become your unpaid salesmen.

This extract from a letter written by E. W. Stevenson, of Baltimore, is typical of the way Kennedy owners feel toward their sets:

"Some of our friends who had sets of their own had never listened to such brilliant reception. Three have bought your sets after listening to my instrument and I do not hesitate to recommend it to any one."

There is still time to cash in on this Christmas buying. Mail the coupon today.

THE COLIN B. KENNEDY COMPANY, Saint Louis

KENNEDY



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

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

Collection System That Really Operates

Is Leniency or Sternness Most Effective in Securing Money When Due—The Starr & Moss Co. Found Out and Changed Its System

Does it pay the talking machine dealer to be lenient with his customers in the matter of collections? Or are stern methods the most efficient in securing money when due? Too much leniency in permitting instalments to lapse beyond the date set for the payment as provided in the contract is a serious mistake, according to Harry S. Somers, who owns and operates the talking machine department of the Starr & Moss Co., Philadelphia, and who has experimented with both methods.

"Our policy regarding collections was to temporize with customers, and when payments fell behind, as they often did, we wrote the usual wishy-washy missives sometimes erroneously called 'collection letters,'" said Mr. Somers. "Instead of bringing the delinquents to terms this policy encourages delays. This was especially noticeable in cases with patrons who had small incomes. These people paid their most insistent creditors and because we were lenient we had to wait.

Insistency Pays

"These experiences continued until we installed a collection system which is constantly bringing to the attention of the customers that we expect payments to be made as per the terms of the contract. This system is simple and inexpensive, and consists of the sending out of three briefly worded forms. These usually bring in the money, but if the third fails a personal effort is made to collect. If the customer cannot give some reason for permitting the payment to slide which is acceptable to us and still refuses to pay at least part of what is due we take steps to repossess the instrument without delay.

90 Per Cent Return in Collections

"A few days before the money is due we send to our customers the following reminder printed on a form about the size of a post card:

This is just a little reminder that payment of \$..... is due on the, according to your agreement on..... Many thanks in advance for your prompt response. Your balance is \$..... STARR & MOSS CO.

"This form usually results in bringing in upwards of 90 per cent of the money outstanding on the date due," said Mr. Somers, "but in the

rare cases where it fails of its purpose, we send out the second notice printed on a different color paper." The second notice reads as follows:

You no doubt forgot all about the payment of \$..... on the, which was due..... But we know you will gladly start it forward on receipt of this notice. Thank you. Your balance is \$..... STARR & MOSS CO.

This notice is mailed to the customers three or four days after the date on which the money

payments when due is evidenced by the regularity with which payments are made.

Simple File System

Another great advantage of this form of collection is that it saves considerable time and money. The forms are printed in quantity, thus saving time usually lost in writing personal letters. The first form is printed on yellow paper, the second on pink and the third is printed on

a buff colored paper. A card system is employed to keep track of customers. This card is reproduced herewith to illustrate how simple it is for a dealer to have all the information he needs regarding his customer at his finger tips. These cards are placed in an alphabetically arranged file and as soon as the first notice has been mailed the second notice is placed in

Name												Address		NO. _____	
Article												No.	Net Price	Terms	Date
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	BALANCE			
Husband's Name												Occupation			
Where Employed															
Agent of Property															
Life Insurance															
References															
Sold By															

A File Card Which Simplifies Bookkeeping

is due, and if this, too, fails to bring the customer to terms, the following and last written request for payment is made:

The time-payment plan has been arranged for your convenience, but when the instalments are not paid promptly it upsets all our calculations. Won't you, therefore, kindly start a remittance forward to us at once, covering the, instalment on the, which was due on, and greatly oblige, STARR & MOSS CO.

It will be seen at a glance that in all cases the Starr & Moss Co. assumes that payment will be made without delay, and this is the reason for the effectiveness of these forms, according to Mr. Somers. No lengthy period of time is allowed to elapse between sending out the notices, and this has the effect of impressing on customers the company's determination to secure payment, and that they realize that the company is firm in its intention to secure

front of the customer's card in the file. When the first notice fails to bring results the pink one is taken from the file and mailed and the third one is then placed before the customer's card. The company's bookkeeper goes over this file each morning and it takes but a few minutes each day to mail the necessary forms.

White Music Shops Cash in on Danbury Fair Exhibit

Victor Line Featured by Leading Danbury, Conn., Music House—Many Sales Resulted

DANBURY, CONN., November 7.—The White Music Shops, Inc., of this city, made an unusual and imposing display at the Great Danbury Fair held in October. This great Autumnal exposition, one of the largest in the country, attracts thousands, and the White Music Shops, being the largest exhibitors in the main building, had an unusual opportunity for the display and demonstration of their varied line.

The outstanding feature of the exhibit this year was a full line of Victrolas. These instruments, many of them the distinctive new models in the beautiful two-tone finish of the various woods, elicited the admiration of hundreds of visitors.

The various models designed for the installation of radio panels created a great amount of interest and a large number of inquiries were forthcoming regarding the Victrola-radio combination. The White Music Shops' booth did a brisk and satisfactory business in the sale of Victor records, and orders for Victrolas were taken and delivered from the exposition.

This live house has an exceptionally attractive store, which has recently been enlarged and redecorated, adjacent to the Empress Theatre on Main street, where Victor products and other lines of musical merchandise are featured.

Corry Music Store Opened

A new music shop, known as the Corry Music Store, was recently opened on East Main street, Corry, Pa. A full line of talking machines, pianos and sheet music is being carried. A. R. Graham is sales manager.



"Tom, Tom, the Piper's son,
Learned to play when he was young,
But the only tune that he could play
Was 'Over the Hills and Far Away'."

THE GENOLA

A Child's Phonograph to Retail for \$5

Unlike "The Piper's Son," The Genola will play anything—in the way of flat records up to and including 10 inch size. It is a real talking machine in every way, 7½ inches high, giving a clear true reproduction, and appealing in the strongest way to children and their parents.

Order Now for the Christmas Trade

THE GENERAL PHONOGRAPH MFG. CO. ELYRIA, OHIO

The CHENEY
The Master Phonograph

You hear, not the reproduction of a violin, but the violin itself

You will forget that you hear a phonograph when you listen to the Cheney, for it restores perfectly the "living" quality of tone to all recorded music.

In the great record of Tchaikovsky's "Waltz from a Serenade" you can hear a most remarkable demonstration of the Cheney.

The opening strain is played on the strings and the melody rises higher and higher. The Cheney brings out all the subtleties of tone which it is for a moment only, and then, at the very close, comes lighter and brighter. You hear the same delicate touch. It is unmistakably—on The Cheney!

It is a master's delicate touch. It is this ability to restore tone quality with absolute accuracy which makes The Cheney the master instrument.

And then, ask your music dealer to play on The Cheney Melody by Gertrude and Charles G. Dues, a beautiful and charming theme. Again you hear a violin—but here different brilliancy has given way to warmth of tone, though they read before you, you hear the individual differences in tone and tone of the artist. You will be ready to declare that this is not the reproduction of music, but the music itself.

Never have you heard anything like this. The Cheney adds to every record, vocal selections, orchestral numbers, even to piano records, most difficult of all to reproduce perfectly.

There is no other phonograph like The Cheney. There can be no other. It is a masterpiece of scientific invention. For The Cheney embodies a principle of sound which is fundamentally different from the sound of any other phonograph. It has a series of carefully proportioned acoustic chambers. In them it restores the tone quality of the original recording. You have only to hear this "master phonograph" to realize that it sets a new standard in the art of tone reproduction.

Cheney cabinets are fitted with the most perfect music reproducing instrument made. In a wide range of models which reflect the great historic beauty of Old England, they portray the finest furniture craftsmanship of the country.

Cheney's Talking Machine Company
Grand Rapids, Michigan

THE MOST PERFECT MUSIC REPRODUCING INSTRUMENT MADE

Early Exclusive Patent—
"Invaluable" as evidenced
by the following records
\$250

The Cheney 2100
The Cheney 2200
The Cheney 2300
The Cheney 2400

Cheney National advertisements are appearing in *The Saturday Evening Post*—creating profits for dealers who handle the Cheney line

The Cheney line embraces a wide range of upright, console and wall cabinet De Luxe models, as well as a number of radio combination models both equipped with, or adapted for radio installation. The CARLYLE below, is a remarkable value at \$135



The CHENEY

The Master Phonograph

Outstanding Merchants
Everywhere
Sell The CHENEY

- Lyon & Healy, Inc. Chicago
- Henry F. Miller & Sons Piano Co. Boston
- John Wanamaker New York
- Strawbridge & Clothier Philadelphia
- Buescher's Music Co. Cleveland
- J. L. Hudson Co. Detroit
- Cable Piano Co. Detroit and branches
- Pearson Piano Co. Indianapolis and branches
- Foster & Waldo Co. Minneapolis
- The Emporium, Inc. San Francisco
- Barker Brothers Los Angeles
- G. F. Johnson Piano Co. Portland, Ore.

This advertisement appeared in the November 8th *Saturday Evening Post*

The first advertisement in this National Series appeared in the September 20th issue. Now the second follows—at an interval so short that the merits of The Cheney are held continuously in the minds of your phonograph prospects.

This advertising brings home the very real superiorities of The Cheney. And by suggesting certain comparisons on specific records in your store immediate business is generated.

The Cheney franchise was already of definite value in every community. For years it has been a profitable line with the more successful stores. Now this franchise is an asset of even greater value.

Our stocks are full at present but dealers who look forward to adding The Cheney to increase their phonograph volume should let us know immediately, to insure complete selections for holiday trade.

THE CHENEY TALKING MACHINE COMPANY—CHICAGO
The Cheney is made complete in our own factories in Grand Rapids, Michigan

Arthur Bergh in Important Post With Columbia Co.

Appointed Director of Recording Laboratories to Succeed R. F. Bolton, Resigned

W. C. Fuhri, vice-president of the Columbia Phonograph Co., Inc., announced a few days ago the appointment of Arthur Bergh as director of the company's recording laboratories with headquarters at the executive offices, 1819 Broadway, New York. Mr. Bergh, who assumes his new duties to-day (November 15), succeeds R. F. Bolton, who has resigned from the Columbia organization and whose plans will be announced shortly. Mr. Bergh needs no introduction to the talking machine trade throughout the country as he is a pioneer in the record industry. For the past year he has been general manager of the recording laboratories of the General Phonograph Corp., New York, and previously was associated with several prominent recording laboratories in the capacity of general manager.



Arthur Bergh

In addition to his other activities, Mr. Bergh has spent quite some time in research work in the recording field, both here and abroad, and besides possessing an intimate knowledge of the technical phases of the recording laboratory, he is a musician of exceptional ability and noteworthy accomplishment. His appointment as general manager of the Columbia recording laboratories will be welcome news to Columbia dealers everywhere, for Mr. Bergh has won the esteem of the entire industry through his capability and thorough familiarity with the recording field.

M. Price Enters Business With A. J. Cunningham

Resigns as Manager of Landay's Fifth Avenue, New York, Store—To Operate in Newark

M. Price, for the past six months manager of the Landay Bros. store at 433 Fifth avenue, New York, and prior to that manager of the Newark branch of the same concern, recently resigned to enter business for himself. He has joined forces with A. J. Cunningham, who owns and operates a music store at 53 South Orange avenue, South Orange, N. J., and they will operate a complete music store at 3 Belmont avenue, Newark, N. J.

The new establishment will be known as A. J. Cunningham, Inc., and a complete line of Victrolas and other makes of talking machines will be carried, in addition to radio apparatus, pianos, musical merchandise, sheet music and

Aeolian Co. Announces Vocalion Record Series of Beethoven's Ninth Symphony

Seven Records Made by the New Symphony Orchestra of Berlin Under the Direction of Bruno Seidler Winkler, Famous European Conductor, Represent a Notable Achievement in Recording

A notable contribution to phonograph record libraries of the day has been announced by the Aeolian Co. in its November release of a complete Vocalion record series of Beethoven's Ninth Symphony, played by the new symphony orchestra of Berlin under the direction of the noted European conductor, Bruno Seidler-Winkler, and including in the third and fourth movements of the symphony the splendid choral work of the Berlin National Opera Chorus and a quartet of well-known European soloists.

Only once or twice before have recording experts attempted the recording of the full Ninth Symphony, for it represents an undertaking little short of prodigious, and requires in this particular case a full set of seven records to carry the entire work. All the recording was done in Europe and each of the records is double-faced.

player rolls. As both Mr. Price and Mr. Cunningham possess a wealth of experience in the retailing of musical instruments and as both have a large following throughout Newark and the surrounding territory, the venture should be a decided success.

R. B. Norton Now With J. W. Jones Radio Mfg. Co.

Will Be in Charge of Company's Chicago Office —N. G. Humphrey Also an Associate

Colonel S. H. Mapes, assistant to the president and general sales manager of the Joseph W. Jones Radio Mfg. Co., New York, announced recently that R. B. Norton, formerly associated with the Federal Telephone Mfg. Co., had joined the company's staff and would be in charge of its Chicago office. The Joseph W. Jones Radio Mfg. Co. is making rapid progress in the development of its manufacturing and merchandising plans, and offices have been opened in Chicago in order to take care of the requirements of the Middle Western trade.

N. G. Humphrey, formerly a member of the engineering staff of the Federal Telephone Mfg. Co., is now associated with the Joseph W. Jones Radio Mfg. Co. in an important engineering capacity. Mr. Humphrey is well known in engineering circles, and has specialized on the inventive and technical phases of radio construction.

Brook Mays Co., Brunswick dealer, Shreveport, La., suffered considerable damage by fire of undetermined origin, shortly before midnight on October 24. This dealer is now in search of and planning for larger and finer quarters.

It is believed that the Ninth Symphony in record form will prove of tremendous interest to thousands of musicians and music students throughout the United States who devote much time to the study and enjoyment of symphony music, and should open the way for other recording work along this line calculated to bring the great symphonies within the reach of music lovers.

The reproduction of the instruments in the New Symphony Orchestra's playing of this great work is most impressive. Altogether the Beethoven Vocalion record series of the Ninth Symphony is one of the most noteworthy additions to recorded music of the classics that have been announced to the trade in years. The Aeolian Co. has the exclusive presentation of these records in this country, and, undoubtedly, they will be tremendously popular.

Owens & Beers Form Separate Corporations

Prominent Talking Machine Firm to Operate Separately in New York and Brooklyn

The talking machine firm of Owens & Beers, which has served the music-loving public for a great many years at 81 Chambers street, New York, and 1074 Flatbush avenue, Brooklyn, N. Y., was recently dissolved and each store will be a separate corporation. The New York store will be known as A. J. Beers, Inc., having recently been incorporated at Albany with a capital stock of sixty-six shares of common stock of no par value. The incorporators are A. J. Beers, J. T. Owens and C. J. O'Donoghue. The Brooklyn establishment will in the future be known as J. T. Owens, Inc., having recently been incorporated to deal in talking machines with a capital stock of 134 shares of common stock of no par value. The incorporators are J. T. Owens, V. H. J. Beers and C. J. O'Donoghue, all well known to the trade.

New Lines for Musical Instrument Sales Co.

The Musical Instrument Sales Co., of New York City, well-known Victor wholesaler, which recently acquired the distribution rights for Federal radio products, has now been appointed jobber for Eveready and Philco batteries and supplementary products. This distributing organization is now in a position to extend exceptional service to talking machine dealers interested in radio panels, complete radio outfits and other radio adjuncts.

National Record Albums

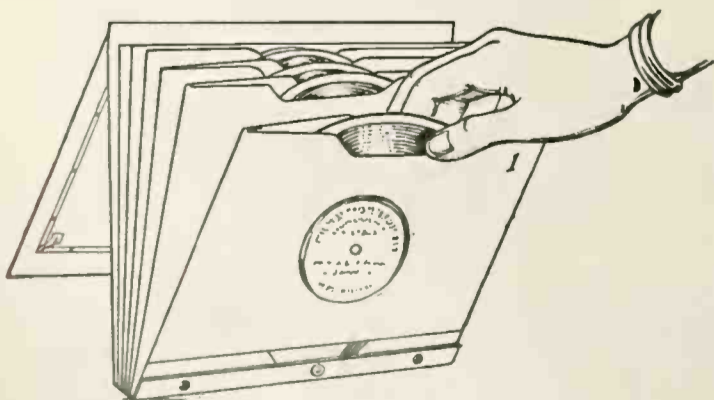
are

Good Albums

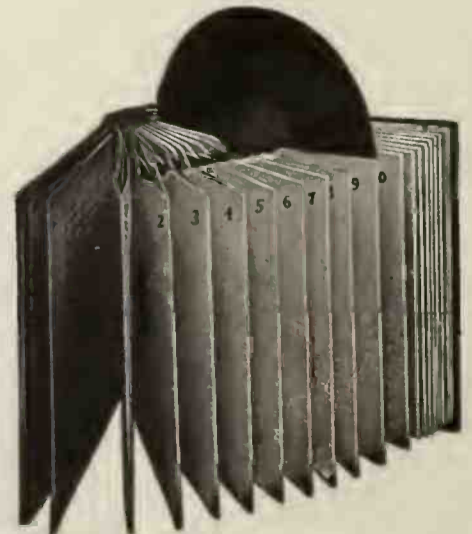
Nationally known because they give real satisfaction.

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

Write for our list of 1924 styles and prices



NEW PORTABLE ALBUM



THE PERFECT PLAN

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

The Tenth Anniversary of **Heineman Motors**



ROBERT
LEE

The General Phonograph Corporation
25 West 45th St, New York, N.Y.

The Tenth Anniversary of Heineman Motors



ON December 4, 1914, Otto Heineman, as predecessor of the General Phonograph Corporation, started a small office, about 15 ft. x 15 ft., at 45 Broadway, New York City.

The phonograph industry at that time was flourishing, but the business was in the hands of only a few companies who had been the leaders in the phonograph industry ever since the invention of the phonograph. The reason for this was the patent situation which made it impossible for others to go into this big industry. But patents only run seventeen years and the famous Berliner patent expired at the beginning of 1914, just prior to the opening of the office of the company.

It was a big task to induce piano and furniture manufacturers to make phonographs. We received always the same reply—"You will not be able to produce the same sound with your mechanical equipment as these leaders in the industry." Only thru very consistent work was it possible to convince hundreds of our largest furniture and piano manufacturers that it would be profitable to manufacture phonographs; they have done so very successfully since that time.

A great independent phonograph industry has developed since 1914 and we believe that we are at least partly responsible for this development.

In the early beginning we imported a few motors from Switzerland, but we could see immediately that this was commercially impossible and impracticable. We then made a contract with Garford Mfg. Co. of Elyria, Ohio, to manufacture motors for us. In 1919 we acquired this company, which is now known as The General Phonograph Mfg. Co. We claim that this factory today is the most efficient motor factory and many millions of motors that have been manufactured there are in use in millions of phonographs throughout the United States and abroad today.

We made our slogan the first day we started—to make a Motor of Quality; we made our watchword the first day—Service and Efficiency, and on this, our 10th anniversary, we know that we have lived up to these high standards.

Besides motors, we also manufacture the well known OKeH-Odeon records and the famous Dean needles and we take this opportunity to thank the jobbers and dealers for their most important part in helping us to develop these two branches of our business.

We are publishing herewith our complete motor catalog and we hope that this catalog will be of good use to our friends.

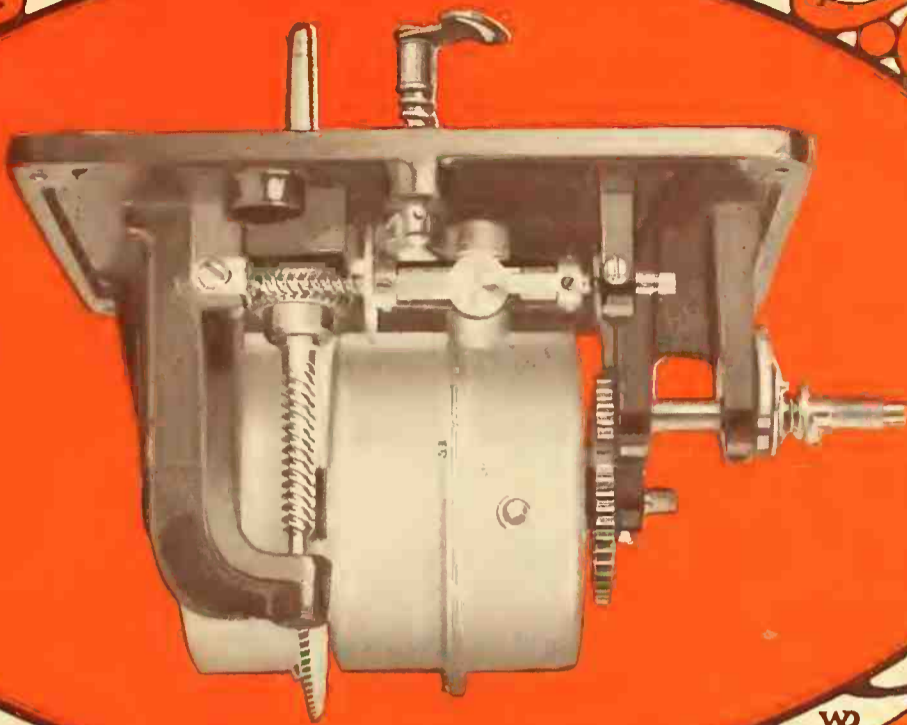
Otto Heineman
President.



HEINEMAN No 66 MOTOR 3 SPRINGS

Capacity
6 to 7 average 10"
or 5 average 12"
records (one side) with
one winding.

Accessories
Standard straight edge
12" felt-covered
turntable.
Winding handle,
escutcheon and
brake.
Arrow pointer and
dial.
Suspension bolts and
washers.
Okoh sloping edge vel-
vet covered 12"
turntable can be
supplied at an extra
charge, if desired.

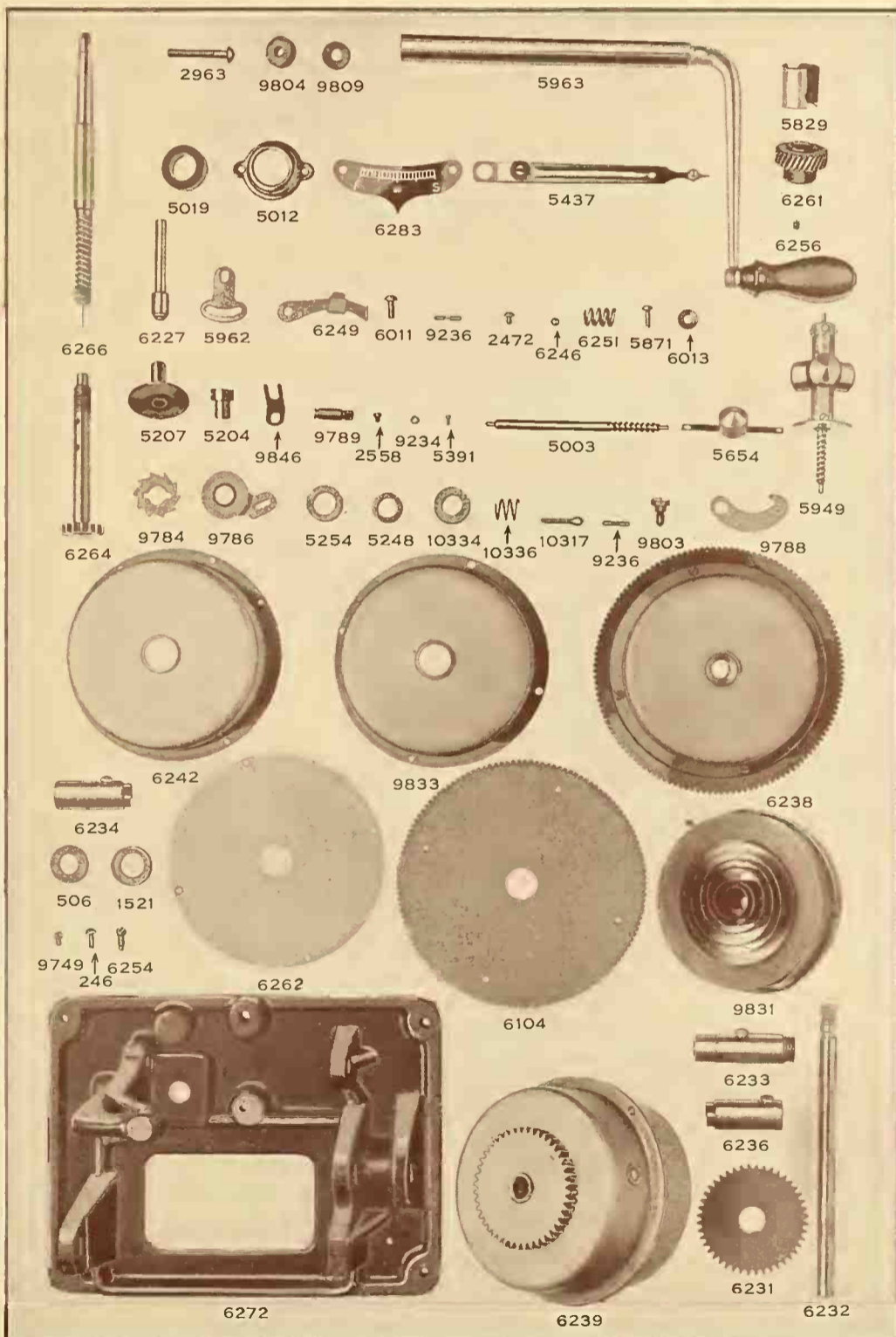


Type
Double worm direct
drive.
Vertical springs (3).
Arrow pointer and
dial speed regulator

Qualities
Absolutely uniform
speed.
Very quiet running.
Very quiet winding.
A splendid puller.
Very simple and dur-
able construction.

For Highest Grade Phonographs

Part No.	Description
506	Felt Oil Retainer
1521	Retainer for Felt Oil Re- tainer
2472	Screw for attaching Pointer Adjuster Plate to Pointer
2558	Screw for attaching Gov- ernor Spring
5003	Governor Shaft
5204	Governor Collar
5207	Governor Disc
5248	Large Steel Washer used on Winding Shaft
5254	Fibre Washer used on Winding Shaft
5391	Governor Set Screw
5654	Governor Spring and Weight
5829	Spring Retainer
5871	Screw for attaching Pointer to Speed Regu- lator Cam Post
5949	Governor Complete
5962	Pointer Adjuster Plate
6011	Governor Bearing Set Screw
6013	Washer used under No. 2472 Screw
6104	Spring Barrel Driving Gear
6227	Speed Regulator Post
6231	Spring Barrel Winding Gear
6232	Spring Barrel Shaft
6233	Spring Barrel Sleeve
6234	Spring Barrel Sleeve
6236	Spring Barrel Sleeve
6238	Single Spring Barrel As- sembly

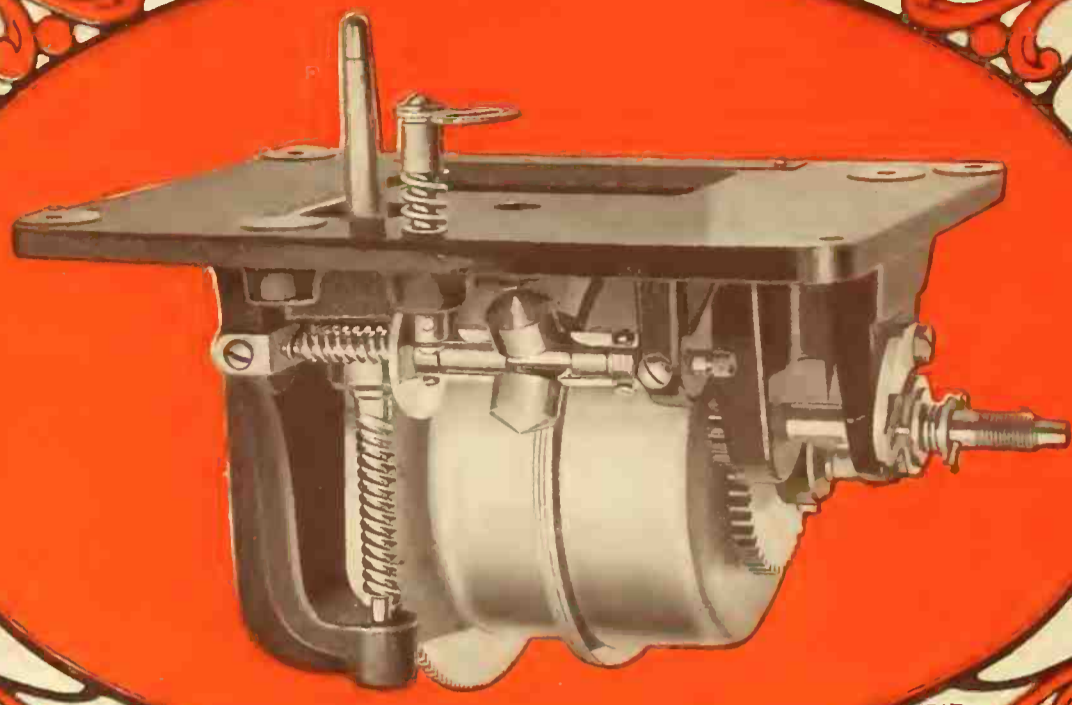


Part No.	Description
6239	Double Spring Barrel Assembly
6242	Spring Barrel Cup (Holes in flange tapped)
6246	Turntable Shaft Thrust Ball
6249	Speed Regulator Lever
6251	Speed Regulator Tension Spring
6254	Set Screw for Spring Barrel Shaft
6256	Screw for attaching Gear to Turntable Shaft
6261	Turntable Shaft Gear
6262	Spring Barrel Spacer
6264	Winding Shaft
6266	Turntable Shaft
6272	Motor Frame
9234	Governor Spring Washer
9236	Pin used in Winding Shaft
9749	Spring Barrel Screw
9784	Ratchet Wheel
9786	Pawl Guide
9788	Pawl
9789	Governor Bearing
9803	Screw for attaching Pawl
9831	Main Spring
9833	Spring Cup (Holes in flange not tapped)
9846	Governor Bearing Re- tainer
10317	Cotter Pin
10334	Small Metal Washer used on Winding Shaft
10336	Coil Spring used on Winding Shaft

ACCESSORIES

	Part No.			Part No.	
	Nickel	Gold		Nickel	Gold
Standard straight edge felt-covered 12" Turntable.....	9662	10277	Escutcheon—Complete	5020	5025
Okoh sloping edge velvet-covered 12" Turntable.....	5564	5747	Motor Mounting Screw.....	2963	
Brake used with straight edge Turntable.....	9400	10079	Rubber Mounting Washer.....	9804	
Brake used with sloping edge Turntable.....	5707	5746	Steel Mounting Washer	9809	
Speed Regulator Pointer.....	5437	5694			
Speed Regulator Dial.....	6283	6284	Winding Handles		
Wood Screw for attaching Speed Regulator Dial.....	6286	6287	6 1/2" Long (inside of bend to end).....	5963	5964
Escutcheon—Metal only	5012	5013	5 3/4" Long (inside of bend to end).....	6467	6469
Escutcheon—Fibre only	5019		4 1/4" Long (inside of bend to end).....	6472	6474

HEINEMAN No 55 MOTOR 2 SPRINGS



Capacity
4 to 4½ average 10"
or 3 average 12" records
(one side) with
one winding.

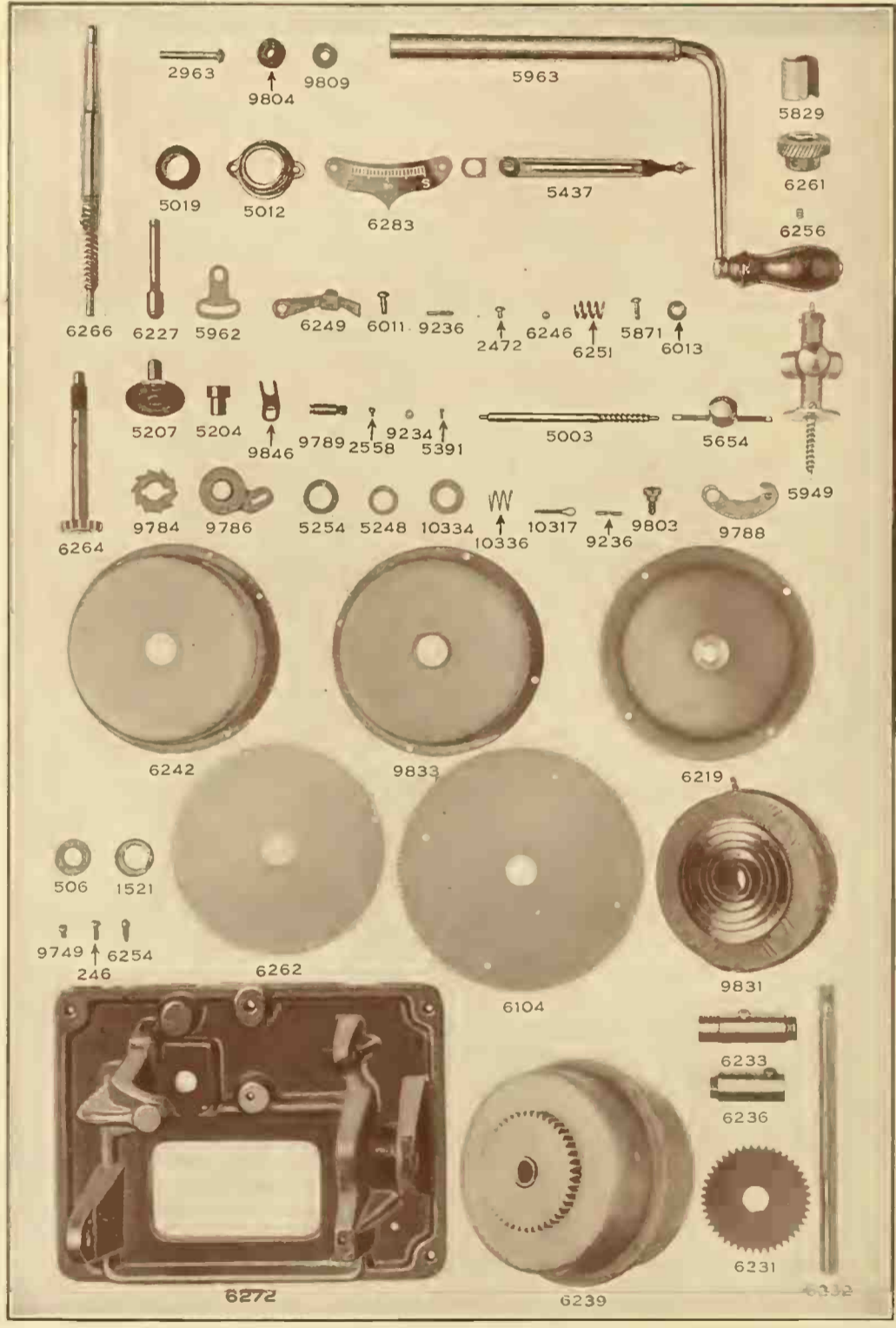
Accessories
Standard straight edge
12" felt-covered
turntable.
Winding handle,
escutcheon and
brake.
Arrow pointer and
dial.
Suspension bolts and
washers.
Okeh sloping edge velvet
covered 12"
turntable can be
supplied at an extra
charge, if desired.

Type
Double-worm direct
drive.
Vertical springs (2).
Arrow pointer and
dial speed regulator.

Qualities
Absolutely uniform
speed.
Very quiet running.
Very quiet winding.
A splendid puller.
Very simple and durable
construction.

For Highest Grade Phonographs

Part No.	Description
246	Screw for attaching Spring Barrel Driving Gear to Hub
506	Felt Oil Retainer
1521	Retainer for Felt Oil Retainer
2472	Screw for attaching Pointer Adjuster Plate to Pointer
2558	Screw for attaching Governor Springs
5003	Governor Shaft
5204	Governor Collar
5207	Governor Disc
5248	Large Steel Washer used on Winding Shaft
5254	Fibre Washer used on Winding Shaft
5391	Governor Set Screw
5654	Governor Spring and Weight
5829	Spring Retainer
5871	Screw for attaching Pointer to Speed Regulator Cam Post
5949	Governor Complete
5962	Pointer Adjuster Plate
6011	Governor Bearing Set Screw
6013	Washer used under No. 2472 Screw
6104	Spring Barrel Driving Gear
6219	Spring Barrel Hub
6227	Speed Regulator Post
6231	Spring Barrel Winding Gear
6232	Spring Barrel Shaft
6233	Spring Barrel Sleeve
6236	Spring Barrel Sleeve
6239	Double Spring Barrel Assembly



Part No.	Description
6242	Spring Barrel Cup (Holes in flange tapped)
6246	Turntable Shaft Thrust Ball
6249	Speed Regulator Lever
6251	Speed Regulator Tension Spring
6254	Set Screw for Spring Barrel Shaft
6256	Screw for attaching Gear to Turntable Shaft
6261	Turntable Shaft Gear
6262	Spring Barrel Spacer
6264	Winding Shaft
6266	Turntable Shaft
6272	Motor Frame
9234	Governor Spring Washer
9236	Pin used in Winding Shaft
9749	Spring Barrel Screw
9784	Ratchet Wheel
9786	Pawl Guide
9788	Pawl
9789	Governor Bearing
9803	Screw for attaching Pawl
9831	Main Spring
9833	Spring Cup (Holes in flange not tapped)
9846	Governor Bearing Retainer
10317	Cotter Pin
10334	Small Metal Washer used on Winding Shaft
10336	Coil Spring used on Winding Shaft

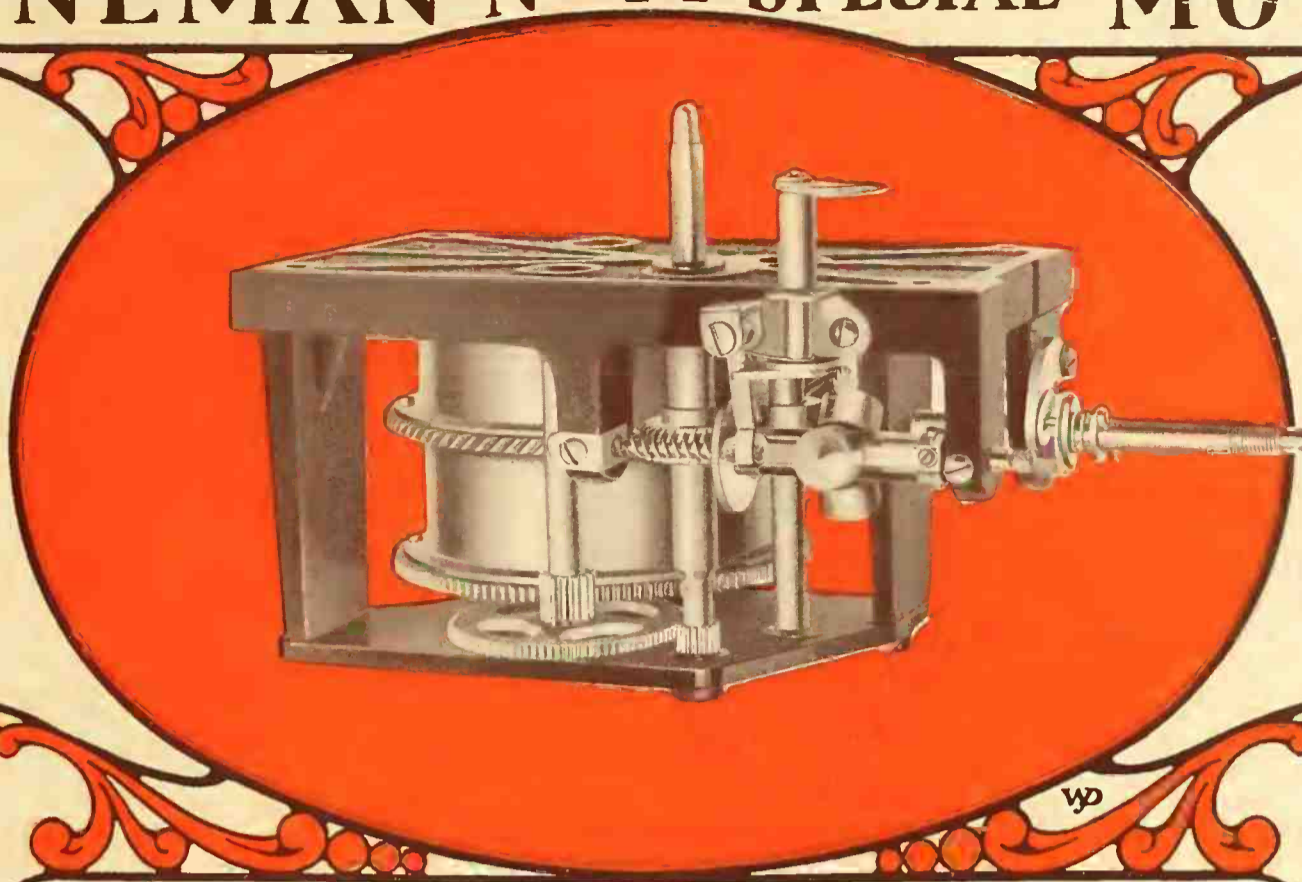
ACCESSORIES

Part No.	Nickel	Gold	Part No.	Nickel	Gold
Standard straight edge felt-covered 12" Turntable	9062	10277	Escutcheon—Complete	5020	6025
Okeh sloping edge velvet covered 12" Turntable	5584	5747	Motor Mounting Screw	2963	
Brake used with straight edge Turntable	9409	10079	Rubber Mounting Washer	9804	
Brake used with sloping edge Turntable	5707	5746	Steel Mounting Washer	9809	
Speed Regulator Pointer	5437	5694	Winding Handles		
Speed Regulator Dial	6285	6284	6 1/4" Long (inside of bend to end)	5963	5964
Wood Screw for attaching Speed Regulator Dial	6286	6287	5 3/4" Long (inside of bend to end)	6467	6469
Escutcheon—Metal only	5012	5013	4 1/4" Long (inside of bend to end)	6472	6474
Escutcheon—Fibre only	5019				

HEINEMAN No 44 SPECIAL MOTOR

Capacity
6 to 7 average 10" or
5 average 12" records
(one side) with one
winding.

Accessories
Standard straight edge
12" felt-covered
turntable.
Winding handle,
escutcheon and
brake.
Arrow pointer and
dial.
Suspension bolts and
washers.
Okeh sloping edge vel-
vet covered 12"
turntable can be
supplied at an extra
charge, if desired.

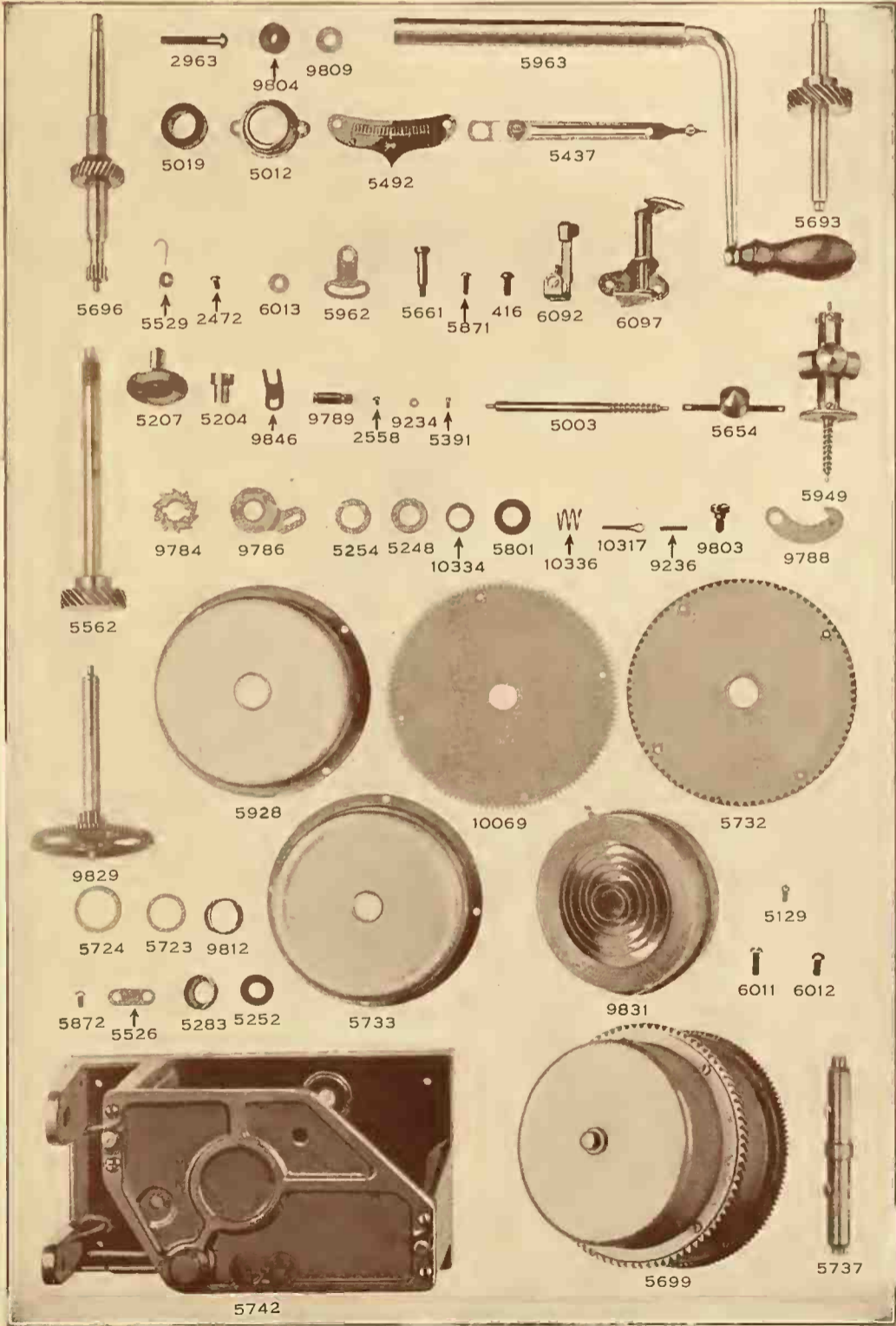


Type
Horizontal springs
(2), 17 feet by
1 3/16 inches.
Arrow pointer and
dial speed regulator.
Worm drive with in-
termediate gear.
All gears are milled,
including winding
gears.

Qualities
Absolutely uniform
speed.
Quiet running.
Quiet winding.
Splendid pulling power
and capacity.
Very simple and dur-
able construction.

A Very Fine, Large, Powerful Motor Suitable for Highest Grade Phonographs

Part. No.	Description
416	8/32 Screw for attaching No. 6097 to Motor Frame
2472	Screw for attaching Pointer Adjuster Plate to Pointer
2558	Screw for attaching Governor Springs
5003	Governor Shaft
5129	Spring Barrel Screw
5204	Governor Collar
5207	Governor Disc
5248	Large Steel Washer used on Winding Shaft
5252	Felt Oil Retainer used around Turntable Shaft
5254	Fibre Washer used on Winding Shaft
5283	Retainer for Felt Oil Retainer
5391	Governor Set Screw
5526	Intermediate Gear Thrust Bearing
5529	Speed Regulator Tension Spring
5562	Winding Shaft
5608BE	Motor Frame only
5609BE	Bottom plate only
5654	Governor Spring and Weight
5661	Special Screw for attaching No. 6097 to Motor Frame
5693	Intermediate Winding Shaft and Gear
5696	Turntable Shaft
5699	Spring Barrel Complete
5723	Upper Spring Barrel Spacer
5724	Spacer used between Spring Cups
5732	Spring Barrel Winding Gear
5733	Upper Spring Cup



Part. No.	Description
5737	Spring Barrel Shaft
5742	Motor Frame with Bottom Plate
5801	Fibre Spacer used on Winding Shaft
5871	Screw for attaching Pointer to Speed Regulator Cam Post
5872	Screw for attaching No. 5526 to Frame
5928	Lower Spring Cup
5949	Governor Complete
5962	Pointer Adjuster Plate
6011	Governor Bearing Set Screw
6012	Screw for attaching Bottom Plate
6013	Washer used under No. 2472 Screw
6092	Speed Regulator Lever
6097	Speed Regulator Cam Post Assembly
9234	Governor Spring Washer
9236	Pin used in Winding Shaft
9784	Ratchet Wheel
9786	Pawl Guide
9788	Pawl
9789	Governor Bearing
9803	Screw for attaching Pawl
9812	Lower Spring Barrel Spacer
9829	Intermediate Gear
9831	Main Spring
9846	Governor Bearing Retainer
10069	Spring Barrel Driving Gear
10317	Cotter Pin
10334	Small Metal Washer used on Winding Shaft
10336	Coil Spring used on Winding Shaft

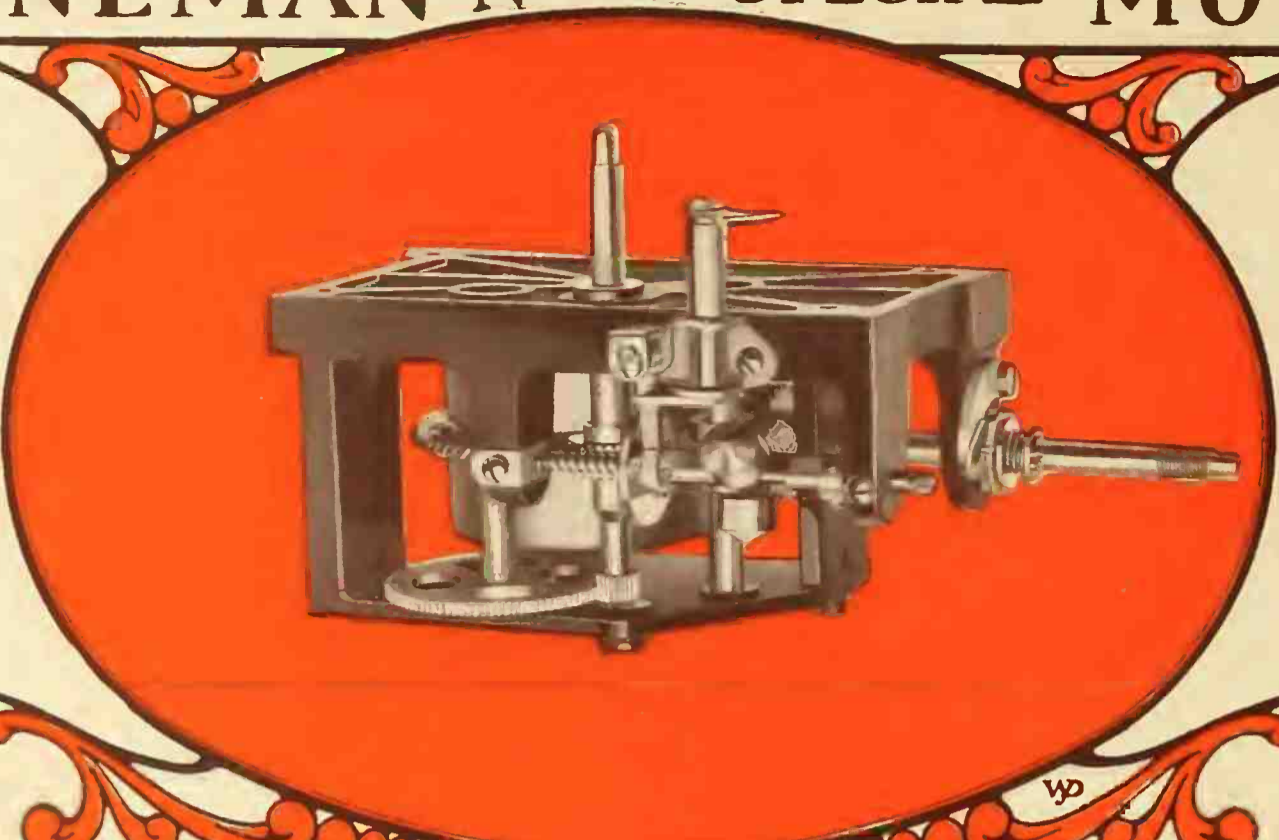
ACCESSORIES

Part No.	Nickel	Gold	Part No.	Nickel	Gold
Standard straight edge felt-covered 12" Turntable.....	9662	10277	Escutcheon—Complete	5020	5025
Okeh sloping edge velvet-covered 12" Turntable.....	5564	5747	Motor Mounting Screw	2965	
Brake used with straight edge Turntable.....	9409	10079	Rubber Mounting Washer.....	9804	
Brake used with sloping edge Turntable.....	5707	5746	Steel Mounting Washer	9809	
Speed Regulator Pointer.....	5437	5694	Winding Handles		
Speed Regulator Dial.....	6492	6493	6 1/4" Long (inside of bend to end).....	5963	5964
Escutcheon—Metal only	5012	5013	6 3/4" Long (inside of bend to end).....	6467	6469
Escutcheon—Fibre only	5019		4 1/2" Long (inside of bend to end).....	6472	6474

HEINEMAN No 77 SPECIAL MOTOR

Capacity
4 to 4½ average 10"
or 3 average 12" rec-
ords (one side) with
one winding

Accessories
Standard straight edge
12" felt-covered
turntable.
Winding handle,
escutcheon and
brake.
Arrow pointer and
dial.
Suspension bolts and
washers.
Okel sloping edge vel-
vet covered 12"
turntable can be
supplied at an extra
charge, if desired.

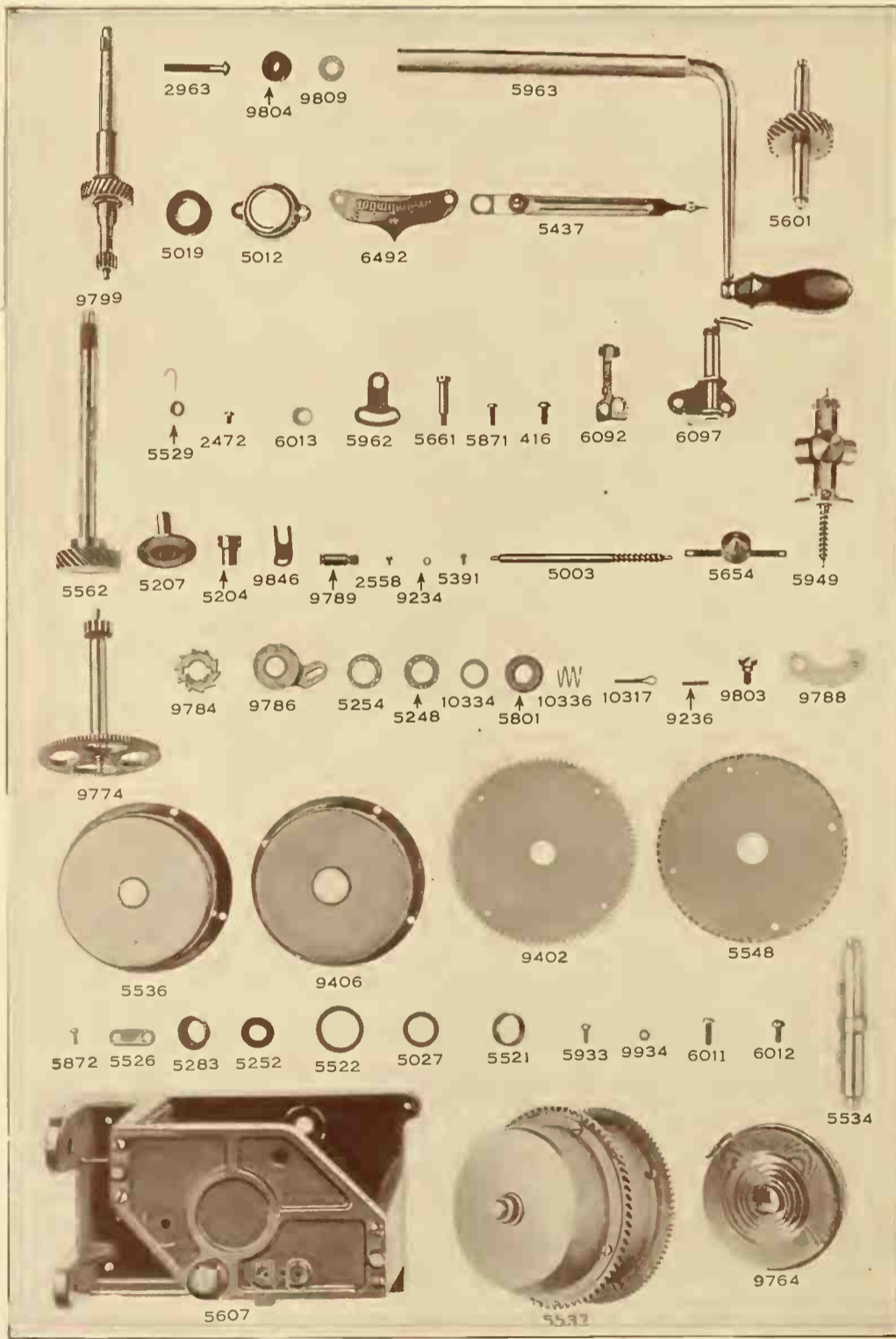


Type
Horizontal springs
(2).
Arrow pointer and
dial speed regulator
Worm drive with in-
termediate gear.
All gears are milled,
including winding
gears.

Qualities
Absolutely uniform
speed.
Quiet running.
Quiet winding.
Splendid pulling pow-
er and capacity.
Very simple and dur-
able construction.

The Best Known and Most Popular Phonograph Motor on the Market

Part No.	Description
416	8/32 Screw for attaching No. 6097 to Motor Frame
2472	Screw for attaching Pointer Adjuster Plate to Pointer
2558	Screw for attaching Governor Springs
5003	Governor Shaft
5027	Upper Spring Barrel Spacer
5204	Governor Collar
5207	Governor Disc
5248	Large Steel Washer used on Winding Shaft
5252	Felt Oil Retainer used around Turntable Shaft
5254	Fibre Washer used on Winding Shaft
5283	Retainer for Felt Oil Retainer
5391	Governor Set Screw
5521	Lower Spring Barrel Spacer
5522	Spacer used between Spring Cups
5526	Intermediate Gear Thrust Bearing
5529	Speed Regulator Tension Spring
5534	Spring Barrel Shaft
5536	Lower Spring Cup
5537	Spring Barrel Complete
5548	Spring Barrel Winding Gear
5556BE	Motor Frame only
5557BE	Bottom Plate only
5562	Winding Shaft
5601	Intermediate Winding Shaft and Gear
5607	Motor Frame with Bottom Plate
5654	Governor Spring and Weight



Part No.	Description
5661	Special Screw for attaching No. 6097 to Motor Frame
5801	Fibre Spacer used on Winding Shaft
5871	Screw for attaching Pointer to Speed Regulator Cam Post
5872	Screw for attaching No. 5526 to Frame
5933	Spring Barrel Screw
5949	Governor Complete
5962	Pointer Adjuster Plate
6011	Governor Bearing Set Screw
6012	Screw for attaching Bottom Plate
6013	Washer used under No. 2472 Screw
6092	Speed Regulator Lever
6097	Speed Regulator Cam Post Assembly
9234	Governor Spring Washer
9236	Pin used in winding Shaft
9402	Spring Barrel Driving Gear
9406	Upper Spring Cup
9764	Main Spring
9774	Intermediate Gear
9784	Ratchet Wheel
9786	Pawl Guide
9788	Pawl
9789	Governor Bearing
9799	Turntable Shaft
9803	Screw for attaching Pawl
9846	Governor Bearing Retainer
9934	Spring Barrel Nut
10317	Cotter Pin
10334	Small Metal Washer used on Winding Shaft
10336	Coil Spring used on Winding Shaft.

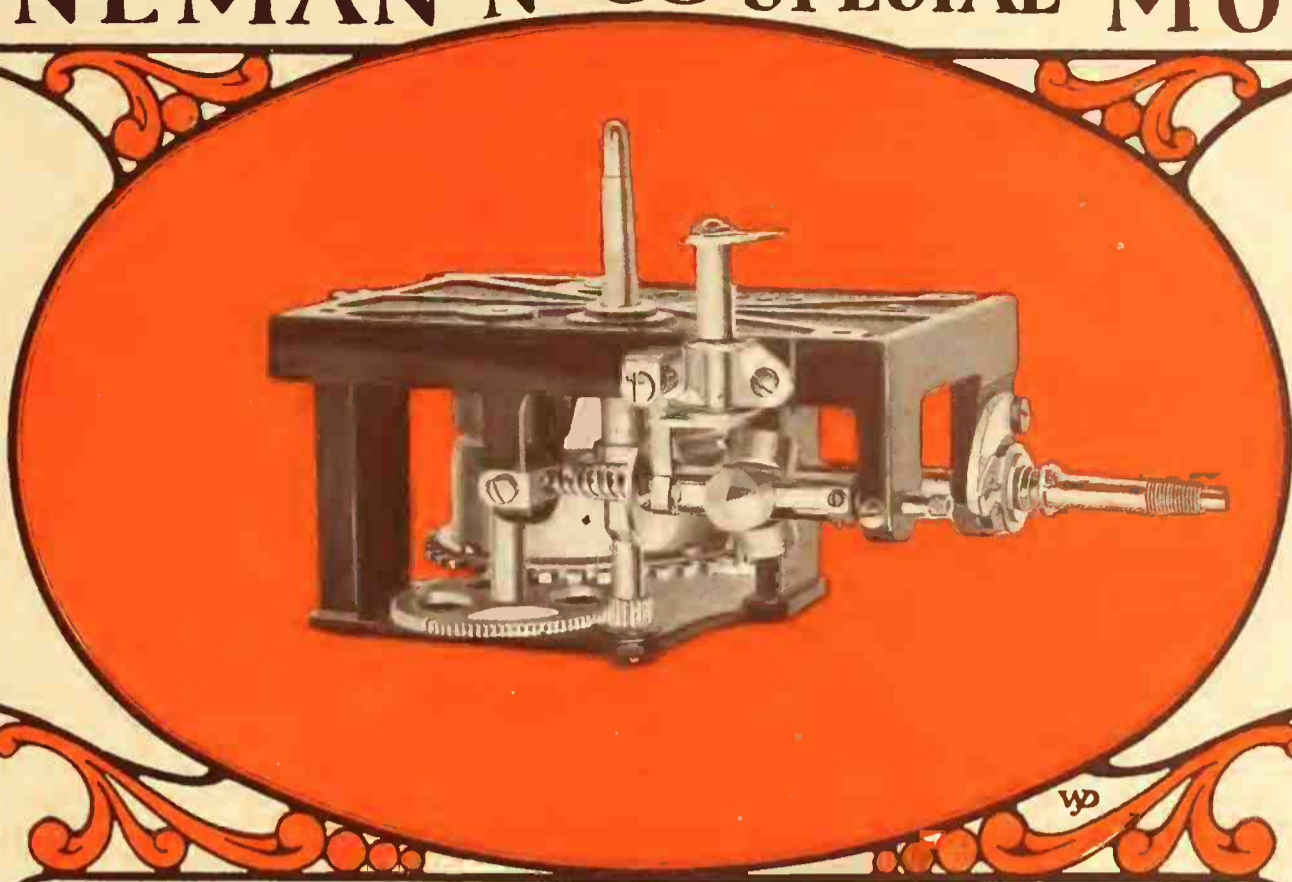
ACCESSORIES

Part No.	Nickel	Gold	Part No.	Nickel	Gold
Standard straight edge felt-covered 12" Turntable	9662	10277	Escutcheon—Complete	5020	5025
Okel sloping edge velvet-covered 12" Turntable	5561	5747	Motor Mounting Screw	2963	
Brake used with straight edge Turntable	9400	10079	Rubber Mounting Washer	9804	
Brake used with sloping edge Turntable	5707	5746	Steel Mounting Washer	9809	
Speed Regulator Pointer	5437	5094			
Speed Regulator Dial	6492	6493	Winding Handles		
Escutcheon—Metal only	5012	5013	6½" Long (inside of bend to end)	5963	5964
	5014		5¾" Long (inside of bend to end)	6457	6459
			4¾" Long (inside of bend to end)	6672	6674

HEINEMAN No 33 SPECIAL MOTOR

Capacity
4 to 4½ average 10"
or 3 average 12" rec-
ords (one side) with
one winding.

Accessories
Standard straight edge
12" felt-covered
turntable.
Winding handle,
escutcheon, and
brake.
Arrow pointer and
dial.
Suspension bolts and
washers.
Okeh sloping edge
velvet covered 12"
turntable can be
supplied at an extra
charge, if desired.

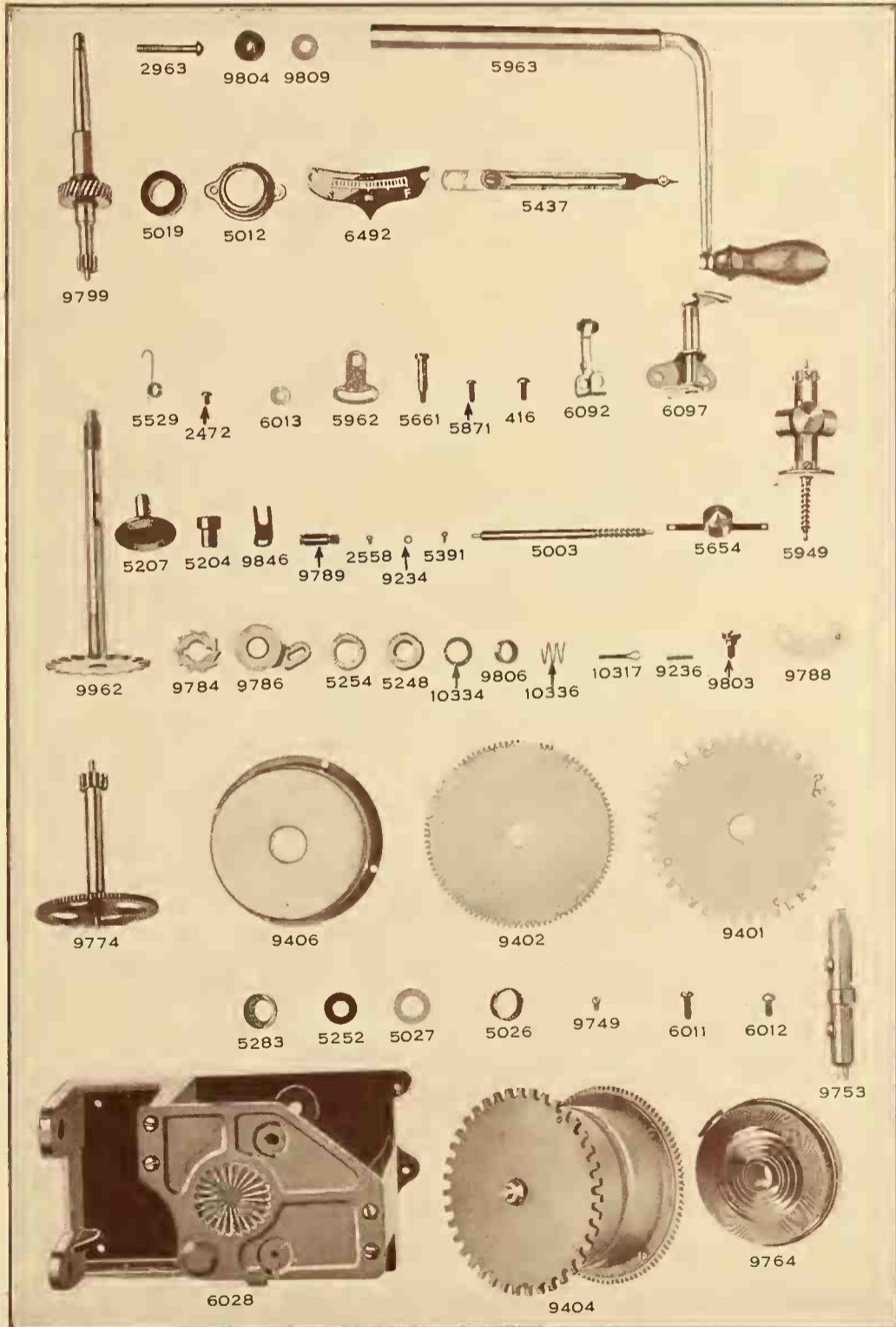


Type
Horizontal springs
(2).
Arrow pointer and
dial speed regulator
Worm drive with in-
termediate gear.
Sprocket wind.

Qualities
Uniform speed.
Quiet running.
Good pulling power
and capacity.
Simple and durable
construction.

A Reliable and Satisfactory Motor at a Moderate Price

Part No.	Description
416	8/32 Screw for attaching No. 6097 to Motor Frame
2472	Screw for attaching Pointer Adjuster Plate to Pointer
2558	Screw for attaching Governor Springs
5003	Governor Shaft
5026	Lower Spring Barrel Spacer
5027	Upper Spring Barrel Spacer
5204	Governor Collar
5207	Governor Disc
5248	Large Steel Washer used on Winding Shaft
5252	Felt Oil Retainer used around Turntable Shaft
5254	Fibre Washer used on Winding Shaft
5269BE	Bottom Plate only
5283	Retainer for Felt Oil Retainer
5391	Governor Set Screw
5529	Speed Regulator Tension Spring
5654	Governor Spring and Weight
5661	Special Screw for attaching No. 6097 to Motor Frame
5871	Screw for attaching Pointer to Speed Regulator Cam Post
5949	Governor Complete
5962	Pointer Adjuster Plate
6011	Governor Bearing Set Screw
6012	Screw for attaching Bottom Plate



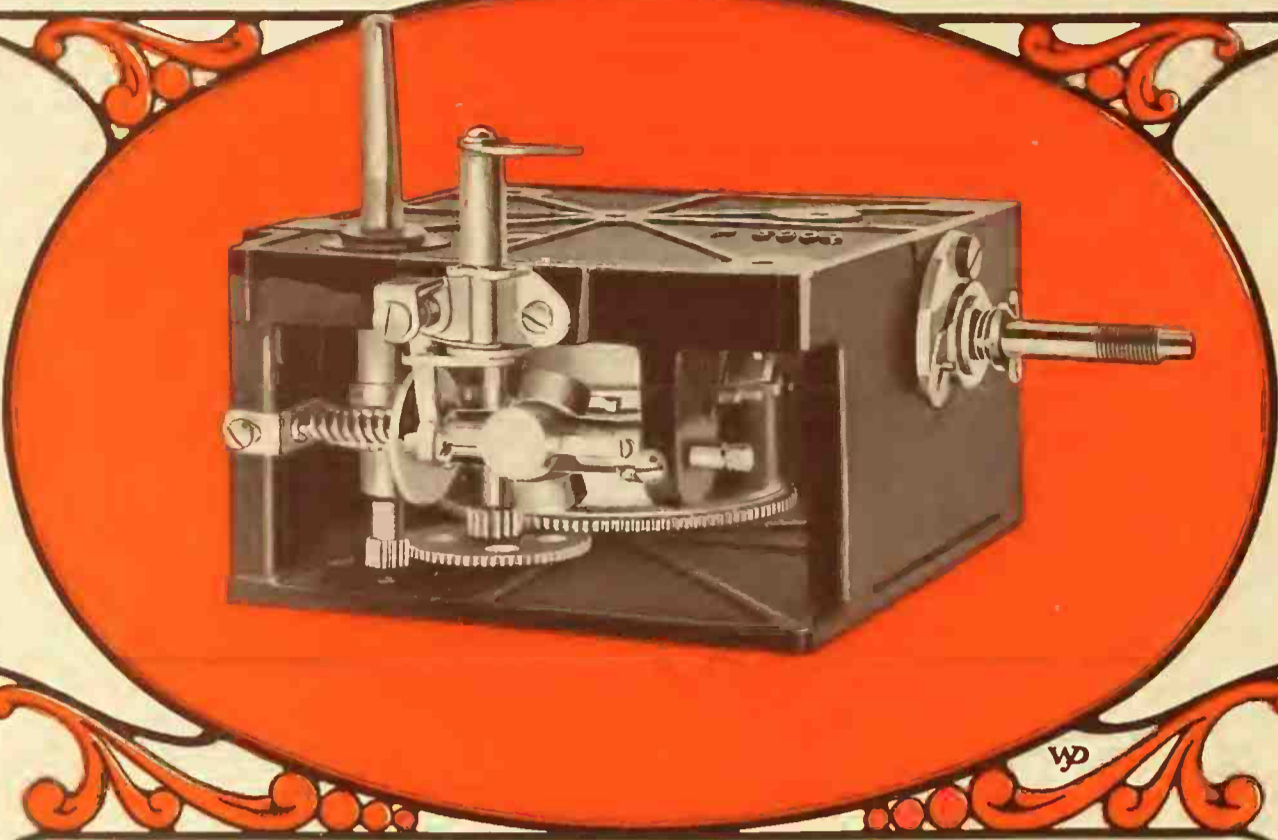
Part No.	Description
6013	Washer used under No. 2472 Screw
6028	Motor Frame with Bottom Plate
6092	Speed Regulator Lever
6097	Speed Regulator Cam Post Assembly
9234	Governor Spring Washer
9236	Pin used in Winding Shaft
9401	Spring Barrel Winding Gear
9402	Spring Barrel Driving Gear
9404	Spring Barrel Complete
9406	Spring Cup
9749	Spring Barrel Screw
9753	Spring Barrel Shaft
9764	Main Spring
9768BE	Motor Frame only
9774	Intermediate Gear
9784	Ratchet Wheel
9786	Pawl Guide
9788	Pawl
9789	Governor Bearing
9799	Turntable Shaft
9803	Screw for attaching Pawl
9806	Winding Shaft Collar
9846	Governor Bearing Retainer
9962	Winding Shaft
10317	Cotter Pin
10334	Small Metal Washer used on Winding Shaft
10336	Coil Spring used on Winding Shaft

Part No.		Part No.	
Nickel	Gold	Nickel	Gold
Standard straight edge felt covered 12" Turntable	9662	Escutcheon—Complete	5620
Okeh sloping edge velvet covered 12" Turntable	5564	Motor Mounting Screw	2963
Brake used with straight edge Turntable	9409	Rubber Mounting Washer	9804
Brake used with sloping edge Turntable	5707	Steel Mounting Washer	9809
Speed Regulator Pointer	5437	Winding Handles	
Speed Regulator Dial	5437	6½" Long (inside of bend to end)	5963
Escutcheon—Metal only	6492	5½" Long (inside of bend to end)	6487
Escutcheon—Fibre only	5012	4¾" Long (inside of bend to end)	6472
	5019		5964
			6489
			6474

HEINEMAN ——— N° 22 MOTOR

Capacity
3 average 10" or 2 average 12" records (one side) with one winding.

Accessories
Standard straight edge 12" felt-covered turntable.
Winding handle, escutcheon and brake.
Arrow pointer and dial.
Suspension bolts and washers.
Okeh sloping edge velvet-covered 12" turntable can be supplied at an extra charge, if desired.

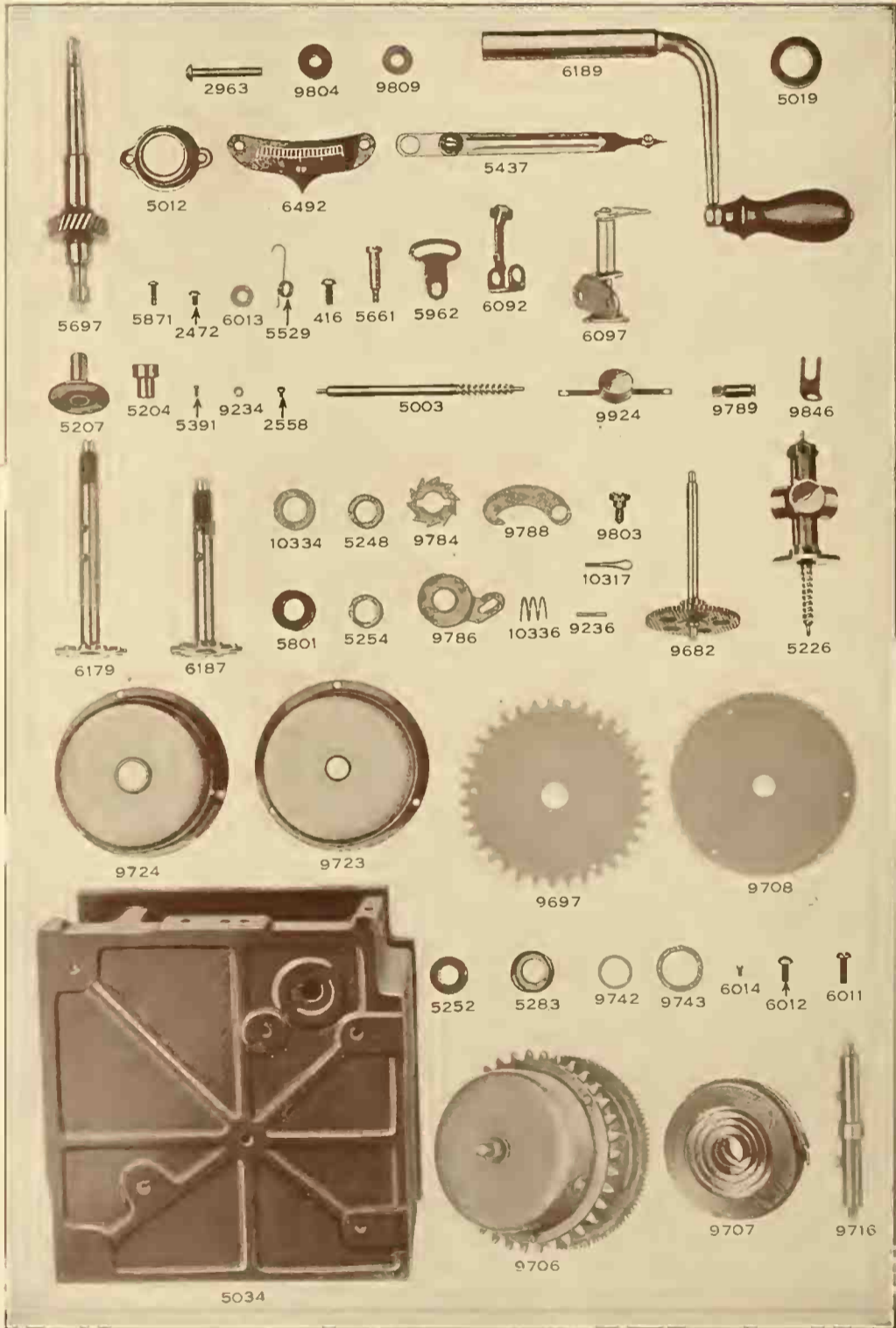


Type
Horizontal springs (2).
Arrow pointer and dial speed regulator.
Worm drive with intermediate gear.
Sprocket wind.

Qualities
Heavy semi-enclosed casing, giving splendid "eye-value."
Uniform speed.
Quiet running.
Good pulling power.
Very strong and durable in construction.

Specially Adapted for Low-Priced Console and Upright Phonographs

Part No.	Description
6012	Screw for attaching Bottom Plate
6013	Washer used under No. 2472 Screw
6014	Spring Barrel Screw
6092	Speed Regulator Lever
6097	Speed Regulator Cam Post Assembly
6179	Winding Shaft (Long)
6187	Winding Shaft (Short)
9234	Governor Spring Washer
9236	Pin used in Winding Shaft
9682	Intermediate Gear
9697	Spring Barrel Winding Gear
9706	Spring Barrel Complete
9707	Main Spring
9708	Spring Barrel Driving Gear
9716	Spring Barrel Shaft
9723	Upper Spring Cup
9724	Lower Spring Cup
9742	Lower Spring Barrel Spacer
9743	Upper Spring Barrel Spacer
9784	Ratchet Wheel
9786	Pawl Guide
9788	Pawl
9789	Governor Bearing
9803	Screw for attaching Pawl
9846	Governor Bearing Retainer
9924	Governor Spring and Weigh.
10317	Cotter Pin
10334	Small Metal Washer used on Winding Shaft



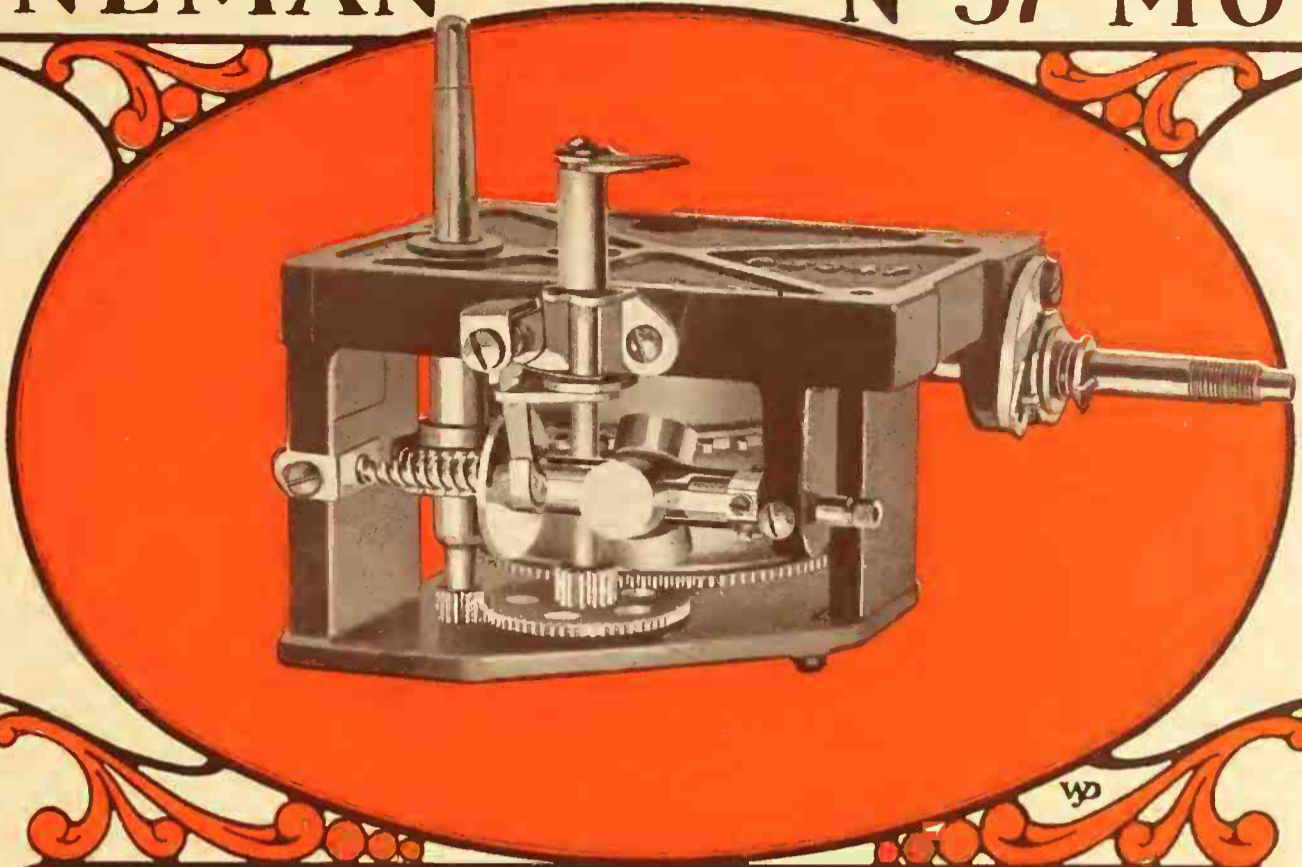
Part No.	Description
10336	Coil Spring used on Winding Shaft
416	8/32 Screw for attaching No. 6097 to Motor Frame
2472	Screw for attaching Pointer Adjuster Plate to Pointer
2558	Screw for attaching Governor Springs
5003	Governor Shaft
5004BE	Motor Frame only
5006BE	Bottom Plate only
5034	Motor Frame with Bottom Plate
5204	Governor Collar
5207	Governor Disc
5226	Governor Complete
5248	Large Steel Washer used on Winding Shaft
5252	Felt Oil Retainer used around Turntable Shaft
5254	Fibre Washer used on Winding Shaft
5283	Retainer for Felt Oil Retainer
5391	Governor Set Screw
5529	Speed Regulator Tension Spring
5661	Special Screw for attaching No. 6097 to Motor Frame
5697	Turntable Shaft
5801	Fibre Spacer used on Winding Shaft
5871	Screw for attaching Pointer to Speed Regulator Cam Post
5962	Pointer Adjuster Plate
6011	Governor Bearing Set Screw

ACCESSORIES

Part No.	Description	Part No.	Description
9662	Escutcheon—Complete	5020	Motor mounting Screw
5564	Motor mounting Screw	2963	Rubber mounting Washer
9468	Rubber mounting Washer	9804	Steel mounting Washer
5707	Steel mounting Washer	9809	Winding Handles
5437	Winding Handles	6182	2 3/4" Long (inside of bend to end)
6189	4" Long (inside of bend to end)	6184	3 1/4" Long (inside of bend to end)
5019	4" Long (inside of bend to end)	6189	4" Long (inside of bend to end)

HEINEMAN

Nº 37 MOTOR



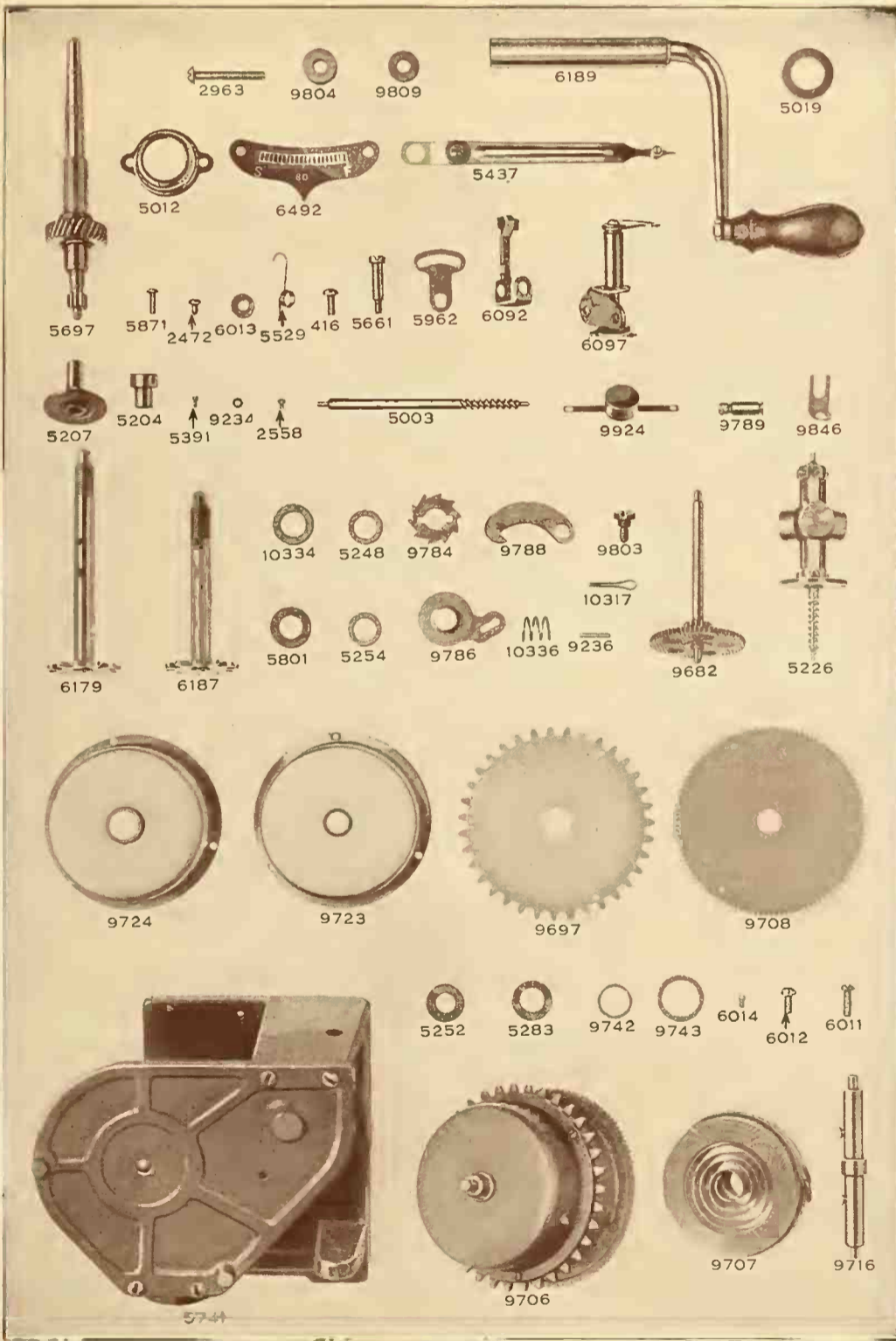
Capacity
3 average 10" or 2 average 12" records (one side) with one winding.

Accessories
Standard straight edge 12" felt-covered turntable.
Winding handle, escutcheon and brake.
Arrow pointer and dial.
Suspension bolts and washers.
Okeh sloping edge velvet covered 12" turntable can be supplied at an extra charge, if desired.

Type
Horizontal springs (2).
Arrow pointer and dial speed regulator.
Worm drive with intermediate gear.
Sprocket wind.

Qualities
Uniform speed.
Quiet running.
Good pulling power.
Light in weight, but strong and durable in construction.

Motor Specially Adapted for High Grade Portable and Table Machines



- | Part No. | Description |
|----------|--|
| 6014 | Spring Barrel Screw |
| 6092 | Speed Regulator Lever |
| 6097 | Speed Regulator Cam Post Assembly |
| 9234 | Governor Spring Washer |
| 9236 | Pin used in Winding Shaft |
| 9682 | Intermediate Gear |
| 9697 | Spring Barrel Winding Gear |
| 9706 | Spring Barrel Complete. |
| 9707 | Main Spring |
| 9708 | Spring Barrel Winding Gear |
| 9716 | Spring Barrel Shaft |
| 9723 | Upper Spring Cup |
| 9724 | Lower Spring Cup |
| 9742 | Lower Spring Barrel Spacer |
| 9743 | Upper Spring Barrel Spacer |
| 9784 | Ratchet Wheel |
| 9786 | Pawl Guide |
| 9788 | Pawl |
| 9789 | Governor Bearing |
| 9803 | Screw for attaching Pawl |
| 9846 | Governor Bearing Retainer |
| 9924 | Governor Spring and Weight |
| 10317 | Cotter Pin |
| 10334 | Small Metal Washer used on Winding Shaft |
| 10336 | Coil Spring used on Winding Shaft |

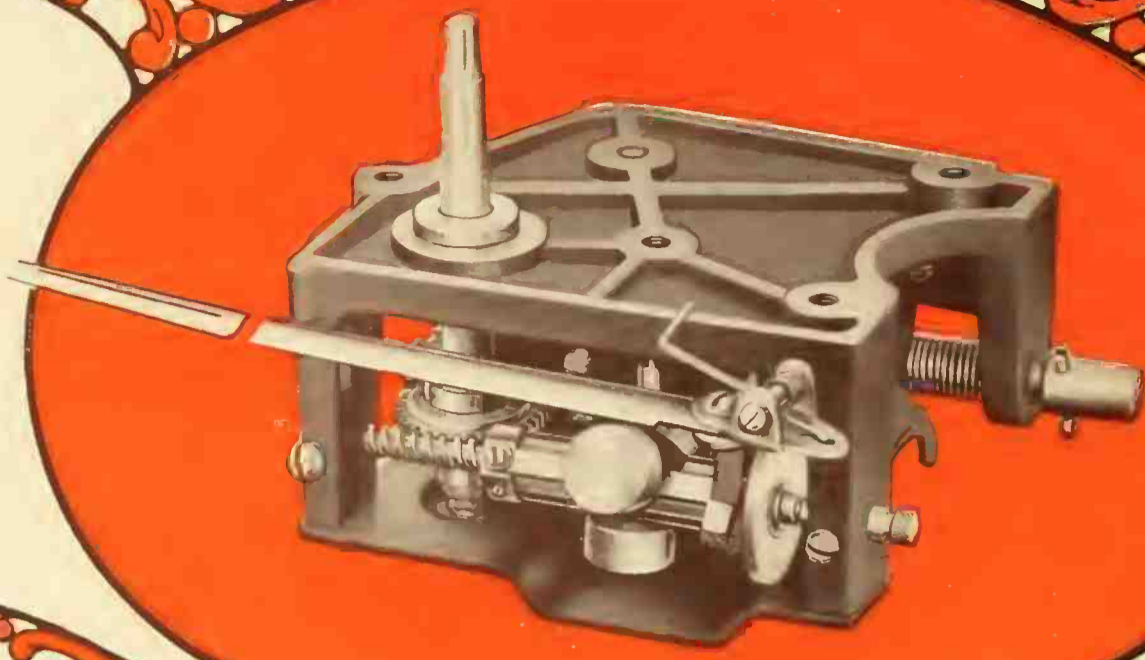
- WINDING SHAFTS**
- 6179 Long— $\frac{3}{8}$ " diameter
 - 6187 Short— $\frac{3}{8}$ " diameter
 - 6109 Long— $\frac{3}{8}$ " diameter ($\frac{1}{4}$ " at thread)
 - NS Sk444 Short— $\frac{3}{8}$ " diameter ($\frac{1}{4}$ " at thread)

- | Part No. | Description |
|----------|---|
| 416 | 8/32 Screw for attaching No. 6097 to Motor Frame |
| 2472 | Screw for attaching Pointer Adjuster Plate to Pointer |
| 2558 | Screw for attaching Governor Springs |
| 5003 | Governor Shaft |
| 5204 | Governor Collar |
| 5207 | Governor Disc |
| 5226 | Governor Complete |
| 5248 | Large Steel Washer used on Winding Shaft |
| 5252 | Felt Oil Retainer used around Turntable Shaft |
| 5254 | Fibre Washer used on Winding Shaft |
| 5283 | Retainer for Felt Oil Retainer |
| 5391 | Governor Set Screw |
| 5529 | Speed Regulator Tension Spring |
| 5547 | Motor Frame only |
| 5661 | Special Screw for attaching No. 6097 to Motor Frame |
| 5567 | Bottom Plate only |
| 5697 | Turntable Shaft |
| 5741 | Motor Frame with Bottom Plate |
| 5801 | Fibre Spacer used on Winding Shaft |
| 5871 | Screw for attaching Pointer to Speed Regulator Cam Post |
| 5962 | Pointer Adjuster Plate |
| 6011 | Governor Bearing Set Screw |
| 6012 | Screw for attaching Bottom Plate |
| 6013 | Washer used under No. 2472 Screw |

ACCESSORIES

Part No.	Description	Part No.	Description
9661	Standard straight edge felt covered 10" Turntable	9662	Standard straight edge felt covered 12" Turntable
5564	Okeh sloping edge velvet covered 12" Turntable	9409	Brake used with straight edge Turntable
5437	Brake used with sloping edge Turntable	5707	Speed Regulator Pointer
5437	Speed Regulator Dial	6492	Escutcheon—Metal only
5012	Escutcheon—Fibre only	5019	Escutcheon—Complete
5020	Escutcheon—Complete	5015	Escutcheon—Complete for use with handle of 3/8" stock
9661	Motor Mounting Screw		
	7/8" Long (inside of bend to end), 9/16" stock		Winding Handles
	5/4" Long (inside of bend to end), 9/16" stock		6182
	1" Long (inside of bend to end), 9/16" stock		6184
	Above handles used only with shafts 3/8" diameter at thread.		6189
	2 1/2" Long (inside of bend to end), 9/16" stock		465
	5/4" Long (inside of bend to end), 9/16" stock		436
	1" Long (inside of bend to end), 9/16" stock		5082
	1 1/16" Long (inside of bend to end), 3/8" stock		5832
	Above handles used only with shafts 1/4" diameter at thread.		

HEINEMAN FLYER MOTOR



Capacity
2 average 10" or 11 1/2" to 1 1/2" 12" records (one side) with one winding.

Qualities
Quiet running.
Quiet and easy winding.
Light in weight.
Simple, durable and substantial in construction.

Type
Single Spring.
Worm drive.
Sprocket wind.

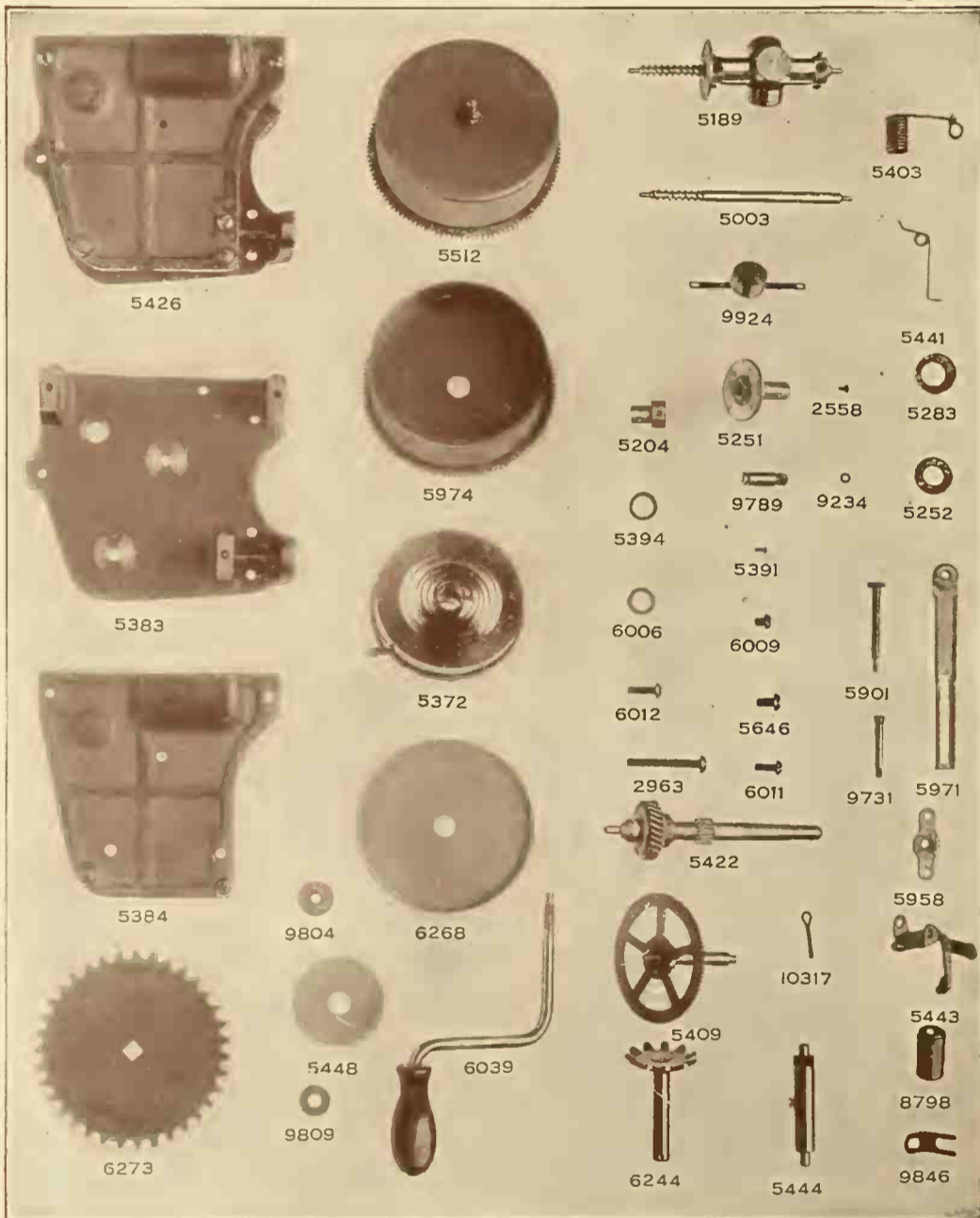
Accessories
Standard straight edge felt covered 10" turntable.
Winding handle, escutcheon and brake.
Top speed regulator screw and plate (for use on either side of cabinet as specified).
Suspension bolts and washers.

Supplied regularly with No. 5832 handle.

Specially Adapted for Low-Priced Portable Machines

The Most Powerful Motor of Its Size

Part No.	Description
517	Winding Shaft Coupling (threaded on outside)
2558	Governor Spring Screw
5003	Governor Shaft
5189	Governor Complete
5204	Governor Collar
5251	Governor Disc
5252	Felt Oil Retainer used around Turntable Shaft
5283	Retainer for No. 5252 Felt
5372	Main Spring
5383	Motor Frame
5384	Motor Bottom Plate
5391	Screw for holding Governor Collar to Shaft
5394	Upper Spring Barrel Collar
5403	Winding Shaft Tension Spring
5409	Intermediate Gear
5422	Turntable Shaft
5426	Motor Frame and Bottom Plate Ass'm
5441	Speed Regulator Tension Spring
5443	Speed Regulator Bracket
5444	Speed Barrel Shaft
5448	Fibre Spring Barrel Spacer
5512	Spring Barrel Complete
5646	Screw Used to Attach No. 5403 Spring to Motor Casting



Part No.	Description
5971	Speed Regulator Lever (specify length required)
5974	Spring Cup and Gear Ass'm
6006	Spacing Washer used on Winding Shaft
6009	Screw for attaching No. 5136 Speed Regulator Lever to No. 5443 Bracket
6011	Governor Bearing Set Screw
6012	Screw for attaching No. 5384 Bottom Plate to No. 5383 Motor Frame
6244	Winding Shaft and Pinion Gear Ass'm
6268	Spring Barrel Cover
6273	Spring Barrel Winding Gear
8798	Winding Shaft Coupling (threaded on inside)
9234	Governor Spring Washer
9731	Screw for attaching No. 5443 Speed Regulator Bracket to Motor Frame
9789	Governor Bearing
9846	Governor Bearing Retainer Clip
9924	Governor Spring and Weight
10317	Cotter Pin

ACCESSORIES

Part No.	Description	Part No.	Description
9661	Standard straight edge felt covered 10" Turntable	9804	Rubber Mounting Washer
9408	Brake for Turntable	9809	Steel Mounting Washer
5901	Speed Regulator Screw		
5958	Speed Regulator Screw Escutcheon (for use on right hand side of Cabinet)		
6086	Speed Regulator Screw Escutcheon (for use on left hand side of Cabinet)		
5015	Escutcheon for Handle—complete		
2963	Motor Mounting Screw		
			Winding Handles
			3 1/16" Long (inside of bend to end) 5832
			2 1/8" Long (inside of bend to end) 8039
			3 5/8" Long (inside of bend to end) 10068

Uphold Radio Manufacturer's Guarantee

By Passing on to the Consumer the Guarantee and Insisting That Its Terms Be Lived Up to the Retailer Really Protects Himself

There are so many radio sets assembled by reputable manufacturers and sold as complete units, backed by the manufacturer's full guarantee as to construction and operation, that the dealer should have little difficulty in selecting a line that will meet the requirements of the radio buyers in his particular vicinity with confidence that what he is selling will do what it is claimed to do, provided the manufacturer has been strictly honest and not over-enthusiastic in those claims.

The Demonstration and the Guarantee

Under these conditions the dealer can pass on to the customer the manufacturer's guarantee of construction and performance as he has demonstrated to the satisfaction of the customer and himself that the receiver will function properly in the customer's own home. This home demonstration is an absolute necessity, whether asked for by the customer or not, for it will save many an argument by proving in the presence of the dealer or his representative that the set has been properly installed and will operate.

In passing on the guarantee, however, it is well for the dealer to be particularly cautious in specifying that the warranty holds good only so long as the interior of the set has not been tampered with by the customer. If this reservation is not made the dealer is very likely to be called upon to exchange or make a refund on more than one receiver upon which some amateur has been experimenting in an effort to improve it according to his own ideas.

A Dealer Tells of His Experiences

A talking machine dealer near New York had two experiences along this line within a couple of weeks of each other recently. In one case his man had installed and tested the receiver and it worked particularly well, although, owing to the location of the customer's home and other local conditions, it was not possible to get any remarkable distance. A couple of months after the installation the customer came in, declared the set was not working, and demanded that the dealer exchange it for a new one. The service man called at the home and found that so far as selectivity was concerned, nine local stations came in as though only one was broadcasting; this in the face of the fact that the set originally was noteworthy for its selectivity.

After the usual tube and battery tests were made, and the aerial examined, though the service man felt that the trouble did not lie in that direction, an investigation of the hookup brought to light the fact that a friend of the customer had taken it upon himself to substitute for the original coil a special type of coil for which many advertised claims were made and had also replaced the forty-three plate condenser with a much touted "low loss" type, on the plea that he would increase the distance-getting qualities of the outfit.

Why the Dealer Refused an Adjustment

The trouble lay in the fact that neither the coil nor the condenser were suited for that particular set, and the result was that instead of improving it, its receptive qualities had been practically ruined. Upon the report of his service man the dealer refused absolutely to replace the outfit or make any adjustment whatever, much to the indignation of the customer, even though he admitted the changes in parts.

In another case the customer himself had taken occasion to provide connections for a C-battery, though no such provision was made in the original set. In his efforts he practically ruined one perfectly good transformer and had cut down the receptive qualities of the set about 75 per cent. In this particular case the service man made the necessary repairs and collected

for his services over the protests of the customer who insisted that the guarantee should cover all attempts to "improve" the receiver.

The Dealer Must Always Be on Guard

So far as the handling of radio goes the majority of talking machine dealers are living and learning, and almost daily there crops up some little detail that is calculated to cause trouble unless the dealer profits by experience and takes the necessary steps to meet the situation. In his guarantee covering the machine the dealer naturally points out that it only applies to the stripped set and does not cover the life of tubes or batteries. If he will go one step further, however, and specify in writing that the guar-

antee applies to the stripped set only where it is left in its original state and is not tampered with, he will save himself and his service man much trouble, and at the same time eliminate the chance of making a bad friend out of a trusting customer.

Participate in Campaign

The Liberty Music Shoppe, Harold Weeks' Brunswick Shop, Bush & Lane, Seattle Music House, Hopper-Kelly and Frederick & Nelson participated in the big campaign instituted by the Brunswick Co. to introduce their latest product, the Brunswick-Radiola, in Seattle.

5 novel features
make this the Radio Horn
you can sell easily—



Beautiful Appearance

One-piece horn, sparkling dark gray Crystalline finish with silver-plated metal parts. Perfect workmanship in every detail. Model J-10 shown above. Model H-8, with straight horn, complete \$18.50 Extra Stethoscopes, complete, each.. \$1.50

- 1—TWO-in-ONE ACTION: tuning and amplifying off the same master phone in base of horn.
- 2—NO HEAD PHONES NEEDED: Supersensitive Stethoscope Attachment eliminates necessity for head phones.
- 3—EASY TO OPERATE: tuning is done with Stethoscope in ears; then one turn on lever cuts out Stethoscope and operates horn. No plugging in and out of radio set.
- 4—ANY NUMBER STETHOSCOPES may be used for listening without extra drain on batteries or loss of volume.
- 5—ADJUSTABLE VOLUME CONTROL: same lever controls volume, from soft to loud, in both Stethoscope and horn.

The CHARMITONE LOUD SINGER is rapidly becoming the favored instrument of enthusiasts, due to its remarkable musical performance, its patented mechanical features which assure ease of operation and its beautiful appearance. It is a sure money-maker for any Radio Department.

If your Jobber does not handle CHARMITONE, write us for Dealer's terms.

DUAL LOUD SPEAKER CO.
210 West 54th Street New York City

Increasing Sales by the Suggestion Route

Practical Pointers on Increasing the Business Volume Through More Intelligent Selling Methods, by Miss Grayce Van Coutren

[The following interesting paper on "Merchandising Records and Rolls" was read by Miss Grayce Van Coutren, of Kankakee, Ill., at the recent convention of the Illinois Music Merchants' Association, and is reproduced here for the reason that it offers some valuable suggestions on record selling.—EDITOR.]

We are constantly being reminded that merchandising is the question of the day, the eternal question of the business world. But how many of our salespeople realize that merchandising is a concentrated effort on their part to put over more sales? To put over more sales we must know our stock, and to know our stock we must make a study of it.

As the new rolls and records are released, go over the list carefully and if there are any numbers that you are not familiar with, find out

all you can about the number, the composer and the artist. If you haven't a library of your own, go to the public library, or consult your "Book of the Opera," but find out something interesting to tell about each roll and record that you sell.

A popular roll will sell itself. Does not that suggest for itself that the power of suggestion has been lacking in not presenting rolls and music of different appeal? In playing an operatic roll for my customer I find that he listens more attentively if the story of the roll is given him first. In presenting a roll or record call attention particularly to something interesting in the composition. Get him to listen for it; you are keeping his mind on the subject and not letting it wander to the various other things in the store that might distract.

Salesmanship is the ability to meet thought and action, and I find it an excellent plan to vary my roll presentation. For instance, I dislike to play two rolls of similar appeal in succession. Rather arrange the demonstration so that each record or roll will not fail to make its own appeal.

Customers may be divided into three classes—the reflective type, melody or harmony will appeal to them; the active type, rhythm or dance music will appeal to them, and the imaginative type, tell them the story of the number.

In most cases a customer comes into your store with the intention of buying one roll or record. Right there is where the salesman who is on the job has an excellent opportunity to interest the customer in something of the better type of music. I also find that an excellent tonic for the customer afflicted with the malady—"I want something, but I do not know what I want." That customer is fed up with the popular music of the day, and is ready for some of the big things in the music world. Do not misconstrue, I am not prejudiced against the dance music—it is all right in its place and I appreciate a good foot tickler as well as anyone.

Looking over the catalog and the numbers listed therein should mean more than just a title and number. Let us be able to know the theme, something about the composition and the artist, and let us be able to present our rolls in such order that they will sell themselves.

It is a great temptation for the busy clerk to fall into machine-like ways, one who waits on a customer because it is all in a day's work. But it is a mistake. I do not refer so much to the feeling of the customer when he entered your store, because, perhaps, you do not care very much about the customer personally. But you do want him to feel upon leaving that when he is in need of anything in your line he will come back. And to have them come back you must be human. No doubt there are times when you are tired, down and out and business is dull, but that is not the time to sit around with a long face. Smile and act the part if you can not feel it. Pretend to be interested in each and every customer; lay in a supply of pleasant things to say to each customer. That's not being a hypocrite—it is business.

Some one said the public is a great baby—

that's true—I am one of it and I'd flee a sour-faced clerk like I'd flee a hornet, for I know that sooner or later I am going to be stung. It might be well to remember that molasses will catch more flies than vinegar.

Just to illustrate I will tell you a little story of an incident that happened in the southern part of the State. I had gone to this town to visit some friends, and naturally the music store had a special attraction for me, so I volunteered to help this dealer arrange his stock with a little more system. A lady came into the store and wanted to listen to some rolls. The saleslady played three or four for her and it seemed they did not meet with the approval of this lady, who I suppose was one of our musical pests. The saleslady said "Well, I guess that is all we have that would be of interest to you." The customer immediately began to make arrangements to leave the store. Just as she passed me, I said to her, "This is a very pretty number. Let me play it for you." I ushered her down to a booth and played the popular Spanish number, "La Paloma," for her. She was very much impressed and bought the roll. Then I selected a little novelette, "Flying Clouds." She registered surprise and said, "I am pleased to have had you suggest these numbers." Then I took a supplement and marked several rolls of similar appeal, and I am sure the dealer has sold her some of these.

Why snap at a customer? Why lose patience? It is all in a lifetime. No doubt many of our customers forget themselves, but let us not descend to the yellow dog level of the insolent customer—smile—it will mean money in your pocket.

Canvassing the Foreign Communities Profitable

F. A. North Co.'s Retail Branch in Philadelphia Finds Foreign Communities an Excellent Sales Field—Canvassing Gets Results

Canvassing is proving a productive means of making sales for the Germantown avenue branch of the F. A. North Co., Philadelphia, Pa. Manuel Salasin, manager of the store, is a firm believer in canvassing and himself spends considerable time on the outside. The concern is taking advantage of the sales possibilities in the foreign sections of the city with the aid of two salesmen. One, who is Polish, goes after people of this nationality and an Italian salesman visits the Italian quarter. Mr. Salasin himself speaks or has an understanding of several languages, including Jewish, German, French and Spanish.

The two foreign canvassers make no effort to sell. Their activity is confined merely to locating prospects. The closing is done by another salesman, to whom the canvassers report their prospects. Through this method of selling the F. A. North branch has succeeded in building up an excellent machine business.

Joseph Altieri, 735 Pembroke street, Bridgeport, Conn., recently visited the New York branch of the Columbia Co.

Morrison



Loud Speaker

for
\$5.00
List

Was \$10—Now \$5

In the so-called dull season nothing has stimulated the radio business like the tremendous Morrison price reduction. Dealers who said loud speakers wouldn't sell are piling up profits every day on the \$5.00 list famous Morrison unit.

It's logical. Radio fans know Morrison's sterling qualities. Those who hesitated at paying \$10.00 for a unit and those with other units are quick to recognize the wonderful value at this new price.

The unit is exactly the same unit previously sold for \$10.00. We have got down to a real production basis with its consequent efficiency in buying and manufacturing economies.

Music Dealers

With this Morrison unit for \$5.00 you can stimulate a real business in radio. You'll find your customers who own a radio set eager to have a Morrison unit. If you aren't familiar with our plan and discounts write for details. And see that your order for a reasonable quantity comes in early.

MORRISON LABORATORIES, Inc.
327 East Jefferson Ave.
DETROIT, MICH.

UNIFORM QUALITY = UNIFORM RESULTS

You can safely rely upon the quality of our

COTTON FLOCKS for PHONOGRAPH RECORDS

Write for samples and quotations

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

Join the Majority



**A
PROVEN
TICKET**

PEARSALL SERVICE



BALLOT

Victor dealers putting their cross in this circle are assured of the best to be had in Victor distribution.

Ask any Pearsall dealer, he'll tell you.

"Desire to serve, plus ability"

10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOS. F. GREEN

Taking "Chance" Out of Radio Retailing

Charles O. Luedeke Started With Fifteen Lines and Eliminated All But Four—He Explains Why and Describes His Sales Policy

What lines shall we handle and how shall we sell them? That, briefly, was the problem which faced Charles O. Luedeke, manager of the talking machine and radio department of the Ludwig Piano Co., Philadelphia, Pa., last March when the firm decided to add radio to its stock. How effectively these two problems, which must be faced by every dealer, were solved, making the Ludwig department one of the most successful in many ways in the State, is replete with constructive information.

Started With Fifteen Lines

Mr. Luedeke decided that in order to secure the best lines of radio his best bet would be to try all of those which seemed to him worth

while. Accordingly, he made arrangements to handle fifteen lines and he immediately became a very busy man, testing out the claims made for each product by taking the sets home and making his observations from actual operation. At first he considered stocking as many lines as possible in order to be able to supply the demand for any of the leading radio sets, but experience soon proved that three or four representative lines could more easily be sold, a smaller investment was required for stock and the general overhead was much smaller. To make a long story short, four lines were finally selected as the ones best suited for merchandising in that locality, and a complete stock of each product is handled. Before making his final selection, according to Mr. Luedeke, he considered many things. First, there was the efficiency of the set itself; second, the men in back of the manufacturing of the product; national publicity of the manufacturer, price in relation to quality, etc.

"We based our decision on these points," said Mr. Luedeke, "because we realized that if the concern behind the product was of the right type we could be sure of a stable line of merchandise. The matter of national publicity is a most important one, I believe. In our own case the sets we handle are widely known in this vicinity through national advertising, and naturally this is reflected in the demand. Price and quality are two very vital considerations. If the price is too high for the quality of the product there is bound to be trouble with customers who later realize this.

Right Selling and Service

"Right selling is one way to cut down the service charge in connection with radio merchandising. By that I mean the salesman must know what he is talking about, he must not exaggerate, and if he is unable to answer any query which a customer may make he should find out the facts before answering. Most complaints occur because salesmen make claims which customers naturally expect fulfilled and when the set does not do what is expected of it there is trouble at once. Now I know what the sets I handle are capable of doing in the way of reception and I am in a position to give prospects facts regarding our line. Furthermore, when a set has been sold and installed in the customer's home I visit the family in the

evening and prove my claims. If the set does not operate as it should we immediately take it out and try another. The point is that we do not leave a customer to his own devices until our claims have been proved beyond a shadow of doubt. Since we installed radio last March we have placed over 100 sets and so far we have received only one complaint, and that was not the fault of the set, but of incorrect installation. Modern radio sets are very near fool-proof, and they will not go wrong unless customers tinker with them. We impress on the customers' minds that they should not fool around with the mechanism, that in connecting the set it is only necessary to connect the battery plugs, that there is an upkeep expense in connection with radio in that batteries should be replaced when they run down. We also emphasize that this is a natural wear and the expense of replacements is small in comparison with the entertainment and educational return received.

"Service, of course, is essential. The dealer should be prepared to give expert service to his patrons, but, as I said before, I do not believe that there is any necessity of carrying service to the point where profits are eaten up. We maintain a service department, but so far it has been called upon very little. There is no secret about that. It is simply a matter of educating the customer, and that is a most important function of the salesman in selling radio.

Preparedness for Demonstrations

"Another factor for clinching sales is in being prepared to demonstrate immediately, provided, of course, there is something 'on the air.' We have models of every line we handle hooked up in our demonstration rooms so that a prospect can hear the various sets in operation and make his own comparisons. We also arrange for home demonstrations, and in order to be certain that a customer is satisfied, we even go to the length of permitting him to operate the set in his home for one or two evenings, and if after this test it does not satisfy we will take it back without argument, provided it has not been damaged. It is much better to do this than to compel a customer to keep a set once he has signed a contract and then receive constant complaints and have him disgruntled because he thinks he did not make a good buy."

Thor Speaker Lamp

[Patents Pending]



—let this companionable Radio Gift brighten your home Christmas!

DECEMBER Radio magazines carry this appealing slogan and picture of the Thor Speaker Lamp.

December is going to see hundreds and hundreds of music stores featuring the Thor Speaker Lamp in their windows, tying up with this advertising.

These progressive dealers who are attempting to satisfy the craze for Radio realize that if these first sales are to stay sold—if these first sales are to make more Radio sales for them—the merchandise sold must be of lasting merit and dominating appeal.

Invariably investigation has convinced such dealers that the Thor Speaker Lamp has both the appeal and the merit. Thor Speaker Lamp is the original combination loud speaker and electric lamp—its imitators are legion. Beware of them!

Thor Speaker Lamp utilizes the speaker unit made by the Dictograph Products Corporation to obtain purity and clarity of tone. It is non-directional—which means that you do not have to sit directly in front of it to hear distinctly. The base is gracefully proportioned of stippled bronze—gold polychrome, and you have a choice of parchment or any color silk shade. Table Lamps list for \$35.00—and yield handsome profits for the dealer.

Thor Speaker Lamp is now stocked by all the better musical shops on the Pacific Coast. Certain national franchises are still open. Full details sent upon application.

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

(121)

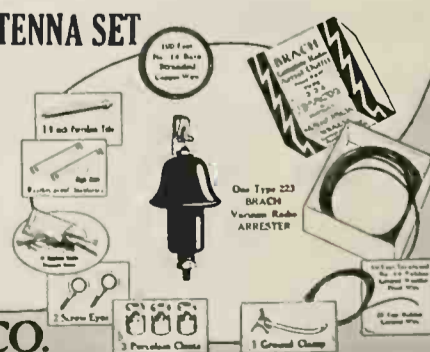
Experiments cost money!

Dealers need no longer experiment with doubtful material or sell separate parts of radio antenna. Now they can satisfy and delight their customers and save themselves a lot of talk and time by selling the

BRACH COMPLETE RADIO ANTENNA SET

—including Brach Arrester

All the necessary equipment for hooking up an antenna with radio—parts selected by experienced radio engineers—approved by National Board of Fire Underwriters.



L.S. BRACH M'FG. CO.
NEWARK, N.J. U.S.A.

Why Advertise a Registering Piano in a Phonograph Journal?

For just this reason: we are able to present a product with an active, profitable market, merchandised on much the same lines as are talking machines.

Your merchandise, generally speaking, is nationally advertised. So is the Gulbransen.

Your merchandise, generally speaking, is nationally priced. So is the Gulbransen.

Your merchandise, generally speaking, is at a point where the service expense is so small as to be practically negligible. The same is true of the Gulbransen.

Your merchandise opens a way to continued profit from the original transaction through the sale of records. So does the Gulbransen.

Your manufacturers, generally speaking, concentrate on few styles, requiring minimum investment in stock of machines, by the dealer. So do we, making four models only.

In the phonograph field are some of the world's greatest "human interest" trade marks. The Gulbransen also has such a trade mark — the famous Baby that means "Easy-to-Play".

These are a few reasons why the Gulbransen "fits in" with the average retail talking machine business, and why it is now handled in so many stores of this type. Many merchants heretofore handling talking machines exclusively have changed their policy on account of the Gulbransen opportunity.

You may find that there are many points of similarity in your own case—enabling you to sell Gulbransens at a very slight increase in overhead.

Why not find out? We'll gladly send the full details to any dealer in communities where representation is available. Just fill in the handy coupon.

GULBRANSEN COMPANY

3236 W. Chicago Ave., Chicago

M-O-T-I-O-N in your window



Here is the type of up-to-date *moving* window display device that phonograph merchants are accustomed to. A moving Baby. The Gulbransen trade-mark in action.

GULBRANSEN COMPANY

3236 W. Chicago Avenue, Chicago

Gentlemen—Tell us how the Gulbransen "fits in" with a talking machine business.

Name _____

Address _____

City _____

(Pronounced Gul-BRAN-sen)
GULBRANSEN
The Registering Piano

Retailers Co-operate in Unique Ad Drive

New Orleans Dealers Get Behind Unusual Advertising Campaign in Local Newspaper and Spread the Idea of Music in the Home

One of the most unique co-operative advertising campaigns ever participated in by the music dealers of any city was recently sponsored by The Item, a leading newspaper of New Orleans, La. The purpose of the campaign was to create an interest in music and musical instruments, and to this end the leading music merchants

ceived and energetically carried through the drive, and his interesting comments regarding it, which follow, are worth the attention of the trade:

"The co-operative advertising idea has been tried time and again with about the same results, i. e., a brief spasmodic schedule of copy,

"The cost was prorated among the dealers and without exception every one of the important stores in New Orleans was represented. In addition to the exclusive music houses, three department stores handling music as a departmental operation, and one furniture house, which carries a small stock of talking machines,

Memories

ROLL back the years and live again those delightful days when life was all sunshine and flowers and song.

Your childhood at home and at school—your first party—your wedding.

And the children—those games and songs and dances—their education and development into young men and women, ready to take their place in the world.

Music is the key to open the wonderful chest of memories because music is intimately associated with every one of them.

The melodies which our mothers sang us to sleep, the songs of our childhood and adolescence, the dance music of the ballroom, the wedding march, are at your command! If you have a musical instrument in your home.

What price would you be willing to pay for the means to bring such peace and happiness into your home?

While joy like these cannot be measured in terms of money, it is easily possible for everyone to have access to a more comfortable way. Let your favorite music store show you how.

Music Makes the Home Happier

Music
Will Keep the Young Folks Home

MERRY times at home with informal dances will solve many problems in providing a wholesome substitute for the away-from-home temptations that lure young people today.

You do not wish to deny them pleasure—but unless you provide it for them at home, do not blame them for seeking it elsewhere.

A musical instrument—so easy to buy these days—will make your home a jolly place for your boys and girls and for their friends.

Music Makes the Home Happier

The New Record!

DEAR old Dad!—he didn't forget it! He knew how the youngsters had looked forward all day to his bringing home the new record he promised.

That's a treat they all enjoy, and you can tell by their eager little faces, their excitement and laughter, that this is a house of happiness.

Do the walls of your home echo such merriment? Have your children's musical instrument—a player-piano or talking machine—on which the or any member of the family may play everything from the old favorites to the latest dance hits?

Surely you want them to have the advantage and companionship of music, and a visit to your dealer will show you just how easily this can be arranged. You may purchase any sort of a musical instrument on easy weekly or monthly payments and at a price-range to meet your requirements.

Music Makes the Home Happier

Three of the Series of Co-operative Ads of the city, including talking machine, piano, musical merchandise and sheet-music dealers, combined to provide the funds. The ad copy appeared in The Item Monday, Wednesday and Friday of each week for a period of three months, the unusual feature of the drive being that no names of dealers were used in the publicity. Full-page ads and smaller space were devoted to bringing the message of music before all classes and types of people, the copy each day carrying a different appeal. Bowden Caldwell, advertising manager of The Item, con-

Which Appeared in The Item and Brought the usually too small to make any impression in the first place; handled usually along stereotyped lines of copy and art work; and last, but not least, ultimately ruined by incorporating in the advertisements the names of merchants.

"As you can imagine, it was somewhat of a revolutionary undertaking to get all of the dealers together and to secure from them enough money to cover the cost of a campaign of this sort; but now the job is done, and I think all of the participants are very well satisfied with their investment.

Message of Music Home in New Orleans participated. A further interesting feature of this publicity was the fact that the campaign was being paid for not only by piano dealers, but by stores handling only phonographs, by the Conn Co., selling only band instruments, and even by one gentleman who has nothing to sell but sheet music.

"It was quite a problem to handle the copy for this campaign in a way that would promote musical merchandise in general and give a run for their money to the various interests represented. If you will note the strip across the bottom of all this copy you will see that the art angle of this is covered in a rather satisfactory fashion; and that everything from player rolls to grand pianos is a part of the picture. The phonograph shown might be a Victor, Edison, Brunswick, Columbia, Kimball, or any of the rest of them. The same applies to the record, piano, etc.

"The idea in the copy itself was to keep away from high-brow stuff and to confine the appeal through pictures and simple language to just what the title of the campaign indicates and to the thought borne out by the slogan used in all of the advertisements 'Music Makes the Home Happier.' In other words, it was not our intention to go into a campaign for the 'uplift' of music, or to attempt to educate along these lines. What we wanted to do was to get more people interested in music generally; and to strike some note in each piece of copy that would apply directly to some particular group of readers. In the copy, for example, captioned 'Memories,' the obvious idea is that the old couple are harking back, in memory, to their own dancing days, and living these days over again in watching their children (and grandchildren) enjoying themselves to the music of the modern phonograph—said phonograph being in the home and with the family. Other copy in the series, of course, carried out the idea of providing music to keep the young folks at home instead of promoting indirectly the influence of the cabaret, etc. The 'Young

(Continued on page 26)

FULL LINE of HARDWARE

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

Radio Cabinet Hardware

STAY-ARM

INVISIBLE HINGE

PORTABLE NEEDLE CUP

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

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

Take Your Time

Those who prefer time payments need no longer hesitate— They can install Audak Equipment at once. Our Deferred Payment Plan makes possible the payment for Audaks with the profits from Record Sales and the greatly decreased selling cost.

Any retailer may now join the thousands of other progressive merchants and increase his record business, greatly reduce overhead, conserve space, and add to the effectiveness of his establishment through the purchase of Audak Record Demonstrating Equipment.

Make a decision NOW to run your record department on a more profitable and businesslike basis by putting in Audaks —

The Modern System for
Demonstrating and Selling
Phonograph Records

Without the Use of Booths

The cost of making this highly profitable change is very small.



RECORD SERVICE WITH AUDAK XT UNIT
This unit supplied complete as shown ready for use on removal from crate.

Read This Letter and See What This Progressive Dealer Says

J. P. MIDDLETON
FORMERLY OF HAYNES, MIDDLETON CO., Inc.
270 NORTH STREET
PITTSFIELD, MASS.

VICTROLAS RECORDS

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

Gentlemen:
The cord you are repairing is part of Audak XT complete unit, bought from Bruno & Sons a few months ago. This is the first Audak on our floor at the street door (we use several Audaks) and has fierce wear from all classes of people. This Audak unit has sold several thousand records and the cord is simply worn out by rough usage. Yours,

J. P. Middleton

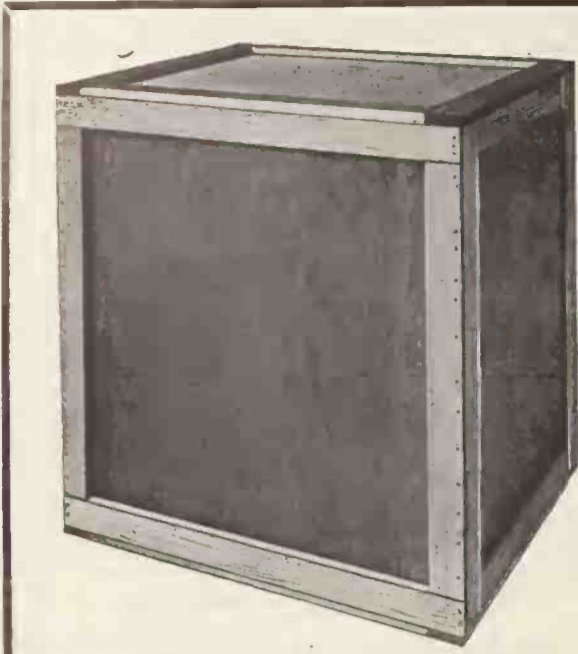
Write for detailed information.

Representatives in Principal Cities.

AUDAK CO., 565 Fifth Ave.

New York, N. Y.

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



First Impressions

Note the neat, dignified appearance of Atlas packing cases. The eyes of your customers are immediately attracted and their minds are predisposed in favor of your goods within.

Use a container for shipping your product that is in keeping with its quality. First impressions count.

Atlas Plywood Packing Cases

give proper first impressions, but of even more importance is the saving in freight charges that their lighter weight makes possible. Strength is not sacrificed for this lighter weight. Scientific construction permits heavier loads and gives greater protection.

Our services as packing engineers may be had for the asking. We can help you improve packing and reduce costs.

Atlas Plywood Corp.

PARK SQ. BUILDING

BOSTON, MASS.

Largest Manufacturers of Box Shook in New England

Retailers' Unique Ad Drive

(Continued from page 24)

Mother,' the 'Tired Business Man,' the 'Four College Chums' who would balk at an evening of mah jongg, but who would stay up until 3 o'clock in the morning while young son accompanies them on the player; the 'Pride of Ownership' idea, etc., are random illustrations of points I tried to bring out.

"The fundamental of the whole thing, of course, is the fact that before the dealer can



MUSIC

The Difference Between A House and A HOME!

MAYBE these two houses are in your own neighborhood! One looks "dead"—no light or happiness radiating from it. No guests coming in. The other—that is quite different! Always a crowd of young folks gathering there in the evenings—sweet sounds of music floating through the night and echoes of a good time within!

Music makes the difference. Where there is music, there is bound to be happiness and cheer.

It is so easy to have music in your home. "Can't afford it" is not an excuse any longer, for there is a musical instrument to meet every family's need at a price to meet every family's pocketbook.

Music Makes the Home Happier



Another of the "Item" Ads

sell a player-piano, talking machine, banjo or ukulele he must first create in the heart of the prospective customer a desire for music. If this desire can be created, revived or promoted directly or indirectly, the rest of the operation is simple.

"All I wanted to do was to create through this campaign a wider market for what the dealers had to sell and then let them go ahead in their own way to get their own share of the additional business created in this field through the creation of a greater desire for music.

"The music news page was handled by one of the best men in our editorial department, and was edited with the idea of a general appeal, plus the little incidental box-office angle of the 'Best Sellers' column in which I mentioned the names of the dealers contributing to this campaign."

The successful manner in which this campaign was carried through shows the worth of such a drive and indicates how the dealers in a community, with the co-operation of a local newspaper, can bring the message of music into the homes of the city to their mutual advantage through the resultant general stimulation of the demand for all kinds of musical instruments. Congratulations are due Mr. Caldwell.

New Kennedy Distributors in St. Louis and Dallas

Beck & Corbitt to Distribute in Eastern Missouri and Southern Illinois—Electric Appliance Co. in Dallas Territory

St. Louis, Mo., November 6.—The Colin B. Kennedy Corp., of this city, has recently increased its imposing list of distributors through the addition of Beck & Corbitt, of this city, who have taken on the Kennedy line and will act as distributors for this product in eastern Missouri and southern Illinois. Beck & Corbitt are a very fine automobile house doing a large business with an established clientele.

The Electric Appliance Co., of Dallas, Tex., which was also recently appointed Kennedy distributor, is a big concern with a well-organized sales division. Both of these concerns are very enthusiastic about the Kennedy apparatus, and feel that it is to be a real commanding influence in radio circles. Additional distributors will soon be announced.

A very substantial increase in business is reported for the past month, as compared with the same period a year ago, and it is quite evident that the Colin B. Kennedy radio sets are winning favor throughout the country.

The Clifford Music Shop, Norwalk, Conn., recently erected a large electric sign over the entrance to the store, announcing that the establishment carries Okeh and Odeon records.

Radio Window Displays as Holiday Sales Lure

Simple Displays Are Most Compelling—How J. F. Renner Achieves Effective Windows

In addition to talking machines, records and accessories, receiving sets, headphones, loud speakers, loop aerials and phonograph attachments, which comprise the stock of most music stores nowadays, afford the means of attracting the Christmas radio shopper. Fix up a radio



Appealing J. F. Renner Radio Display

window. Make it simple. Show only the finest apparatus. Put in a few suggestive cards, and surround all with a cheerful Christmas background.

An example of a very successful radio window is that of J. F. Renner, Sandusky, O., illustrated herewith. Color and brightness are supplied by Japanese parasols and lanterns, which set off the beautiful finish of the Zenith sets and Music Master reproducer which are featured.

Yonkers Firm Remodeling

YONKERS, N. Y., November 7.—The Yonkers Talking Machine Co., which operates three stores in this city under the proprietorship of David and Morris Goran, is remodeling its main store at 37 Palisade avenue. The business occupies two floors, the first floor being devoted to the record department and demonstration rooms and the upper floor is a display and stock room. On the first floor also are the sheet music and musical merchandise departments.

The Mead Co., gramophone manufacturer of Birmingham, England, has favored The World with a very interestingly prepared and handsomely printed folder illustrating and describing its line of table and portable instruments.

Phonograph Parts and Supplies

MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE, Inc.

110 No. Broadway

St. Louis, Mo.



Paul F. Godley

Paul F. Godley is an international figure in the radio world. As the developer of the short wave regenerative receiver, now so familiar to American radio enthusiasts, and as the central figure of the famous trans-Atlantic amateur transmitting tests in 1921, Mr. Godley is known wherever radios are made, sold or used. In 1911—Instructor at Dodges Inst. of Wireless Telegraphy, Valparaiso, Ind. In 1912—Instructor at Collegiate Inst., Port Arthur, Texas. In 1913—"Amazon-to-Andes" radio service for Brazilian Government. During World War—Designing Engineer at Marconi Wireless Telegraph Co. 1924—Vice-President and General Manager, the Farrand Mfg. Co., Newark, N. J.

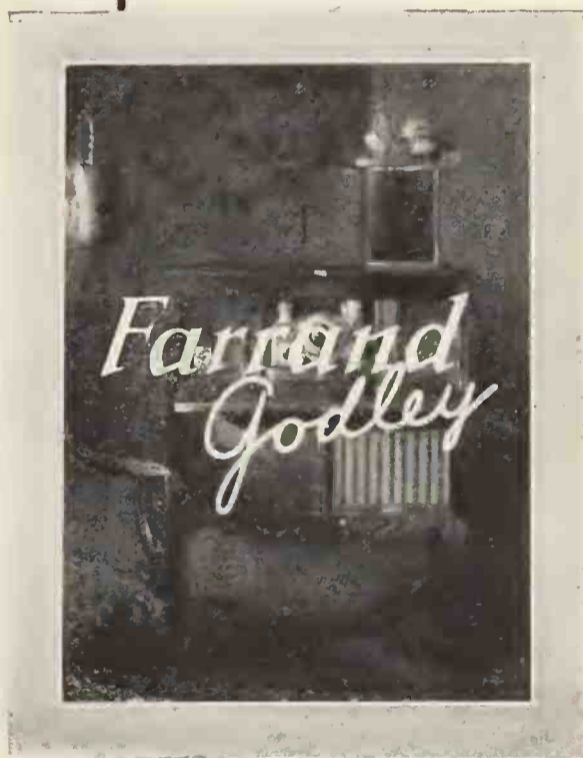


C. L. Farrand

C. L. Farrand, President of the Farrand Mfg. Co., has been actively engaged in radio development since 1910. Formerly Chief Design Engineer of the Marconi Wireless Telegraph Company of America; The Liberty Electric Company and the Independent Wireless Company. Also Consulting Engineer for the Pathe Phonograph and Radio Corporation, The Atwater Kent Manufacturing Company, The Wireless Improvement Company, R. E. Thompson Manufacturing Company, The Liberty Electric Corporation, The Talking Picture Corporation and the Picturadio Corporation. During the war, he designed the first successful naval airplane wireless telephone.

DESERVEDLY~

*The Symbol of
Radio Perfection*



C. L. FARRAND
and
PAUL F. GODLEY

*Introduce 3 distinct
Radio Achievements*

Farrand Mfg. Co. Inc. Newark. N.J.

Farrand Godley Single "NINE"

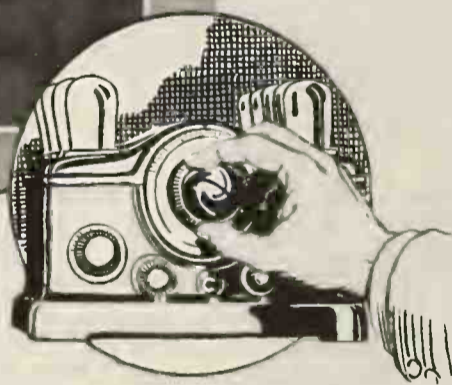


A nine tube, single dial
control receiver of the
Super-Pliodyne circuit

Receiver . . . \$195
In Table Cabinet 235
In De Luxe Cabinet 375

*Perfect
Single Dial
Control*

Licensed Farrand Agreement. Licensed under Hogan
U. S. Patent No. 1,014,002. Other Patents pending

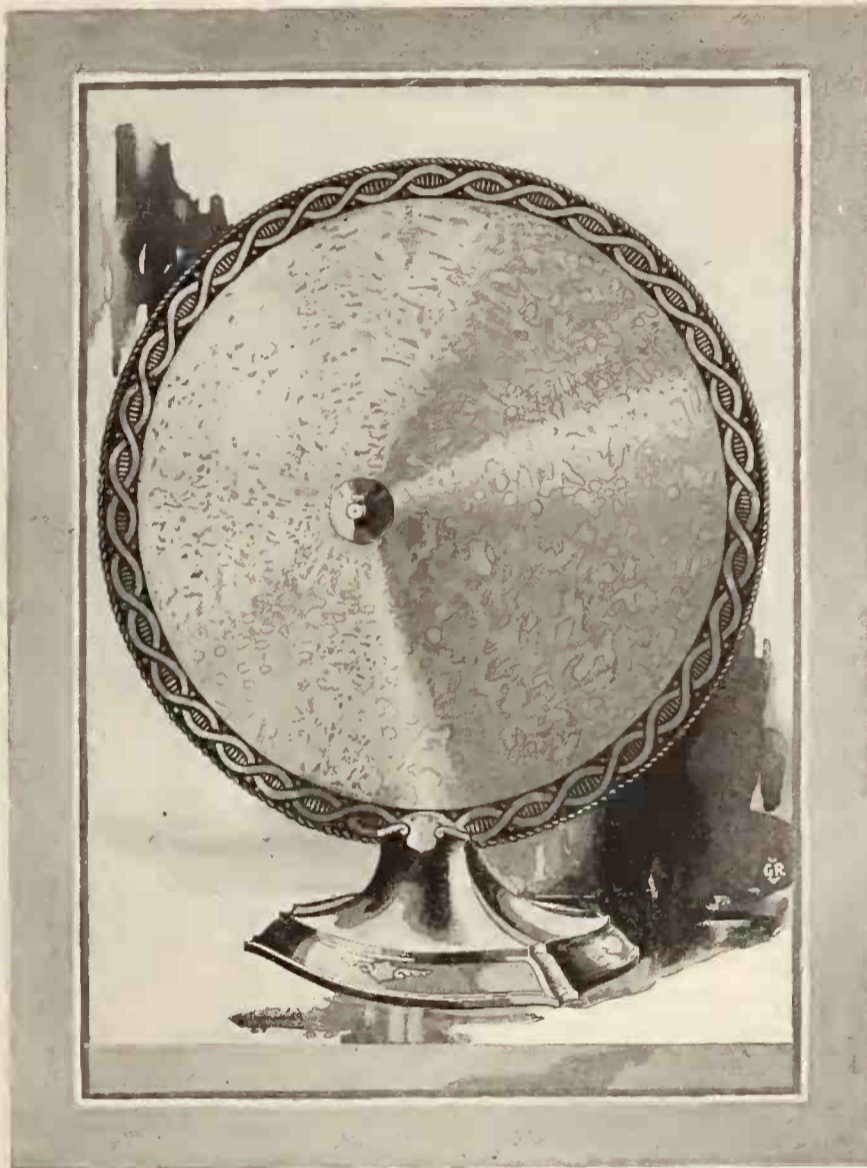


THE advent of the Farrand-Godley *Single Nine* marks not only a new type of radio receiver, but an entirely new chapter in radio reception. It is the first super-sensitive, super-selective receiver in radio history in which complete, perfect operation is confined to a single, individual control dial. Its construction embodies new ideas, new features in design reflecting the accumulative knowledge and experience of two of radio's outstanding inventive geniuses—innovations that assure heretofore impossible clarity and smoothness from distant broadcasting stations—resulting in a new, improved reception certain of enthusiastic acclaim by radio followers the country over.

Distributors' and Dealers' inquiries invited.



Farrand Godley SPEAKER



\$32.50

List

*Definitely
Supplanting
the Horn Type
Speaker*

Patented in U. S. A., July 2, 1918. Licensed under Lektophone Patents. Other Patents pending

*W*ITH The Farrand-Godley Speaker, Radio takes on a new voice—a voice that reveals for the first time, all the heretofore hidden beauties of the lower scale. It gives you not merely the key melodies, but every soft, mellow shading of orchestration and accompaniment—the resonant bass stringing of the 'cello, the lower, full chords of the organ, the true vibrancy of the human voice. It not only takes the place of the prevalent horn, it revolutionizes entirely the scheme of radio reproduction. Its appearance on the market will mark a new epoch in radio enjoyment. *Distributors' and Dealers' inquiries invited.*



Farrand Godley Audio TRANSFORMER



The Farrand-Godley Audio Transformer gives you, for the first time, that for which hundreds of your customers have been waiting—three stage, transformer coupled, audio amplification. It is the only transformer that faithfully reproduces musical tones below Middle C (256 cycles) on the musical scale. At one octave below Middle C, most transformers fail completely—distorting or losing entirely the beautiful low tones of the 'cello, the bass horns, the organ, and the piano, which are found between 100 and 200 cycles.



PATENTS APPLIED FOR

\$7 List

Sold on satisfaction-or-money-back Guarantee

The Farrand Manufacturing Company, Inc.

represents the ultimate in radio experience, plus a soundness in organization and financial resources to serve both dealer and distributor to the utmost. It lays particular stress on its ability to supply—during the season, and at any time—every demand for any or all of its products.

Reputable Radio Dealers and Distributors are urged to write at once for complete information regarding selling arrangements, discounts, etc. Address Dept. C



Farrand Manufacturing Co., Inc.

28 South Sixth Street - Newark, N.J.

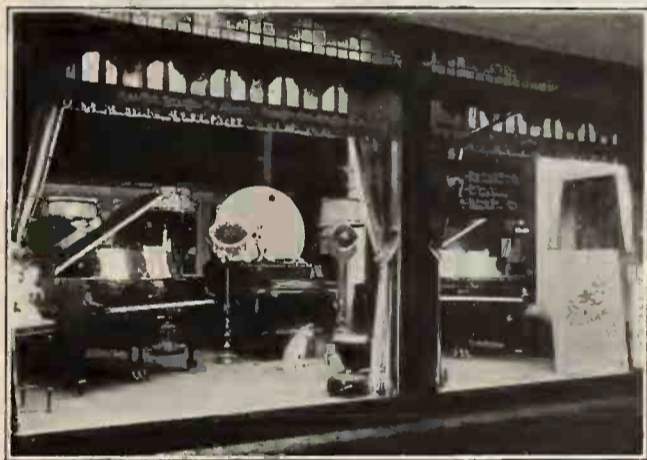
Making Light Act as a "Silent Salesman"

Store and Window Lighting as a Merchandising Factor—Kenneth Curtis, of Curtis Lighting, Inc., Shows the Importance of Lights

We like people because of their personalities and we like stores because of their atmosphere. Both terms are to some extent indefinable, but we can appreciate them whenever we find them and they are more important than anything else in determining our reactions. The things we associate with personality in people are usually sunny dispositions, alertness, honesty and willingness to please. In stores, we notice brightness, cleanliness, orderliness and convenience, and these we call "atmosphere."

Now atmosphere in a store is an abstract

At Right, the Fenton Music Store, Showing Effect of Proper Lighting. Below: A Window of the Same Establishment Where Good Lighting Brings Out Every Detail of the Display



quality that cannot be specified in the architect's plans. But there are some things that can contribute to it and of these the most important perhaps is the lighting.

In the first place lighting attracts. We never become indifferent to the drawing power of a well-lighted show window or a bright store. We all have a subconscious feeling that the merchant must have something pretty good to show or he wouldn't put so much light on it, and, of course, none of us ever likes to miss anything.

Secondly, light gives the impression of honesty. When you see a thing under strong light you can appreciate it better. Light is a good salesman that points out every detail. When a merchant has a good light in his windows and in his store people get the idea that his goods bear inspection and that they have a chance to see what they are getting. This means satisfied customers.

Again, lighting is an important factor in making the interior of the store appear at its best. It is easier to keep things in a neat order under good lighting than under dim or spotty light and at the same time good lighting makes disorder conspicuous and really enforces neatness.

Quick service and convenience grow more important every day with the hurried shopper. This is especially true in selling records; a man comes in and wants to buy a dance record. If the clerk cannot serve him at once he may read through the lists of latest records and make his own selection from the books. Talking machine stores are in many respects like book stores

and require a good general illumination that will make reading easy.

Lighting Should Fit the Business

Perhaps you have never thought of your lighting in this respect; in fact, many merchants accept the lighting of their store as fixed and it never occurs to them to change it according to the particular needs of their individual businesses. If the lighting was originally furnished for one type of store, the requirements for a distinctly different class of merchandise will often necessitate some changes in the lighting.

out at night and if your windows are dim and the windows next door are bright, it makes no difference how attractive your display is, the passer-by will give preference to the brighter window. Then, too, most talking machine dealers post printed lists of the recent records in their windows. The lighting should be ample to read these quickly, but if your lighting is sufficiently bright to attract attention you do not need to fear that the posters cannot be read.

Light Distribution

A window may be bright and still not light a display to the best advantage, if the light is spotty and poorly distributed. You have perhaps seen a window in which all the light came from one or two lighting units suspended from the ceiling. The window was very bright toward the top but the light was not well distributed at the bottom where most of the display was arranged. Naturally, the eye looks at those things which it can see best and only those things that are well lighted can attract a full share of attention; for that reason everything you wish to sell should have the same amount of light directed on it and then if you want to give some article pre-eminent importance, put a spot of light on it.

Causes of Glare

Within the store the distribution of light is of paramount importance, both in adding to the appearance of the store and fulfilling its real function as a sales aid. Spotty ceilings, dark corners and deep shadows are all distracting contrasts. The ideal lighting is that which attracts no attention to itself nor subtracts any attention from the articles that are being displayed under it.

Glare is a defect in lighting that has been defined as "any light out of place." It is regarded as an evil that should be entirely eliminated since its effects are always uncomfortable to the eyes and cause headaches and eyestrain. Fortunately, glare may be done away with to the improvement of the entire lighting system. Glare comes from bare lamps, high-powered lamps whose rays are not sufficiently screened by diffusing glass, and the reflection of bright light sources on glossy surfaces, so to eliminate it requires merely enclosing the lamps in frosted or translucent glass and using

(Continued on page 32)

When you consider the lighting of your store, analyze all the purposes the lighting is put to and then make your lighting fit your store.

There are some general characteristics that are common to all installations of good lighting. To lend the greatest attraction to your goods, to give a favorable impression that will lead to sales, to display your merchandise at its best, and to make the shopping in your store a distinct pleasure, are the chief elements to be kept in mind when you select your equipment.

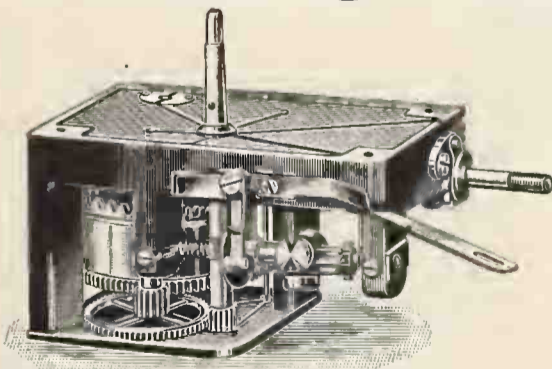
Briefly there are three criteria that should be satisfied to accomplish these things in every store:

- 1—Sufficient quantity of light.
- 2—Even distribution of light.
- 3—No glare.

Window Lighting

In show windows one of the most important factors in determining their attraction power is the quantity of illumination. It is the brightness of your windows that makes them stand

Talking Machine Motors



"GRUBU"

THE MARK OF SUPERIOR QUALITY

Sole Agents Wanted
In All Countries of the World

FEINBAU, Maschinen-Akt.-Ges., Winterbach, bei Stuttgart, GERMANY
Abt. Gruoner & Bullinger,

Gilt Edge NEEDLES



The No. 100 Display Carton Assortment

Gilt Edge Dealers Will Enjoy Bigger Business Than Ever This Fall

There is no substitute for quality. Gilt Edge Needles have so firmly established themselves on the basis of true, flawless quality that today it's a case of "nothing else will do" for phonograph fans the country over.

GILT EDGE (GOLD FINISH)

The Needle That Plays Ten Records

Our No. 100 Display Carton Assortment is the "short cut" to fast, profitable selling. Consists of 100 boxes—50 needles per box—40 Loud, 20 Extra Loud, 20 Medium, 20 Dance tone—sell for 10c per box, total \$10. Costs you \$5—100% profit. (Canada: costs \$7.50—retails for \$15.)

Reflexo BLUE STEEL (Spear Point)

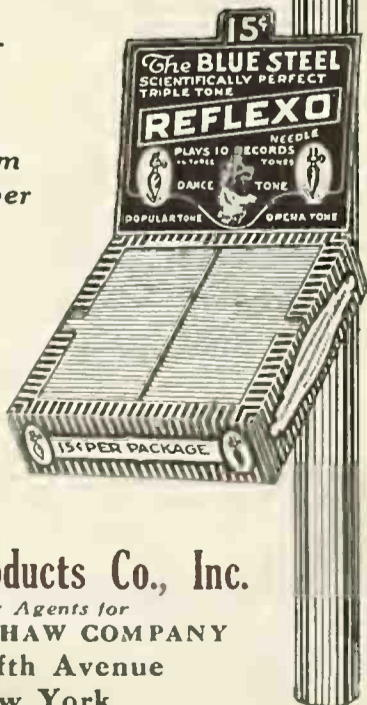
Another Great "Leader"

Plays any tone (soft, loud, medium) with just a simple twist of the needle. Order our No. 50 Display Carton of 100 packages. Sell for 15c—total \$15. Costs \$7.50. Test it. Canada: Costs \$8.25.

Write for Samples

Order from Your Jobber

The No. 100 Display Carton Assortment



Reflexo Products Co., Inc.
Selling Agents for
W. H. BAGSHAW COMPANY
347 Fifth Avenue
New York

Light as a "Silent Salesman"

(Continued from page 31)

matte finishes for woodwork and walls wherever possible.

A Practical Illustration

The illustration on page 31 of the talking machine section of the Fenton Music Co., of Chicago, is interesting in more ways than one. Perhaps the first thing that appeals to a person on entering this store is the quiet dignity and orderliness of it. Although the space allotted to this department is quite narrow, there is no suggestion of its being cramped for room. The lighting has a strong influence in creating that impression. Instead of using suspended units which would divide the ceiling space into still smaller areas and, with the fans, give it a crowded look, the lights were completely concealed behind the coping above the shelves. Each lamp is furnished with an X-ray one-piece silvered glass reflector which throws all the light from the lamps to the light-colored ceiling, thus making the ceiling the actual source of light. In this way the light comes from all directions and is of uniform intensity in all parts of the room. There are no shadows or harsh contrasts and any object in the room may be thoroughly examined under a good light.

In rooms where ceiling fixtures may be used, the same quality of lighting may be produced by concealing the reflectors in an opaque or luminous bowl fixture. In the former all the light is directed to the ceiling after the manner mentioned above. In the luminous bowl unit, however, a small amount of light is permitted to shine down through a small diffusing cup at the base of the reflector for the purpose of illuminating the bowl.

Enclosed glass units and direct lighting units with shades may be used, but the more the lighting tends toward direct lighting the greater is the tendency toward glare and its attendant evils.

Demonstration Booth Lighting

Sometimes in booths, wall brackets are used to lend a little light when the booths cannot be illuminated by the general lighting from the store. These lights should be shaded to give the most pleasing and comfortable effect and suggest a homelike background for the machines.

Fenton Music Store Windows

The windows of the Fenton Music Store are quite as attractive as the store interior. Here, too, the equipment has been selected to provide sufficient intensity and uniform diffusion without glare. The light is controlled or "harnessed" to serve the purposes of the merchant. By using one-piece silvered glass reflectors of a design that will distribute the light over the entire display, the source of light can be concealed and every possibility for glare is eliminated. There is no light wasted on the ceiling of the window or on the sidewalk. Show window reflectors are selected according to the depth and height of the window and the amount of light that is desired per single unit. In the window illustrated 150-watt lamps in X-ray reflectors were placed on fifteen-inch centers across the entire front of the windows.

The floor lamps used in the window are for the purpose of giving a homelike setting to the instruments. Other auxiliary lighting equipment that might be used are spot lights, flood lights, foot lights and colored lighting.

Making the Window "Different"

Show windows are very much like theatre stages. The merchant uses them to silently present his goods to the public and he wants them to be presented as attractively as possible. The purposes of specialties in window lighting are to make the entire picture "different" and to point out specific articles for observation. Color lighting makes a window different from every other window on the street and spot-lighting makes certain objects stand out more prominently than the remainder of the display. Each contrives in its way to appeal to the interest

of the passer-by. Sometimes a colored spotlight on white light or a white spot of light on a color lighting background is used to combine the effects for attracting the eye and holding the attention.

Whether in your windows or in your store, light serves you as a silent salesman. Good lighting is the cheapest advertising and selling service a merchant can obtain, but to insure the greatest profits he should remember that the value of lighting does not lie in the amount of current consumed but in quality of light delivered.

Artists' Window Display by O'Dea Much Admired

PATERSON, N. J., November 5.—James K. O'Dea, Victor retailer of this city, has always put much energy behind the sales promotion of the Victor



O'Dea's Unusual Window

line which he carries. Accordingly, his business has prospered and he now conducts one of the finest retail talking machine establishments in the city.

The subject of window dressing has been a sort of hobby with Mr. O'Dea and most of the displays have created considerable attention, one of the most recent being the "Norma Talmadge Fox Trot," Victor record No. 77506. In addition to the display of the record itself, and accompanying signs and display cards, there was room for a background of Victrola models. Featured in conjunction with this display was the Flex-A-Tone, which is distributed by C. Bruno & Son, Inc., New York City. As the Flex-A-Tone is recorded on this Victor record, a display of the instrument was included and an invitation given the public to enter the store and listen to this new musical instrument on the Victor record. The demand for the record indicated the pulling-power of the display.

RADIO DEALERS

TALKING MACHINE DEALERS, PIANO DEALERS, Etc.

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

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

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

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

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



OHIO RUBBER
228 W. 7th St., Cincinnati



The Instrument for Particular People



Ambassador Model
Height 46" Width 20"
Depth 21"

This is the leading line of popular price phonographs in the market. It has quality, material and first class workmanship, in mahogany and walnut finish.

A reliable motor playing 3 ten inch records, a brass tapered tone arm and a very good reproducer.

If you wish to obtain the best share of business in your territory, this is the line that will secure it, and the prices of these machines will astonish you.

Do not miss this opportunity of writing at once, enabling us to book your orders early, as our sales at the present time point to holiday shortage.

We guarantee to fill orders, in priority, as received by us.

RADIO Compartments, if desired
in **KIMBERLEY** Cabinets.



Grand Model 100
Mahogany
Height 33" Width 32"
Depth 22"



Grand Model 100
Two-Tone
Height 33" Width 32"
Depth 22"

The Kimberley Phonograph Company of New Jersey

Perth Amboy, N. J.

Factory:
Perth Amboy, N. J.

Office and Show Rooms:
206 Broadway, New York City

Important Considerations in Selecting Radio Lines for Retail Distribution

Colin B. Kennedy, Pioneer Radio Manufacturer, Gives Some Valuable Pointers Regarding the Selection of Sets by Retailers Who Are Operating or Plan to Operate Radio Departments

"Look out for radio orphans," is the warning recently given by Colin B. Kennedy, one of the pioneer manufacturers of radio apparatus, who pointed out the similarity between the radio manufacturing situation as it exists to-day and the automobile business of some years ago.

"Cars were formerly bought because of some 'feature' which appealed to popular fancy at the moment, just as a radio set is often picked out as desirable to-day," said Mr. Kennedy. "Then another novelty appeared to crowd that one off the stage, and the car manufacturer who had backed his novelty too heavily and paid less attention to sounder principles usually failed. Those who had bought cars of that make then found themselves with an 'orphan,' the 'guarantee' worthless because there was no organization to support it, and no place to go for the service which every piece of apparatus needs if it is to last for years as it should.

"If I were asked to give an impartial opinion to a friend on what radio set to buy, I would certainly advise him to narrow down his selection to those made by firms of established standing, and from those pick out the one that pleased him best when he tuned it himself.

"Some sets are easy to tune—others require very expert handling. Some are more pleasing in appearance than others. Some have excellent musical tone—others sacrifice tone to get extreme range. Some have no means of controlling the volume—others can be regulated. In fact, sets vary immensely in their characteristics, just as people do.

"So I would advise him to pick his radio set as he chooses a friend—for congeniality, and for wearing qualities. And a background of established reputation certainly makes a great

difference in the degree of trust a man puts in his friend—or his radio, which also becomes an intimate companion of his family.

"So it is with radio to-day. The basic principles of the art have been quite thoroughly ex-



Colin B. Kennedy

plored, and they are not beyond the grasp of any intelligent person who applies himself to learning them. He is then reasonably competent to build a radio set that will work. Likewise, by application he could learn all about making vacuum cleaners or electric motors—but that would not fit him to manufacture and sell to the public. That work naturally gravitates

to firms that are amply financed and soundly organized to manufacture and distribute."

Needle Sales Help With Okeh Record Envelopes

Sale of Needles Stimulated by Device Attached To Delivery Bags—New Needle Counter Display Cases Being Distributed to Dealers

One of the lines carried by the New York Distributing Division of the General Phonograph Corp., which has shown the most consistent and marked increase over former years, has been the needle stock. Determined and aggressive sales efforts have been put behind the sale of needles throughout the year and the results have been gratifying. To further stimulate these sales Norman B. Smith, manager of the division, recently devised a subtle sales suggestion in the form of a small manila envelope attached to the back of the record delivery bag. No additional charge is made for these new delivery bags and several dealers have already reported that the new device has been the cause of a number of customers being reminded that they had run short of needles.

A new needle display case is being distributed to Okeh dealers free of charge. This case, four rows wide, provides for a permanent display of the four types of needles made by the General Phonograph Corp. The dealer serves from a lower compartment, without disturbing the alignment of packages which meet the public eye. The new arrangement also does away with the loss of needles by theft.

Summers & Son Open Branch

The Summers & Son Music Co., of Jackson, O., recently opened a branch in Ashland, Ky., which is the sixth store of this progressive musical establishment. The other branches are scattered throughout southern Ohio.

Announcing The New Line With Rubber Horn

Musically, this improved horn is a treat for critical ears. It has the substance necessary to hold the tone. And with a new velvet mat surface, in black, bronze and mottled bronze and gold, it is as beautiful as it is musical. The new retail prices are \$25 for Model S, 14½ inch horn; \$20 for Model J, 12 inch; \$15 for the Baby Grand, and \$12.50 for the "Baby," the most efficient 10 inch horns you ever saw.

Write for terms on our complete new line of Audiophone loud speakers. We also have a unique Testing Set enabling your demonstrator to show customers the relative quality of loud speakers by switching rapidly from one to the other—a phonograph reproducer for dance use—and a very efficient Power Amplifier at a popular price. Jobbers, write us also.

THE BRISTOL COMPANY
Waterbury, Conn.

BRISTOL AUDIOPHONE

(TRADE MARK REG. U. S. PAT. OFFICE)
LOUD SPEAKER



Model S Audiophone—
\$25

Rubber Horn 14½" diameter. Velvet mat finish of mottled bronze and gold; classic base.

And now Columbia

FINE ART MUSICAL



THIS is without doubt the most remarkable collection of records ever offered. A Christmas season money-maker for you—eight album sets—five complete symphonies and three major works of chamber music. These records are smoother in surface and finer in tone than any you

have ever heard before. The Fine Art Series of Musical Masterworks are pressed from imported recordings. Read the list of artists and you will realize that the finest talent of Europe was drawn to our London laboratory for these records.

Write or wire the nearest

Columbia branch or distributor for information on the Fine Art Series of Musical Masterworks. Timely newspaper advertising and sales promotion will help you capitalize on these sets for your trade before and after Christmas. Columbia Phonograph Co., 1819 Broadway, New York.

presents ~ ~ ~ SERIES of MASTERWORKS

Complete symphonies and chamber music from imported recordings

SYMPHONIES

Musical Masterworks

No. 1 BEETHOVEN—SEVENTH SYMPHONY
By Felix Weingartner and London Symphony Orchestra.
In nine parts—five double disc records.
Complete with permanent record album—\$8.75.

Musical Masterworks

No. 2 BEETHOVEN—EIGHTH SYMPHONY
By Felix Weingartner and London Symphony Orchestra.
In seven parts—four double disc records.
Complete with permanent record album—\$7.00.

Musical Masterworks

No. 3 DVORAK—SYMPHONY "FROM THE NEW WORLD"
By Halle Orchestra, Conducted by Hamilton Harty.
In ten parts—five double disc records.
Complete with permanent record album—\$8.75.

Musical Masterworks

No. 4 MOZART—SYMPHONY IN E FLAT, NO. 39
By Felix Weingartner and London Symphony Orchestra.
In six parts—three double disc records.
Complete with permanent record album—\$5.25.

Musical Masterworks

No. 5 TSCHAIKOWSKY—SIXTH SYMPHONY (PATHETIQUE)
By Sir Henry J. Wood and New Queen's Hall Orchestra.
In eight parts—four double disc records.
Complete with permanent record album—\$7.00.

CHAMBER MUSIC

Musical Masterworks

No. 6 BEETHOVEN—QUARTET IN C SHARP MINOR, OPUS 131
By Lener String Quartet, of Budapest.
In ten parts—five double disc records.
Complete with permanent record album—\$8.75.

Musical Masterworks

No. 7 HAYDN—QUARTET IN D MAJOR, OPUS 76, NO. 5
By Lener String Quartet, of Budapest.
In six parts—three double disc records.
Complete with permanent record album—\$5.25.

Musical Masterworks

No. 8 MOZART—QUARTET IN C MAJOR, OPUS 465
By Lener String Quartet, of Budapest.
In eight parts—four double disc records.
Complete with permanent record album—\$7.00.

MISCELLANEOUS RECORDS OF CHAMBER MUSIC AND OPERA

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Ave.
Cleveland, Ohio, 1812 East Thirtieth St.
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 S. Los Angeles St.
New York City, 121 West Twentieth St.
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way

San Francisco, Cal., 345 Bryant Street
Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third St.
Seattle, Wash., 911 Western Avenue
COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.
TAMPA HARDWARE CO.
Tampa, Fla.

COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.
221 S. W. Temple, Salt Lake City, Utah
W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard, Chicago, Ill.
COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.



Here is an illustration of one of the eight albums which hold the records of the Fine Art Series of Musical Masterworks. Descriptive material of the records enclosed in each album is on the cover.

Columbia

PHONOGRAPHS AND



NEW PROCESS RECORDS

Edison "Listens In" on Radio as He Is Honored

Noted Inventor Hears Radio Speeches Marking the Forty-fifth Anniversary of His Invention of the Incandescent Lamp

Thomas A. Edison, inventor of the phonograph, sat in the living room of his home in Llewellyn Park, N. J., on the night of October 21, with radio earphones on his head and listened in to messages of congratulation broadcast over the nation by officials of the General Electric Co., congratulating him on having lived to see the forty-fifth anniversary of his first successful test of the incandescent lamp. It was on October 21, 1879, that Mr. Edison achieved this triumph.

The officials of the General Electric Co. who sent the messages of congratulation out over the air were C. A. Coffin, first president and chairman of the board of directors of the corporation; J. R. Lovejoy, vice president, and C. W. Stone, central station department manager.

They stood before the microphone at WGY, the General Electric broadcasting station in Schenectady, and their messages were relayed through stations WJZ, New York; WFI, Philadelphia; WEE, Boston, and stations in Dallas, Texas, and Oakland, Cal.

Station WOR in Newark had a special Edison night program.

Extensive Educational Work of the Victor Co.

By instituting an aggressive campaign in the colleges and schools in their vicinity, Victor dealers should secure a large and profitable business in both machine and record sales. The groundwork for such a campaign has been laid by the Victor Co., which during the Summer months had representatives present the organized Victor educational work in eighteen universities, twenty-nine colleges and normal schools, forty-nine county institutes, seven schools of music and special schools, four agricultural colleges, six camps and over fifty boys' and girls' rural clubs. Special lectures were given in twenty-one large Summer schools, and one hundred and twenty-nine Junior Chautauquas.

With music appreciation taking a more and more important part in the schools of the country, the educational field offers a steady and profitable source of business for the talking machine trade.

Vincent Lopez Signed for World Concert Tour

Vincent Lopez and His Jazz Harmonic Orchestra, Okeh artists, are scheduled for a world tour, covering a period of five years. Contracts have been signed between William Morris and S. Hurok, managers of notable artists, for the tour. At the same time contracts were signed for the appearance of Lopez at the London Hippodrome during the Spring of 1925.

This famous Okeh artist will appear in his first New York concert on November 23, at the Metropolitan Opera House, when he will direct an orchestra of fifty especially selected soloists.

A Novel Publicity Stunt

The removal of Mueller's Music Shop, Baltimore, Md., was made known to the many patrons of the store and to thousands of other residents of the city in a novel way. Twenty-five thousand cards, printed in bright red on a gray stock, announced that the new location was but thirty-three steps from the former headquarters. These cards were hung on the door-knobs of the homes and resulted in much comment.

McManus Bros. Discourage Tampering With Radio Sets

Notice Affixed to Each Receiving Set Leaving the Store Warns Against Anyone but Store's Representative Adjusting Instrument

ELIZABETH, N. J., November 6.—To discourage the habit of people with an inquisitive or mechanical turn of mind from tinkering with a radio set, usually resulting in a call for service, McManus Bros., talking machine and radio dealers of this city, affix the following notice on each Radiola which leaves the store:

IMPORTANT NOTICE

Do not experiment or tamper with this Radiola in any way after it has been properly installed by us.

Our responsibility ends the moment this Radiola is tampered with by anyone other than an authorized representative of McManus Bros.

A charge will be made for any service calls unless the complaint is a justified one.

NOTE

When replacement of either a bulb or battery is necessary, we would suggest that you purchase them here, as

the proper operation of a Radiola depends upon the use of genuine Radiola units.

This suggestion is made for your protection, as there are many inferior radio accessories offered for sale which do not function properly.

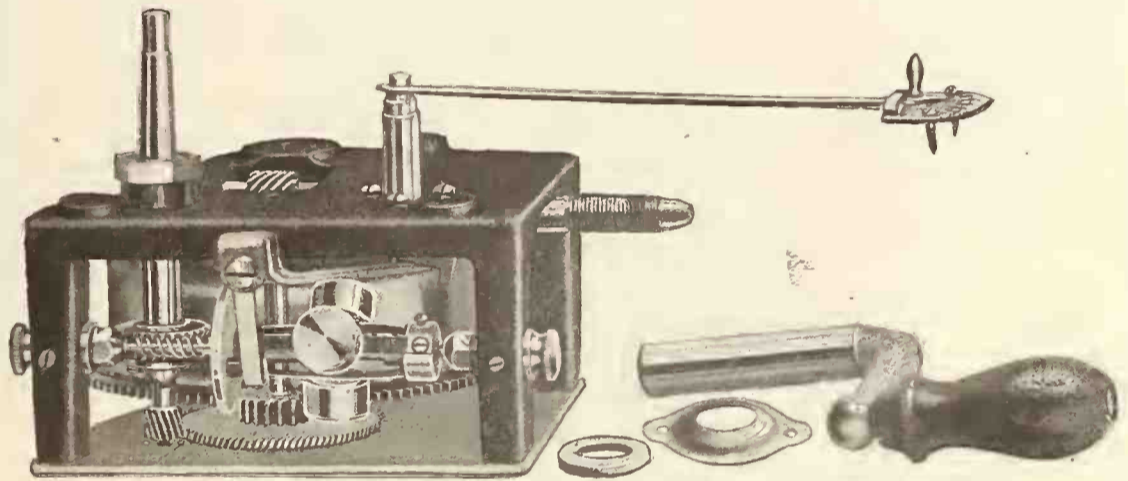
McMANUS BROS.

This notice serves a twofold purpose, the first as mentioned above, and secondly it keeps the name of the store before the radio owner with the reminder that it is the logical place at which to purchase tubes and other accessories.

Opens New Store in Monessen

T. S. LaForte, proprietor of the American Talking Machine Co., recently held a formal opening of his new store at Third street and Schoonmaker avenue, Monessen, Pa. There was music by the local Italian band and souvenirs were distributed. In addition to Columbia phonographs and records, pianos and small musical instruments will be handled at this attractive establishment and an aggressive sales campaign will be launched.

Silent Motors



Model S. S.

Here is proof of real Quality—

Returns for any and all causes less than $\frac{2}{3}$ of 1% of all motors

*Skilled Labor
Best Material
Intelligent Construction
Rigid Inspection*

FACTS—Not wordy descriptions—Count

We welcome your test of our motors

Detailed Information Upon Request

The Silent Motor Corporation

321-323-325 Dean St.—Brooklyn, N. Y.—Sterling 4861



Hear their First Record:
No. 51406
Blue Evening Blues
Copenhagen Blues

The **NEW**
P H O N O



Ten million feet have obeyed the magic of this hand!

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

EDISON

G R A P H

Factors Leading to a Machine Sale a Day

S. B. Parsons Sold Thirty-one Machines in a Month—He Tells How He Did It and Gives His Views of Retail Phonograph Selling

Why is it that some salesmen can go out into the field of operations and make a sale day after day, while other salesmen who apparently work equally hard are lucky if an occasional sale falls to their lot?

S. B. Parsons, a salesman of the J. R. Reed Music Co., Austin, Tex., in analyzing the methods which resulted in his making thirty-one sales during a period of one month, points out some of the reasons enabling a salesman to go out and get results, expressing the views of "the man on the firing line." He emphasizes that while the sales were all closed in one month, it actually required many months of preparation to pave the way.

Factors in Successful Selling

"To my mind there are three essential factors in the successful selling of phonographs to the consumer, namely: The firm—prestige of the firm, co-operation with the retail salesman and advertising indulged in. Second, the salesman must sell himself on his product and to his prospective customers. Third, the manufacturer—the product and the type of co-operation which the manufacturer extends to make the dealer's road to sales easier.

"The firm with which I am associated is of the highest class and enjoys a lot of prestige in Austin and the surrounding territory to which we cater. The name of the firm will secure a respectful hearing, which in nearly every case will lead to a demonstration. The management really co-operates with the salesmen and that is half of the battle in selling.

"The salesman, to succeed, must sell himself on the future of the business, its possibilities, must be loyal to his employer, and, lastly, must know the product which he is endeavoring to sell the prospect.

"The manufacturer must pave the way with national and local advertising, by sales letters and sales hints, and their traveling representatives should bring with them on their visits to dealers optimism and sales helps.

Necessity of Securing Prospects

"Of the utmost importance is the securing of prospects. The names and addresses of pro-

spective customers must be continually secured. We dig up ours in six ways: First, by canvassing, house to house. Second, by using the telephone; the salesman is always as close to his prospect as he is to a telephone. Third, from the owners of phonographs. We sell our customers so they will work for us and not against us. We always follow up any sale we make. Fourth, from the marriage reports. This is a source of the liveliest type of prospects and one which the dealer will find very much worth while following up. Young couples who are just about to establish their new homes can easily be sold on the necessity of the talking machine as a home accessory which will promote contentment and happiness. Fifth, by approaching the owners of new homes and those to whom building permits have been granted. Sixth, by securing the lists of employes of large firms—railroads, civil service employes and State and municipal employes.

The Follow-up

"After we secure the name and address of the prospect we get busy without delay. We make out prospect cards which are indexed and filed properly. We follow up by personal letters, telephone calls and personal calls all with one end in mind and that is a demonstration either in the store or in the home, preferably in the home because a sale is easier when the family is present. This is true for the reason that when a home demonstration is arranged the instrument is placed in the surroundings for which it is intended and the family can thus secure some idea of the way it will look if it is purchased. Another important point in connection with home demonstrations is that once the salesman has arranged for a demonstration of this type he is in the advantageous position of being able to deliver his sales talk in the hearing of all members of the family and can answer objections of any of them on the spot, thus eliminating the necessity of convincing each of the adult members of the family separately, with all that that means in lost time and the danger of a lost sale, through the sudden determination of the prospect to purchase

another make of instrument elsewhere. It is also important that the proper thought and attention be given to the setting of the stage for the sale. We try to set it in our favor or we do not attempt to close. After all, selling phonographs is simple enough. Briefly, one must work early and late, use common sense and let the prospect do a little of the talking."

Food for Thought

There is considerable food for thought in this statement by a salesman who has demonstrated his ability to deliver the goods. It is worth while for every salesman and dealer, too, for that matter, to check up on himself occasionally to see wherein he is falling short. One thing is certain, the salesman who is not receiving the co-operation of the dealer finds it doubly hard to make any kind of a showing in sales. The rule works both ways, for the dealer whose salesmen are not doing their utmost to swell the sales volume suffers through the loss of potential business and profits.

Appointed Eagle Distributors

The Electric Supply & Equipment Co., Inc., with main office in Albany, N. Y., and branches in Elmira and Buffalo, N. Y.; Reading, Scranton, Wilkes-Barre and Erie, Pa., has recently been appointed distributor for the Eagle neodyne receivers and is doing a brisk business with these instruments. An officer of the Electric Supply & Equipment Co., Inc., in speaking of the addition of the Eagle sets to his stock, said: "Before taking on the distribution of any radio products the goods are given a thorough test as to quality and are put in actual use in the territory in which they are to be sold. The Eagle has given wonderful results in the localities in which our stores are situated, and sales of this product assure good results."

Diversified Victor Publicity

The Victor Talking Machine Co. advertisements in the November magazines have a wide appeal. Three of the advertisements are of a general type and illustrate different styles of instruments and of concert and classical records. One advertisement is given over to music of the popular type with illustrations of such Victor artists as Paul Whiteman, Will Rogers and the Duncan Sisters. Still another advertisement is devoted to the Victrola as an aid to music appreciation in school courses.

Make Radio Week Sales Week

International Radio Week, which has been fixed from November 23 to 30, marks the opening gun of the holiday buying season for radio retailers, and in connection therewith it is expected that every radio store in the country will start a drive for holiday business at this time, according to an announcement recently issued by the International Radio Week Committee. Radio sets and parts constitute holiday gifts of merit, and dealers who capitalize on the International Radio Week movement will unquestionably score satisfactory results from their efforts.

Radio Panel Co. Chartered

The National Radio Panel Co., New York, was recently incorporated at Albany, to manufacture radio panels, with a capital stock of \$10,000. J. and S. and P. Sprung are the incorporators.

"ROYALFONE" KING OF ALL Good Holiday Stock

A good article to feature for Christmas sales. Radio fans who are making loud speakers for their friends will like the tone volume control feature of the Royalfone Unit.

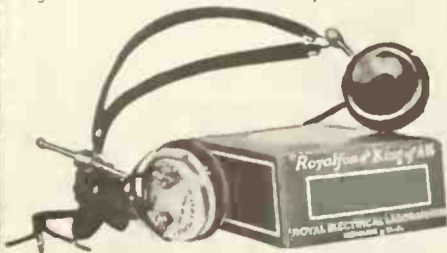
THE ROYALFONE UNIT

For the first time—a loud speaker unit which will give natural, pleasing results in any room because the volume is perfectly adjustable. Just as you open or close the doors of your phonograph to soften or in-

crease the volume, so you can regulate the tone intensity of radio reception to the acoustics of the room, simply by turning the adjusting knob on the back of the ROYALFONE UNIT.

A Demonstration Sells

Put a Royalfone Unit on a phonograph or horn, connected with your demonstration set, so that customers can try the tone control feature. The Royalfone Unit will do its own selling. Send a trial order TODAY.



Manufacturers, manufacturers' agents, and Jobbers of phonographs and loud speaker units—write for interesting offer

ROYAL ELECTRICAL LABORATORIES
NEWARK
Dept. T. W.
NEW JERSEY



Heavy nickel-plated nozzle and ample connecting cord. **\$5.00**

"ROYALFONE" KING OF ALL Headset

Ideal for locating distant stations because it will produce perfectly an audible sound from the weakest signal. **PRICE \$4.50**



Portables for Christmas

PAL

The All-Year 'round Portable Phonograph

A "PAL" in your window is a guarantee to the public that you offer the greatest value in portable phonographs. The Pal embodies every desirable feature in a high class phonograph, at a price that will appeal to all.

Retail Price
\$25.00
 Dealer's Price
 \$15-F.O.B. N.Y.



THE NEW Regal

Popular Priced Portable

Some of your customers may not care to spend \$25.00 for a portable phonograph. In response to an insistent demand for a Quality Machine at a lower price, we have created the REGAL Portable Phonograph, a machine of wonderful value.

PORTABLE PHONOGRAPHS Make Ideal Christmas Gifts

Holiday demands for portable phonographs will be tremendous. Are you prepared to meet them? The "PAL" and "REGAL" machines are made for volume sales and the price range enables you to meet all comers. Send in your order today for immediate delivery.



Retail Price
\$15.00
 Dealer's Price
 \$9-F.O.B. N.Y.

PLAZA MUSIC CO. 18 W. 20th Street, N. Y. City

Pooley

RADIO CABINETS

ATWATER KENT

RADIO EQUIPMENT

Model 600-R-2
William & Mary style

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

Model 1100-R-2
Stuart style

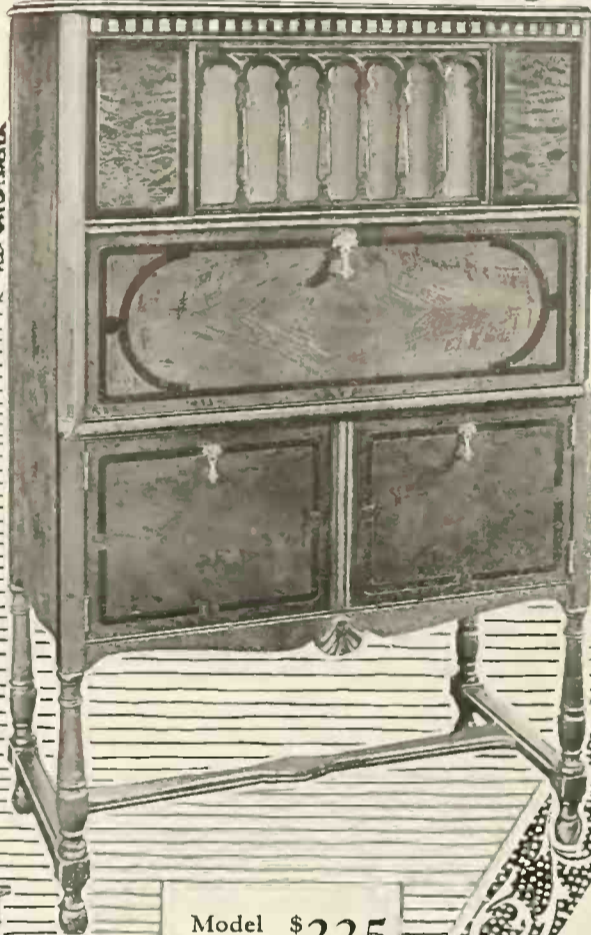
English brown mahogany or American walnut, duo-tone.

Model 1200-R-2
Louis XVI style

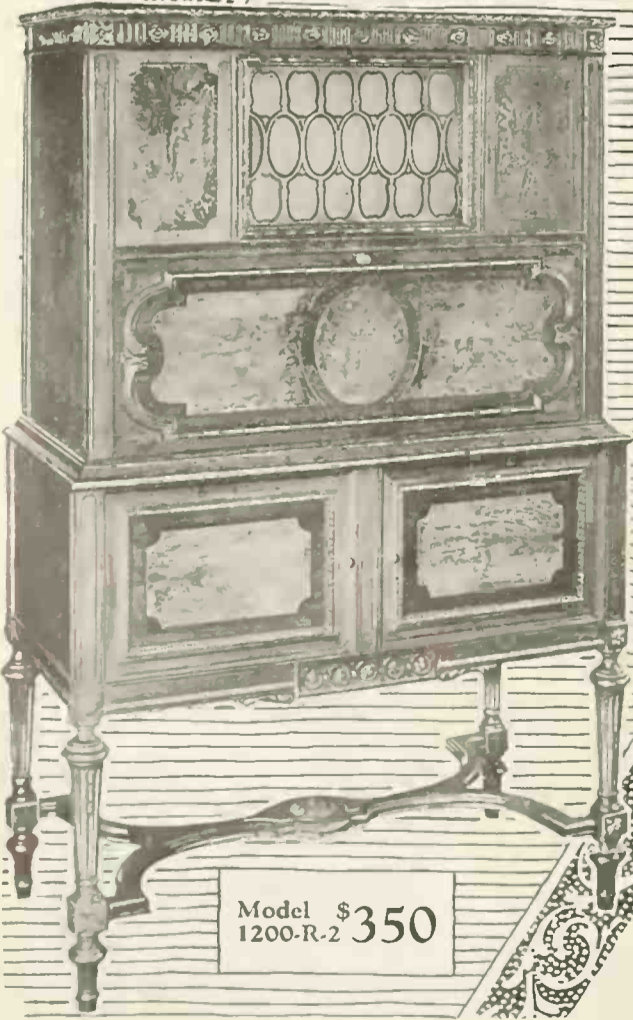
Selected American walnut and Oriental burl. Fluted silk interior fitting.



Model \$210
600-R-2



Model \$225
1100-R-2



Model \$350
1200-R-2

The RADIO BEAUTIFUL

Pooley's wonderful cabinet work—the world's standard for 41 years.

Pooley Built-in Loud-Speaker Amplifying Horn, patent pending—greatest advance in radio.

Easy To Sell

Desirable Territory Available to
Write Radio Sales Department C

Pooley

Philadelphia, Indiana Ave.—16th & 17th Sts.

Poolley

RADIO CABINETS

ATWATER
KENT

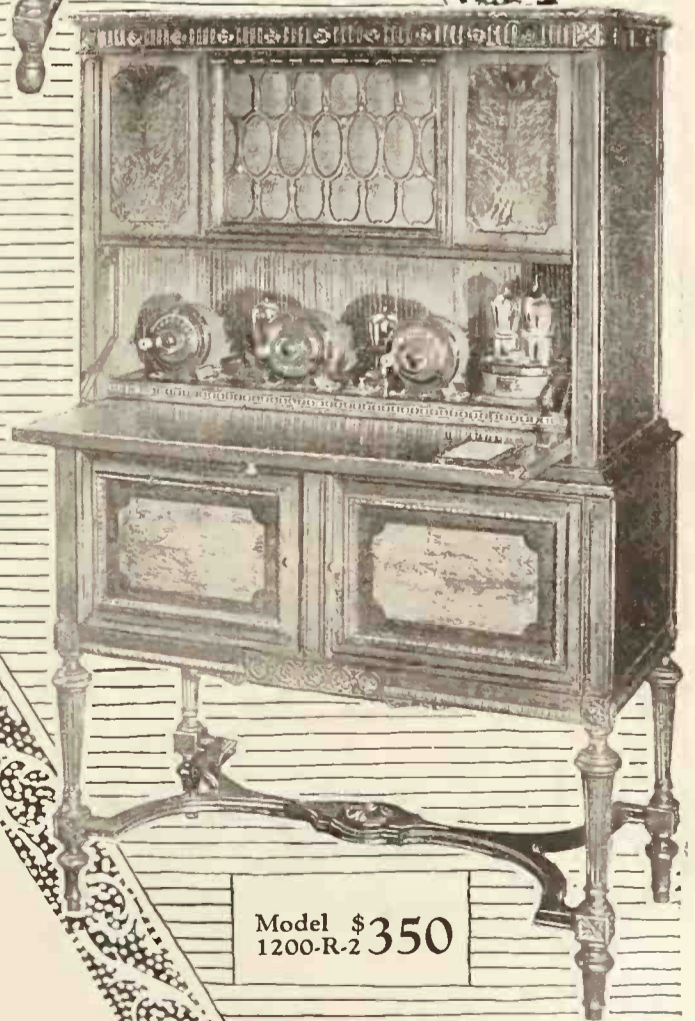
RADIO EQUIPMENT



Model \$ 210
600-R-2



Model \$ 225
1100-R-2



Model \$ 350
1200-R-2

Model 600-R-2
Length, 36"; Depth, 15½";
Height, 42". Complete
without tubes and batteries
Price \$210

Model 1100-R-2
Length, 33"; Depth, 15½";
Height, 52½". Complete
without tubes and batteries
Price \$225

Model 1200-R-2
Length, 36"; Depth, 18";
Height, 56½". Complete
without tubes and batteries
Price \$350

The RADIO THEY WANT

ATWATER KENT unique efficiency, easy operation, selectivity, distance, volume.

ATWATER KENT Loud-Speaker of unexcelled tone quality and volume.

No Real Competition

Jobbers in the Musical Trade

Write Radio Sales Department C

Company Inc.

Philadelphia, Indiana Ave.—16th & 17th Sts.

Campaign to Protect the Radio Industry

Comprehensive Plan of National Vigilance Committee to Curb Unethical Practices by Education Outlined by Harry D. Robbins

(The following article written for The Talking Machine World by Harry D. Robbins, chairman of the Committee on Management, National Vigilance Committee of the Associated Advertising Clubs of the World, outlines the important role which the Committee is playing in promoting the stability of the radio business. Manufacturers, distributors and retailers, who have the welfare of the radio industry at heart, will find reasons for encouragement in the comprehensive program of this organization—Editor.)

A total of \$350,000,000 is now being spent annually in the United States for radio equipment. In four years radio has become a great American industry. It has been changed from a highly technical device, mastered only by a group of trained scientists, to a household necessity in nearly three million American homes. Directly it reaches perhaps twelve mil-

lion people. Indirectly, through reception in auditoriums and elsewhere, it reaches virtually the entire American people.

What accounts for this sudden development? Radio is not new. It is ninety-three years since Michael Faraday discovered electro-magnetism, fifty-nine years since Clerk Maxwell first predicted electrical waves in the ether. Radio itself—the high frequency "wireless telegraphy" of Marconi—was employed professionally a quarter of a century before it was introduced to the public. Why was it ever introduced to them at all?

Three reasons may perhaps be assigned for this. And the first two lie with radio itself.

Radio was improved. As it was improved it was simplified. Thus radio operators needed no longer to be men of highly technical knowledge. The average man, without specialized training, could avail himself of it.

Even then, radio would have been the luxury of the few had it not been for another factor. The public did not know about it. Radio was being improved and simplified, but this the public did not know. Even among those few who had heard of it radio was regarded as a dark and mysterious alchemy. With them radio belonged almost in the same class with communication with Mars.

What Advertising Has Done for Radio

The task, therefore, was to educate the public in radio, and for this task advertising was employed. Advertising popularized radio. It convinced the public of the need, the desirability and the simplicity of radio, and thus, through radio, it brought the news, the knowledge and the entertainment of America to the easy chairs of many millions of people. More than that, advertising encouraged healthy competition in the industry. It improved the sets and, through a great increase in sales, tended to lower the price of them.

Advertising, therefore, was directly responsible for developing radio into an industry. It is responsible to-day for the expenditure of \$350,000,000 each year in radio equipment.

These pioneers of radio for the most part possessed all the qualities of pioneers in other fields. They were substantial, farsighted, intelligent men, who saw the possibilities of radio for serving the people and who consecrated their lives to the development of that service. Conditions, of course, were extremely unsettled. Hardly anyone, even the most optimistic, was able to predict how rapidly radio would grow and how completely, in four years, it would become identified with the lives of the American people.

Some Exploitation Evils

Consequently, when orders for sets suddenly flooded in upon them they were caught unprepared. But, with limited production facilities and small personnels, they struggled to meet this demand.

The sudden growth of radio changed previous price standards. Prices at first were high. They had to be. The law of supply and demand controlled that. But with most dealers and manufacturers such prices under such conditions represented only a nominal profit.

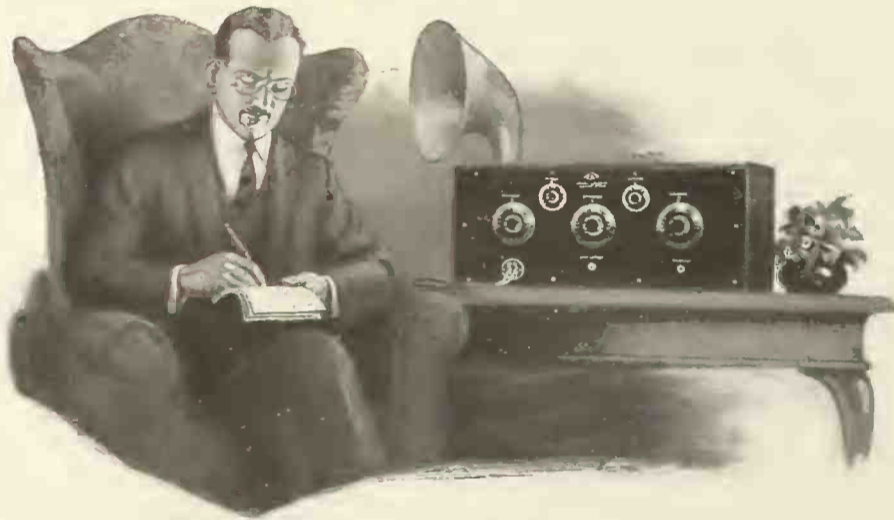
In radio, however, as in every other industry, there are a few individuals more interested in their own immediate gain than in the future development of the industry. And these men took advantage of the rapid growth and somewhat chaotic conditions to exploit the industry. These men charged prices even higher than conditions sometimes justified. Frequently they charged them for faulty products.

Drive to Eliminate Trade Evils

It is for this reason that, to protect the public and their \$350,000,000 annual investment in radio against the efforts of these people, the National Vigilance Committee of the Associated Advertising Clubs of the World, in co-operation with the United States Department of Justice, the Federal Trade Commission, Better Business Bureaus in forty large American cities and local vigilance committees or deputies in half a hundred other cities, is launching a campaign to standardize radio advertising.

The committee is centering its efforts upon several different practices. These include: Appropriation of radio tube type numbers or

(Continued on page 43)



The Murdock Neutrodyne

will meet the demand of your customers for a high grade neutrodyne at a moderate price

THE refinements of radio construction find the fullest expression in the Murdock Five Tube Neutrodyne. It is the product of an old New England radio organization that has been making radio equipment of the highest efficiency since 1904.

The Murdock Neutrodyne is the ideal receiver for home use. It is radio standardized—given a form as stable and resourceful as the piano and phonograph. It meets the most exacting tests of sound reproduction. Its performance will satisfy the most critical radio enthusiast. And in appearance it is handsome enough to

grace the best music and living room.

Strong sales co-operation

EVERYBODY'S talking neutrodyne—everybody's buying it. Meet this insistent call in your locality with the wonderfully efficient and unreservedly guaranteed Murdock. It's backed by powerful advertising in radio magazines and daily newspapers.—and strong sales co-operation.

See your jobber today. If he does not carry the Murdock Neutrodyne, write us for information and dealer discounts.



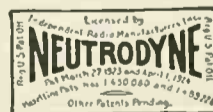
WM. J. MURDOCK CO.
416 Washington Ave., Chelsea, Mass.

Branch Offices:

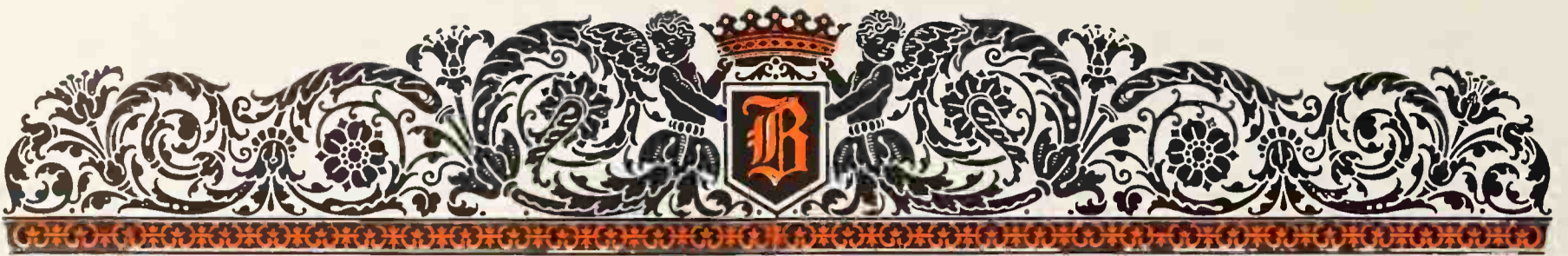
NEW YORK—53 Park Place

CHICAGO—140 S. Dearborn Street

SAN FRANCISCO—509 Mission Street



MURDOCK NEUTRODYNE



Announcing Exclusive

... Keeping Abreast of the Times, Musically

BRUNSWICK constantly offers Dealers and the public *new* stars on Brunswick Records. No name is added until after long tests we have assured ourselves that Brunswick's established high quality will be maintained. Until we know that the sales-possibilities of the new artist's records justify their being added to our already long and distinguished list of artists.

Here are the latest exclusive stars in the Brunswick firmament:

Minneapolis Symphony Orchestra

Henri Verbrugghen, *Conductor*

The New Hall of Fame

In adding the Minneapolis Symphony Orchestra to the New Hall of Fame we do so with fullest confidence in the public's reception of this famous group of musicians.

Since its formation in 1903, the Minneapolis Symphony Orchestra has given more than 3,000 concerts on tour throughout the country, from Coast to Coast.

This brilliant orchestra, therefore, needs no introduction to music lovers. Their records which are just coming out, will be easy sellers—for their music fulfills in every requirement the superlatively high Brunswick standards.



HENRI VERBRUGGHEN
Conductor

Marie Morrisey, *Contralto*

The New Hall of Fame

Miss Morrisey is an artist of rare *record-personality*—a contralto whose reputation has already been well established.

Her forte is songs of the old standard type, as well as numbers of semi-popular appeal. She has had long experience in records and her charming voice and artistic technique are decidedly *different*. We predict large sales in her records of the new dollar Purple Label series.



MARIE MORRISEY, *Contralto*

Frederik Schorr, *Baritone*

The New Hall of Fame

Frederik Schorr is a baritone of rare accomplishment. We forecast for him a brilliant future on Brunswick Records. And we are confident that, from the Dealer's standpoint, his records of the New Hall of Fame Purple Label and Gold Label series will become good steady sellers. Schorr's voice records splendidly. His specialty is German opera and songs of native Germany, of popular appeal. He is one of the leading baritones of the Metropolitan Opera.



FREDERIK SCHORR, *Baritone*

The Sign of Musical Prestige

Brunswick

PHONOGRAPHS · RECORDS · RADIOLAS



New Brunswick Stars

Val McLaughlin—The Original Radio Sandman

Exclusive Brunswick Artist



VAL McLAUGHLIN
The Original Radio Sandman

Val McLaughlin has a distinct place of her own as a teller of tales for children. She is the original Sandman of radio fame. Now she is an exclusive Brunswick artist—telling her stories to Brunswick-owners' children.

These "story-telling" records are not of the *ordinary* kind. Val McLaughlin is the sort of story-teller Brunswick is proud to sponsor. Children love to hear *her* stories over and over again. She projects into the record something of her own personality—her own enthusiasm. Miss McLaughlin's new Brunswick records will soon be ready. Brunswick Dealers will find at last what they have long sought in children's records.

Frank Bessinger

Exclusive Brunswick Artist



FRANK BESSINGER, *Tenor*

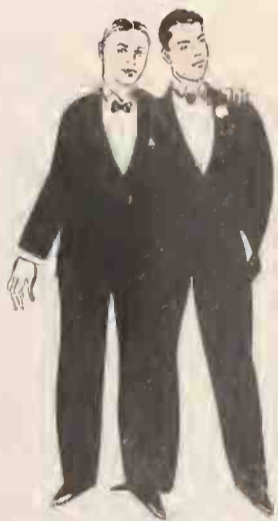
Bessinger sprang to overnight fame in a broadcasting station in New York. He is one of an already-famous new vocal team—The Radio Franks.

Bessinger's tenor voice has a mellifluous quality which records exceptionally well. Now on a tour of the broadcasting stations of America, his popularity is increasing daily.

We prophesy a quick demand for Bessinger's records. He was selected among hundreds who took recent "tests" at the Brunswick laboratories, and we are enthusiastic about his voice.

The Radio Franks

Exclusive Brunswick Artists



THE RADIO FRANKS

The Radio Franks, as newspapers promptly dubbed Frank Wright and Frank Bessinger, are known already to thousands of radio fans all over the country.

These two singers have voices which blend marvelously. Reproduced on Brunswick Records by the famous Brunswick Method of Reproduction, not a note, not an inflection is lost.

Records made by the Radio Franks have a great sales-future. We highly recommend this vocal team.

As in Phonographs and Records, Brunswick offers the superlative in Radio

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

GENERAL OFFICES: CHICAGO

Branches in all Principal Cities

New England Distributors:
Kraft, Bates & Spencer, Inc.
80 Kingston Street, Boston, Mass.

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



Brunswick Radiola No. 360, one of the six new models of the Brunswick Radiola

The Sign of Musical Prestige
Brunswick
PHONOGRAPHS • RECORDS • RADIOLAS

To Protect the Radio Industry

(Continued from page 42)

any part thereof; sets built by retail stores but containing certain licensed parts of well-known manufacturers but which are advertised as being solely the products of these manufacturers; concerns or individuals advertising a radio product in infringement of patent or license rights; doubtful claims concerning the receptive power of radio equipment which cannot be substantiated; merchandise advertised as being reduced from a certain list price and represented as possessing the list price value, but which does not carry all the advantages, such as factory guarantee and repair privileges, to which any purchaser who buys at the regular price is entitled; advertisements which lead the purchaser falsely to believe that certain accessories are included at the price quoted; claims as to batteries and other accessories which cannot be substantiated or which conflict with the views of the recognized scientific opinion on the subject; sets advertised at reduced prices when the model has been discontinued at the factory but which are represented as still possessing its regular price list in a way to lead the public to believe that it is securing a much better current value than is actually the case; when a particular piece of merchandise is featured through advertising but the dealer fails to keep a sufficient supply on hand to meet a reasonable public demand.

These are but a few of the objectives of the Vigilance Committee and its co-operating organizations. Broadly, the committee intends to maintain truth-in-advertising by curbing all sales and advertising methods in radio which do not measure up to the standards which are now being formed. And these will include radio stock selling schemes as well.

To Be Campaign of Education

For the most part the Vigilance Committee will not use force—it will not need to use force—to accomplish its ends. These doubtful advertising methods, it realizes, are usually not the result of perversion but of ignorance of the standards. In fact, radio itself is still so new that these standards have not yet been definitely set.

The campaign of the Vigilance Committee, therefore, will be primarily a campaign of education. It will seek first to have the standards of radio sales and advertising definitely mapped out, and then to educate all those in the industry, and the public as well, to maintain those standards.

In those few cases where education fails the committee will resort to publicity and, only as a last resort, to prosecution. So carefully and so thoroughly does the committee work, so great is the influence of the Associated Advertising Clubs of the World, with their 30,000 members all striving toward a common end; so complete is the co-operation between the committee, the Better Business Bureaus and the United States Government and local authorities that rarely does the committee have to resort to prosecution. In ninety-five cases in a hundred education is successful.

The energies of all these organizations, therefore, are focused on a common point, and their work is constructive, not destructive. Their purpose is educational, not punitive. They seek truth-in-radio-advertising not alone because truth is morally desirable, but because it is economically necessary. Only through truth—and by truth is meant adherence to standards as well as moral honesty—the committee believes, can the confidence of the public be protected.

Advertising, in four short years, developed the public's confidence in radio, and advertising men intend to protect that confidence.

The possibilities of radio are boundless. There are to-day about 500 broadcasting stations in the United States. An international chain of radio broadcasting stations reaching 50,000,000 people is proposed. It seems hardly an

exaggeration to say that the time is not far distant when the radio will literally reach everybody.

Co-operation a Vital Need

For this reason the co-operation of everyone interested in the development of radio to maintain the public's confidence in the industry is a very vital need. Realizing this need, the National Vigilance Committee and its affiliated organizations seek to become in a sense the custodians of that confidence and to check the efforts of anyone—whether he does so knowingly or unknowingly—to abuse that confidence.

These bodies protect the investment of \$350,000,000 annually. They do more than that. They protect the future development of an industry and a science which are already bound up in the welfare and happiness of the public.

The World Loud Speaker Mfg. Co., New York, was recently incorporated at Albany, to manufacture radio instruments with a capital stock of \$20,000. The incorporators are I. Sherman, B. Greenspan and H. Morris.

Many Dealers Take on Okeh Record Line

New Accounts Opened in New York Territory Show Growing Popularity of These Records

The month of October showed an appreciable increase in all lines carried by the distributing division of the General Phonograph Corp., N. B. Smith, manager of the division, states. Aside from the natural increase due at this time of the year, a competition among the outside men is responsible in a large measure for the very favorable sales totals for the month. A number of new accounts were opened, all of whom will feature the Okeh and Odeon records. Among them are included, E. Winter's Sons, Kingston, N. Y.; Max Bruskin, Astoria, L. I.; Hanford & Horton, Middletown, N. Y.; G. Ardola, 127 Corona avenue, Corona, L. I.; Arline Music Shop, Ozone Park, L. I.; L. Ettinger, Perth Amboy, N. Y.; and the Palmer Furniture Store, 153 Pearl street, Albany, N. Y.

Ralph Waldo Emerson once said: "An institution is but the lengthened shadow of a man."

Which is another way of saying that a product is no better than the institution behind it.

Shrewd buyers always investigate the house with the goods. They know that water is no better than its source.

You are invited to determine the responsibility of the House that builds "MASTERCRAFT"—together with the product.

Two large factories with every modern facility, manned by artisans long skilled in the trade—make for quality, volume, efficiency and dispatch,—which means a wide range of "Golden Rule" Instruments—at interesting figures.

Buyers are divided into three classes: the self-starters, those that have to be cranked and those that have to be towed.

Self-starters will find this a profitable connection on Fall requirements.

Descriptive literature—and quotations—on request.

THE WOLF MANUFACTURING INDUSTRIES

(Established 1890)

BUILDERS OF "MASTERCRAFT" PHONOGRAPHS

QUINCY, ILLINOIS

VOCALION



BEETHOVEN
from a painting by
Julius Schmid

The Greatest Recording Achievement of Modern Times

*Recorded in Europe and Introduced Exclusively
in America by*

The AEOLIAN COMPANY

A NOTEWORTHY Vocalion release has just been announced—Beethoven's majestic Ninth Symphony in a special VOCALION RECORD series of seven double-faced recordings played by the New Symphony Orchestra of Berlin under the direction of the noted European conductor, Bruno Seidler-Winkler.

Nothing has been heard in this country to equal the superb reproduction of orchestral instruments in these magnificent records. A vocal chorus of rich voices from the Berlin Opera, headed by leading European soloists is a striking feature in the 4th Movement of the Symphony. Lovers of symphony music the country over will create a

large demand for these marvelous Vocalion Records—enabling them to enjoy in their own homes this great work of Beethoven.

For the Christmas trade, Vocalion Red Record dealers have the enormous advantage of offering this stupendous achievement to musicians of the United States.

Distributors of Vocalion Records

S. E. LIND, Inc. 2755-65 W. Fort St., Detroit, Mich.
VOCALION CO. OF CHICAGO . . . 529 S. Wabash Ave., Chicago, Ill.
Distributors of Vocalions and Vocalion Records
OHIO MUSICAL SALES CO. . . 1747 Chester Ave., Cleveland Ohio
LOUISVILLE MUSIC CO. 570 S. Fourth St., Louisville, Ky.
STERCHI BROS. Knoxville, Tenn.
STERCHI FURN. & CARPET CO. Atlanta, Ga.
MUSICAL PRODUCTS DISTR. CO. 22 W. 19th St., N. Y. City

WOODSIDE VOCALION CO. 154 High St., Portland, Me.
A. C. ERISMAN CO. 174 Tremont St., Boston, Mass.
GIBSON-SNOW CO. 306 W. Willow St., Syracuse, N. Y.
LINCOLN BUSINESS BUREAU . . 1011 Race St., Philadelphia, Pa.
PITTSBURGH PHONO. DISTR. CO. .
217 Stanwix St., Pittsburgh, Pa.
VOCALION RECORD CO. OF MD.,
305 N. Howard St., Baltimore, Md.

RED RECORDS

BEETHOVEN'S FAMOUS NINTH SYMPHONY IN D MINOR

Complete in a Special Orchestral Series of VOCALION RED RECORDS

Played by the New Symphony Orchestra of Berlin

Under the Direction of BRUNO SEIDLER-WINKLER

BEETHOVEN'S NINTH SYMPHONY — *Vocalion*

- First Movement—Part 1—
- First Movement—Part 2—Allegro, ma non troppo—New Symphony Orchestra, Berlin.
Conducted by Bruno Seidler-Winkler (Recorded in Europe)
No. 35050 12 inch \$1.25
- First Movement—Part 3—Allegro, ma non troppo
- Second Movement—Part 1—Molto vivace—New Symphony Orchestra, Berlin.
Conducted by Bruno Seidler-Winkler (Recorded in Europe)
No. 35051 12 inch \$1.25
- Second Movement—Part 2—Molto vivace
- Third Movement—Part 1—Adagio molto e cantabile—New Symphony Orchestra, Berlin.
Conducted by Bruno Seidler-Winkler (Recorded in Europe)
No. 35052 12 inch \$1.25
- Third Movement—Part 2—
- Third Movement—Part 3—Adagio molto e cantabile—New Symphony Orchestra, Berlin.
Conducted by Bruno Seidler-Winkler (Recorded in Europe)
No. 35053 12 inch \$1.25

- Fourth Movement—Part 1—Presto
- Fourth Movement—Part 2—Presto allegro assai—New Symphony Orchestra, Berlin.
Conducted by Bruno Seidler-Winkler (Recorded in Europe)
No. 35054 12 inch \$1.25
- Fourth Movement—Part 3—Presto allegro assai—New Symphony Orchestra, Berlin—Vocal, by Ethel Hansa, soprano—Eleanor Schloschauer, alto—Eugen Transky, tenor—Prof. Albert Fischer, bass—and chorus Berlin National Opera.
- Fourth Movement—Part 4—Presto allegro assai—New Symphony Orchestra, Berlin. Conducted by Bruno Seidler-Winkler—Vocal, by Eugen Transky, tenor, and chorus—Berlin National Opera (Recorded in Europe)
No. 35055 12 inch \$1.25
- Fourth Movement—Part 5—Presto allegro assai
- Fourth Movement—Part 6—Presto allegro non tanto. New Symphony Orchestra, Berlin. Conducted by Bruno Seidler-Winkler—Vocal, by Ethel Hansa, Soprano—Eleanor Schloschauer, alto—Eugen Transky, tenor—Prof. Albert Fischer, bass—and chorus—Berlin National Opera (Recorded in Europe)
No. 35056 12 inch \$1.25

Seven Double-faced Vocalion Records complete in Special Album \$10.00 or \$1.25 Separately

The AEOLIAN COMPANY

Aeolian Hall
NEW YORK

- O. J. DEMOLL & CO.,
12th and G Sts., N.W., Washington, D. C.
- REINHARDT'S, INC.....104 S. Main St., Memphis, Tenn.
- RADIO EQUIPMENT CO. OF TEXAS,
1319 Young St., Dallas, Texas
- D. H. HOLMES CO.....New Orleans, La.
- STONE PIANO CO.....Fargo, N. D.
- STONE PIANO CO.....826 Nicollet Ave., Minneapolis, Minn.
Distributors of Vocalion and Vocalion Records
- MOORE-BIRD CO.....1720 Wazee St., Denver, Colo.
- MUNSON-RAYNER CORP.,...643 S. Olive St., Los Angeles, Cal.
- MUNSON-RAYNER CORP.....86 Third St., San Francisco, Cal.



Capitol Distributing Co. Appointing Distributors

M. Steinert & Sons, Boston, and Brown & Sperling, of Washington, Secure Dynergy Distribution Rights in Their Territories

The Capitol Distributing Co., New York City, has derived many benefits from the various radio shows that have been recently held in the large cities of the East. It not only reports decidedly stimulated interest in radio in general, as a result, but has found a marked increased demand especially for the Dynergy receiving set, of which it is the factory distributor. This set, which may be plugged in on any socket, needs no batteries and it created considerable interest at each show.

Ira Greene, president of the Capitol Distributing Co., made a flying trip to the most important trade centers along the Atlantic Coast. He personally visited a large number of radio dealers and distributors and returned with contracts from some of the biggest music and radio jobbers in that territory. In Boston, the well-known distributing house of M. Steinert & Sons has taken on the Dynergy line and in Washington, D. C., Brown & Sperling have been appointed distributors.

It is expected that the Capitol Distributing Co. will shortly announce Dynergy distributors in Philadelphia, Pittsburgh, Baltimore and other important cities in the East. In an interview with *The World*, Mr. Greene reported that tremendous interest in radio was being manifested not only in New York City, but in other East Coast cities as well. The Capitol Distributing Co. has prepared for this season with adequate stock, and shipments are very heavy. Besides the Dynergy receiver the Capitol Distributing Co. is also the distributor of Ambler Holman sets, Murdock neudrodyne sets and the Song Bird phonograph panel. In the loud speaker line it features the Charmitone.

Pathé Corp. Announces Two New Radio Models

Super-Five and Big-Five Radio Receivers Are Now Included in Pathé Line of Sets

The Pathé Phonograph & Radio Corp., of Brooklyn, New York, is adding to its line of radio receiving sets two new models which are expected to prove particularly popular, especially throughout the talking machine trade. These two models are to be known as S-5 (Super-Five) five-tube radio receiver and B-5 (Big-Five), another five-tube set. The Pathé Corp. is ready to make delivery on the S-5. This new set consists of two stages of radio amplification, detector, and two stages of audio frequency. It has a particular appeal to the talking machine trade through both its attractive appearance and simplicity of operation. It is housed in a cabinet of genuine two-tone mahogany with a panel and dials of mahogany as well. Although simply operated, it is described as extremely selective, sensitive, and has a substantial volume.

Delivery will shortly also be made of the B-5, which is marketed at a lower price. This set is described as a tuned radio frequency set, self-neutralized, non-oscillating, non-radiating and easy to operate, as there are but three controls. There are also many claims made for this set in selectivity, tone and volume, and it is also attractively cabined in a mahogany-finished case.

The Pathé Phonograph & Radio Corp., it will be remembered, is the manufacturer of Minute Man and Five-Six sets. It is reported that the success with which these sets have met has enabled the company to go into volume production with a corresponding decrease of price. The Minute Man is a five-tube Phusiformer set and the Five-Six has two stages of radio amplification, detector and three of audio.

The High Boy radio cabinet produced by the

Pathé Corp. is now being equipped with the S-5. The High Boy not only provides for the set of batteries, but has a loud speaker built in behind the grill work. This model has been produced to meet the marked demand for radio sets in furniture models.

Attractive Thanksgiving Edison Window Display

The accompanying illustration is the window display arranged by Thos. A. Edison, Inc., for the use of its dealers prior to Thanksgiving. The display, as may be seen, is simple in arrangement and can be put in at very low cost.



Edison Thanksgiving Window

Dealers can take no more effective steps in the campaign to secure holiday business and tying up phonographs and records with holidays than to make the appeal to the public through the "eye of the store."

Formal opening of the Rupert & Tewart Music Store, New Bethlehem, Pa., was held recently and was extremely well attended. Prominent local artists entertained and the event was a success from every possible angle.

Your Radio Department Is Incomplete Without a Standard Charger

The "Eagle" Charger

created a demand for itself practically overnight.

And here's the reason—The reputation of the makers behind it and the confidence in their products.

Besides that it has features the others haven't.

The radio fan wants *every* feature the industry can offer him, and he gets *every* feature a charger can offer in the EAGLE.

For instance—

It has a VARIABLE CONTROL.

It charges "A" Batteries while the set is in operation.

It has a special transformer that cannot burn out the radio tubes.

It charges 120 volts of "B" Battery in series (distinctly an Eagle feature.)

It has a variable charging rate by which the charge is controlled.

It has an automatic switch which automatically cuts off at zero.

Jobbers!—The "Eagle" will give you what you are entitled to expect from a charger—honest construction, good appearance, and a performance that is free from trouble for the user and you!

The most outstanding proof of "Eagle" worthiness is the fact that many of the leading concerns in the Radio Industry are using the "Eagle" charger exclusively!

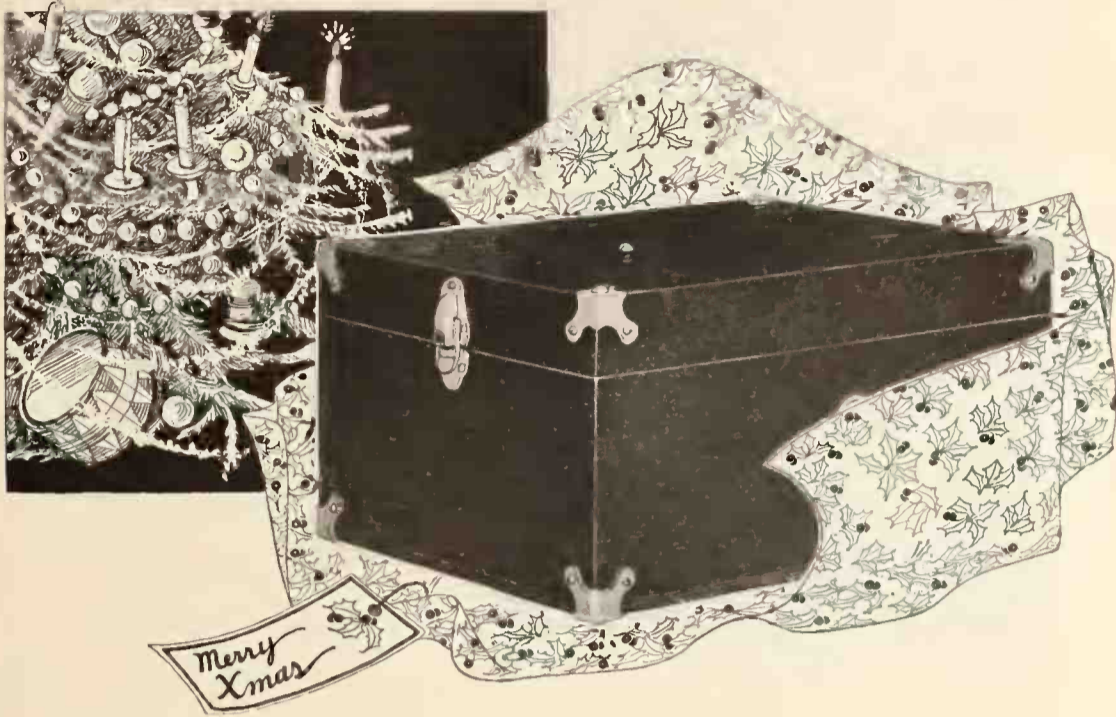


SPECIAL NOTE! The EAGLE Charger contains a tube supplied to us direct by the General Electric Company by special arrangement. The EAGLE is a distinct improvement—and it is legitimate!

Foreign and Domestic Electrical Commodities, Inc.

629-635 WEST 23rd STREET, NEW YORK, N. Y.

Western Office: 11502 Madison Ave., Cleveland, Ohio



Packed
in
Holly
Cartons

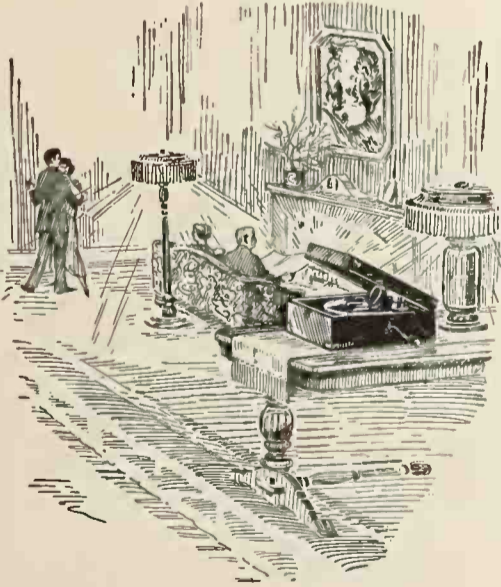
SPENCERIAN

Portables for Christmas!

PRICES:

- Directone* \$35.00
Walnut or Mahogany Case
- Reflextone* \$30.00
Mahogany or Walnut Case
- Beltone* \$25.00
Dupont Fabrikoid Case

Grace any Room



SPENCERIANS are year 'round instruments.

The handsome Mahogany or Walnut cases of the *Directone* and *Reflextone* models make them as suitable for use in the finest parlors, playing carols on Christmas Eve, as outdoors in the summer.

They are thoroughly high-quality products, in tone, design, and workmanship, that will build patronage for you.

The striking holiday cartons in which we pack them for you at this season add greatly to their appeal as attractive, reasonably priced gifts.

You will profit by featuring SPENCERIANS for the holidays.

WESTPHONO, INC. • 46 W. 4th St., Saint Paul, Minn.

Dunn Now Sales Manager of American Specialty Co.

President Clifford and Sales Manager Dunn Discuss Plans and Policies

BRIDGEPORT, CONN., November 6.—The American Specialty Co., manufacturer of the Electrola receiving set, is finding the talking machine trade much interested in its product. In addition to the development of the set itself, this company has also formed a well-rounded sales



D. J. Clifford

and service organization capable of offering exceptional service to the merchandising of American Specialty products.

D. J. Clifford, president of the company, has announced the appointment as sales manager of W. R. Dunn, whose former connection as assistant sales manager of the De Forest Radio Corp. and prior to that with the Cutting & Washington organization, has given him a wealth of experience in the radio field and particularly fits him for the position he now assumes.

In a recent chat with The World Mr. Dunn outlined the policies that he intended to pursue. He stated: "A closer spirit of co-operation



W. R. Dunn

between the manufacturer and the jobber and dealer organization is absolutely essential to the success of the business. Conditions have improved greatly in this respect in the past two years, but in the past too many manufacturers felt that their responsibility ceased entirely when shipments had been made. Our exclusive arrangement with jobbers, together with our community agency plan for dealers, will go a long way in eliminating the trade evils that exist to-day and at the same time will make the Electrola franchise a valuable one to the entire trade organization."

D. J. Clifford, chief executive of the American Specialty Co., has developed this organization from small beginnings to its present size. It

is not a new organization, but has manufactured electrical instruments for twenty years. A number of years ago Mr. Clifford visualized the future popularity of radio and placed on the market a line of radio parts that has proved exceptionally popular. The complete set, the Electrola, was developed under Mr. Clifford's personal direction, and is now produced in three models. Its attractive appearance, besides its efficiency as a radio receiving set, will no doubt have a distinct appeal to the talking machine field.

In addition to complete sets, the American Specialty Co. produces the Regal and Kelford lines of radio products, which include the Kelford variable condenser, audio frequency transformer, shielded frequency transformer, rheostats and potentiometers and the Regal vernier rheostat and inductance switch.

Special Columbia Hanger

The advertising department of the Columbia Phonograph Co., Inc., issued recently a very attractive hanger featuring the extensive Columbia collection of old-time tunes, played and sung by popular old timers. The sale of this class of selections is growing rapidly, and the Columbia library has recordings by fiddle, guitar and harmonica specialists, which are being advertised widely by Columbia dealers. Many of the Columbia representatives have accepted the company's suggestion to feature this hanger in booth and store windows, particularly as the hanger displays picturesque photographs of such square dance virtuosos as Gid Tanner, Riley Puckett and Ernest Thompson.

F. Daniels in New Position

Frank Daniels, formerly manager of the talking machine department of Kincaid's, Quincy, Mass., has joined the forces of Walter H. Sturgis, Inc. This establishment was recently renovated and re-decorated.

Proof of Service

Each week we prepare several hundred sets of attractively painted show cards featuring the new Victor Records—for exhibition in the windows of our dealers.

This service is considered a most important item in the M. I. S. extensive and thorough plan of sales promotion, as experience has shown that the strikingly designed and colorful cards in their gold frames, have a real record selling ability.

If you are unacquainted with this phase of our service we should be pleased to send you samples and description.

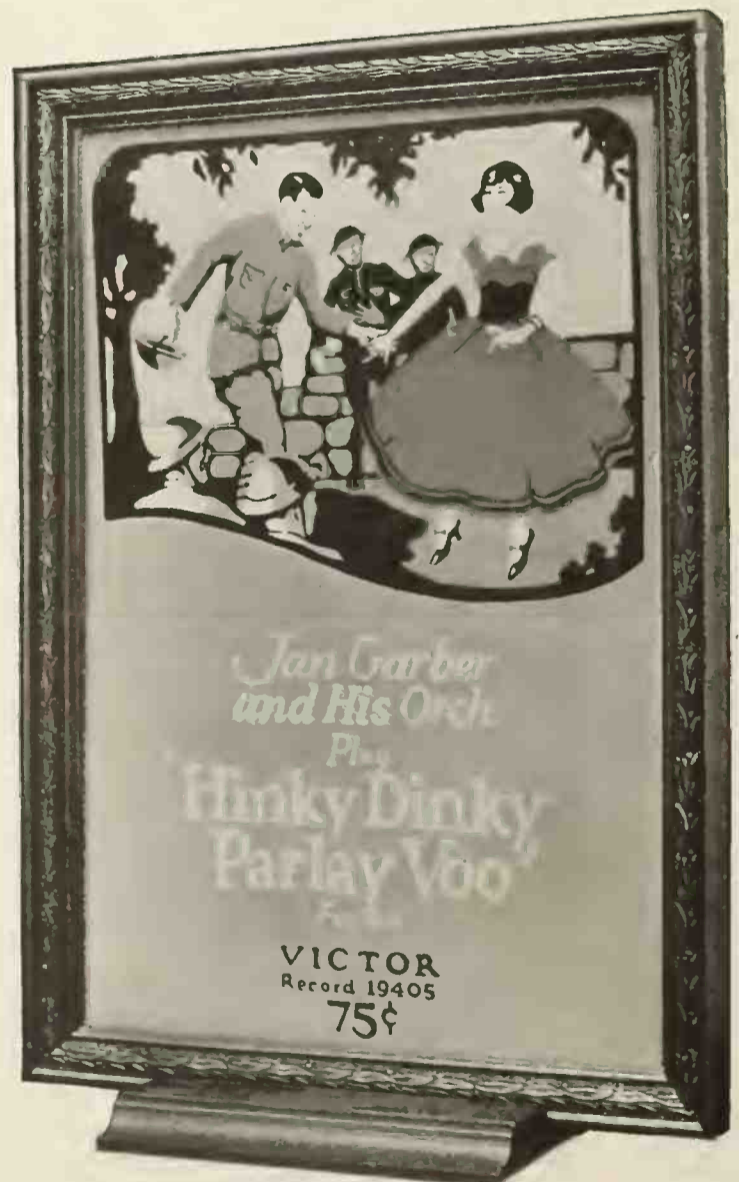
Musical Instrument Sales Co.

Victor Wholesalers

673 Eighth Avenue

NEAR 42ND STREET

New York



M. I. S. RECORD CARD IN FRAME

Every radio dealer ought to know these three factors of greater tube business

WHAT radio tube should a merchant of your reputation sell in the best interests of your customers, yourself and your profit?

Here are three facts that will help you decide:

1. The radio tube you sell should be a product of the most skillful workmanship—a product made according to the highest standards of radio efficiency and of accurate workmanship. De Forest tubes, endorsed by experts, are rigidly inspected one by one in the factory. They are the latest of a long line of tubes the first of which was made by Dr. Lee De Forest.
2. The radio tube you sell should perform in all ways exactly as the makers claim. De Forest tubes are *uniformly* reliable. Once sold they stay sold. They bring you new customers who will come in again and again. They stand by your reputation as a dealer of first-class merchandise and strengthen your bonds with old customers. Their performance shows its value in your cash register.
3. The radio tube you sell should have a name well known to your customers new and old. De Forest as a name stands for the perfect reliability of the products bearing it and for pioneer radio work. National advertising in the leading radio magazines and in the great newspapers of broadcasting centres is now making De Forest tube sales still easier for the dealer.

MORE and more merchants prefer to carry De Forest tubes because of their faith in these facts. An unusual opportunity is open to you to increase your profits with De Forest tubes, whose clearness and volume of tone are sources of continuous satisfaction to discriminating purchasers. There are two types, which cover all needs. The DV-3 is for

dry batteries and is both radio and audio frequency amplifier. It is a good detector in standard regenerative circuits. The DV-2, for storage batteries, is particularly designed for power amplifier work.

Write us while you think of it—or send a wire for the De Forest merchandising plan.

DE FOREST RADIO COMPANY
JERSEY CITY, N. J.

DE FOREST TUBES

TRADE MARK REG.

The "Magic Lamp" of Radio



The DV-2 has a filament potential of 4½ volts and a filament consumption of 25/100 of an ampere.



This tube, the DV-3, consumes a filament current of only 6/100 of an ampere. It operates at a filament potential of 3 volts.

Made by the makers of
De Forest D-12 Radiophones and all other parts

Sonora Co. Protects Name Against Infringement

Court Decides Name "Sonata" for Phonographs
Is Infringement of "Sonora"

The Sonora Phonograph Co., Inc., announced recently that it had stopped the attempt of a Western manufacturer to bring out a phonograph bearing the name "Sonata." Several years ago this name was used by an Eastern manufacturer who discontinued it, however, when it was decided by the patent office authorities that the word "Sonata" constituted an infringement of the name "Sonora." The latest attempt was made by a Western manufacturer who apparently did not have cognizance of the former decision, and the Sonora Phonograph Co., Inc., has suggested that dealers and jobbers, as well as manufacturers, bear in mind that the word "Sonata" has been banned by the patent office.

New Tonofone Jobbers in Denver and Chicago

Miss E. E. Powell, secretary and treasurer of the Tonofone Co., of Chicago, manufacturer of Tonofone needles, was a visitor to New York recently calling on some of the jobbers in this territory. While in New York Miss Powell announced the appointment of Gray Bros., Denver, Colo. and the Targ & Dinner Music Co., 229 West Randolph street, Chicago, as Tonofone jobbers. Both of these companies are well known in their respective cities and are planning to start aggressive campaigns in behalf of the well-known needle, which has become popular both with dealers and public.

The Melodyne Co., New York, was recently incorporated at Albany, with a capital stock of \$10,000 to manufacture radio sets. The incorporators are E. Hajos, H. Kirshbaum and F. Melson.



The A-C DAYTON XL-5 Dark Mahogany Cabinet

Performance that Sells

PROVEN performance sells Radio Receivers to the music trade, performance that will assure the music lover of clear reception of his favorite program, uninterrupted by the necessity of endless tuning and adjusting.

The A-C DAYTON XL-5 is a five tube super-Receiver that sells on performance—performance that is a pleasant surprise to the most exacting radio fan—performance that is needed to appeal to the music lover who demands true radio reception.

In dollar for dollar value the XL-5 leads the field of fine Receivers. Retailing at \$115.00 (\$120 Denver and west), less tubes and batteries, it attracts the music lover who is looking for a fine Receiver at a reasonable price.



The A-C DAYTON XL-5 is furnished in knock-down form, complete with all parts and directions, neatly packed in attractive display case. Write for circular.

There will be a big sale of Receiving Sets for Holiday gifts. Write for complete description of the XL-5, our discounts and dealer plan, and be ready to get your share of the Holiday business with the A-C DAYTON XL-5.

THE A-C ELECTRICAL MFG. CO., DAYTON, OHIO
Makers of Fine Electrical Equipment for Twenty Years

A-C DAYTON

XL-5

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

Henry Ford Purchases Another Edison Phonograph

Edison Shop, of Detroit, Has Placed Many Edison Phonographs With Ford Executives

DETROIT, MICH., November 6.—The Edison Shop, Edison phonograph distributor, has placed thousands of Edison phonographs in the homes of music lovers of this city, but no sale in recent years caused as much genuine pleasure as the sale of another Edison phonograph to Mr. and Mrs. Henry Ford. For a great many years a Louis XVI period Edison phonograph has been used at the Ford home. This phonograph after twelve years of actual service was found to be in perfect condition. It did not need the slightest replacement of any kind. It will be used in the Henry Ford Hospital, where a special restroom is being fitted up to serve as a convalescent sitting-room for the walking patients. This phonograph will be operated by an attendant and the wide range of Edison music will be drawn upon to aid in the convalescence of the Ford patients.

The satisfaction of selling another Edison phonograph to Detroit's motor king was increased by the fact that a story appeared in Eastern trade papers in the early Summer to the effect that Mr. Ford had purchased a needle phonograph. This story was immediately checked up and it was found that Mr. Ford had always used an Edison phonograph for his personal use and it brought about the sale of another to him.

Commenting upon this, Peter C. Sweeny, of the Edison Shop, reported another interesting thing in the Edison Shop's phonograph business. This was the tenth sale of an Edison phonograph to one of Detroit's families. The first sale was consummated seven years ago and since that time the sale of Edison phonographs to the number of nine was occasioned by the children of this family marrying and leaving home and insisting upon Edison phonographs in their homes. In addition to having placed Edison phonographs in Mr. Ford's home for his personal use, Edison phonographs are also in the home of Edsel Ford. John Ford, a brother of Henry Ford, also owns a Chippendale model. John Ford's two sons, Clarence and Robert, of Dearborn, Mich., own Edison phonographs. William Ford, of Dearborn, also a brother of Henry Ford, owns a William and Mary.

Recent sales of Edison phonographs to executives of the Ford Motor Co. include a William and Mary console to P. E. Martin, superintendent of the Highland Park plant. Two Edison phonographs to Fred Allison, engineer of the Ford Motor Co., one being for his own use and one for the use of his mother. A William and Mary console was sold to G. Cowling, traffic manager, and a William and Mary console to Gilbert Collins, of the engineering department, beside many other Edison phonographs to men connected with the Ford Motor Co. in different capacities.

D. A. Saunders Chartered

D. A. Saunders, Nyack, N. Y., was recently incorporated at Albany, to manufacture radio apparatus with a capital stock of \$10,000. The incorporators are D. A. and L. S. Saunders.



PARAGON

PARAGON PAVES THE WAY

PARAGON is backing up its revolutionary new line with an advertising campaign of unusual effectiveness and range. Such popular magazines as Saturday Evening Post, Popular Mechanics, American Boy, Popular Science Monthly; such widely read radio publications as Popular Radio, Wireless Age and others; and big city newspapers, such as the Times, and Herald-Tribune in New York, the Tribune and Daily News in Chicago, will create live receiver prospects for you. Take advantage of this campaign while it's red-hot.

ADAMS-MORGAN COMPANY, Inc.

10 Alvin Avenue

Upper Montclair, N. J.

Originators Since 1915 of Record-holding Radio Receivers

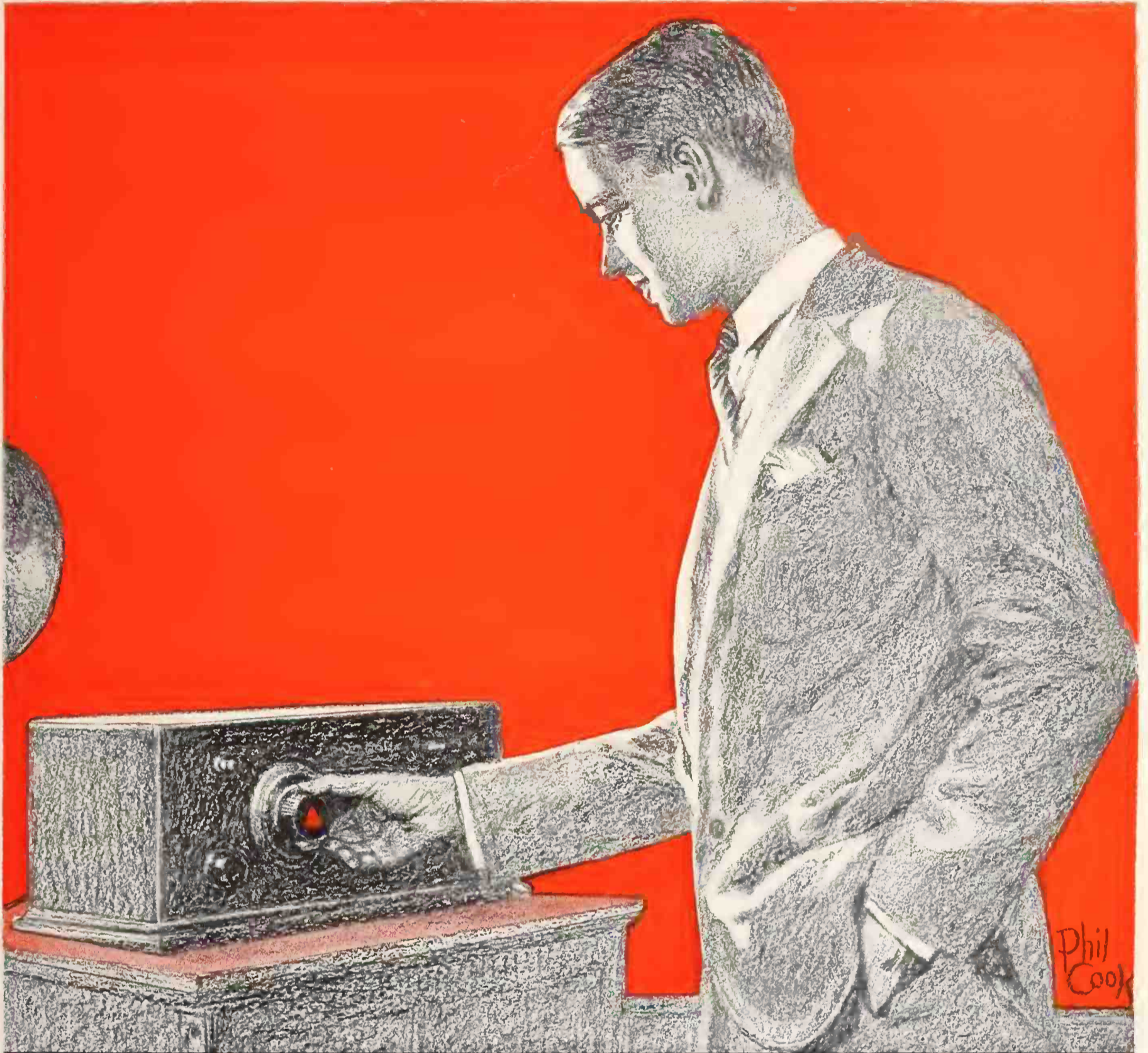
The Paragon Line

The New Paragon Receivers operate successfully with any standard tubes, either dry or storage battery type. Built as only Paragon sets have been built in the past. And priced one-third what you would expect to pay for such value.



The New Paragon Four \$65

4 tubes—1 dial. A four-tube set whose loudspeaker range is practically unlimited. Basically new, employing the new non-radiating Paradyne Circuit. Exquisite natural tone. Extreme sensitiveness. And the simplest set ever to operate—one dial control. Handsome mahogany cabinet, 21 inches long.



FOUR \$65



The New Paragon Three
\$48.50

An exceptionally sensitive three-tube set. New single dial control. Amazing loudspeaker volume. Solid mahogany cabinet, 17 inches long.



The New Paragon Two, \$27.50

A new two-tube radio receiver capable of loudspeaker volume from stations within a moderate radius and phone reception over almost unlimited range. Single dial control. Mahogany finish cabinet, 11 inches long.

See the new Paragon line at the Chicago Radio Show—Booth 9, Section W.

The Knob with the Red Triangle is the identifying mark of Paragon quality — always look for it.



**E. A. Kelley Is Sec.-Treas.
of Splitdorf Electrical Co.**

Popular Member of Trade Honored at an Executive Meeting Held Last Week

E. A. Kelley, "Ned" to the trade, for many years connected in various capacities with the Splitdorf Electrical Co., well-known manufacturer of ignition and radio equipment, was elected secretary and treasurer of the company at a special meeting of the board of directors held at Newark, N. J., last week. It was only comparatively recently that Mr. Kelley was taken from the Detroit selling territory and brought to the home office to take complete charge of the Splitdorf branch house and distributing organizations and act as director of advertising. This appointment had followed a tie-up with Splitdorf electrical interests of several years' standing, his duties having closely identified him at different times with the automotive worlds of the Pacific Coast, Kansas City, Chicago and Detroit. His acquaintance in the automotive field is a wide one, and his latest appointment will give cause for sincere congratulations.

**Columbia Co. Issues Booklet
on the Old Familiar Tunes**

In addition to a large display hanger devoted to old-time tunes, featuring records by such popular rustic talent as Gid Tanner, Riley Puckett, Ernest Thompson and others, whose names are best known where the square dance has not been supplanted by the fox-trot, the Columbia Phonograph Co. has recently issued an attractive booklet entitled "Familiar Tunes on Fiddle, Guitar, Banjo, Harmonica and Accordion." This booklet is designed to fill three purposes, for in the first place it calls attention to the fact that these old favorites played as they were when they first became popular are available on standard phonograph records.

The booklet also makes it convenient for music lovers who have a desire to hear records of this character to find them on the list conveniently. The booklet also allows Columbia dealers to demonstrate to their trade that these popular tunes of years ago can still be found in the Columbia library.

**Gilbert-Keator Corp. to
Distribute Day-Fan Sets**

The Gilbert-Keator Corp., distributor of nationally known radio equipment, with executive offices at 1755 Broadway, New York City, has taken over the distribution of the Day-Fan sets manufactured by the Dayton Fan & Motor Co., Dayton, O. They will particularly feature the two popular models Day-Fan OEM-7 and Day-Fan OEM-11. These products are already known throughout the country, and under the new distributing arrangement first hand co-operation in caring for the retailer's needs will now be available in the metropolitan area.

R. H. Nolan Joins Brunswick

Richard H. Nolan, well known in the phonograph sales field and recently with C. Bruno & Sons, Inc., New York City, has joined the sales force of the Eastern phonograph division of the Brunswick Co. and has been assigned to the New York State territory. Mr. Nolan will work under the supervision of H. A. Beach, sales manager of the Eastern phonograph division of the company.

The Lohr & Chase Music Co., Muscatine, Ia., in order to display and demonstrate the Brunswick-Radiola to the best possible advantage, is constructing an additional salesroom which will be fitted out to represent the living room of an extremely well-appointed home.

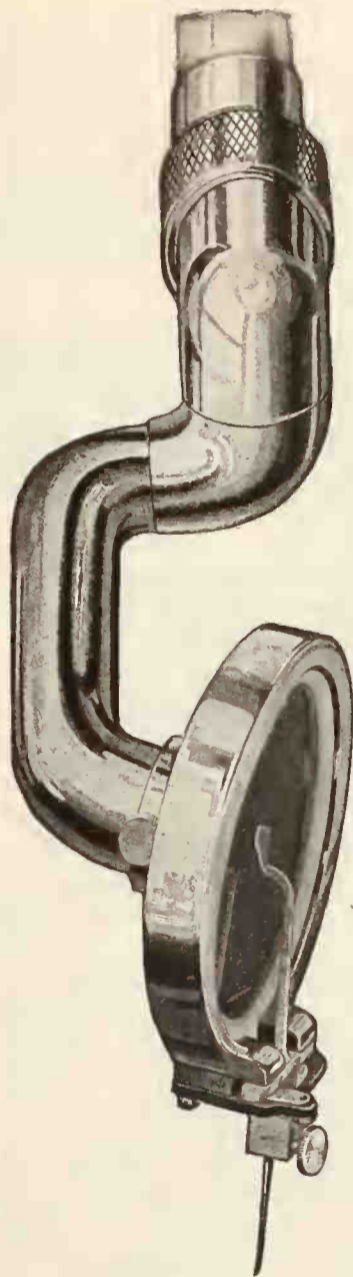
DON'T SAY

"KAN'T"

Say

"KENT"

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



The KENT PRODUCTS excel in:

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

The KENT COMPANY is noted for:

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



Reg. U. S. Pat. Off.

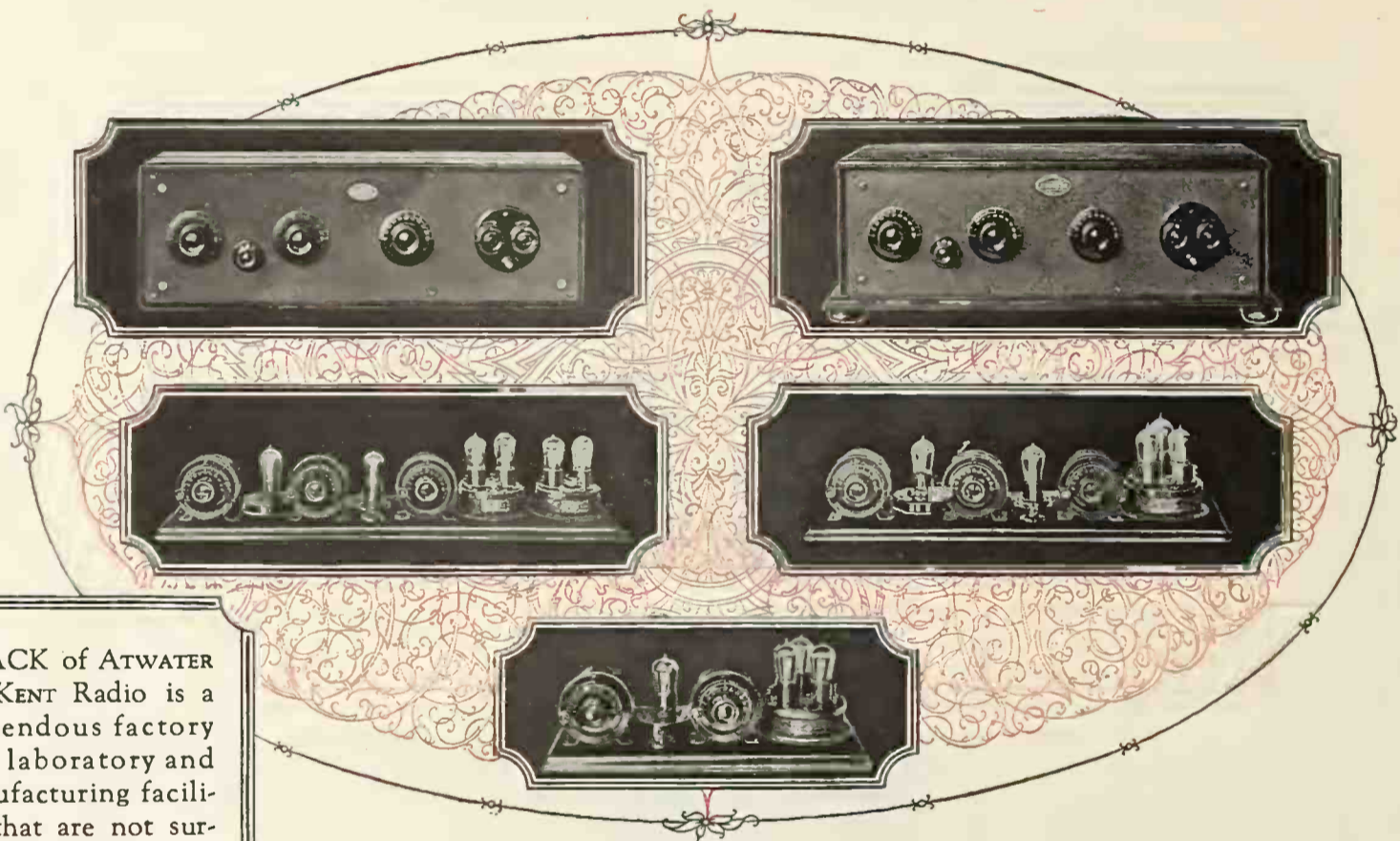
As our KENT No. 1 with soundbox, as illustrated, comprises only a part of our line, write for our catalog. Highest grade TONE ARMS made to order. Your inquiries are solicited.

F. C. KENT COMPANY

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

ATWATER KENT

RECEIVING SETS



BACK of ATWATER KENT Radio is a tremendous factory with laboratory and manufacturing facilities that are not surpassed in the whole world. And back of that factory there is the accumulated experience of more than a quarter of a century in the manufacture of scientific electrical instruments.

De Luxe Model \$120
5 tube—special cabinet
Model 20—\$100
5 tube—enclosed
Model 12—\$105
6 tube—open type
Model 10—\$85
5 tube—open type
Model 9—\$65
4 tube—open type

A Merchandising Opportunity with Unlimited Prospects

THE dealer who sells ATWATER KENT Radio has a merchandising opportunity with unlimited prospects.

ATWATER KENT radio is not confined to any one class of radio enthusiasts. Its value lies in its instant and universal appeal. Its broad price range enables everyone to buy.

In ATWATER KENT Radio there is the strength of sound radio engineering combined with master

workmanship and fine materials.

There is the vigorous backing of a giant organization, whose products have always been a synonym for quality.

There is the mighty pulling power of a nation-wide advertising campaign plus popular good-will.

There is the powerful co-operation of distributors dedicated to dealer service.

Send for descriptive literature and dealer price list

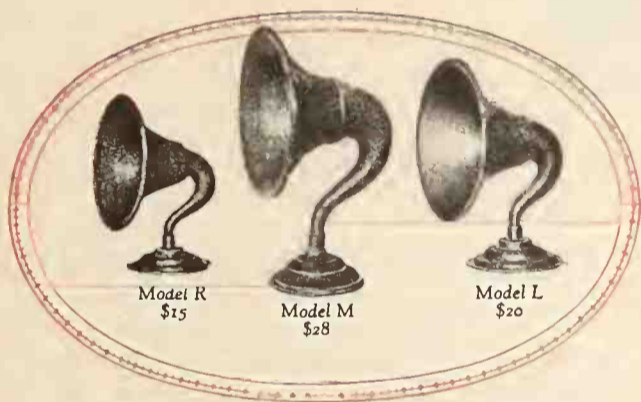
ATWATER KENT MANUFACTURING COMPANY - 4725 Wissahickon Avenue - Philadelphia, Pa.

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

ATWATER KENT

LOUD SPEAKERS

A Product
with a Two-fold
Profit

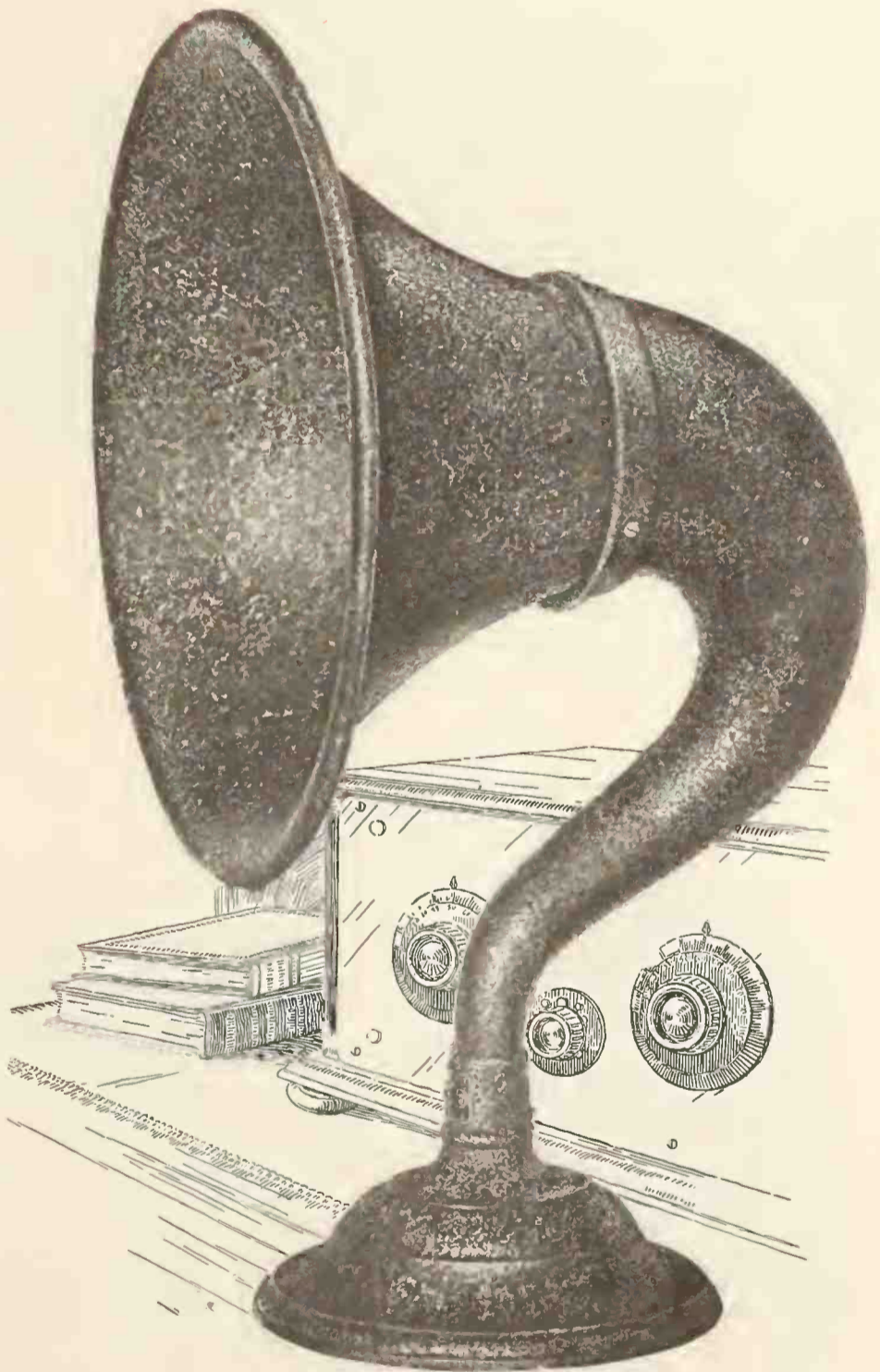


ATWATER KENT Loud Speakers represent a product with a two-fold profit. Helped by a separate advertising campaign, devoted exclusively to loud speakers, ATWATER KENT dealers are getting quick turnover, and in a great many cases are selling new receiving sets with the loud speakers.

In ATWATER KENT Loud Speakers, each kind of material used, each detail in design is there for a purpose,—to bring about a tone that is pure, clear and natural.

It is the ambition of practically every owner of a receiving set to own a fine loud speaker. The radio merchant who handles ATWATER KENT Loud Speakers has a constantly increasing market to serve.

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



B R I N G O U T T H E B E S T F R O M A N Y S E T

Broadcasting Demonstrated Daily in the Aeolian Hall Show Window

Replica of Station WJZ of the Radio Corp. of America Erected in the Display Window at Aeolian Hall, New York, and Programs Sent Out—Large Crowds Block Traffic

To the Aeolian Co. belongs the credit of inaugurating one of the most interesting radio demonstrations yet presented to the public. In co-operation with The Radio Corp. of America with headquarters in the Aeolian Building, daily programs during the week of October twentieth were broadcast by Station WJZ from the big Aeolian window on Forty-second street. A re-

A magnificent draping effect was used throughout—a superb back-drop curtain of cloth of silver with colored flood lighting so arranged as to give it an opalescent effect wholly beautiful. Rich draperies of seasonal autumn coloring of orange and large chrysanthemum plants completed the picture.

The Aeolian programs broadcast from WJZ



Broadcasting From the Aeolian Hall Show Window

production of the actual studio at WJZ occupied the center of the display area, which was divided into three parts, showing the transmission room at WJZ, the studio itself, with Steinway Duo-Art, microphone and the announcer's desk, and the third division, showing an attractive home interior with a Radiola Super VIII and all the other comforts of home.

were given every afternoon during the week from 3:30 to 4:30 and on Monday and Thursday evenings from 8:30 to 9:30. Enormous shopping and theatre crowds thronged the sidewalks and stood as many deep as were permitted around the window.

The program on Monday was opened by several irresistible dance numbers by Ben Selvin's

Woodmansten Inn Orchestra, Vocalion record artists, followed by an interesting political speech by Senator James A. Walker, of the Democratic State Committee on Speeches. Arthur Kraft, tenor soloist at St. Bartholomew's Episcopal Church, and well known as a concert singer of note, gave an excellent group of old English songs.

Almost as many spectators came into the Hall to hear the broadcasting as stood outside to see it, making Aeolian Hall the scene of great activity both inside and out, during the entire interesting proceedings.

The complete weekly Aeolian program broadcast by WJZ follows:

Monday, October 20—Ben Selvin and His Woodmansten Inn Orchestra; Senator James J. Walker (Democratic); Arthur Kraft, tenor, accompanied by Miss Constance Wering.

Monday, October 20, 8:30-9:30—Godfrey Ludlow, the Australian violinist; Beatrice Weller—harpist; Freddie Rich and His Hotel Astor Orchestra.

Tuesday, October 21, 3:30-4:30—Miss Madeleine MacGuigan, violinist, accompanied by Miss Alice Vaiden Williams; Direction of LaForge-Berumen Studios; Ernesto Berumen, Composer-Pianist; Mathilda Flinn, Soprano; Valeriano Gil, Tenor; Alice Vaiden Williams, Helen Fromer, Pianists.

Wednesday October 22, 3:30-4:30—Captain C. B. Young, Virginia, (Republican); Cliff Hess and Frank Banta with a "Surprise" (Rudie Wiedoeft); The Ambassadors; Elton Calkins (Tenor), accompanied by Keith McLeod.

Thursday, October 23, 3:30-4:30—Direction Frank LaForge-Berumen Studios; Frank LaForge, composer-pianist; Arthur Kraft, tenor, accompanied by Frank LaForge; Edna Bachman, Madeleine Halsizer, soprano; Grace Divine, contralto.

Thursday, October 2, 8:30-9:30—Mishka Ivany, baritone, accompanied by Keith McLeod; Miss Edna Bachman, soprano accompanied by Evalyn Smith; Mary Frances Wood, pianist; Freddie Rich and Alan Moran in "Classico Dance Music."

Friday, October 24, 3:30-4:30—Jos. Knecht and the Waldorf-Astoria Grille Orchestra.

Attractive Window Display

ELIZABETH, N. J., November 6.—George L. Hirtzel, Jr., Victor dealer of this city, recently featured an attractive window display in connection with the local drive for funds for the Y. W. C. A. This consisted of a multi-colored arc, painted to represent a rainbow, five feet in height and ten feet wide, ending in a pot of gold. An indicator in the form of a triangle showed the amount of money collected. The display attracted attention which naturally strayed to the various models of talking machines and radio receiving sets which occupied prominent places in the window.

New Bubble Book Releases

The Victor Talking Machine Co., encouraged by the immediate and enthusiastic response to its release of Bubble Books Nos. 1 and 2, which were placed on the market recently, has just released Bubble Books Nos. 3 and 4, in order that the dealers might have the wider assortment to meet the holiday demand. Bubble Book No. 3 is the Pie Party and the Pet Bubble Book and No. 4 is the Funny Froggy and the Little Mischief Bubble Book.

Stages Successful Sales Drive

MERIDEN, CONN., November 7.—W. More, of the Woolley & More Music Shop, 71 East Main street, has just completed a novel advertising campaign, coupled up with an extensive canvassing plan and reports a very brisk business in this section, due to the improved industrial conditions. This music shop is featuring the new Edison, Brunswick and new Columbia phonographs and radio. A recent addition has been a complete line of high-grade pianos.

Clever Price Tag Attracts

SOUTH NORWALK, CONN., November 8.—Donnelly's, leading Victor dealer of this city, has evolved a very effective price tag. It consists simply of a green cardboard disc cut to the size of the record turntable of the talking machine. A hole is punched in the center and it is placed on the turntable in the same manner that a record is put on the machine for playing. On this disc in bold black letters is painted the price of the instrument.

Professional
RADIO REPRODUCER

Your Profits Safeguarded and Increased Sales Assured

through our Special Franchised Dealers' Plan

You cannot sell a considerable volume of any Radio article at a fair and liberal profit if indiscriminate competition continually offers the same merchandise at ruinous prices. You cannot build and serve or hold a retail following without a fair profit—Can you?

Retail outlets for "Professional" Radio Reproducers are limited to specially Franchised dealers of the better grade. This means that your store can be "Professional" Headquarters for your entire neighborhood.

The "Professional" sells readily because when given a side by side test with any other Loud Speaker—regardless of type or price it will clearly demonstrate its amazing superiority.

It marks the first radical improvement in sound reproduction in 46 years. Cannot choke or blast—no rattling echoes—extremely sensitive to low signals—unlimited in volume. The only Radio Reproducer on the market today licensed under Voluma Patents (diverged not converged sound waves).

A Professional Radio Reproducer will be sent to any responsible dealer for a ten-day test. The instrument will be sent C.O.D. with return privilege. Write us today.

VOLUMA PRODUCTS, Inc.
HEMPSTEAD NEW YORK

New England Distributors
THE WHITALL RADIO CO.
Springfield, Mass.

Distributors for
Eastern Pennsylvania, New Jersey and Delaware
MOTOR PARTS CO., PHILADELPHIA, PA.

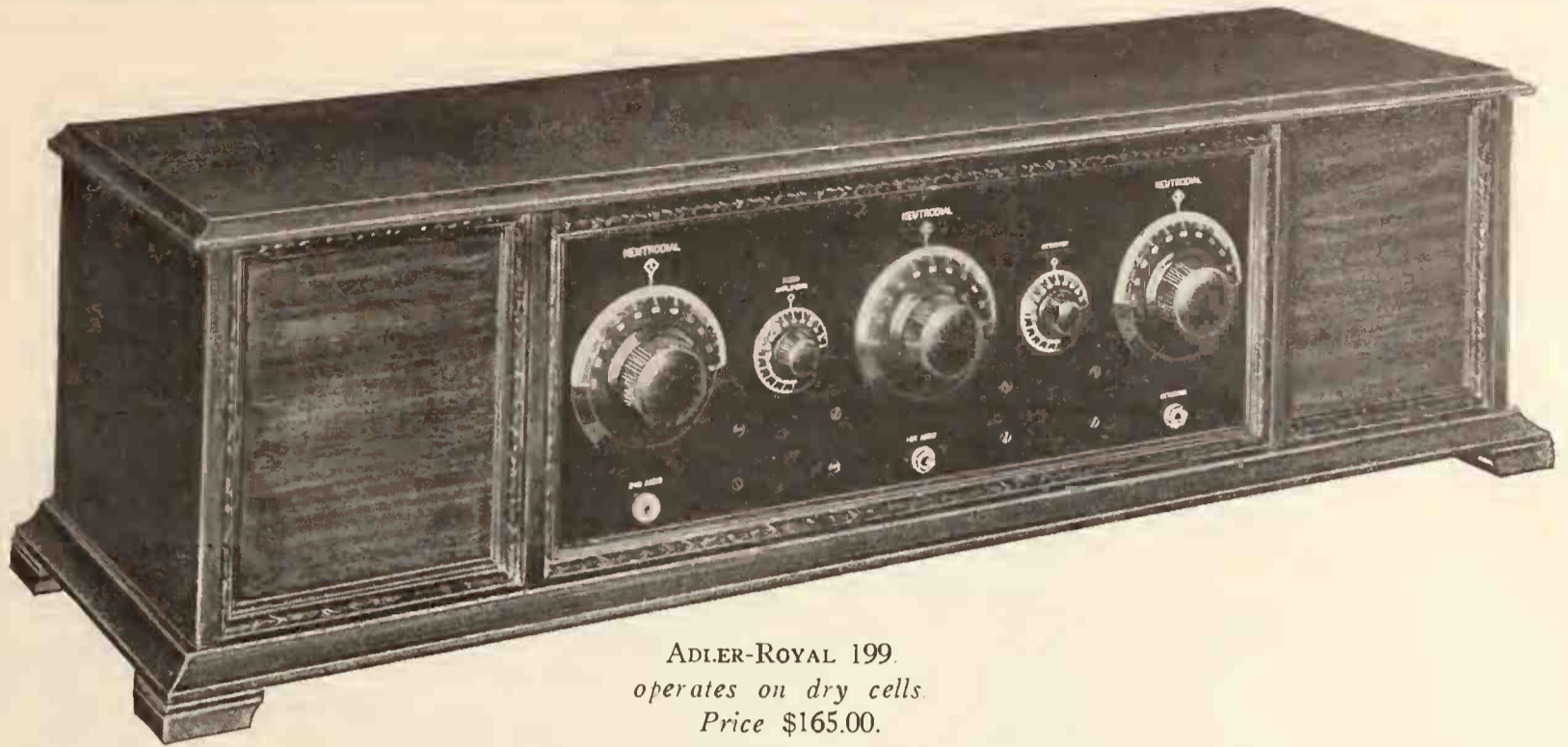


SPECIFICATIONS:

Special built "Professional" type mahogany horn, 14 in. bell. Extra Heavy Gold-plated Adjustable Ferrule—Height over all 30 in. Cabinet Box Solid Mahogany—Size 5 1/2 x 3 1/4 x 9 1/2 in. Exceptional cabinet work and finish throughout.

Retail Price, \$50.00 in U. S.; Canada \$55.00. Special finished to order, \$5.00 extra. Subject to usual trade discounts.

No Extra
Batteries
Required



ADLER-ROYAL 199
operates on dry cells
Price \$165.00.

A 5 Tube Dry Cell Neutrodyne

All batteries within the cabinet

YOUR customers have the choice of two different styles of Adler-Royal Neutrodyne. Set 201 A operates with the usual storage battery. Set 199 operates on dry cells. This is an achievement that has baffled radio engineers since the introduction of Neutrodyne.

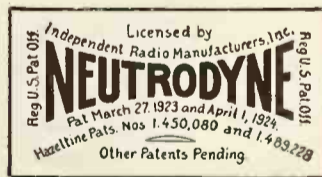
Adler-Royal Neutrodyne also has separated the control for radio frequency and audio frequency. In simple language this means that with

Adler-Royal, when a station is amplified, the desired tone quality and volume is controlled without detuning or distortion.

Not only their beauty of cabinet design but the workmanship and simplicity of the sets themselves are outstanding features of Adler-Royal.

Adler-Royal is on exhibit only at the higher class stores whose reputation is an additional guarantee of the quality of the Royal line.

ADLER MANUFACTURING COMPANY, INC.
General Sales Office: 881 Broadway, New York City
Factories: Louisville, Ky.



THE Adler-Royal Neutrodyne is licensed under the Hazeltine Neutrodyne patents and manufactured for us by King-Hinners Radio Co.



ONE of the three cabinet sizes of Adler-Royal Combination Radio and Phonograph. Cabriole Model 10. Price \$300.00.

Adler-Royal

NEUTRODYNE

A ROYAL FRANCHISE IS VALUABLE

We invite correspondence from reputable dealers in territory where we are not adequately represented.

Send for an attractive booklet describing the complete Royal line of phonographs, radio sets and combinations



ADLER-ROYAL Elizabethan Floor Type Neutrodyne No. 1 in figured walnut or mahogany finish; storage battery or dry cell equipment. Price \$350.00.

Sprague & Warren Royal Jobbers in Minneapolis

Important Deal Closed by Lambert Friedl During Recent Mid-West Trip—C. L. Adler a Visitor to Gotham Headquarters

Lambert Friedl, vice-president and general sales manager of the Adler Manufacturing Co., manufacturer of Royal phonographs and neodyne radio products, announced recently the appointment of Sprague & Warren, 39 South Eighth street, Minneapolis, Minn., as Royal representatives, covering a very important territory. The head of this firm is W. L. Sprague, for twenty-five years connected with the Columbia Phonograph Co. in managerial capacities, and for many years manager of the company's Minneapolis branch. He and Mr. Friedl have been personal friends for eighteen years, and Mr. Sprague is planning to work in close cooperation with all of Mr. Friedl's plans and activities. The other member of the firm is W. F. Warren, also formerly connected with the Columbia Phonograph Co., and well known in Minneapolis trade circles.

Mr. Friedl recently completed a 5,000 mile trip which included a visit to Royal representatives in Chicago, Minneapolis, Kansas City, Dallas and St. Louis. He also visited the Adler factories at Louisville, and with his usual aggressiveness made plans for another trip immediately upon returning to New York. This second trip included the cities of Chicago, Detroit, Cleveland, Buffalo and Pittsburgh, and at the present time Mr. Friedl is about ready to leave for Chicago for the Radio Exposition in that city where his company will have a very attractive exhibit.

Cyrus L. Adler, president of the Adler Manufacturing Co., spent about ten days in New York recently, making his headquarters at the company's New York offices and taking care of some of his varied business interests while here.

Mr. Adler was very well pleased with the sales totals reported by Royal representatives for the month of October, and was delighted to learn that practically without exception they had all closed a business well beyond the figures originally expected.

Natural Voice T. M. Co. Increases Its Capital

ONEIDA, N. Y., November 5.—The Natural Voice Talking Machine Co. recently increased its capital to \$175,000 and changed its name to the Natural Voice Talking Machine & Radio Cabinet Co. Ben and Ralph Ferrara have conducted the business in Wilson street for the past seven years. The company plans to extend its operations by the sale of \$75,900 worth of preferred stock, paying 8 per cent dividends and redeemable in five years at \$110 a share. Directors of the new company are Frederick Wyker, Judge Walter W. Wilcox, Ben Wilcox, Ralph and Donato Ferrara.

Drives Boost Sales Volume

NEWARK, N. J., November 7.—The talking machine department of L. Bamberger & Co. has completed a large volume of sales for the month of October. Manager Ansell reports that a sales drive of Strand phonographs disposed of 150 instruments in the course of four days. The response was so great that a similar campaign was staged later in the month with equal effectiveness. Results from extensive canvassing during the Summer are beginning to be felt. The combination Brunswick-Radiola is meeting with unusual popularity and the chief difficulty is in satisfying the demand which has grown tremendously since the introduction of this combination instrument.

The Morgan Music Co., Murphysboro, Ill., has opened a branch at Herrin, Ill.

"Marjorie" Cast Enjoy "Listening In" on Grebe Set

The Music Master horn can be found everywhere from coast to coast, as has often been claimed by the Music Master Corp., of Philadelphia, its manufacturer.

This is substantiated through the accompanying photograph which shows Roy Royson of "Marjorie," well-known theatrical production, listening in in the dressing room on some music from a far-away station with the assistance of three attractive members of the company. This entertainment was made possible through the combination of the Grebe Synchronphase and the



"Listening In" on a Grebe Set

Music Master horn. This set made by A. H. Grebe & Co., Richmond Hill, N. Y., was recently exhibited at the Radio World's Fair in New York City, and is described as a definite departure from the earlier types of tone radio frequency receivers.

Falk's, Boise, Idaho, Firm, Opens Large Department

Arrangements have just been completed through R. F. Perry, representative of the Brunswick Co., whereby The Falk Mercantile Co., Ltd., of Boise, Idaho's largest department store, will have the most up-to-date and largest phonograph department in the State. The new music department will be under the management of William Krull, who is well known in intermountain musical circles, having been in the music business in Boise for a number of years past. Falk's will carry the complete line of Brunswick phonographs and Brunswick-Radiolas as well as the Brunswick records. They will also handle the Columbia line of phonographs and records. The new music department is located on the third floor and a complete set of Audaks has been installed in the record department.

Agent for Royal Elec. Labs.

The Royal Electric Laboratories, Newark, N. J., manufacturers of Royalphone products, recently announced the appointment of the Barsook Co., 53 West Jackson boulevard, Chicago, as manufacturers' agent for the company in the Middle Western territory. Royalphone products have been meeting with exceptional success, and during a sales campaign recently conducted in the talking machine industry in behalf of its products, the company states that the results obtained were far beyond expectations. Distributors are being appointed throughout the leading trade centers in the United States, in addition to foreign countries.

Big Order for Sterchi Bros.

KNOXVILLE, TENN., November 6.—A record order of two carloads of phonographs was recently received here by Sterchi Bros., wholesale and retail dealers. G. A. Nennsteil, manager of the phonograph and record departments, is very optimistic over the prospects for holiday business, and states that the two carloads have practically been disposed of and he is contemplating ordering another carload.

Holiday Trade!

EMPIRE

Console

Talking Machines

Here's a line of quality to sell at moderate prices. You can do a big business with it.

Write for special catalog No. T-11

The Udell Works, Inc.

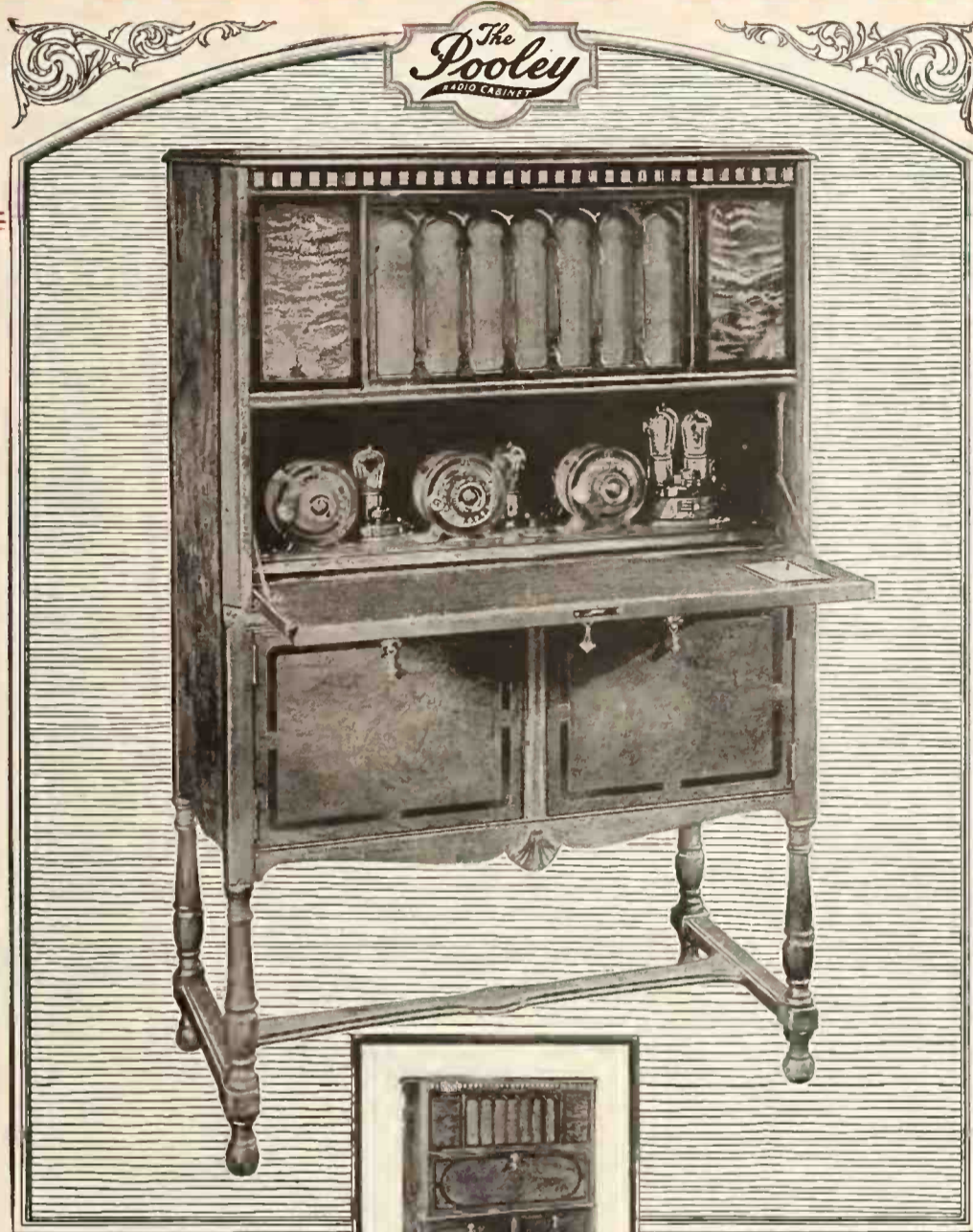
28th Street at Barnes Ave.

INDIANAPOLIS, IND.



No. 901
Renaissance

LATHAM



Pooley Radio-Cabinet

Stuart style in duo-tone American Walnut or English Brown Mahogany, superb in design, workmanship and finish—a masterpiece of fine cabinetmaking.

Model 1100-R-2

Length 33 in. Depth 15½ in. Height 52½ in.
Equipped with
ATWATER KENT Five-Tube Open Radio Set
of Great Selectivity and Instant Accessibility.



Complete, without Tubes and Batteries, **\$225**

Placing at your disposal the facilities of three of the leading companies in their respective lines.

ATWATER KENT RADIO SET

POOLEY CABINET

LATHAM SERVICE

E. B. LATHAM & COMPANY
550 PEARL ST., NEW YORK

NEW YORK

Bright Business Outlook in the Seattle Territory

Important Changes in Store Personnel—Holiday Merchandise Coming in—The News

SEATTLE, WASH., November 3.—Ray F. Akers, recently manager of Wily B. Allen Co., in San Jose, Cal., has taken the position of manager of the Montelius Music House, of this city. He intends to place a number of men in the outside territory in the Northwest.

W. C. Fuhri, vice-president of the Columbia Phonograph Co., stopped in Seattle for one day on his return trip from California to New York.

Frank Croft, a radio expert, has been placed in charge of the radio department opened in the Hopper-Kelly Music Store. This is one of the most complete radio departments in the Northwest and all of the music industry has been included. Any order can be filled, whether in connection with a phonograph or otherwise. This concern was one of the first music houses to take this step, for radio is becoming so popular in the Northwest that it must take its place along with the other musical lines.

Miss R. Fellows is now proprietress of two music shops. She controls the Greenwood Melody Shop, located in a suburb of Seattle, and has recently opened a second store in Edmonds, Wash.

The proprietor of the only exclusive music shop in Alaska was a recent visitor to Seattle. He is R. N. Walker, and conducts the Melody Shop in Ketchikan. He has been in Seattle buying his new merchandise for the coming holiday season. He has a very good field in Ketchikan, as it has a very large population, and business conditions are steadily improving.

A. E. Talcott, of Yakima, Wash., reports good business conditions down his way. He was in Seattle for a week a short time ago.

Manager Britz, of the phonograph department in Frederick & Nelson's department store, is commencing to receive his new holiday merchandise. To take care of this the department has been enlarged to a great extent; partitions and pillars have been moved along with show-cases and demonstration rooms, until the space appears to have been doubled. The department is tastefully decorated and furnished.

Besides placing the new radio models in phonographs, this department has the Radiola super-heterodyne now on display. All the new console phonograph models equipped with radio are finding much favor in the Northwest, and dealers expect a big holiday sale.

The Rice-Waters Co., which held the first anniversary of its business this month, has nothing but pleasant prospects for the coming year. Edison, Columbia and Cheney machines are handled. A clever advertisement for the store, and one that attracts much attention, is a radio amplifier placed and entirely hidden in the globe of the large arc light fixture in the lobby of the store. Bystanders are really considerably puzzled over the location of the music, when the machine is turned on way in the back of the store.

A novelty that attracted quite a little attention at the recent Pacific Northwest Merchants' Exposition, held in this city, was a booth displayed by Shivers & Shivers, who handle the table lamp talking machine.

The Simmons Phonograph Co. recently conducted a slogan contest to name its new console model phonograph. This is a Northwestern product.

Carl Jones, of the Cheney Co., and E. A. Porgum, of the Edison Co., were recent callers on local music dealers.

D. Barbieri & Bro., 375 South Main street, Waterbury, Conn., are remodeling their present quarters so as to secure more display space to feature the new Columbia phonographs and New Process records, which have been recently added to the concern's large line of pianos and musical merchandise.

Okeh
and
Odeon
Records

A Complete List of Okeh and Odeon Distributors

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

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

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

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

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

CONSOLIDATED TALKING 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.

Okeh
and
Odeon
Records

Col. John A. Pattee Makes First Columbia Record

Famous Old-time Fiddler and Civil War Veteran's First Record Ready for Release

The newest experience in the long life of Col. John A. Pattee, old soldier boy fiddler, was the thrill of making his first phonograph record recently for the Columbia Phonograph Co., Inc. Col. Pattee is over eighty years "young" as he terms it, and since the age of sixteen his most constant friend has been the same fiddle that his mother gave him in Michigan.

The Colonel, together with his fiddle, have passed through very interesting and lively days, for all through the Civil War they saw active service in many of the notable engagements of



Col. John A. Pattee

that war, including the Battle of Gettysburg. When the war was over the Colonel and his fiddle were quartered in Washington and their reputation had become so wide by this time that they were ordered before President Lincoln at the White House to play several old-time tunes.

A number of years ago the Colonel organized an old-time fiddlers' convention, and from the contestants he selected two old soldier musicians from the Southern army and another one from the Northern forces to form a vaudeville team. Since then he has been in vaudeville touring the country from coast to coast, and from time to time he has been obliged to replace the men in his company with others, as feebleness of Father Time would claim them.

Col. Pattee's first record "Old Catville Quadrille" with "Old Money Musk Quadrille" are about ready for release and will undoubtedly be received enthusiastically by Columbia dealers. They are both square dances and the Colonel himself called the figures for the two numbers.

H. Micholosky Subject of Newspaper Sketch

Harry Micholosky, of the Landau Institution, was the subject of an extended story describing his successful career from boyhood days, in a recent issue of The Wilkes-Barre Telegraph. Mr. Micholosky's various activities in Wilkes-Barre, Hazleton and Pittston, where the Landau organization consists of fifty-five employes, were referred to in most commendatory terms. Mr. Micholosky is prominent in Masonic, banking and financial fields, and is president of the Y. M. and Y. W. H. Associations of Pennsylvania, which have a membership of thirty thousand.

The Fastest Selling Numbers of the Moment.

DANCE RECORD

40199 { ME AND THE BOY FRIEND—Fox Trot, Vocal Chorus by
10-in. { Billy Jones—VINCENT LOPEZ AND HIS HOTEL
75c { PENNSYLVANIA ORCHESTRA*

40198 { DREAMER OF DREAMS—Waltz, Vocal Chorus by Billy
10-in. { Jones—VINCENT LOPEZ AND HIS HOTEL PENN-
75c { SYLVANIA ORCHESTRA*

NOVELTY DANCE RECORD

40198 { BESSIE COULDN'T HELP IT—Fox Trot, Vocal Chorus by
10-in. { J. L. Richmond,
75c { WARNER'S SEVEN ACES (B. H. Warner, Director)*

40199 { LONGING FOR YOU—Fox Trot
75c { WARNER'S SEVEN ACES (B. H. Warner, Director)*

VOCAL RECORD

40205 { PETE THE GREEK—Novelty Duet,
10-in. { CHARLES SARGENT AND JOHN MARVIN
75c {

40205 { MRS. MURPHY'S CHOWDER—Novelty Vocal with Uku-
10-in. { lele Accomp.....JOHN MARVIN
75c {

OLD TUNES RECORD

40211 { JENNIE LIND POLKA—Guitar, Banjo and Fiddle,
10-in. { WHITTER'S VIRGINIA BREAKDOWNERS (Henry
75c { Whitter-John Rector-James Sutphin)*

40211 { NELLIE GRAY—Guitar, Banjo and Fiddle,
10-in. { WHITTER'S VIRGINIA BREAKDOWNERS (Henry
75c { Whitter-John Rector-James Sutphin)*

SACRED RECORD

40214 { THE CHURCH IN THE WILDWOOD—Sacred Vocal,
10-in. { THE JENKINS FAMILY*
75c {

40214 { IF I COULD HEAR MY MOTHER PRAY AGAIN—Sacred
10-in. { Vocal.....THE JENKINS FAMILY*
75c {

RACE RECORD

8166 { DON'T YOU QUIT ME DADDY—Contralto Solo, Accomp.
10-in. { by Sara Martin's Jug Band.....SARA MARTIN*
75c {

8166 { JUG BAND BLUES—Contralto Solo, Accomp. by Sara Mar-
10-in. { tin's Jug Band.....SARA MARTIN*
75c {

IRISH RECORD

21024 { LEINSTER REEL—Violin Solo, Piano Accomp. by Susan
10-in. { PetersPATRICK J. GAFFNEY
75c {

21024 { WILLIE WALSH'S JIG—Violin Solo, Piano Accomp. by
10-in. { Susan Peters.....PATRICK J. GAFFNEY
75c {

*Exclusive Okeh Artists.

You will find "Leaders" in every branch
of Music on

Okeh Records

The Records of Quality

A. Hospe Celebrates Golden Business Jubilee

Prominent Omaha Merchant Receives Many Tributes From Firms in and Out of the Trade in Course of Recent Celebration

OMAHA, NEB., November 3.—A celebration of unusual interest was held here recently in connection with the golden jubilee of A. Hospe,



A. Hospe

head of the A. Hospe Co., this city, in the music business. Not only was the occasion marked by an imposing 20-page supplement devoted to the house of Hospe, appearing in the Omaha News, including congratulatory announcements by the many friends of the Hospe Co., together with historical data regarding the concern, but two days were given over to a fete to mark the occasion.

The popularity of Mr. Hospe, who, from a

tiny picture framing business located in a small store in which he also made his home, developed his institution to a point where it is one of the largest in its field in the Middle West, was attested to not only by the many messages of good will from all sections of the country, but by the fact that a hundred or more of his friends in other cities journeyed to Omaha to join in the celebration and attend the elaborate banquet given to Mr. Hospe which marked its close.

At the present time the Hospe Co., with an immense establishment here and a large branch in Council Bluffs, operates a complete music business, handling, in addition to leading lines of pianos, Victrolas and Brunswick phonographs and records, band instruments, musical merchandise, radio and sheet music. The business has passed the half-century mark at a pace that indicates that its peak is still far in the future.

Issues Attractive Calendar

With the November issue of the calendar mailed each month by the Columbia Mantel Co., Brooklyn, N. Y., to its dealers the design changes. The familiar series of reproductions of Indian pictures has been completed and the calendars in future will carry a series of famous epigrams. The first of the series is a quotation "When you get to the end of your rope tie a knot in it and hang on." The reverse side of the card features the Columbia Mantel Co.'s art cabinet model "D," an instrument which is meeting with wide approval.

Health Builders, Inc., Busy

The Health Builders, Inc., New York City, producer of the Health Builders "Daily Dozen" record sets, reports a steady increase in the demand for this product, and that the Camp-Fone portable is also showing a steady sales increase.

L. K. Roth Made Gilbert-Keator Sales Manager

Has Wide Merchandising Experience—To Cooperate with Trade

NEWARK, N. J., November 5.—Louis K. Roth has been appointed sales manager of the Gilbert-Keator Corp.'s branch in this city, at 396 Central avenue. Mr. Roth is a sales executive of exceptional ability, having had long experience in merchandising and is particularly well qualified to give co-operation to retailers. His experience in the radio field will enable him to carry out constructive plans towards assisting dealers in marketing radio sets and other radio adjuncts.

The Gilbert-Keator Corp. is distributing DeForest tubes, Reflex sets and parts, R. E. Thompson neutrodyne sets and loud speakers, Thompson-Pooley neutrodyne console sets, Day-Fan sets and a long list of other radio products.

J. E. Rudell in New Quarters

J. E. Rudell, manufacturer of sound boxes and reproducers, who has recently taken over new quarters at 144 Chambers street, New York, has long been associated with the phonograph industry in the manufacture of reproducers, both in this country and abroad. The factory is at present busily engaged in turning out its special Type 3 sound box, and also filling orders for portable phonograph manufacturers.

New G. B. Clark Co. Manager

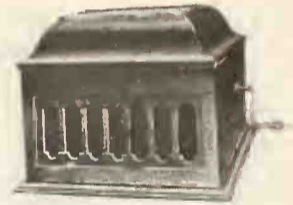
The Geo. B. Clark Co., of Bridgeport, Conn., has added a new Dodge truck equipped with Magnavox equipment, for selling the new Columbia phonographs and Columbia New Process records. Mr. Hamburger, the manager of this house, reports the appointment of Mr. Crimins as manager of the phonograph and piano departments.

CHARMAPHONE

Profit-Making Phonographs

Better Merchandise—Lower Price

That's the Charmaphone slogan for this season. The Dealer's profit is extra liberal. The quality cabinets, fine workmanship and unusual tone assure sales.



MODEL No. 3
Retail \$40.
Height: 14 in.; width: 18 in.; depth: 21 in.



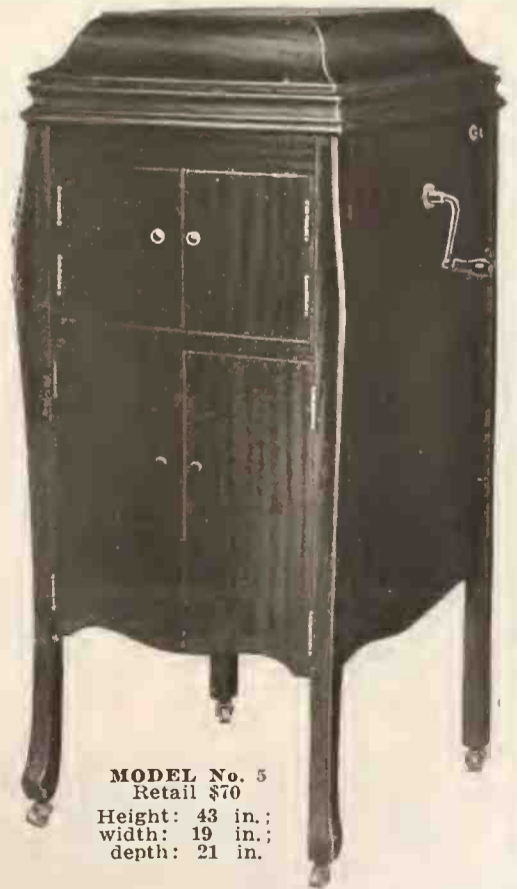
MODEL No. 4
Retail \$60.
Height: 42 in.; width: 19 in.; depth: 21 in.



MODEL No. 10.
Retail \$100.
Height: 49 in.; width: 22 in.; depth: 22 in.



Retail \$80.
MODEL No. 15
Height: 32 in.; width: 31½ in.; depth: 21 in.



MODEL No. 5
Retail \$70
Height: 43 in.; width: 19 in.; depth: 21 in.

The Charmaphone Company

Executive Offices: 21 East 21st Street, New York City
Factory: PULASKI, NEW YORK

It will pay you to write at once for illustrated catalog and prices



Marquette
Radio Adapted
\$135

*Illustration shows how
model will look with ra-
dio installation made*



Touraine
Radio Adapted
\$185

*Illustration shows how
model will look with ra-
dio installation made*

Sonora Meets the Demand for Radio Adapted Phonographs with These Two Models

THE two models illustrated here give you just the right merchandise, at the right prices, with which to meet the demand for radio adapted phonographs. Both are constructed so that the many radio sets built for phonograph installation can be placed in them easily and quickly.

They give your customers the choice of two different types of installation; while their moderate prices enable you to offer complete phonograph-radio units at most interesting figures, thereby assuring many profitable sales.

All Sonora distributors carry adequate stocks of these models and are prepared to make immediate shipment. Why not get in touch with the distributor for your territory listed on the page opposite? He will be glad to cooperate with you regarding the various radio set panels adaptable and help you to line up some of this profitable business.

Sonora Phonograph Company, Inc.

279 Broadway

New York City

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

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

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



The new and greater Sonora line

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

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

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

NEW ENGLAND STATES:

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

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

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

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

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

BROOKLYN AND LONG ISLAND:

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

EASTERN PENNSYLVANIA, Delaware, Southern New Jersey.

THE WIL-MER CORPORATION
Spring Garden Building
Broad and Spring Garden Streets
Philadelphia, Pa.

MARYLAND, VIRGINIA AND DISTRICT OF COLUMBIA:

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

WESTERN PENNSYLVANIA & W. VIRGINIA:

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

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

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

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

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

OHIO AND KENTUCKY:

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

INDIANA:

KIEFER-STEWART COMPANY, Indianapolis, Ind.

ILLINOIS, AND RIVER TOWNS IN IOWA:

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

WISCONSIN AND MICHIGAN:

YHR AND LANGE, Milwaukee, Wis.

N. DAKOTA, S. DAKOTA, MINN. & IOWA:

with the exception of the River towns:
DOERR-ANDREWS AND DOERR, Minneapolis

MISSOURI, KANSAS

and five counties in northeast Oklahoma:
C. D. SMITH Co., St. Joseph, Mo.

LOUISIANA, MISSISSIPPI, ARKANSAS,

part of Tennessee and part of Alabama
REINHARDT'S, INC.
104 South Main Street, Memphis, Tenn.

SOUTHEASTERN Part of TEXAS and Part of OKLAHOMA:

SOUTHERN DRUG COMPANY
Houston, Texas

MONTANA, COLORADO, NEW MEXICO, NEBRASKA, UTAH, WYOMING;

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

ARIZONA AND SOUTHERN CALIFORNIA,

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

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

Southern Retailers Hear Interesting Talks by Victor Executives at Meetings

Frank K. Dolbeer, Sales Manager of Victor Co., Principal Speaker at Dealer Meetings Under Auspices of French Nestor Co., at Jacksonville, Miami and Tampa, Fla.

JACKSONVILLE, FLA., November 3.—On October 24 there was completed at the Hillsboro Hotel, Tampa, the final conference of the series of three held under the auspices of the French Nestor Co., Victor wholesaler of this city, for the benefit of the Victor dealers of Florida.

The first conference was held at the Seminole Hotel here on October 16, and the second at the Hotel Roberts, Miami, on October 21, both conferences attracting a large attendance of dealers, despite the prevalence of tropical storms, and arousing much enthusiasm among them regarding the business prospects of those handling the Victor line.

Frank K. Dolbeer, sales manager of the Victor Talking Machine Co., was the principal speaker at each of the three conferences, for which a comprehensive general program had been arranged. French Nestor, head of the French Nestor Co., presided at all the sessions and introduced the guests. Each conference was brought to a close with a dinner at which the dealers were the guests of the French Nestor Co., and delightful musical programs for these dinners were arranged and presented in Jacksonville by the Arnold-Edwards Piano Co., in Miami by S. Ernest Philpitt & Son, and in Tampa by the Turner Music Co.

The importance of the meeting in the eyes of local officials was indicated by the fact that the conference in Jacksonville was opened by an address of welcome by Mayor Alsop. The general program was then carried out as follows: First, there was a discussion regarding the design, construction and superior performance of the Victrola; next Park Willis, of the Victor engineering department, talked on dealer service to the purchaser and its bearing on increased sales. Next was an address on sales training, followed by an address on specialty selling as applied to Victrolas by Martin L. Pierce, sales and promotion chief of the Hoover Co., Canton, O., who has addressed many talking machine dealers in other sections of the country. Next were explained a number of selling plans that get across, after which came an open exchange of advertising and sales ideas under the leadership of Dave S. Pruitt, South-eastern sales representative of the Victor Co.

A discussion of radio and the Victor dealer was followed by the principal address of the conference, that by Frank K. Dolbeer, sales manager of the Victor Co.

Mr. Dolbeer drew a most encouraging picture of the future of the trade and impressed his audience with the magnitude of the Victor



French Nestor

organization which the dealers represent. He emphasized the fact that the interests of those handling Victor products from the manufacturer to the customer are identical, because the success of the business depends upon the satisfaction of the instrument in the home, and declared that the trade was protected by the fact that all the Victor Co. directors, with a single exception, are engaged actively in work with that organization.

In the course of his talk Mr. Dolbeer cited the world-wide distribution of the Victor product and stressed the importance of the talking machine from the educational standpoint, stating that at the present time Victrolas had been

installed in 50,000 schools in 10,000 cities and towns of the country. In commenting on radio Mr. Dolbeer advised that dealers go slow and carefully in stocking apparatus of various sorts, and announced that the Victor Co. was experimenting in the radio field, though no announcement of results would be made this year.

Mr. Nestor returned to Jacksonville greatly pleased with the results of the conferences. He said: "Carrying these meetings direct to the Victor dealers and their sales people in the principal cities insured attendance and positive results. We feel we have delivered a constructive and really helpful service to our trade through the splendid talks of our speakers, who adhered religiously to the main issues of 'knowing more about our product and how to sell more of it.' Every owner who came alone expressed an honest regret that he had not brought more of his people and guaranteed a bigger delegation 'next time.'

"The factory's message, through Mr. Dolbeer, assuring the dealers of closer factory touch and co-operation, with a sincere desire to understand their problems and to help in every possible way in solving them, inspired confidence and encouragement for greater effort. In short, our trade is better informed on Victor products, is better prepared with practical, proved selling ideas, has more enthusiasm for the Victor line and greater confidence in the future than ever before. That assurance far more than repays our time, effort and expense, and makes it positive that, in our field at least, group sales meetings will be a permanent part of our promotional work.

"The success of our meetings was, of course, due largely to the support of the Victor factory, through Mr. Dolbeer and his associates, who actually traveled over two thousand miles and spent nearly 'three weeks' time at heavy expense to be of service to us and our dealer trade. Such a liberal sacrifice of time and expense is most unusual, and is conclusive evidence of the Victor Co.'s desire to render direct help toward greater sales and better service.

"On the subject of prospects, we are convinced the entire South is now coming into its own. The Victor dealer with an established business in the South to-day is a fortunate individual indeed. Only a positive failure to tie up with the Victor sales program—failure to put real study and energy behind the merchandising of Victor products—can prevent a marked growth in his Victor business and Victor profits during the next five years, at least."

Mr. Dolbeer was particularly enthusiastic regarding the healthy condition of the State of Florida and the business prospects there, and declared that there was every reason to believe that the talking machine business would be exceptionally good during the Fall and Winter months and should continue well into next year.

The United States Government forecast indicates 22,000,000 boxes of citrus fruit and, while this is not the largest crop ever obtained, it is going to be marketed at top prices, which will mean general prosperity throughout the fruit-growing section. The real estate boom in practically all sections of Florida still continues, and even at this early date there is every prospect of a record-breaking tourist season.

Radio "Talker" Window Attracts Wide Attention

NEWARK, N. J., November 5.—James McGarry, well-known talking machine and radio dealer of Newark, N. J., recently made a feature window display of the "Atlas Radio Reproduction Speakers". The amplifying horns were set in the center of the window and on either side Victor talking machines were shown. Mr. McGarry stated that the window attracted much attention. It was considered an ideal showing for a dealer handling both radio and talking machines. The Atlas speaker has been widely advertised in this territory and the attractive window produced a number of sales among radio enthusiasts.

Jobbers—Attention

THE WALL-KANE POLICY

1—You are Fully Protected at All Times

Ever since Wall-Kanes were introduced, we have marketed them thru jobbers exclusively. We do not sell to dealers, and all dealers' orders are immediately turned over to the jobber.

THE JOBBER KNOWS WE ARE BEHIND HIM. This is one of the reasons why the demand for WALL-KANE products is growing larger year by year.

Wall-Kane Needle Manufacturing Company, Inc.

Manufacturers of

Wall-Kane, Jazz, Concert and
Petmecky Phonograph Needles

3922 14th Avenue

Brooklyn, N. Y.



Synchrophase
with Battery-base

GREBE SYNCHROPHASE

TRADE MARK



"The struggle for rare possessions drives a man to actions injurious to himself."

—Lao Tzu

Safeguard your customers against disappointment; order your Grebe Synchrophase Receivers now.

Doctor Tzu



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

IN THIS outstanding triumph of fifteen years of radio development, a new type of fieldless "Binocular" coil transformer—unaffected by local interference—is used for tuning the detector and two stages of *Balanced* tuned radio frequency.

The settings for the various broadcast stations are equally spaced over the dials. The S-L-F (straight line frequency) condensers accomplish this.

Write for literature

A. H. GREBE & COMPANY, INC.
Van Wyck Blvd., Richmond Hill, N.Y.
Western Branch: 443 So. San Pedro St., Los Angeles, Cal.

Thoroughly satisfied customers form the bed-rock upon which successful radio business is built. It is significant that most of the successful jobbers and dealers specialize in the SYNCHROPHASE.

All Grebe apparatus is covered by patents granted and pending.

F. C. Kent Co. Celebrates Its Tenth Anniversary

Pioneer Manufacturer of Sound Boxes and Tone Arms Passes Tenth Milestone

The head of the F. C. Kent Co., 67 Grace street, Irvington, N. J., of which F. C. Kent is president, and one of the pioneers in the manufacture of talking machine tone arms and sound boxes, recently celebrated its tenth anniversary. Since the organization of this company it has marketed, among other products, the Kent Adapter for the Edison phonographs. The demand for this product has steadily increased from year to year and with the greater distribution recently attained by Edison phonographs the demand for Kent Adapters has shown a further increase.

The other Kent products are also of high quality. They are manufactured in a daylight factory by expert workmen, all of whom have had their talking machine training under the

personal direction of F. C. Kent. Mr. Kent himself gives most of his time to the manufacturing end of the business, and he has invented a number of special machines for the manufacture of talking machine parts. These are time-saving devices which add to the efficiency of the manufacturing activities of the company. Mr. Kent is well known to many talking machine manufacturers and to not a few dealers, as he has made a number of tone arms and sound boxes of special design for some successful talking machine manufacturing organizations.

The sales department of the company is under the direction of W. S. File, the secretary, who has been associated with the company for almost a decade. Besides handling the office executive work Mr. File occasionally finds time to make extended trips calling on retailers in various parts of the United States and Canada.

In speaking of the progress made by the Kent organization during the past few years, Mr. Kent recently remarked: "Despite the great popularity of radio the demand for our products has not suffered. Indeed, several years ago we made

plans to turn out some radio loud speaking horns, but with the heavy increase for the products in which we have specialized for years we



F. C. Kent

found it necessary to discontinue our radio activities and confine all of our manufacturing facilities to Kent talking machine products."

Gotham Distributors for Dayton Fan & Motor Co.

Five Concerns in New York City and One in Newark to Distribute Company's Products

The Dayton Fan & Motor Co. has just completed sales arrangements for the distribution of the Day-Fan line in the metropolitan area of New York. As a result of a careful survey by D. A. Graham, secretary and treasurer of the Dayton Fan & Motor Co., the following firms have been appointed as distributors to handle this well-known line of radio apparatus: Gilbert-Keator Corp., North American Radio Corp., Noyes Electrical Supply Co., Radio Stores Corp., Stanley & Patterson, Inc., all of New York City, and the North Ward Radio Corp., of Newark, N. J.

The Day-Fan line comprises a well-selected variety from the three-tube set, for use in the smaller communities and rural districts, to the floor-type console in a specially designed high-grade cabinet.

The Dayton Fan & Motor Co. maintains its New York office at 58 West Fifteenth street and A. A. Jackson is the Eastern sales manager.

New Record Display Rack

The New York distributing division of the General Phonograph Corp., 15 West Eighteenth street, New York, recently secured the exclusive jobbing privileges for a new vacuum record window display rack. This device consists of three rubber suction caps attached to a rod which holds a record so close to the window that the label can be easily read from the outside. The attachment is capable of holding a weight of more than thirty pounds so that a glass shelf can be placed across two racks, and miscellaneous articles can be prominently displayed. The article has been very favorably received by the trade.

D. Castellanos Incorporated

Daniel Castellanos, New York, was recently incorporated in Albany to manufacture phonographs and radio sets, with a capital stock of 100 shares of preferred stock, \$100 per share; and 150 shares of common stock of no par value. The incorporators are B. Castellanos, R. D. Basserman and G. Mateo.

The Leonord Piano & Music Co. recently opened a branch store at Globe, Ariz.

ALADDIN HAD HIS LAMP
YOU HAVE THE MELCO SUPREME



MELCO SUPREME RECEIVER
TUNED RADIO FREQUENCY



AMSCO PRODUCTS INC. BROOME & LAFAYETTE STREETS, N.Y.

Here's an example of Melco Supreme consumer advertising now appearing in all leading radio magazines. A big demand has been created. Write at once for full particulars.

Latest Song and Dance Hits!

DOMINO 35¢ Records

What More Could You Ask For?

Early releases of the biggest hits.

Recordings by prominent artists and orchestras.

A price that assures volume turnover with a handsome margin.

And—besides, a distinctive appearance that adds character to your product.

We would like to send you sample records and details of our DOMINO Proposition. Shall we?

Send us your request to-day.

Mr. Dealer

A cracker-jack DOMINO Sales Boosting, Advertising Service is yours for the mere asking.

This service consists of all necessary mats, cuts, posters, window displays, etc.

At Your Service
The Advertising Division

DOMINO RECORD CO., 22 W. 20th St., New York

Stoner & Heath Enter Radio Distribution Field

Handling Distribution of Well-known Lines in
New York and Philadelphia Territory

The radio field is a young man's field. At least the lure of it attracts a great many men just entering the business world. Among the younger and newer organizations who have become factors in radio distribution is the firm of Stoner & Heath, 136 Liberty street, New York City, a partnership composed of D. M. Stoner and G. Warren Heath. Mr. Stoner is



D. M. Stoner and G. W. Heath

well known to the radio profession, has an excellent technical education, is a member of several engineering societies, and is an experimenter of some note.

Mr. Heath has had a varied business experience. He has for some years specialized in banking and the import and export business in various parts of the world which fits him for the merchandising of radio equipment as well as making him capable of handling the financial problems incident to the radio business.

Stoner & Heath are manufacturers' representatives handling various lines of radio equipment in the territory of New York and Philadelphia. Among the concerns represented is The Cleartone Radio Co., of Cincinnati, which manufactures the well-known line of Clearodyne receiving sets. Other concerns represented are the Central Radio Laboratories, Milwaukee, Wis., United Radio Corp., Rochester, N. Y.

The Golden Rule Radio Supply Co., New York, was recently incorporated at Albany with a capital stock of \$5,000. The incorporators are H. Hirschfeld and L. Mansbach.

Odeon and Okeh Foreign Record Catalog Issued

The General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, issued recently a handsome numerical catalog of Odeon and Okeh foreign records, containing a complete revised list of foreign records issued up to and including October, 1924. This catalog is a significant indication of the tremendous scope of the Odeon and Okeh foreign repertoire, for there are listed records in twenty-two languages. Practically every language that has the least degree of popularity among music lovers is included in this repertoire, while the selections are sufficiently diversified to make an appeal to every class of purchaser.

The phenomenal success attained by Odeon and Okeh foreign records may be attributed in a considerable measure to Otto Heineman, president and founder of the General Phonograph Corp., whose foresight was responsible for the introduction of these record libraries in America. The popularity of the Odeon and Okeh foreign recordings is increasing with each issuance of new records, and the dealers throughout the country are featuring these record lines to splendid advantage.

M. I. S. Co. Distributing Dealers' Holiday Folder

The Musical Instrument Sales Co., 673 Eighth avenue, New York City, has forwarded to retailers throughout the country a four-page folder printed in Christmas colors and carrying a special list of Victor records for the holiday season, including a popular list of children's records and some of the newer issues of the Bubble Books. The front cover of this four-page circular, which is to be used by retailers for mail lists, carries an illustration of an old-fashioned fireplace around which is gathered a group of children on Christmas morning. The caption appears below reading "For a merry, musical Christmas nothing can compare with a Victrola and Victor Records from"—under which appears the dealers' imprint. The next two pages are given over to a display of the various models of Victor talking machines and some timely advice about the purchase of such goods, all of which is an appropriate message from the retailer's standpoint for Christmas business.



One handle handles it
Outing
TRADE MARK
Master of Movable Music

4 Years
Have Proved
Outing
Portables
Are the
Best

General Phonograph Corp.
15 West 18th St. New York, N. Y.
Metropolitan Outing Distributor

F. C. Collins Renewing Friendships in the Trade

F. C. Collins, sales representative of the Columbia Phonograph Co., Inc., out of the New York branch covering the State of Connecticut for the past year, has been renewing old acquaintances and making new friends in this ter-



F. C. Collins

ritory, having started his connection with the Columbia Co. in the New Haven branch seven years ago.

Boston branch was his headquarters for four years, from which point Mr. Collins covered the Columbia dealers in Vermont, New Hampshire and Massachusetts, making his central quarters in Springfield, Mass. The outstanding feature of Mr. Collins' work with the Columbia dealers has been the appointing of managers and salesmen to develop the inside and outside sales work of his dealers and the exchanging of real live ideas among Columbia dealers in the interest of making them better merchants.

New Brandes Dealer Helps

C. Brandes, Inc., New York, manufacturer of Brandes' matched tone headsets and Brandes' table talker loud speaker, recently issued an attractive broadside directed to jobbers and dealers, entitled "More Sound Selling Facts." This broadside illustrates a number of national publications in which the advertising of Brandes, Inc., appears. There are also a number of dealer helps illustrated on both the table talker and headsets, giving the dealer an idea of the co-operation which this company offers in preparing attractive counter and window displays.

Okeh and Odeon Records

WE are "all set" for the Christmas rush. Our stocks are complete and our whole organization "on its toes." Metropolitan dealers can call on us with full confidence that profit-loosing delays and inconveniences will not reduce their holiday earnings.

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15 West 18th Street

New York City

BUY OKEH NEEDLES—They Keep Record Sales Alive!

The PETER PAN GRAMOPHONE

PATENTED

\$20

DE LUXE BLACK

25
LEATHER



AT LAST—a small phonograph
—small in size—small in cost—
that plays any record perfectly.
Pick it up—it weighs five pounds.
Hear it and you'll carry it home.

Hear it here

This is the display card used in leading New York stores, where Peter Pan Gramophones are selling like hot cakes. Similar displays, in three colors, and booklets for distribution to your customers, will be sent on request.

Announcing

The talking machine with the tone and quality of a cabinet phonograph at one-fifth the cost

HEARING is believing with the Peter Pan. That is why New Yorkers are buying them as fast as stores can get them. That is why prominent people have been bringing them back from England this season as the gift extraordinary.

Here, indeed, is the "big" little phonograph. It weighs only five pounds and, closed, looks like a camera. But open it up and put on a 10-inch or a 12-inch record—

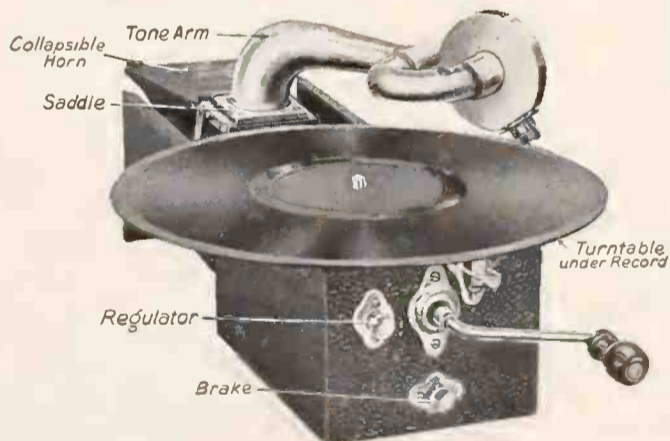
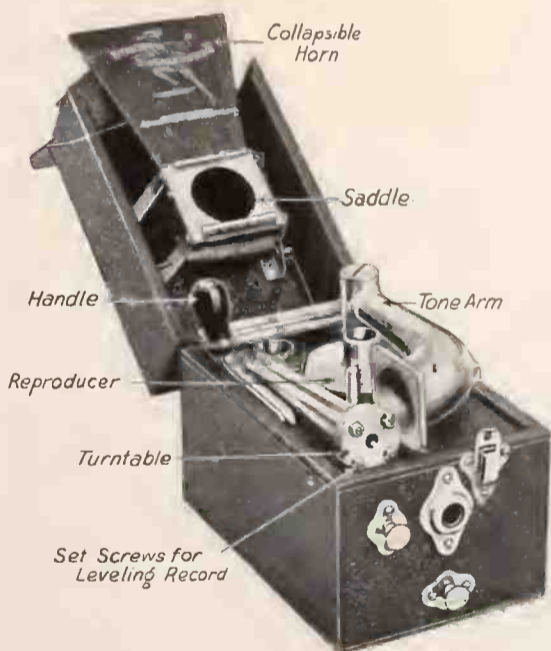
You will be *amazed* at the beauty and the volume of its tone. Shut your eyes

and you will swear an expensive cabinet phonograph is playing.

This must sound like an extravagant claim, and therefore we say: *Hear the Peter Pan!* Use the coupon below for one machine at reduced price for demonstration purposes. Your money back instantly if you are not satisfied.

This *real musical instrument*, different from anything else in the world, is the talk of England, where it is made, and is taking New York by storm. It retails at \$20, de luxe black cover, and \$25, brown leather cover, and will sweep the country as fast as we can ship machines.

PETER PAN GRAMOPHONE COMPANY
Sole United States Agents
342 Madison Avenue New York City



It is the ideal Christmas gift

Write or wire us for prices and terms and fill in and mail the coupon below. We are now in position to fill orders promptly. But act without delay—

wherever offered, Peter Pan sells so rapidly that dealers are re-ordering daily by long distance telephone.

Peter Pan Gramophone Co.
342 Madison Ave., New York
Dear Sirs: Send me at once one Peter Pan
Gramophone for demonstration. Enclosed
is \$10.
Name
Address

Plaza Bulletin of Talking Machine Accessories

Interesting Information for Use of Dealers During Fall and Winter Campaign

The Plaza Music Co., 18 West Twentieth street, New York City, well-known manufacturer and distributor, is forwarding to the trade a new bulletin covering talking machine accessories. The Plaza Co. makes it a point to carry a lengthy list of supplementary goods for the retail store. In its bulletin the products are all illustrated, described and carry current market prices.

The sales department of the Plaza Music Co. is making a special feature of accessories during the Fall months. It is the contention of the Plaza organization that most of these talking machine adjuncts find a ready sale when displayed and involve added profits which are easily obtained, but which would not otherwise accrue to the talking machine dealer. The Plaza Co. believes that, this season more than any other, the talking machine dealer will find it advisable to carry a wide variety of goods that will encourage prospective purchasers to enter music establishments.

Another thing pointed out by the Plaza organization is that talking machine accessories should be a part of every retailer's stock, for such goods mean service to talking machine buyers. These goods can be readily obtained and the store not only adds to its prominence in its own locality, but encourages the constant use of the talking machine, thus creating sales for records and other materials.

The talking machine dealers spend much money in local newspaper advertising in order to bring people into their stores. They also supplement this publicity with frequent use of the mails. After all these efforts to obtain business are made, if the store is not in a position to render service it has failed in one of its missions as a good business house. The fact that all such talking machine adjuncts, some of which are almost necessities, bring added profits into the store should be an inducement in itself to stock at least the promising sellers.

Del'Marmol Combined Radio Phonograph Reproducer

New Product Now Being Introduced to the Public—Has Many Points of Interest

PHILADELPHIA, PA., November 1.—The Del'Marmol Radio-Phonograph Co. of this city is now ready to go into production on its new product, the Del'Marmol combined radio phonograph reproducer. This company has been manufacturing and marketing the D'Lyte reproducer for the talking machine, which is of a distinctive design and an invention of C. J. Del'Marmol, M.E.E.E. His latest creation combines in one sound box the loud speaker unit and talking machine diaphragm, which will be substituted permanently for the regular sound box of the talking machine and does away with the changing necessary with two separate units. It, accordingly, makes a loud speaker of the sound chamber of the talking machine.

Another factor which will undoubtedly prove a big sales asset is that with this sound box it is possible to record on blank records radio reception of which it is desired to make a permanent record. All that is necessary is to rest the needle of the sound box upon the revolving blank record while the radio broadcasting is being received. The Del'Marmol Radio-Phonograph Co. made the premier exhibit of the Del'Marmol reproducer at the recent Philadelphia Radio Show. It attracted much attention and many sales resulted.

Carl Richards, Richmond, Cal., recently secured the agency for the Brunswick line of phonographs and records.

New Atwater Kent Plant Addition Is Under Way

Large Structure Recently Completed Proves Inadequate to Meet Growing Radio Demand

PHILADELPHIA, PA., November 7.—Although the Atwater Kent Mfg. Co. only recently started operations in its large new factory in this city, production facilities are already inadequate to meet the demand for its radio products and, as a result, construction has been started on another addition in an effort to bring production up to the point where the demand can be satisfied.

The present plant is a model of its kind. Every part going into the Atwater Kent sets, from the smallest screws to the cabinets, is made here, and the various departments have been laid out with a view to efficient production. It is a monumental tribute to the untiring efforts of President Atwater Kent and his associates.

The extensive national advertising of the company has emphasized the slogan, "The factory behind the product," and this has been further impressed on the public by the colored electric signs in use by Atwater Kent dealers in all parts of the country. Recently a billboard campaign was inaugurated by the company, which is attracting considerable attention and is already proving an important addition to the national advertising. These billboards are broadcasting the merits of the Atwater Kent radio products through the medium of attractively colored posters.

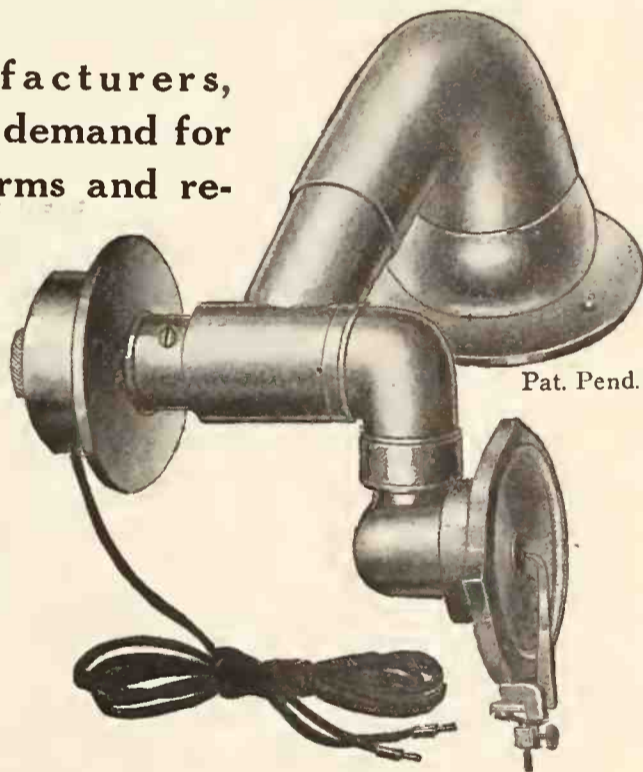
J. A. Kenney in New Post

White Music Shop, of Danbury, Conn., had the most conspicuous booth at the famous Danbury Fair, where pianos, radio, phonographs and musical instruments were displayed. Miss White reports the appointment of John A. Kenney, formerly with the Kennedy Music Shop, of Worcester, Mass., in charge of outside sales work.



STOP! LOOK! LISTEN!

Wide awake manufacturers, alert to the growing demand for "MUTUAL" tone arms and reproducers are ordering in advance for the Holiday business. Anticipate your Holiday requirements and write us NOW.



Pat. Pend.



No. 3 Tone Arm
No. 5 Reproducer

Mutual Tone Arms possess a two-fold appeal. They not only reproduce perfectly, but, they add the final touch to the attractiveness of the machine.

MUTUAL PHONO PARTS MFG. CORP.

149-151 Lafayette Street, New York City

DISTRIBUTORS

Canadian Acme Screw & Gear, Ltd. 1209 King St., West, Toronto, Can.
Industries Unidas, S. A. Balderas 110, Mexico City, Mexico
Targ & Dinner Music Co. 229 W. Randolph St., Chicago, Ill.
Shapleigh Hardware Co. 4th St. and Washington Ave., St. Louis, Mo.

Important Developments Mark Approach of the Holidays in Cleveland Territory

Cleveland Talking Machine Co. and Grinnell Bros. Take Over Toledo Talking Machine Co.'s Business—Brunswick Co. Makes Local Recording—New Lines Added—Trade Changes

CLEVELAND, O., November 6.—Following the amalgamation of Victor wholesaling interests, in the acquisition by the Cleveland Talking Machine Co. of the business of the Eclipse Musical Co., another similar unity of forces stands out as one of the important developments of the month here. This involves the joint purchase of the Toledo Talking Machine Co.'s business by the Cleveland Talking Machine Co. and the Grinnell Bros. Co., of Detroit, as reported elsewhere in this issue.

Cleveland Co. Gets "Dulcetone"

The Cleveland Talking Machine Co. already has instituted new features of dealer service. Two especially worth-while sales promotion factors are the distribution rights in the music field for the Dulcetone; a device designed to transform the sound box of the talking machine into a radio loud speaker. Another device that will make for Christmas business is a novel envelope, suitable for holding several records, embellished with a pastoral scene.

Promoting Record Sales

Another promotional effort to be credited to a jobbing factor is under way by the Ohio Musical Sales Co., Sonora and Vocalion record distributor. This company conducted a contest among dance orchestras in Ohio in October to ascertain the most popular musical group in this division. The Wylie Orchestra, of Cleveland, was voted the most popular and was immediately commissioned to make several records for Vocalion, which have just been released. A special week, during which the first records received in Cleveland were played, was conducted at the restaurant where this orchestra holds forth, another special week's engagement was obtained for it at the Palace Theatre, and a series of personal appearances in various localities about the State has been arranged by J. R. Frew, of the Ohio Co.,

Local Recording by Brunswick

In connection with record making Cleveland again figures, with the Cleveland Orchestra as the feature. Equipment was sent here by Brunswick for this purpose, and the recording was done under the personal supervision of Sinkler Darby, Brunswick recording expert, and his associate, Charles Hancox.

Several important additions to the dealer list by Brunswick are announced for this month. Foremost among these may be considered Denton, Cottier & Daniels, Steinway dealers in Buffalo, N. Y. The William Hengerer Co., also of Buffalo, has added the Brunswick phonograph and Radiola lines.

New Claravox Speakers

In connection with the promotion of the speaker end of the radio business, the work of

C. E. Semple, Jr., president and inventor, and C. H. Kennedy, sales manager of the Claravox Co., stands out. Several new types of speakers by the company have been brought out, and accompanying these are unique folders detailing the elements that enter into the reproducing qualities of these instruments.

Developing Cheney Sales

Value of the national advertising campaign of the Cheney is now being proved in the inquiries being distributed from headquarters to the Cheney jobbing factors, according to T. R. Buel, secretary-treasurer, the Cheney Phonograph Sales Co. These in turn are being passed on to the retail element, and sales already are being developed from them, Mr. Buel is advised.

Changes in Columbia Branch

Several changes and developments are being made by the local branch of the Columbia Co. S. S. Larmon, branch manager, announces the appointment of B. L. Smith to succeed H. C. Schultz in Detroit, and of E. L. Wallace, who takes the place of M. H. Batz in Buffalo. Both are well known in Columbia circles in this territory.

Cleveland Columbia executives aided materially in the opening of the new building of the C. L. Chute Co., at New Lexington, which features the Columbia phonograph lines.

Adds Edison Line

In the new dealer activities, the installation of the Edison at the Halle Bros. Co., exclusive department store of Cleveland, by the Phonograph Co., is a notable event. The Halle establishment already has one of the finest appointed departments in this city, and rounds out its already established Victor and Brunswick lines with the Edison.

Retail trade has been significantly stimulated, according to E. S. Hershberger, secretary, the Phonograph Co., following the exhibits of radio and phonographs by this firm at the Furniture Show. During the week of this exposition fifteen new dealers for Crosley sets, and a large number for the De Forest Reflex, were added, among the latter being the George S. Dales Co., of Akron. The Phonograph Co. supplied phonographs for special entertainment provided by the show management on the stage of Public Hall, and also entertained with radio received from the outside.

New dealers added through Cleveland jobbing effort includes the Kurtzmann Piano Co., in Buffalo, operating six retail stores in that district.

Vic Meyers Orchestra Scores

Supplementing its work to increase public interest in records for dealers, the Brunswick Co. has brought from California the Vic Meyers Or-



'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years
Have Proved
Outing
Portables
Are the
Best

Ohio Musical Sales Co.

1747 Chester Ave. Cleveland, O.
Outing Distributor

chestra, noted on the Coast. This group now is touring the immediate Cleveland territory, making a hit alike with those who have heard its records and those who have not.

A Popular Number

Two additional achievements in the music production business can be credited to Dan E. Baumbaugh, manager of the May Co. talking machine department, and producer of "Rose of Sharon" and "Waltz of Love." Both of these selections, by J. W. Karhan and Miss Marion Campbell, of the May Co. music division staffs, now are on the Victor records. They are sung by Henry Burr. The other unusual accomplishment lies in the acceptance of "Rose of Sharon" by the Vocalion Co., of London, foreign representative of the Aeolian Co. This song already has been released by Vocalion here.

Mike Gyarnaty, Columbia dealer, has moved his business from Akron to Flint, Mich..

Celebrating Anniversary

L. Meier & Sons, prominent local dealers, are celebrating their 27th anniversary this month. Plans have been completed for several weekly novelty attractions, and a climax will be made with the appearance again of the Eight Popular Victor Artists.

Music Merchants' Social

The October meeting of the Music Merchants' Association of Northern Ohio again was a social affair at Alber's Villa. Talent hitherto not known was brought from Lorain by Carl Staley, manager of the talking machine department of the Wickens Co..

Another get-together is planned for November, in which all members of the music industry will figure. There was money left over from the donations contributed by individuals to the entertainment at the late State convention. A committee, including Dan E. Baumbaugh, F. J. Stelker, John R. Ortli, Henry Dreher and Rexford C. Hyre, will set the date and place, decide who is to be invited and otherwise shape up the event.

VAN VEEN & COMPANY, Inc.

Woodworkers Since 1907

Costly experiment has taught the Phonograph Trade the importance of high-grade sound-proof hearing rooms and store fittings.

Radio dealers can avail themselves of Van Veen equipment in the first instance and avoid the experimental losses of the Phonograph trade. Van Veen booths are indispensable in selling and demonstrating radio.

Counters, racks and wall display cases carried in stock or made to special design. Write for estimate and catalogue.

Offices and Warerooms:

413-417 East 109th Street

'Phone Lehigh 5324

NEW YORK CITY



Two Great Products were Brought Together



A unique five tube radio frequency receiver built by Federal, containing detector, two stages of radio frequency and two stages of audio frequency. The tuning is controlled by two main dials with vernier attachment and may be logged for reference. A logging sheet and special panel light is part of the equipment.

The cabinet measures: Length, 33½ inches, depth, 15¼ inches, height, 55 inches.

\$325
LIST PRICE

The supreme in radio and the supreme in furniture have been joined in the *Federal-Danersk* Radio Receiver — a new and especially built, two control Federal Receiver housed in a cabinet made by the Erskine-Danforth Corporation, known the world over as the master craftsmen of the famous Danersk Furniture.

The simple two dial control of this newest Federal Five Tube set is unlike anything that has ever been built before. It is remarkably selective and powerful, with unlimited range and a clear, rich tone.

To this supreme quality has been added perfect beau-

ty. The Danersk cabinet was chosen because the name Danersk is synonymous with the very best in furniture. Hand wrought in rich satin finish walnut with ebony panelling, its graceful beauty has an irresistible appeal to every lover of fine furniture.

And at \$325 list including a built-in loud speaker, special panel lighting device, large battery sections and other conveniences, it enables you

to offer a value infinitely better than has ever been given before.

Production is limited; distributors and dealers are urged to investigate at once.

**Federal
Danersk
RADIO RECEIVERS**

Distributors and Dealers—Investigate!

Manufactured Exclusively for

MUSICAL PRODUCTS DISTRIBUTING COMPANY, Inc.

22 West 19th Street, New York City

Atlanta Retailers and Wholesalers Are Optimistic as Business Continues Brisk

Prosperity of Farmers Largely Responsible for Satisfactory Business—James K. Polk, Inc., Exhibit at Fair Attracts Wide Attention—Carder Co. Moves—Other Trade Activities

ATLANTA, GA., November 7.—October proved a very satisfactory month for all dealers interested in the talking machine and radio business in this section of the country. The dealers in this city state that the month, from the business standpoint, was all that was expected, and those stores which serve the rural communities report that the farmers have plenty of money and are spending it freely.

Exhibited at Southeastern Fair

James K. Polk, Inc., distributor for the Southeastern territory of the Sonora phonograph, Okeh and Odeon records and the Out-



James K. Polk Fair Exhibit

ing portable talking machine, had a most attractive exhibit at the Southeastern Fair which was held in this city during the past month. This Fair, which is the largest annual event of its kind in the South, was attended by more than half a million people. Several of the large Sonora De Luxe models were on display at the Polk exhibit and attracted much interest and favorable comment. Thousands of walking Sonora dolls and other Sonora advertising matter were distributed.

Considerable interest in Okeh records was developed by concerts given at the booth by

Okeh artists who reside in the Southeastern territory; in particular, Fiddlin' John Carson, king of the mountaineer musicians and an exclusive Okeh artist. These concerts attracted many people to the exhibit booth and undoubtedly stimulated a demand for the records of the artists heard. The publicity gained by the Polk establishment through its exhibit has been of great value to the Sonora and Okeh dealers throughout the entire Southeastern territory.

Good Outing Demand Continues

The Outing portable, which has proved one of the most consistent sellers throughout the year, continues to find favor with the buying public and the chief difficulty is in filling the demand.

Carder Co. in New Home

The Carder Piano Co. recently opened its new warerooms at 61 Pryor street, and the completely renovated store is one of the most attractive music stores of the South. The talking machine department of the establishment is leased and operated by LeRoy Webb & Co., and is under the personal direction of Mr. Webb. While special attention is being given period and console models, all types of instruments are carried. The Victor and Sonora lines of machines and Victor, Okeh and Columbia records are carried in stock. A number of record demonstration booths have been installed and for the convenience of those customers who are in a hurry a record counter has been placed within twenty feet of the front door. Free delivery of records, in or out of town, is a feature of the store's service.

Macon Firm Changes Name

The Williams-Guttenberg Music Co. recently changed its name to the Williams-Guttenberg Co. The concern is located at 451 Cherry street, Macon. Application has been made for an amendment to its charter allowing an increase in stock from \$50,000 to \$75,000, also the right to deal in furniture and house furnishings.

Concerts Prove Popular

The October concert of Rich's Music Club, the organization formed and fostered by A. B. Willis, manager of the music department of M. Rich & Bros. Co., was well attended and



"One handle handles it"
Outing
Master of Movable Music

4 Years
Have Proved
Outing
Portables
Are the
Best

J. K. Polk, Inc.

294 Decatur St.

Atlanta, Ga.

Outing Distributor

the varied program was enthusiastically received. Well-known local artists entertained, and orchestras, instrumentalists, vocalists and dancers vied with each other in pleasing those in attendance. Since the inception of this club the sales volume of the music department has shown a decided upward trend.

Meeting of Victor Dealers Held in Atlanta Recently

Goodly Number of Victor Representatives in Georgia Attend Impromptu Sales Conference Under Auspices of Elyea Talking Machine Co.

ATLANTA, GA., November 4.—Prospects for talking machine business in this section during the coming months are very bright, according to the Victor dealers who attended an impromptu meeting held in this city recently under the auspices of Charles L. Elyea, of the Elyea Talking Machine Co., Victor wholesaler, and attended by Frank K. Dolbeer, sales manager of the Victor Talking Machine Co., who stopped off at Atlanta on his way to a series of dealers' conferences in Florida.

Approximately twenty-five dealers and their representatives from various sections of Georgia and South Carolina attended the conference, at which there was a general discussion of sales plans and other matters of business interest.

Triangle Radio Supply Co.'s Loose-Leaf Catalog

A particularly comprehensive loose-leaf catalog has lately been presented to the trade by the Triangle Radio Supply Co., radio distributor, New York City. Through its loose-leaf form it is possible to keep this catalog up to the minute in every respect, and also through this same form of binding it has been feasible to include the original descriptive literature of the manufacturer. The frontispiece of the catalog contains photographs of Herman A. Linde, president and general manager of the company; Frances A. Linde, secretary; the sales staff and office force, also views of the headquarters of the company, which include the quick service counter, demonstration salons, etc. In the descriptive literature is contained Fada, Crosley and Melco receiving sets, Music Master horns and a wide variety of accessories and parts. Through the loose-leaf construction of this catalog it is possible to eliminate from the catalog all literature regarding parts for those dealers who only carry sets and accessories. The Triangle Radio Supply Co., Inc., is doing a constantly increasing volume of business with the talking machine trade and numbers many of the best-known talking machine retailers in the metropolitan territory among its customers.

The Cable-Shelby-Burton Piano Co., Birmingham, Ala., recently purchased the entire stock of the C. C. Holcombe Music Co.

Okeh and Odeon Records

THE inevitable hustle and bustle of holiday business will soon be experienced by Okeh dealers everywhere. To dealers in our territory we suggest that they avail themselves of our unfailingly prompt and efficient service. Dealers who heed this advice will have no losses through delays and incomplete deliveries.

Wholesale Phonograph Division

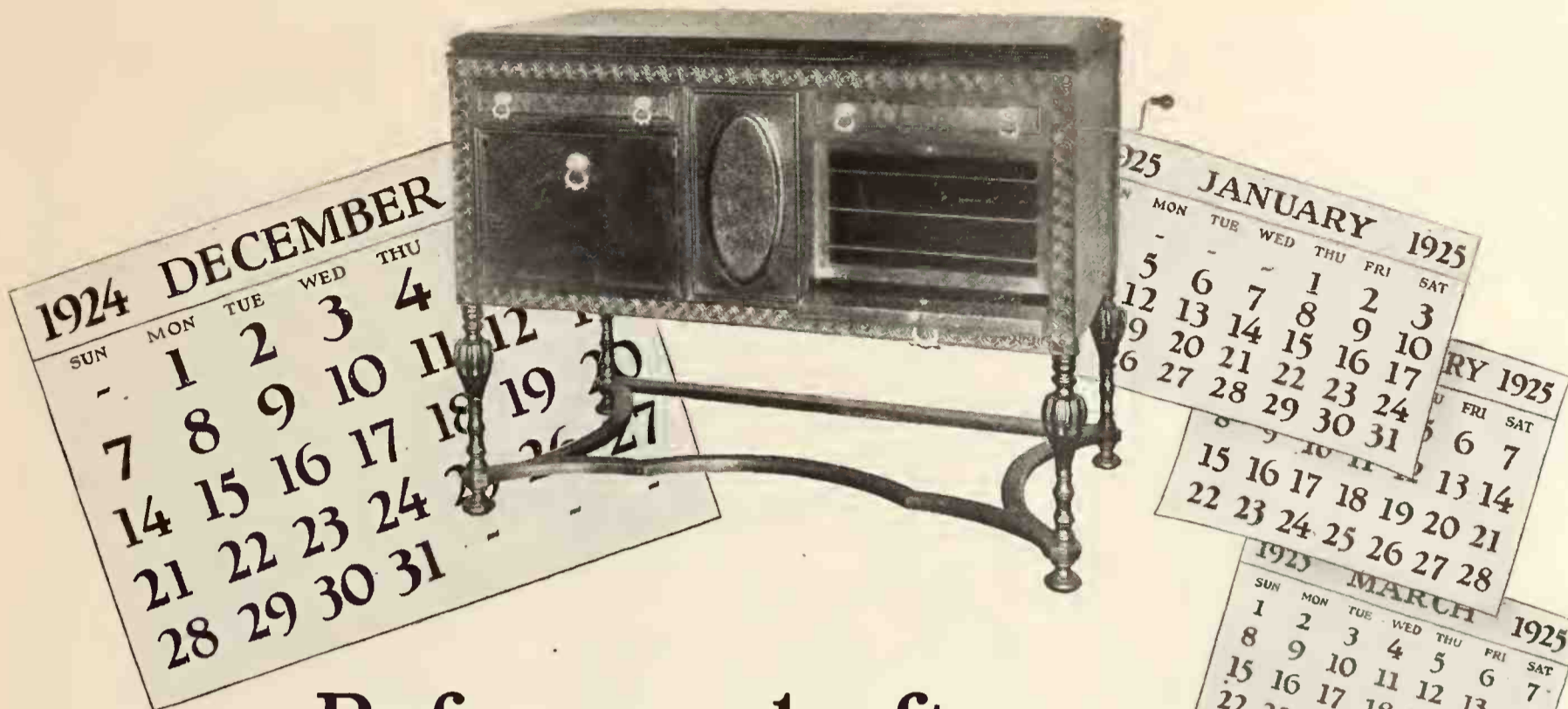
JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street

ATLANTA, GA.

BUY OKEH NEEDLES—They Keep Record Sales Alive!



Before and after Christmas - you couldn't sell a finer phonograph than the New Columbia

owner is about the best salesman you can have.

BUSINESS is warming up. Folks everywhere are drawing their Christmas savings from the banks to spend on gifts. If there ever was a time to push the New Columbia Phonograph, it is now. Every sale you make strengthens your grip on the phonograph business in your territory.

There isn't a phonograph today that has such value—so many exclusive features that are worth while—as the New Columbia. Consider them—the new international reproducer, the new precision motor, the automatic start and non-set stop, the spun brass tone-arm, the tone-control leaves—and many other refinements which make better music.

Every New Columbia you sell helps sell another. For it makes friends everywhere it goes. A New Columbia

Remember this, also—the more New Columbia Phonographs you sell now, the bigger your record business will be throughout the year. The New Columbia reproduces all music with such excellence that people will play it constantly. This means that they will be regular record buyers. And what finer records can you sell these folks than Columbia New Process Records! Because of their ideal surfacing material there is no objectionable needle noise. And Columbia offers the best in every class of music recorded—dance, comic, sentimental, old-time favorites and classical.

These sales-making features of the New Columbia Phonograph and Columbia New Process Records make the Columbia franchise valuable—not only at Christmas, but throughout the year. Columbia Phonograph Co., Inc., 1819 Broadway, New York.

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
 Boston, Mass., 1000 Washington Street
 Chicago, Ill., 430-440 South Wabash Ave.
 Cleveland, Ohio, 1812 East Thirtieth Street
 Dallas, Texas, 2000 North Lamar Street
 Kansas City, Mo., 2006 Wyandotte Street
 Los Angeles, Cal., 809 S. Los Angeles Street
 New York City, 121 West Twentieth Street
 Philadelphia, Pa., 40 North Sixth Street
 Pittsburgh, Pa., 632 Duquesne Way

San Francisco, Cal., 345 Bryant Street
 Buffalo, N. Y., 700 Main Street
 Detroit, Mich., 439 East Fort Street
 Minneapolis, Minn., 18 North Third Street
 Seattle, Wash., 911 Western Avenue
 COLUMBIA WHOLESALERS, Inc.
 205 West Camden Street, Baltimore, Md.
 TAMPA HARDWARE CO.
 Tampa, Fla.

COLUMBIA STORES CO.
 1608 Glenarm Avenue, Denver, Colo.
 221 S. W. Temple, Salt Lake City, Utah
 W. W. KIMBALL CO.
 Wabash Avenue and East Jackson Boulevard,
 Chicago, Ill.
 COLUMBIA DISTRIBUTORS, Inc.
 1327 Pine Street, St. Louis, Mo.
 224 West Fourth Street, Cincinnati, Ohio
 517 Canal Street, New Orleans, La.

Columbia

PHONOGRAPHS AND  NEW PROCESS RECORDS

R. W. Porter in Important R. E. Thompson Co. Post

Appointed General Sales Manager of the Company—Guest of Honor at Surprise Luncheon

The R. E. Thompson Mfg. Co., New York, manufacturer of Thompson neutrodyne receiving sets and loud speakers, announced recently the appointment of Robert W. Porter as general sales manager of the company. Mr. Porter needs no introduction to the talking machine trade, for he was associated with the Columbia Phonograph Co., Inc., for over four years as field sales manager and numbers among his friends talking machine dealers from coast to coast.

Mr. Porter was the guest of honor at a surprise luncheon given by his associates in the R. E. Thompson organization at the Old Colony Club in the Waldorf-Astoria Hotel, where he was formally introduced to Thompson jobbers in Greater New York and to members of the

trade press. The toastmaster at this luncheon was Addison Brown, of the Bertson Organization, in charge of the Thompson advertising campaign and well known in advertising circles.

R. E. Thompson, president of the company bearing his name and prominent for many years in the radio world, gave the guests at the luncheon a brief resumé of Mr. Porter's activities in the past, pointing out that his extensive experience as a sales executive ideally qualified him for the work which the Thompson organization was placing in his hands.

In a brief address, which was enthusiastically



R. W. Porter

received by his associates, Mr. Porter called attention to the various sales problems which he had been obliged to face in the past, commenting upon their close relation to the various problems that are now occupying the attention of radio manufacturers. Mr. Porter's experience has not only included his association with the Columbia organization, but with several nationally prominent manufacturers whose products have comprised specialties and food commodities. He not only visited jobbers and dealers in practically every town and city throughout the country in the development of sales for the manufacturers whose products he represented, but co-operated with the retailers in the actual merchandising of these products. Mr. Porter, therefore, brings to the Thompson organization an experience and knowledge of merchandising conditions that should enable him to render invaluable service to the jobbers and dealers featuring Thompson neutrodyne sets and loud speakers.

During the past few weeks Mr. Porter has been busily engaged in getting acquainted with the distinctive features of neutrodyne products, and he is now ready to inaugurate an intensive sales campaign. His appointment as general sales manager of the R. E. Thompson Mfg. Co. has been the subject of congratulations and good wishes from talking machine and radio jobbers and dealers everywhere, who are giving him a most cordial welcome to the radio industry.

Among those present at the surprise luncheon given Mr. Porter were Dr. Leonard F. Fuller,

vice-president and chief engineer of the R. E. Thompson Mfg. Co. and a scientist and engineer whose experience dates back many years. Mr. Fuller was previously associated with the General Electric Co., where he was in charge of developing world wireless, and his work also includes the designing of the largest single transmitter in the world. Merton P. Stevens, works manager of the Thompson organization and well known in the manufacture of radio transmission and reception apparatus, also was present at the luncheon, and among the jobbing firms represented were the Gilbert-Keator Corp., Herbert John Corp. and Steelman, Inc., all of New York City.

Talking Machine Business in Japan is Growing

The variety of the talking machine product made and sold in Japan is very great, according to J. R. Geary, president of the Nipponophone Co., the leading talking machine and record manufacturer with headquarters in Tokyo, Japan, ranging from a very low priced record up to a figure for foreign records comparable with prices in the United States. A great many foreign artists have been recorded from time to time and the Nipponophone Co. has now quite a fine catalog of foreign recordings. Naturally, however, the main business is the manufacture of records of Japanese artists.

In the business of machine manufacture there is a large range of sizes, styles and prices. On the smaller machine, being the lowest priced, the output is several thousand machines per month at the Nipponophone plant. The higher priced machines are now, however, being made in large numbers on account of the 100 per cent duty on the imported product. The Nipponophone Co. has a very strong sales organization and has affiliated with it practically all of the important phonograph and record selling agencies in Japan.

The Nipponophone Co. is controlled by American capitalists and has been in operation for a total of about twelve years.

As broadcasting may soon come into effect in Japan the company is preparing to take up that end of the business with its phonograph trade as soon as permission is given by the Government for broadcasting.

Good Phonograph and Radio Sales Go Hand in Hand

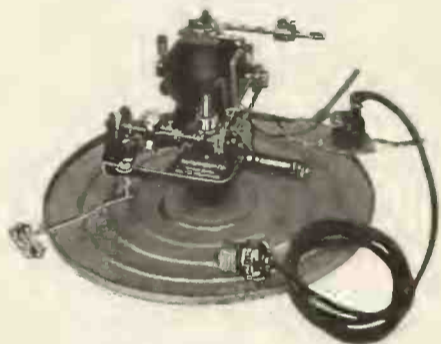
The Greater City Phonograph Co., Sonora distributor for New York City, Staten Island and the lower Hudson Valley, reports through Maurice Landay, president of the company, a distinct upward trend in the sale of phonographs during the last several months. "From all indications, the talking machine dealer has found that radio and phonographs sell side by side and do not conflict one with the other. We have found some dealers who are doing an excellent business with the Sonora loud speaker, Sonoradio receiving set, equipped with both the Ware neutrodyne and RCA sets, and are also enjoying a phonograph business in proportion," stated Mr. Landay, who is very optimistic regarding the outlook.

The PHONOMOTOR CO.

WM. F. HITCHCOCK, Proprietor

121 West Avenue Rochester, N. Y.

An Electric Equipment for the PHONOGRAPH



Fully GUARANTEED

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

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

The PHONOSTOP

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

STANDARD FOR EIGHT YEARS

Guaranteed.

Sold direct to
manufacturers all
over the world.

Nickel or Gold.

Your phonograph
is worthy of the
best stop.

This is the only one.

Your customers appreciate it

We also sell General Phonograph Hardware

Cable Address:

PHONOMOTOR, Rochester, N. Y.

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

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

Trade Prices upon application

The PHONOMOTOR

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



PHONOGRAPH CASES RADIO CASES

Reinforced 3-ply Veneer

The Standard Case for Talking
Machines and Radio Sets

Let us figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.



The Finest Entertainment Whispers at Your Window

THE *Mercury* Receiver was born at the very moment when its qualities were beginning to be demanded by the public. It is the *perfect* reflex receiver.

Absolute faithfulness of reproduction; all the distance two stages of perfectly engineered tuned radio frequency can provide; simple exactness of tuning which admits but one signal at a time—these are a few of the features which contribute to *Mercury* greatness.

We respectfully suggest critical side-by-side comparison between the *Mercury* and any other set made.

MERCURY RADIO PRODUCTS CO. - 50 CHURCH ST., NEW YORK CITY

Our proposition will interest good talking machine dealers. Write for it today.

MERCURY

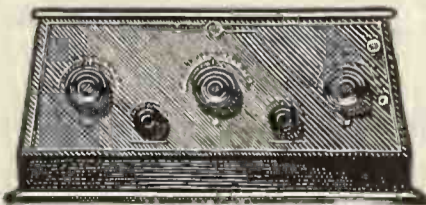
BROADCAST RECEIVER

Licensed under Grimes Patents—issued and pending

“The STRADIVARIUS of RADIO”

TECHNICAL

Highest existing development of Grimes Inverse Duplex System. Four tubes reflexed and equal to six straight (two-tuned radio frequency, tube detector and three stabilized audio frequency). Operates from loop (furnished) also indoor or outside antenna *without change in set*. “Last word” low-loss engineering at every point.



APPEARANCE

Solid American Walnut Cabinet. Hand rubbed *genuine* piano finish. Inclined panel of heavy-gauge, etched ordnance bronze. Set rests on felt protecting buttons. Balanced panel arrangement of controls. All “A” and “B” dry batteries self-contained. Price, with loop; but *without* tubes and batteries \$165.00 list.

INVERSE DUPLEX SYSTEM - INSURES NATURAL TONE QUALITY

Instructive Talks Feature the Eastern Sales Conference of Brunswick Dealers

More Than 200 Retailers Gather at New York Brunswick Headquarters for Merchandising Conference—Executives and Officials of Company Deliver Addresses—Retail Problems Discussed

More than two hundred Brunswick dealers joined with the officials of the Brunswick-Balke-Collender Co. in making the Eastern sales conference, held at the New York offices of the company, one of the most successful gatherings of its kind ever held. Interesting discussion of the various problems which the dealer must handle was indulged in and educational addresses by trade authorities made the business sessions of particular value to those in attendance. The social side of the gathering was not neglected and the banquet held at the Club Deauville on Tuesday evening was voted an unqualified success.

The conference was opened on Monday, October 13, with an address by Harry A. Beach, sales manager of the Eastern Phonograph Division of the Brunswick Co., who extended the glad hand of welcome to all the guests and summed up the purposes of the conference and told of the benefits which he expected would be the result of the gathering. H. T. Melhuish, of the Radio Corp. of America, was the next speaker, substituting for E. E. Bucher, of the same company, who, through illness in his family, was unable to deliver the talk of "Radio Merchandising" for which he was scheduled. Mr. Melhuish spoke on radio broadcasting and its future and explained that improvements in broadcasting would be seen in the very near future, which improvements would benefit the entire industry.

Of special interest to the dealers at the present time was the talk of D. J. Pieri, chief radio engineer of the Brunswick Co., who explained in non-technical terms the principles underlying the Brunswick-Radiolas. In simple phraseology, with diagrams to illustrate his points, Mr. Pieri explained the working and operation of any receiving set, its tunes, batteries and the principles governing the functioning of the loop, the Super-Heterodyne and the Regenflex.

H. Don Leopold, head of the dealers' service department of the company and chairman of the sales conference, was the next speaker and he, in a brief address, explained the company's policy of dealer co-operation and the purpose of the conference with the resultant closer contact between the company and its dealer representatives. He then introduced F. E. Fehlman, vice-

president of Lord & Thomas, advertising specialists. Mr. Fehlman in his talk dwelt on the analyzing of the types of customers who enter the store to purchase a phonograph or radio set and how through psychology the dealer can ascertain the best method of handling prospects.

Following Mr. Fehlman's talk, the meeting was adjourned, luncheon was served and the freedom of the building was extended to all.

Problems Discussed at Afternoon Session

To open the afternoon session the dealers were invited to bring forward their problems on the operation of the Brunswick-Radiola and Mr. Pieri answered numerous questions concerning radio and the most effective methods and uses of aeriols, batteries, ground connections, etc. This discussion of the individual problems of dealers was a big feature of the day's program.

Mr. Fehlman then continued his talk on salesmanship and gave illustrations, facts and figures that were exceptionally instructive to the dealers, who listened attentively to the speaker. The balance of the day was given over to practical sales demonstrations, with dealers taking the part of salesmen and customers with Mr. Fehlman offering constructive criticisms after each demonstration.

In the evening all those present at the conference were invited to be the guests of I. Jay Faggen, managing director of the Arcadia, the new and elaborate ballroom, at which Ray Miller and His Orchestra, Brunswick recording organization, are the featured artists.

Topics Considered at Second Day's Session

The second day's sessions opened with a talk on "Credit and Instalments" by Frederick W. Teele, credit manager of the Eastern office of the Brunswick Co. Mr. Teele detailed the principles which underlie instalment sales and informed the dealers that 92 per cent of phonograph sales are on an instalment basis and told of the best methods of handling accounts. He touched on the question of interest charges and stated that, aside from the money involved in charging interest, it lends prestige and dignity to the establishment to insist on the customer paying the customary amount of interest charges.

The best methods of securing prospects were

outlined by Mr. Fehlman, who stated that to get customers into the store rested with the dealer to go out and bring them in. He mentioned a number of ways by which customers could be brought into the store.

The Tuesday afternoon session opened with an address by A. J. Kendrick, general sales manager of the phonograph division of the Brunswick organization, who spoke on "Merchandising the Brunswick Phonograph and the Brunswick-Radiola." He showed how two fields of endeavor were now open to the Brunswick dealer and gave figures showing that there are millions of homes in this country which have neither a phonograph nor a radio set. He told of the national advertising campaigns which the company is planning and exhorted the dealers to tie up with this advertising by inserting their own announcements. He also promised interesting announcements by the company in the near future touching on radio broadcasting by the highest types of artists, which plan would result in increase of sales by dealers.

Sales demonstrations were again resumed and following these an examination of the dealers on the points covered in the two-day conference was held. The prizes for this examination were awarded as follows: First, Anna Quinn, Manchester, N. H.; second, Norman Edlund, John Wanamaker, New York; third, A. M. Ansell, Bamberger's, Newark, N. J.; fourth, O. W. Grimm, York, Pa.; fifth, C. G. Herr, Berwick, Pa.

The Climax to the Conference

The climax to the conference was a fitting one in the form of an elaborate banquet at the Club Deauville, where excellent entertainment was provided through the efforts of H. Emerson Yorke, sales promotion manager of the Eastern division, who was in charge of the banquet arrangements. The following Brunswick artists were among those who entertained: Ray Miller and His Orchestra, Phil Ohman and Victor Arden, pianists; Frank Wright and Frank Bessinger, the "Radio Franks," who recently became Brunswick artists; Al Jolson, who sang and told of his Brunswick connection and who introduced Benny Leonard, lightweight champion of the world, whom he had brought with him. Mishel Piastro, concert violinist and Brunswick artist, and Harry Reser, leader of the Harry Reser Band of Banjos, also entertained.

The guests were given buttons which enrolled them as members of the Brunswick Sales Club and then the entire party adjourned to the Arcadia, where dancing was in order. Those who attended were:

S. Abelowitz, Abelowitz Phonograph Co.; J. B. Armstrong; Mr. Besserman, C. Hendel, Miss Robertson, G. Scheidler, Hardman, Peck & Co.; C. M. Bowren, Mr. and Mrs. Edlund, Mr. Mahoney, John Wanamaker; Jos. Bryant, Bryant's Music House; Harry Duff and Miss Martha Duff; H. P. Baran, J. W. Lindsey, Mrs. Harrison, H. P. Baran & Co.; I. Hindon; N. and I. Israel; A. Klein; A. Kleinman, Triangle Phono Shop; G. Leavey, Terminal Music Corp.; F. M. Massey; H. Miller; R. B. O'Connor; Mr. Reinhorn, Ritz Music House; R. C. Hamilton; A. J. Stack; J. Sbeinbartz; A. H. Simmons, J. H. Remick; L. A. Shields, M. Steinert, Miller Bros.; S. A. Sherman; Mr. Wolfsohn, Arison's Music House; H. Rollens, F. Stumpf, Fred Kraft, Inc., and F. M. Massey, all of New York City; Mr. Acker, Montclair, N. J.; H. D. Ackerly and J. P. Shotwell, Ackswell Mfg. Co., Northport, N. Y.; E. K. Andrew, J. L. Hudson Co., Detroit, Mich.; T. Argyris, Broad & Market Music Co., Newark, N. J.; Miss Arend, Frederick Loeser, Brooklyn, N. Y.; Mr. Ansell, L. Bamberger & Co., Newark, N. J.; J. Breslow and M. Breslow, Boonton Music House, Boonton, N. J.; John P. Byrne, James K. O'Dea, Paterson, N. J.; Miss Laura I. Burtis, Norwalk, Conn.; Mr. Brady, Lankering Co., Hoboken, N. J.; Mr. Bogie, R. H. Muir, Inc., East Orange, N. J.; J. S. Cooper and James C. Cooper, Cooper Clothing Store, Davis, W. Va.; G. M. Clark, Clark & Sullivan, Newark, N. J.; S. Glenn Cline, Staunton, Va.; T. F. Cabasino, Astoria, L. I.; I. C. Cohen, Brunswick Shop, New Rochelle, N. Y.; T. Chakeris, Ideal Music Co., Newark, N. J.; L. Cerf, Hardman, Peck & Co., Brooklyn, N. Y.; I. V. Dalo, Shartenberg & Robinson, New Haven, Conn.; Harry Duckman, Brooklyn, N. Y.; Chas. Durso, Somerville, N. J.; G. P. Ells, Norwalk, Conn.; F. A. Forest, Fall River, Mass.; U. N. Grenier, Desautels Music House, Manchester, N. H.; W. E. Grimm, York, Pa.; Geo. Gervas, Main & Market Music Co., Paterson, N. J.; C. G. Herr, of Herr's Music Shop, Berwick, Pa.; M. H. Housel, Williamsport, Pa.; W. M. Hanover, of Norwich Talking Machine Shop, Norwich, Conn.; H. S. Hyde, H. E. Hyde and G. A. Hyde, Cortland, N. Y.; Miss Julie Hoffman and C. H. Hurlburg, D. M. Read Co., Bridgeport, Conn.; Mr.

(Continued on page 75)

"Needle Points" No. 25

An OKeh Needle Sales Booster—FREE



With this convenient displayer on your counter you're bound to sell more needles.

HERE ARE SOME OF ITS OUTSTANDING FEATURES:

16 packages of needles can be safely displayed under the glass top.

Customers can't "help themselves." The glass is immovable and the tray slides out through the back.

The displayer will hold 180 packages of needles.

The case is substantially made of metal, heavily lacquered and beautifully lithographed.

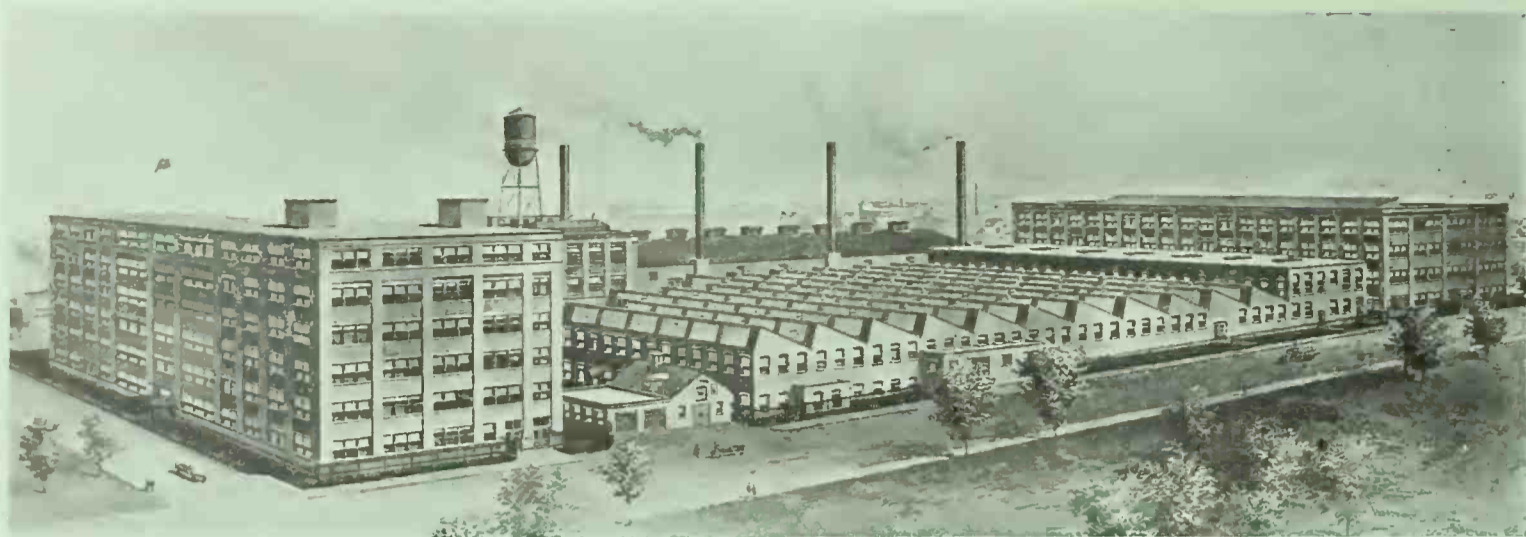
HOW TO GET THIS SALES HELP:

Every dealer ordering 100,000 OKeh needles will be presented with one of these cases absolutely FREE.

Christmas will soon be here. You can easily sell 100,000 needles with the help of this displayer.

Order them from your distributor today and get your displayer FREE.

General Phonograph Corporation
OTTO HEINEMAN, Pres.
25 West 45th St. New York, N. Y.



THIS INSTITUTION

is now back of the name 'Emerson'

The Scranton Button Company is now the complete manufacturer of Emerson records—Recording, Plating and Pressing.

The Scranton Button Company has acquired one of the most complete recording laboratories and organizations, with fifteen years' experience in recording.

The Scranton Button Company has acquired the Washington Street plant and business of the Auburn Button Works of Auburn, N. Y., which has a favorable reputation as a plant where for a number of years the well known Brunswick records were pressed.

Both the Scranton and Auburn plants of The Scranton Button Company have been in business forty-five years. They have been soundly and conservatively managed, and have the highest business and financial standing.

The combined daily capacity of these two plants exceeds one hundred thousand records.

As is well known, heretofore The Scranton Button Company has pressed such records as Emerson, Okeh, Regal, Paramount, Gennett, Silvertone, Federal, Banner, etc., etc. With their own recording laboratory, plating and pressing plants, they are in a position to promise a product of uniform excellence, combined with unequalled service.

The company will sell Emerson Records direct to legitimate Jobbers. Request for information may be sent to us or to our sole sales agents, the Emerson Radio & Phonograph Corporation.

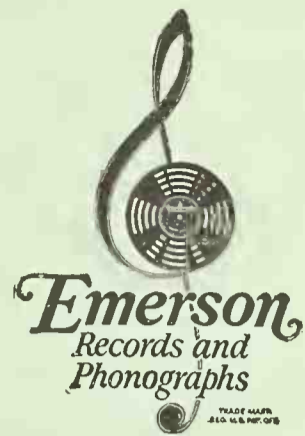
THE SCRANTON BUTTON COMPANY

L. G. SYLVESTER
Vice President and General Manager

Scranton, Pa.



EXPANDING EMERSON RECORD



distribution through Established Jobbing Organizations

The Associated Interests back of Emerson records represent a combination with years of experience in the manufacture of records; of pioneering in the art of recording; supplemented by sales organization that has achieved a national reputation as merchandising experts—in planning and completing sales exploitation campaigns and in permanently establishing consumer demand.

The unquestioned financial resources of the Emerson organizations, the wide scope and character of their sales plans and the policies under which a franchise is given assure Emerson jobbers not only a large and profitable business, but a permanent and stable connection with the product that stands alone in its class.

Emerson Records

Standard Retail Price, 50 cents

Regular Trade Discounts to Dealers

COMPREHENSIVE CATALOGS

—By NOTED ARTISTS—

- POPULAR SONGS
- LATEST DANCES
- COMEDY—NOVELTY
- RACE
- HAWAIIAN
- STANDARD
- OPERATIC
- SACRED
- IRISH
- RUSSIAN
- ITALIAN
- JEWISH
- GERMAN
- POLISH

*If it's a real hit—
It is out first on*

Emerson Records

You can place before your trade the greatest modern popular-priced record catalog, carrying both standard and popular numbers and a representative foreign catalog in many languages by most prominent artists.

The Emerson is the only nationally advertised standard record with an established and permanent retail price of 50c.

The Emerson Record was first introduced in 1915. Since that time through intensive advertising and wide distribution over 100,000,000 Emerson Records have been sold.

The Emerson name is one of the most widely known in the record field — Radio audiences are familiar with it. You need make no apologies when selling the Emerson record.

Jobber franchises in exclusive territory open—Write for full particulars.

Emerson Radio and Phonograph Corporation

sole sales agents for Emerson Records throughout the world

307-309 Sixth Avenue

New York City

Radio Operator of ZR-3 Buys Stromberg-Carlson Set

Radio Operator of Famous Zeppelin Makes Purchase at Wanamaker's, New York

Among the sales of Stromberg-Carlson neodyne sets closed recently in the radio department of the John Wanamaker Store in New York City was that of a set to Hans R. Ludwig, radio operator of the famous ZR-3 Zeppelin, which reached this country after an overseas trip from Germany. Mr. Ludwig spent quite some time in the Wanamaker radio department investigating various radio sets and at the conclusion of several days advised Hugh C. Ernst, manager, that the Stromberg-Carlson neodyne set was the one he preferred. In a letter to John Wanamaker Mr. Ludwig referred to this set as follows:

"Since my arrival from Germany on the airship ZR-3 I have spent much time studying the progress of radio in the United States. I have been greatly impressed with American-made receiving sets and especially with their advancement in the last few years. The chief purpose of this letter is to tell you that after careful



Hans R. Ludwig and Jack Binns of World Fame

study of the market I have bought from your radio department a Stromberg-Carlson neodyne receiver and loud speaker to take back to Germany with me. It is the finest equipment that I have ever seen."

Activities of Buffalo Trade

(Continued from page 74)

and Mrs. W. C. Hoehl, Brunswick Shop, Portchester, N. Y.; Edwin G. Harrison, R. H. Muir, Inc., East Orange, N. J.; L. Hasenkamp, Lankering Co., Hoboken, N. J.; Mr. Holt, Staunton, Va.; A. Iraggi, Mrs. Iraggi, F. Iraggi and A. Jacobs, Palace Music House, Huntington, L. I.; G. H. Jeffers, Regal Store, Harrisburg, Pa.; S. Kern, Brooklyn, N. Y.; John Kravez, Phillipsburg, N. Y.; J. Laylor, Montclair, N. J.; S. and A. H. Lankering, of Lankering Co., Hoboken, N. J.; L. E. Moehring, S. & S. Music Co., Inc., Utica, N. Y.; John F. Martin, Martin's Music Store, Annapolis, Md.; W. W. Morris, Brooklyn, N. Y.; W. D. Murphy, Summit, N. J.; J. H. Mackay, James K. O'Dea, Paterson, N. J.; S. H. Morecroft, Clark Music Co., Syracuse, N. Y.; D. J. Murphy, Athiton Music Store, Haverhill, Mass.; Mrs. F. Marshall, Bayonne, N. J.; J. McKenna and Mrs. J. McKenna, Brookline, Mass.; Mr. Nathans, Brunswick Shop, New Rochelle, N. Y.; Mr. Purschel, Brunswick Shop, Holyoke, Mass.; Nat. Popick, Newark, N. J.; Miss Anna Quinn, Manchester, N. H.; C. E. Richardson, Clark Music Co., Syracuse, N. Y.; Miss Emily Radcliffe, Griffith Piano Co., Paterson, N. J.; Percy and H. A. Spencer, Kraft, Bates & Spencer, Boston, Mass.; H. S. Somers, Starr & Moss Co., Philadelphia, Pa.; L. J. Reimenschneider and W. J. Swift, Newark, N. J.; Frank C. Storck, Mrs. F. C. Storck and Lawrence Sanders, Red Bank, N. J.; F. Stanton, Hyde Music House, Cortland, N. Y.; Lewis Shaw, Forsyth & Davis, Kingston, N. Y.; W. Smith and Mrs. W. Smith, Frederick Loeser & Co., Brooklyn, N. Y.; F. Weale, Port Jervis, N. Y.; Daniel Webster, Cranford, N. J.; N. D. Zeek, Morristown, N. J.; F. W. Zercher, of the Regal Co., York, Pa.; Chas. F. Shaw, Brunswick Co., Baltimore, Md.

14-inch bell
Polished pyralin



No. 205

No. 205B—With polished black bell..... \$22.50
No. 205D—With shell pyralin bell..... 25.00
No. 100 —Unit for phonograph use..... 10.00

Burns

A Speaker of distinctive lines
Remarkable volume with clarity

Produces with full volume without sacrifice of clearness or naturalness. To use a Burns Speaker is equal to hearing the original tones.

Handsomely shaped horn—14 inches in diameter. No. 205B model has flare of bell of polished black pyralin. No. 205D has flare of handsome mahogany tinted pyralin, semi-transparent.

PHONOGRAPH UNIT

The Burns Speaker Unit as used with the No. 205 Reproducer has already proven its merits. This Unit is also furnished in the No. 100 type for use on phonographs. Fits any make. An excellent model for built-in speakers.



No. 100

Write for our interesting trade prices.

MANUFACTURERS

American Electric Company

State and 64th Streets

CHICAGO, U. S. A

Campaign of Wide Scope for "Little Tots" Records

Regal Record Co. Enlarges Albums and Introduces "Little Tots" Phonograph

The Regal Record Co., 20 West Twentieth street, New York City, manufacturer of "Little Tots" records and albums, has arranged a campaign of wide scope giving publicity to these products during the holiday season. The coming weeks are naturally the most promising for the sale of such children's products. The fact that the Regal Co. has now added another record to each album should give the product a wider sale. The complete list of "Little Tots" albums includes a wide variety of children's songs and games. The entire list of "Little Tots" records comprises close to 100 different titles. The "Medley Book," for instance, carries thirty-two popular selections on four double-faced seven-inch records. Each of the "Little Tots" albums carries illustrated pictures and verse cards. The album leaves carry colored illustrations and the whole makes a very attractive offering. During the coming weeks such

goods should have a conspicuous place on every retail counter and where possible be given window displays.

The Regal Record Co. also has introduced a "Little Tots" phonograph. This is a table model of small size and is particularly appropriate for use in nurseries. It carries colored illustrations on its panels and should have wide appeal during the holiday season as a little different Christmas gift.

Formal Opening of Broestl's

Broestl's Music Store, Lakewood, O., recently held its formal opening at its new location in the Detroit-Warren building, Detroit and Warren avenues. Brunswick, Sonora, Edison and Victor instruments are being sold and the Brunswick-Radiolas are being featured. A complete line of stringed and band instruments is being carried in stock.

The salesman who is tactful enough to turn an affront into an opportunity—to return for a discourtesy good manners, cheerfulness and courtesy—is a super-salesman.



RADIO

Combination Set Manufacturers

Are PROGRESSIVES in the talking machine field. They are looking into the future and preparing to meet a clearly forecast demand.

We have looked into the future and are prepared to meet a demand, just as clearly forecast, for quality binding posts "with Tops Which Don't Come Off." We are PROGRESSIVES in our field.

EBY posts are scientifically designed, beautifully finished and their price is right. They can be furnished either plain or engraved in twenty-five different markings.

Our COMBINATION is
QUALITY and SERVICE

H. H. EBY MFG. CO., Philadelphia, Pa.



MAGNAVOX Radio

*The Utmost
in Quality and Value*



The Magnavox Radio Line combines the highest degree of efficiency with refinements of appearance which make these products most desirable merchandise.

THE Magnavox plan of distribution, and every detail of the Magnavox sales policy, has brought to the radio field those elements which have proved most successful in other important fields of industry.

In the soundness of its merchandising principles, in the powerful forces already set in motion to apply them energetically throughout the country, and above all in the favorable position afforded the *retail dealer*, a Magnavox franchise represents a radio connection meriting your immediate consideration.

To provide a uniform and profitable flow of radio merchandise from the manufacturer to the consumer, a limited number of reliable and thoroughly equipped merchants are being enrolled as Registered Magnavox Dealers; each dealer being safeguarded as to territory, and supplied with continuous selling assistance that insures large volume and rapid turnover.

The brief summary of the Magnavox Radio Line given below will enable the experienced Phonograph and Music Dealer to appreciate the sales possibilities of this merchandise. At the present moment, when the radio buying habits of the great consumer public are taking definite and permanent form, a Magnavox franchise represents business insurance of enduring value. Behind Magnavox Radio products stands a most efficient manufacturing and selling organization whose operations anticipate public favor well in advance of the field.

With a representative Magnavox Radio stock you can best meet the requirements of those freshly interested in radio as well as those who desire to bring their equipment up to the latest standards.

The Magnavox Line

As nationally advertised in leading publications, Magnavox Radio now includes:

TRF-50—A 5-tube tuned radio frequency receiver in handsomely carved period cabinet, with Unit Tuner and built-in Magnavox Reproducer \$150.00

TRF-5 is identical with the above as to circuit and panel but encased in smaller cabinet without built-in Reproducer \$125.00

Type A — Amplifier and Detector Tubes designed on new principles making them superior to ordinary storage battery tubes . . . \$5.00

M4—Reproducer of small, convenient size, attractively finished in dark blue enamel with gold high lighting. The reproducing unit is of the semi-dynamic type based on the armature principle, insuring superb musical quality: no external battery required \$25.00



M1 — A Reproducer containing the same type of mechanism as the M4, with 14-inch horn and produced in both black crystalized enamel and DeLuxe(Polychrome) finish \$30.00

R3—The famous electro-dynamic Reproducer in which the fluctuations of the radio current are transmitted to the diaphragm by means of a movable coil without mechanical interference. With volume control \$35.00

R2—This Reproducer is also of electro-dynamic construction, with Volume Control. Magnavox R2 makes possible the very highest quality of reproduction and is the *reproducer supreme of radio!* . . . \$50.00

PM-4 — A phonograph attachment containing the same reproducing unit which has proved so successful in the Magnavox M4.

Provided with adaptors fitting it to all standard phonograph tone arms, PM-4 is a powerful instrument filling the phonograph sound chamber with rich, resonant tone \$15.00

In order to assure yourself an adequate supply of Magnavox Radio products, and especially the new Broadcast Receivers and Vacuum Tubes, it is highly desirable to place your application for Dealer Registration with the nearest Magnavox Distributor or Jobber at once.

Details regarding Magnavox Radio Products and Dealer Registration will be supplied you by any Magnavox distributor or jobber on request.

We will be glad to furnish you the name of our distributor in your territory.

THE MAGNAVOX COMPANY, Oakland, California

New York: 350 WEST 31st ST. Chicago: 162 N. STATE ST. San Francisco: 274 BRANNAN ST.

Canadian Distributors: Perkins Electric Limited, Toronto, Montreal, Winnipeg

All Factors of Toledo Trade Busy as Business Takes on Holiday Atmosphere

General Increase in Industrial Production Brings Better Business in Its Wake—Sales Campaigns Productive—Artist's Tie-up Develops Record Business—The Month's News

TOLEDO, O., November 7.—The demand for talking machines, records and radio outfits is gradually assuming a healthy swing here. The uncertainty which usually accompanies a presidential year is clearing. Production in a number of industries has resumed in order to care for the demand which has caught up with and, in a few instances, exceeds production.

Toledo Talking Machine Co. Busy

The Toledo Talking Machine Co., which was recently absorbed by Grinnell Bros. and the Cleveland Talking Machine Co., is experiencing a good run of business, Charles H. Womeldorff, manager, stated. Fall buying of machines, which included many of the special 210 and 215 Victor radio panels, is especially brisk.

Going After Business

At the Lion Store Music Rooms, according to Harry J. Reeves, manager, talking machine trade for the latter part of October is 100 per cent above last year. Brunswick and Victor lines are featured. A plan which sold many records was assigned to the girls of the record division of this house. Multigraphed letters personally signed by each girl were sent to friends, prospects and customers. Often a post-script suggested a new record. Again, a direct mail drive of a less friendly character was employed to reach another list. Thus in all two or three thousand possible buyers were reached during the sales drive. Lucille Smith, Roy Dean and Al. Fisher joined forces with the house recently.

Featuring Extensive Radio Line

At the J. W. Greene Co. the Brunswick-Radiola combination which the house took on recently is leading the department in sales, Edgar

A. Kopf, manager, stated. The Cheney and Victor combination are also popular. The store also has the Zenith and Magnavox lines exclusively in Toledo. Miss Lulu Heberger is a new member of the store staff. Miss Thelma Carsons has been promoted to the record force.

Pierre Boucheron Gives Talk

Pierre Boucheron, advertising manager of the Radio Corp. of America, addressed the Toledo Advertising Club on radio advertising during the week. He was the guest of E. A. Kopf, who acted as chairman of the meeting. A large number of radio dealers were guests of the club. Mr. Boucheron illustrated his talk with slides.

Sales Drive at Grinnell Bros.

At Grinnell Bros. twenty-one Victor models are advertised in order to impress upon the public the range of that line. As a forerunner of the Whiteman concert here the store exploited the 125 selections of that artist. It also opened a box office for the sale of tickets to the concert. Records of Sousa's band were also handled in a similar manner. The store force held its third annual Halloween party in Grinnell Hall on that day. About 125 employes and guests were present. E. G. Hurdbrink is a new member of the sales force here.

Brief But Interesting

The Whitney-Blaine-Wildermuth Co. is using the Christmas Victrola Club idea to good advantage in closing early holiday business. The Federal radio panel for the 210 and 215 models is featured here.

L. J. Comer, newly appointed Columbia representative with headquarters in Toledo, reports the new automatic stop and start features of

the Columbia are making sales all over his territory, where the holiday outlook is encouraging.

The Goosman Piano Co. has taken on the Royal phonograph and is uniting its efforts with that of the manufacturers in introducing the machine in this territory.

E. J. Austin, president of the Austin-Klingler Piano Co., recently acquired the interests of O. E. Klingler. The house deals in Starr and Columbia phonographs.

The Nugent Furniture Co., Columbia dealer, has a new phonograph manager in R. A. McKenney, who comes from the Banner Furniture Co., Indianapolis.

Artist's Tie-up

At the Cable Piano Co. the Brunswick records of Margaret Young, who was the headline attraction at Keith's Theatre here recently, were featured in a large way. Other local dealers also co-operated with the artist and the Brunswick drive on her records. The Brunswick-Radiola is also getting the attention of the sales force.

Death of Robt. J. Harkins

Robert J. Harkins, who recently became identified with the sales staff of the Times Appliance Co., New York City, radio distributor, passed away on Thursday evening, October 16, after a brief illness. He had only been connected with the Times Appliance organization for several weeks. Through his former connection with such well-known Victor distributing houses as the New York Talking Machine Co., the Blackman Talking Machine Co., and later the Brunswick-Balke-Collender Co., he was well and favorably known throughout the entire talking machine industry, with which he had been actively identified since 1909.

Earl C. Dible has been appointed manager of the Long Beach, Cal., branch of the Barker Bros. music store.



THE SYMBOL OF SERVICE

CONTINENTAL

"New York's Leading Radio House"

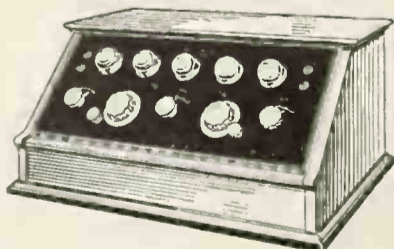
Dependable Dealer Service



Radiola Super-VIII



This symbol of quality is your protection



KENNEDY



The word service is used extensively and a great many times overdone, still service is vitally necessary in any successful dealer business.

As jobbers we have but one thing to offer our dealers—"Service." During the past years we have bent our entire efforts towards reaching this goal.

With delivery trucks and a well-trained organization to back our standard line of products we can supply dealers quickly, accurately and satisfactorily.

Radiola and Kennedy Receivers, like all our other products, are appropriate in the finest talking machine showrooms. They are beautiful in appearance and satisfy the most discriminating buyers.

Our Service is Your Service—write to us or visit our demonstrating room at 15 Warren street.

Distributors for Radio Corporation of America and other Standard lines.

CONTINENTAL RADIO & ELECTRIC CORPN.

Fifteen Warren Street

New York, U. S. A.

2088-Q

For Everybody's Christmas
- a Radiola

"Just samples of the tremendous RCA Christmas campaign everywhere"

Hear Them All

Christmas is Christmas - with a Radiola

A Radiola stretches away through the narrow walls of the city apartment. It makes a new world of the old farm kitchen. It reaches out and out, and brings home the fun!

There'll be Christmas music and laughter morning. There'll be music and laughter and lectures and sports—day after day—week after week. The new generation will grow up with a bigger world to live in. The older generation will get new joy out of life. Everybody wants a Radiola!

Radiola Super VIII
The latest Radiola in the world. It has a new speaker, a new tuner, a new detector, and a new antenna. It is the most complete Radiola yet. \$125.

Radiola Super Heterodyne
With an antenna of 100 feet, it has a new speaker, a new tuner, a new detector, and a new antenna. It is the most complete Radiola yet. \$125.

Radiola II
The Radiola of the future. It has a new speaker, a new tuner, a new detector, and a new antenna. It is the most complete Radiola yet. \$125.

Radiola III-A
The Radiola of the future. It has a new speaker, a new tuner, a new detector, and a new antenna. It is the most complete Radiola yet. \$125.

Radiola Loudspeaker
The Radiola of the future. It has a new speaker, a new tuner, a new detector, and a new antenna. It is the most complete Radiola yet. \$125.

Radiotron

DEALER'S NAME

Don't Buy Just Tubes!

If you go to a reliable store and ask for a vacuum tube, you will probably get a genuine Radiotron. Because most reputable dealers carry Radiotrons. And most buyers mean "Radiotron" when they say "tube." But the wise man says "Radiotron" and he takes the precaution to look for the name on the base, and the RCA mark on the glass. These names have a history of invention, research and development back of them that has made them the gold standard of the tube industry. They are the best tubes possible to-day. And they have a history of best performance right within every fan's experience. That's why knowing fans buy by the name Radiotron.

RADIO CORPORATION OF AMERICA
233 Broadway, New York 10 So. La Salle St., Chicago, Ill. 28 Geary Street, San Francisco, Cal.

Give Radiotrons for Christmas

Take a peek into any radio fan's set—and you know what to give him for Christmas. Note the type of Radiotron he uses. Go to any radio store—and when you buy, look for the name RADIOTRON and the RCA mark. Then you are sure to be giving him genuine Radiotrons. And mighty sure to be giving him the gift for a merry Christmas.

RADIO CORPORATION OF AMERICA
233 Broadway, New York 10 So. La Salle St., Chicago, Ill. 28 Geary Street, San Francisco, Cal.

Radiotron

Radiola Regenoflex

For all the family Christmas.

There may be somebody in your family who's asking for a Regenoflex this Christmas. It's a gift the whole family get fun out of, all the year. Famous most of all for its clear, mellow, full—and rich sound. It is famous, too, for distance selectivity. It doesn't re- And for all its big performance it is extremely simple. See any RCA dealer and tune.

More Christmas Fun!

For a fan who has only headphones—or "just a horn"—a Radiola Loudspeaker is a Christmas inspiration! It means everybody listening in—dancing—getting the fun. It means music that is music—voice that is human voice—not "radio voice." It means getting the best out of any set.

Remember, if you are buying a complete radio set—that no receiver can be better than its loudspeaker. And if you really care about tone quality, insist upon the Radiola Loudspeaker.

Radiola Loudspeaker
Type 62 1924
Net \$74.00

Radiola Loudspeaker

Radiola Super-Heterodyne

For a Great Christmas!

Who wants music and not mere connections to make. Yet simple that the first time a tune in. And he can mark the dial, to find them always—always clear—never two.

That's a Radiola for every purpose.

Radiola

DEALER'S NAME

DEALER'S NAME

RCA

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

Radiola

REG. U. S. PAT. OFF.

RCA

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL

Below are shown just a few of the Sonora period models for Fall. Of highest quality throughout, and priced moderately, these models represent splendid values and are exceptionally salable. Handling the Sonora line will be your best assurance of a profitable Fall Season. Why not get in touch with us to-day?



Saginaw
\$100



Marquette
\$125



Serenade
\$150



Argyle
\$235



Queen Anne
\$250

**Sonora Phonograph
Co., Inc.**

New York City

Export and
Canadian Distributors
C. A. RICHARDS, INC.
New York City

General Industrial Improvement Is Reflected in Better Business in Denver

Large Crops Throughout the Territory Add to Bright Outlook—Wide Interest in Radio Having Marked Effect on Sales—Concert Promoted Record Sales—American Furniture Co. Expands

DENVER, COLO., November 6.—A brisk Fall business in both the talking machine and radio fields is being enjoyed by Denver dealers and the indications all point to an upward trend which will result in an even better holiday business. General business and industrial conditions throughout the State are excellent and the farm crops have come through in good shape, with the beet crop unusually large and valued at \$22,000,000. Radio receivers are selling particularly well, but the united opinion of the dealers is that the demand for radio has not in any way influenced the sale of talking machines, and they feel that the buying public realizes the two are separate and distinct instruments, each with a definite appeal of its own.

Lively Interest in Radio

Frank Darrow, of the Darrow Music Co., reports a lively interest in radio. This company carries the Brunswick-Radiolas, the Sonoradio and De Forest sets. Window displays, showing the Brunswick-Radiolas in attractive settings, have attracted much attention and have resulted in increased sales.

Columbia Stores Co. Busy

The Columbia Stores Co. reports a splendid Fall business, with console models of phonographs, records and radio equipment all moving satisfactorily. C. M. Pearson, of this company, recently returned from a trip to the Northwest and found conditions much improved. Dealers are beginning to anticipate their holiday requirements and are stocking up. Manager Delzell is also much pleased with the active demand for De Forest radiophones.

Artists Create Record Sales

A stimulus was given to record sales and the sheet music department of the Knight-Campbell Co. when the stars of "Blossom Time," given at the Broadway Theatre here recently, appeared in the Knight-Campbell concert hall and sang selections from the show to a capacity audience.

Brisk Outing Sales Continue

The Outing portable talking machine is continuing to sell in splendid fashion and the outlook for the remainder of the season is excellent, according to Carl Florine, distributor for the Outing Talking Machine Co. Dealers had more or less expected to see diminution in the demand for this instrument but they were agreeably surprised to find that it was selling just as briskly as during the Summer months.

American Furniture Co. Expands

It was recently found necessary to expand the phonograph and radio departments of the American Furniture Co., and additional floor space on the main floor of the store was given over to them. The new arrangement in addition to the increased space adds to the attractiveness of the section. The company handles the Victrola, Cheney and Sonora machines and the leading makes of radio sets. This concern recently announced the formation of its annual Christmas club.

Record Sales Follow Concert

Victor dealers found the sale of records stimulated by the recent appearance of Frances Alda and Merle Alcock in concerts here. Both of these artists are exclusive Victor recorders and the records of each were in immediate demand following the concerts. "Waters of Minnetonka," sung by Alda, and "Violets," sung by Alcock, are especially selling well.

Brunswick-Radiola Popular

The Brunswick-Radiola is moving exceptionally well in this territory, states L. M. Gjerde, manager of the local office of the Brunswick Co., with the main difficulty being the inability of supplying the dealers' demands for more instruments.

The Chas. E. Wells Music Co. is aggressively pushing the Brunswick-Radiola with the most gratifying results. In addition to a widespread advertising campaign in the newspapers, this firm is broadcasting every day from the display rooms, with the result that the store is crowded and immediate sales have been completed. Twelve high-priced instruments were sold during the first two days that the broadcasting in the store was opened to the public, attesting to the effectiveness of the firm's methods.

New De Forest Loud Speaker Introduced to the Trade

The illustration herewith is that of the new De Forest loud speaker. Dr. De Forest found that the tone of any loud speaker depends upon



New De Forest Loud Speaker

the perfected character of the reproducer unit, which forms its base, and on the shape, size and material of the horn. This perfection, he believes, has been obtained through the creation of an exceptionally efficient reproducer unit in combination with a horn of shape and material that have been established by the best phonograph practice as being acoustically correct. The De Forest loud speaker, it is claimed, will be found to give exceptional volume and purity of tone without metallic rattle or harshness of sound.



'One handle handles it'
Outing
 TRADE MARK

'Master of Movable Music'

4 Years
Have Proved
Outing
Portables
Are the
Best

Carl Florine

131 E. 4th Ave.

Denver, Colo.

Outing Distributor

The
Player-Tone
IT'S SIMPLY GREAT

Player-Tone Phonographs and Radio Combination

Equipped completely with four and five tube sets.

The closer you analyze the line we offer you, combined with construction, finish and tone qualities, you will realize handsomely on every sale you make.

There is no better tone instrument in the world.

The season is near at hand, so write for our booklets and our net prices to dealers, which are exceptionally low in large and small quantities.

Player-Tone Talking Machine Co.

Office and Salesrooms:
632 Grant St., Pittsburgh, Pa.



\$80.00
Model 310



\$100.00
Model 311



\$110.00
Model 314



\$125.00
Model 316



Model 125
Height, 36"; width, 36";
depth, 24". Adam Brown
Mahogany or American
Walnut.



No. 300
CONSOLE
COMBINATION RADIO AND PHONOGRAPH
EQUIPPED WITH FOUR AND FIVE TUBE
SETS, INCLUDING LOUD SPEAKER.



\$80.00
Model 10



\$100.00
Model 11



\$110.00
Model 14



\$125.00
Model 16



Model 40
All gold equipment, with
5 record filing albums.
Adam Brown Mahogany
and American Walnut.
\$150.00

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the forty-fourth of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

Achievements in Recording

Surely no one who takes the trouble to think once in a while about the evolution of the talking machine industry, and about its influence upon American social and cultural life, can fail to experience a thrill at the latest achievements in the field of recording. They are not merely intensely interesting in themselves, but of real practical interest to the retail dealer; while it is not less to the point that they one and all indicate that progress in the development of the talking machine business is being made with great rapidity. Wonderful things are happening; and it is to the immediate practical interest of every reader of this paper—especially distributors and dealers—to realize the facts and to prepare to take advantage of them.

What Is Going On

In the first place, we have from the Victor headquarters the announcement of special sets of records got up in special albums with explanatory literature attached thereto, and including complete recordings of some of the very finest and most beautiful of modern and classical musical works. This "Music Arts Library" of Victor records already includes the whole Schubert Unfinished Symphony, done by the Philadelphia Orchestra, and the entire famous quintet for piano and strings of Robert Schumann, done by the Flonzaley Quartet with Ossip Gabrilowitsch at the piano. And there are others of equal interest and importance; with more to come. So much for that.

Then the Columbia Phonograph Co., Inc., is bringing out the "Columbia Masterworks" sets, also comprising special albums of complete master works and already including the Seventh and Eighth Symphonies of Beethoven, the E-flat Symphony of Mozart, the New World Symphony ("American") of Dvorak, the Pathetic Symphony of Tchaikowski, a Mozart, a Beethoven and a Haydn string quartet, and other

works of equal caliber. The artists engaged to perform these works, which have been recorded in London by the Columbia Graphophone Co. and are manufactured in this country, include the London Symphony Orchestra, conducted by the world-famous Weingartner; the Halle Orchestra, conducted by Hamilton Harty; the world-renowned Queens Hall Orchestra, conducted by the celebrated Sir Henry Wood, and the Lener String Quartet, of Budapest. Which is another event.

Last, but not least, we have the Aeolian Co. announcing that, among other things, it is bringing out this month a special Vocalion series of seven double-faced recordings of the Ninth or Choral Symphony of Beethoven, finest and most colossal work of the early post-classical period, and an extraordinary test of the possibilities of sound recording, in the making of which they have enlisted the artistic services of the New Symphony Orchestra of Berlin, conducted by Bruno Seidler-Winkler. And that again is something to think about.

"Really and Truly Wonderful"

Now all this is very wonderful. It is really and truly wonderful. It is, in fact, so wonderful that one cannot drink in, as it were, its complete fullness by any single effort. One has to stop and do a lot of thinking about it in order to realize just what it all means. In order to make some effort towards such a realization, however, let me just point out that, along with all these wonders, the Victor people have recently brought out an astonishingly fine recording of the very latest and most amazing of experiments in modern music, nothing less than the Rhapsody in Blue of George Gershwin, that astonishing set of symphonic variations upon a blues theme, scored for a blues orchestra and played by the most consummate of blues artists, Whiteman's musicians.

Surely one can see plainly enough what is going on! For longer than one cares to remember this department of The Talking Machine World has been telling the trade that the great secret, in fact, the one and only secret, of selling talking machines and records lies in emphasizing and constantly working upon the things which only these can do so well as they

do them. To argue about competition when discussing the merchandising of the talking machine and its records is simply silly. For these, uniquely and exclusively, give us a permanent store of the finest interpretations of the best in music made under test conditions, available at all times and always satisfying.

Time to Do Some Thinking

When, then, the great makers of records begin to put forth special sets of complete works of the classical and artistic modern repertory, when they, in fact, offer to every owner of a talking machine for the first time the actual material for the formation of a real library of living musical interpretations, not in disjointed fragments but as complete units, emphasizing the music and not the performers of it, then it is time for the retailer to do some thinking. For evidently the makers of records, who know the talking machine business as none others do or can, are stressing as never before their knowledge of the awakened and steadily growing musical sense of the American people, a sense which they themselves have been very largely instrumental in bringing to its present favorable condition.

Retailers may be perfectly sure that these new moves are not premature. They are timely, they will certainly increase everywhere record sales, and they will put life into retail record business which it has never had before. And why?

Timely and Practical

Because now we are putting the record business upon a sound and logical basis. The makers have found that they can do now what they could not have done years ago. There was a time when all that sold a fine record was the well-advertised name of the singer or player. Then disjointed fragments of opera, of symphony and of string quartet were all that one could induce the people to listen to, much less buy, in the shape of records. To-day all that has changed. To-day the people are beginning to have a vast and legitimate curiosity about the art of music. Just as Paul Whiteman's Orchestra in playing Gershwin's astonishing experiment in new musical ideas is, in its way, advancing the progress of musical art, because it knows that to-day public interest has gone far beyond mere delight in rhythmic howling, so also the great makers of records are putting in the hands of the retail talking machine dealer selling weapons he has never had before; and are doing this because they know that the time is ripe for the move. Now they give the dealer something really big to sell, and to talk about, too; a whole symphony, a whole string quartet; and the next will be whole operas. There are gifts worth while, there is a way of making up the mind of the doubtful purchaser, there is a guide to music and a guide to record buying all in one. There, in fact, is the record business placed upon a logical foundation and the place of the talking machine forever settled.

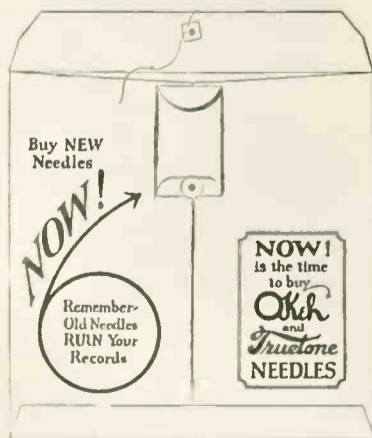
For so long as work of this kind continues, and continue it will, ever becoming more and more extensive and wonderful, till all music literally is at the command of the talking machine owner, the talking machine business will continue to prosper exceedingly. This is truth and truth that cannot be shaken, for it is founded upon the rock.

Demand for Radialamps

The Radiolamp Co., New York City, manufacturer of the Radialamp, reports that this combination library lamp and loud speaker is steadily increasing in popularity and that it is now being distributed by about thirty jobbers.

"Needle Points" No. 26

Now—They Can't "Forget" Needles



When a customer "forgets" to buy needles, it's a sure sign that the clerk "forgot" to suggest a package!

The new Okeh record delivery bags stop this hindrance to needle sales right at its source. Attached to each record delivery bag is another small envelope for inserting a package of Okeh or Truetone Needles. The little envelope itself stands out "like a sore thumb" and an ingenious arrangement of the words "Buy New Needles NOW!" fairly cries out for attention. Every time a record is sold and put into one of these record delivery bags, both the customer and the clerk are given an automatic reminder of Okeh and Truetone Needles.

This brand new merchandising idea is bound to increase your needle sales. Your distributor can supply you in minimum orders of 1000.

General Phonograph Corporation
OTTO HEINEMAN, Pres.
25 West 45th St. New York, N. Y.

ORDER A THOUSAND BAGS TODAY—
AND WATCH YOUR NEEDLE SALES
TAKE A JUMP!



N&K
Imported
PHONES
Model D
4000 ohms
\$8.50



N&K
Imported
PHONOGRAPH
UNIT
\$7.50



Imported
LOUDSPEAKER

NEW in principle, in appearance, in quality of tone, the new N & K Imported Loudspeaker satisfies customers who have never been satisfied with any speaker before. Its tone, full, clear, rich, is projected by reflection and goes to every corner of the room, instead of just one single direction. Counter vibrations, the

cause of rasping, twanging, unnatural speaker tone, are eliminated by the use of a new scientific lightweight material, *burtex* by name, instead of wood or metal. Requires no batteries. Takes up little space. 14 in. high, 6½ deep. Handsome color effects. Packed in threes, each speaker in individual display carton. Retail list \$27.50.

TH. GOLDSCHMIDT CORP., DEPT. T-11, 15 WILLIAM STREET, NEW YORK



N & K ADVERTISING REACHES MORE THAN 70 MILLION PEOPLE

First Colonial Exhibit to Be at Chicago Radio Show

Policy of the Company Provides for Exclusive Distributors' Territories

The Colonial Radio Corp., Long Island City, N. Y., manufacturer of Colonial radio receiving sets, announced recently to the trade that the first public display of Colonial sets, comprising two of its latest models, No. 16 and No. 17, would be at the Chicago Radio Show, to be held November 18 to 23.

G. R. Brainard, sales manager of the company, stated: "Although Colonial is a new name in the radio industry, the names of two of the best known radio engineers, Dr. Fulton Cutting and Bowden Washington, appear as members of the Company. Colonial receivers were designed by these engineers and embody distinctive features which have been developed through the long experiences of Dr. Cutting and Mr. Washington in the construction of radio sets. The Colonial No. 16 is a five-tube dry battery receiver and the No. 17 a four-tube.

"One of the outstanding features of Colonial products is the cabinet, designed and constructed by Brewster, the famous automobile body builder.

"The company's policy of distribution will provide for exclusive franchise to its jobbers and full territorial protection. In addition, a unique sales plan has been worked out for the benefit of both distributors and dealers, which will be supervised by representatives of the Colonial Corp. and should prove of value in the merchandising of the company's products. This plan has been outlined in a special booklet which the company is furnishing to jobbers and dealers throughout the industry.

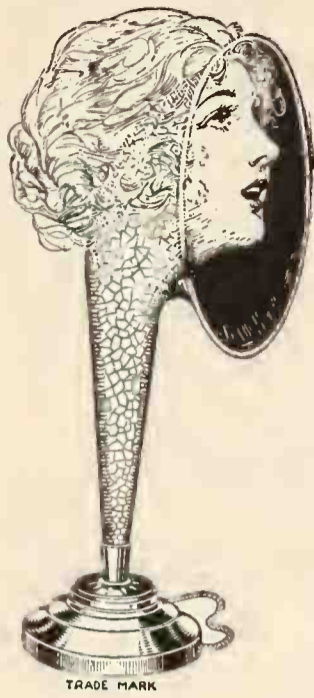
Dealers Find Domino Records Sales Booster

The sales department of the Domino Record Corp., 20 West Twentieth street, New York City, has received a number of letters from dealers throughout the country in which favorable comment is made on the merits of the Domino records. The Domino organization has added considerably to its sales volume in recent months. Its distribution is particularly heavy where legitimate talking machine dealers feel competition of syndicate stores making a specialty of popular-priced records. The fact that the regular talking machine store has goods of the same caliber and price tends to protect the retailer's clientele and keep record buyers coming into the legitimate retail establishments. With popular-priced products in dealers' stocks it opens the way to not only keep counters active but gives the opportunity of presenting other merchandise. Anything that keeps the music purchasing public in constant touch with the legitimate talking machine dealer is a business feature that should be taken advantage of.

Greater City Phonograph Co. Crosley Distributor

The Greater City Phonograph Co., New York, recently announced its appointment as distributor of the Crosley line of radio receiving sets. "We feel that in the Crosley sets we have a product that meets the requirements of our dealers in the nature of radio receiving sets. The fact that everyone is not financially able to buy the most costly radio set makes it imperative for dealers to carry a line that is within the reach of everyone's purse, and in our opinion the Crosley line meets such a need," stated Maurice Landay, president of the Greater City Phonograph Co.

Glann's Music Shop, talking machine dealer, has moved to its new home at 379 University avenue, Palo Alto, Cal.

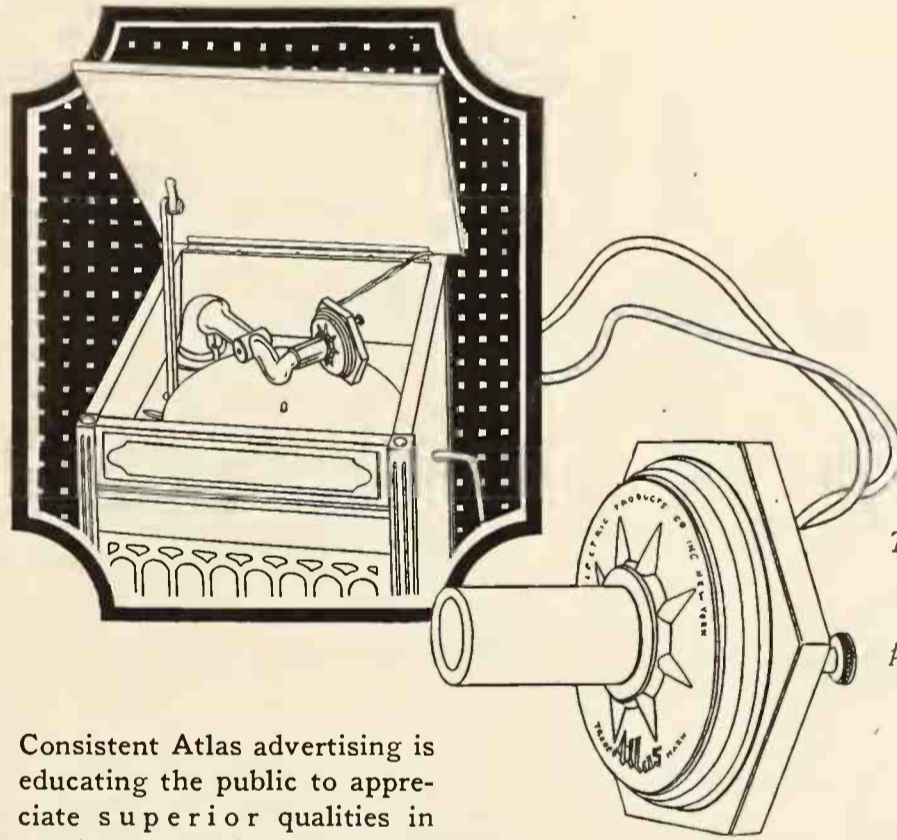


Atlas

TRADE MARK

RADIO REPRODUCTION SPEAKER

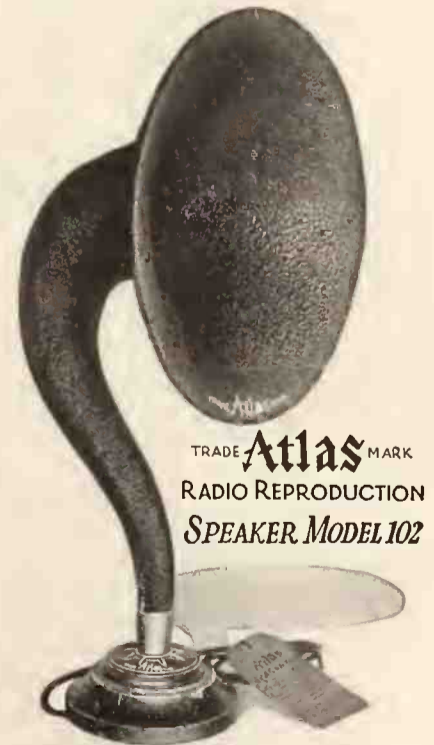
The finest radio set, properly installed, perfectly tuned, is merely dead, lifeless metal by itself. An instrument to convert magnetic waves into sound waves must be added—then radio becomes a living, speaking thing. The Atlas Speaker is that instrument; it gives balanced Atlas Radio Reproduction.



The Atlas unit. Attachment couplings are provided to fit any standard make of phonograph.

Consistent Atlas advertising is educating the public to appreciate superior qualities in speakers and units. You'll sell complete sets faster when you equip them with Atlas Radio Reproduction!

The famous Atlas Speaker, with non-magnetic Bakelite base.



TRADE **Atlas** MARK
RADIO REPRODUCTION
SPEAKER MODEL 102

Multiple Electric Products Co., Inc.

Department O.

365 Ogden Street, NEWARK, N. J.

New York, Boston, Philadelphia, Baltimore, Pittsburgh, Detroit, Chicago, St. Louis and Rialto Bldg., San Francisco.

Nippy Weather in Cincinnati Territory Brings Better Business Throughout Trade

All Lines Moving Briskly and Dealers Feel Encouraged Over Holiday Prospects — Mrs. Ida McCue With the Brunswick Shop—Wholesalers Unanimous in Statements of Sales Gains

CINCINNATI, O., November 8.—Dealers in talking machines feel greatly encouraged over business prospects for the next few months. The volume of sales was by no means bad in October, but it would have been better had not the weather been more like mid-Summer than Fall. Now that frost has come, people will spend more time at home evenings, and this, of course, will promote the sales of talking machines, radio and records.

Big Demand Reported

According to H. C. Kruse, of the Brunswick Co., all of the company's dealers are having a good business in various styles of Brunswick phonographs and records, but the demand for the Brunswick-Radiola is the greatest of all.

Benny Krueger's famous orchestra recently gave a series of concerts in Columbus, O., under the auspices of the Brunswick Co. As a result of this, there was a greatly increased sale of Brunswick records of popular selections rendered at the concert. Members of the orchestra and local dealers were entertained at an elaborate dinner by J. E. Henderson, sales manager of the company.

New Head of Record Department

A recent addition to the personnel of the Brunswick Shop, at 532 Walnut street, is Mrs. Ida McCue, who is in charge of the record department. Mrs. McCue is regarded as one of the most capable persons in this line and, with her in charge, the sales of this section are bound to increase. Although this beautiful store has only been established a few months, it has built up a fine reputation and is doing a wonderful business.

"The Brunswick Radiola is in great demand," stated Manager Ahaus. "It is the greatest combination ever put on the market. The question with us is, 'How many can we get?' not 'How many can we sell?' People are making more cash purchases now than they did formerly, and, of course, we are pleased to find this tendency on the part of the buying public."

Expect Big Increases

"For several weeks before the election," stated A. H. Bates, of the Ohio Talking Machine Co., Victor wholesaler, at 327 West Fourth street, "business in general was 'marking time,'

but now the demand is increasing, and we look for a big trade. Collections are good and general conditions are favorable. Except in the tobacco district of Kentucky, where money is scarce on account of the slow sale of tobacco, people seem to be in a good financial condition in Southern territory."

Southern Trade Good

At the Edison Phonograph Co., jobber, at 314 West Fourth street, it was reported that the tendency is steadily toward improvement. According to P. Bassett, who represents the company in Eastern Kentucky, Virginia and West Virginia, business is fine in the mining districts of these States, but it is somewhat slow in the tobacco districts.

Had Big Increase

Miss R. Helberg, manager of the Columbia Distributors, 222 West Fourth street, who took over the business last June, reports an increase of 300 per cent in sales in the past six months. In her opinion, the outlook is bright for further expansion of business.

Recent Visitors

Among the visitors who have called on various talking machine concerns recently were: Joseph C. Roush, president of the Standard Talking Machine Co.; Pittsburgh jobber; U. G. Rowhatham, of the Music Shop, Lexington, Ky.; W. C. Fuhri, of Columbia Phonograph Co., New York; J. E. Laskey, president of Columbia Distributors, St. Louis; W. T. Drake, dealer, Madison, Ind.; R. J. Brandenburg, dealer, of Oxford, O., and Findley Donaldson, retail dealer, Middletown, O.

Buys Out Merz Music Store

MARYSVILLE, O., November 6.—The entire music stock of the Merz Music Store has been purchased by the Holycross Music Store and has been transferred to the warerooms of the latter concern. Harry Merz, who owned the Merz Music Store, purchased the Penhorwood store some time ago and operated it under the changed name in addition to his music store in Columbus.



"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years
Have Proved
Outing
Portables
Are the
Best

Sterling Roll & Record Co.
137 W. 4th St. Cincinnati, O.
Outing Distributor

Noted Artist a Visitor to Cincinnati Radio Station

CINCINNATI, O., November 6.—Fritz Reiner and Madame Reiner have just made a tour of the WLW radio station. Powel Crosley, Jr., on



Fritz and Madame Reiner at WLW Studios the left, and Fred Smith, studio director, on the right, conducted the distinguished visitors. This is the first picture of the leader of the Cincinnati Symphony Orchestra and his wife taken upon his return from a triumphal visit to European musical centers, where he conducted many noted orchestras.

The Wilkinson Music House, Des Moines, Ia., is planning to move into new and larger quarters the latter part of this month. In the new store 6,000 square feet will be available.

Okeh and Odeon Records

EVERYWHERE preparations are being made for a busy Christmas season. Wise dealers are carefully checking over their stocks in order to avoid as far as possible "last minute rush orders." We too are preparing for the inevitable holiday rush. With our stocks more complete than ever, we are equipped to handle your Christmas business with speedy and accurate deliveries on all orders.

Wholesale Phonograph Division

STERLING ROLL and RECORD CO.
137 West 4th Street CINCINNATI, OHIO

Buy Okeh Needles—They Keep Record Sales Alive!

The **OHIO**
TALKING MACHINE CO.
427-429 WEST FOURTH ST.
CINCINNATI, O.
VICTOR DISTRIBUTORS

SERVICE IS OUR WATCHWORD



INTRODUCING COLONIAL A Revelation in Radio

Colonial is a new name in American radio. Behind its products, however, are two of the best radio engineers in the world—Dr. Fulton Cutting and Mr. Bowden Washington. The receiving sets designed by these engineers have an international reputation, and their two latest models—The Colonial 16 and 17—are, in refinement of design and performance, abreast of anything now available to the radio public.

Both types are beautifully housed. Cabinets by Brewster—the first time the design experience of the famous automobile body builder has been available to the radio public.

An enormous amount of thought has been put into the detail design, and many small annoying defects which have been learned in ten years of radio manufacturing have been eliminated. This means that the set will arrive in the customer's hands intact and stay so.

The Colonial 16 is a five tube, dry battery operated receiver. The Colonial 17 is a four tube dry battery operated receiver. Both employ tuned compensated radio frequency; a special Colonial achievement, providing uniform response. They are extraordinarily selective; can be logged accurately; have fine volume of excellent quality, and are extremely economical in operation.

Colonial Policy

The basis of any selling policy can be no more sound than the product which the policy is devised to merchandise.

COLONIAL'S manufacturing policy is to conduct our factory, from the engineering laboratory down to the shipping room, in such a manner that every piece of COLONIAL apparatus which leaves our hands will be received by the consumer perfectly designed, painstakingly constructed and 100 per cent efficient in the work for which it was made. To obtain this result means the most scrupulous inspection at every step of assembly. This inspection is continually under the personal supervision of Dr. Fulton Cutting and Mr. Bowden Washington.

Jobber Policy

Exclusive franchise and absolute territorial protection are two of the outstanding features of what COLONIAL will give its jobbers or distributors. We believe the jobber is entitled to this protection from the manufacturer.

We believe he is entitled to full credit for any "direct to dealer" sales which might be made in his territory. We believe that the jobber who can handle his territory profitably for himself, his dealers and for the factory should be afforded these protections. Consequently, as territorial limits are defined, there will be but one jobber in that territory enjoying COLONIAL franchise, and that jobber will, at all times, have behind him every available resource of the COLONIAL manufacturing and selling organization to assist him in

getting the maximum amount of business out of his territory.

Dealer Policy

In addition to rendering the jobber the closest possible sales cooperation, COLONIAL has developed a dealer cooperative sales service that is unique and that is sure to be of signal importance to the retail merchant. COLONIAL will offer direct to the dealer, through the jobber, this sales plan, personally supervised and inaugurated by COLONIAL "dealer salesmen," which we know will at once be recognized as being the best, most direct and efficient manner of securing sales that has yet been devised for radio.

We have prepared our complete merchandising plan in the form of a booklet. You should secure your copy without delay.

A SPECIAL INVITATION

is extended to jobbers and dealers in attendance at the Chicago Radio Show—November 18th to 23rd—to visit the COLONIAL Booth and see the first public display of COLONIAL Receivers 16 and 17.

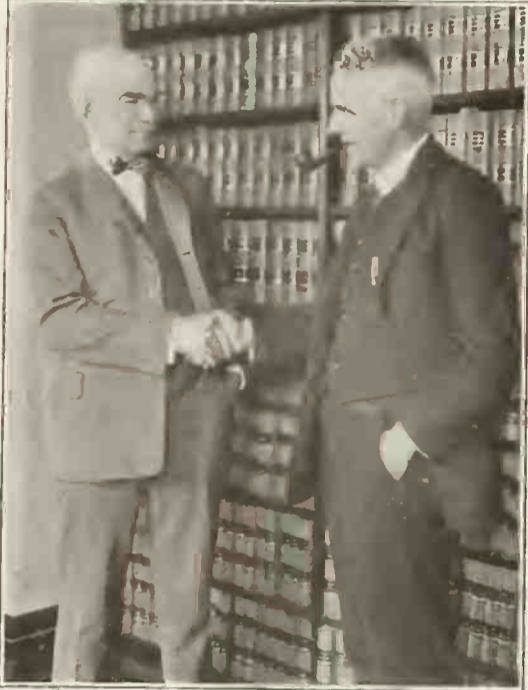
COLONIAL RADIO CORPORATION

East Avenue and Tenth Street
Long Island City, N. Y.

Roy A. Weagant and William H. Ingersoll Elected Vice-Presidents of DeForest Co.

The Former Will Act as Chief Engineer in Charge of Technical Activities of the De Forest Co. and the Latter Will Be in Charge of Advertising and Sales—Both Widely Experienced

The election of Roy A. Weagant, until recently chief consulting engineer of the Radio Corporation of America and one of the world's foremost radio and wireless experts, as vice-president and chief engineer in charge of technical activities of the De Forest Co., was



Dr. Lee De Forest and Roy A. Weagant announced by President Theodore Luce following a meeting of the De Forest directorate in Jersey City.

Another and equally important addition to the De Forest executive personnel was that of William H. Ingersoll, elected to a newly created vice-presidency in charge of advertising and sales. Mr. Ingersoll, who gained wide fame as marketing manager for the Ingersoll watch, has been in active charge of De Forest sales and advertising since July 1.

The resultant close association of Mr. Weagant and Dr. Lee De Forest, chief consulting engineer of the De Forest Radio Co., has many possibilities for new developments in radio, as both are unremitting in constant and intensive experimental and laboratory research work. Inventor of the static interference eliminator and

the "quenched spark transmission" device used by the United States Navy during the World War, but two of his great achievements, Mr. Weagant's genius is world famous.

He was for many years chief engineer of the Marconi Wireless Telegraph Co. and closely associated with Marconi from 1912 to 1920 in all of that great Italian's wireless inventions, and during this period created the wonderful equipment of the famous Marconi-Aldine station. Mr. Weagant became identified with the Radio Corporation as consulting engineer in 1920. Many of his inventions for the improvement of reception and the further elimination of static interference are vital features in the complex mechanism of the world's largest radio receiving station operated by that company, in Riverhead, L. I. As a delegate to the various



William H. Ingersoll

international radio conferences, the new De Forest chief engineer did much to advance the constructive programs and policies of Herbert Hoover for equitable international radio legislation.

The election of Mr. Weagant and Mr. Ingersoll has given added impetus to the De Forest Radio Co.'s expansion of manufacturing facilities and greatly increased production to cope with the mounting demand for De Forest products in both the domestic and export fields. A retirement of De Forest shares issued at \$10 par and substituted with a 250,000 share no par issue was recently announced, and a change in the corporate title from the De Forest Radio Telephone & Telegraph Co. to the De Forest Radio Co. was also made at that time.

In making his announcement President Luce said: "The unusual success of the De Forest organization in the radio industry is in a great degree due, we believe, to having pursued the policy of seeking the greatest minds in their several lines, and departing from limitations of the craft in constant and unceasing endeavors to attain the ultimate in radio. The association of Mr. Weagant and Mr. Ingersoll with the De Forest Radio Co. is typical of this policy."

Paul Whiteman Records the "Suite of Serenades"

The Victor Talking Machine Co. released the latter part of last month record No. 55226, consisting of "A Suite of Serenades" in two parts, and including four selections, Spanish, Chinese, Cuban and Oriental. This release is interesting at the present time in that these compositions were among the last written by the late Victor Herbert and they were written especially by him in a new and experimental style for Paul Whiteman's Concert Orchestra. Another feature which makes their release at this time especially interesting is the fact that Paul Whiteman and His Orchestra are on the last lap of a highly successful concert tour and these selections are among the high lights of his program.

Together with the "Rhapsody in Blue," these Serenades are the feature numbers of the concert program and dealers in those cities which have been favored with the Whiteman "Experiment in Modern Music" will find a ready and brisk market for these records. Window posters, with a picture of the Whiteman aggregation and featuring these two selections, have been distributed to Victor dealers.

J. L. Lewis Holds Annual Radio Show to Help Sales

A decided stimulus was given to sales and a great many new prospects were secured through the second annual radio exposition held recently in the store of J. L. Lewis, Inc., 132 West Thirty-second street, New York. More than 2,000 square feet were devoted to the exhibit booths and the entire establishment was attractively decorated, with Autumn leaves in profusion lending a novel and colorful aspect to the display. Special lighting effects added their charm to the general attractive layout.

About five thousand people visited the show and a large percentage left their names and addresses at the store. Among the exhibitors, all of whom had representatives demonstrating their products, were the following companies: Atwater-Kent Mfg. Co., E. B. Latham & Co.; Belltone Radio Corp.; H. P. Baran Co.; Revivo, Inc.; Electrad, Inc.; Gilbert-Kcator Corp.; Freed-Eiseimann Co.; Greater City Phonograph Co., Inc.; Herbert John Corp.; De Forest Radio Corp.; Rader Appliance Corp.; Times Appliance Co., Inc.; Radiolamp Co.; Triangle Radio Supply Co., Inc., and the Operadio Corp.

Edisons at Exhibition

The industrial exhibit of the Chamber of Commerce of the Oranges and Maplewood, N. J., included four models of phonographs, showing the evolution of the instrument. These exhibits were supplied by Thomas A. Edison, Inc. The exhibition was held at 451 Main street, East Orange, during the week of October 27.

OUR Business

Has always been scrupulously maintained
on the Solid Rock of Quality. To appreciate
this fact to your own satisfaction

Always insist on

DE LUXE NEEDLES

(BEST BY EVERY TEST)

Perfect Reproduction of Tone

No Scratching Surface Noise

Plays 100-200 Records

May We Send You Sample?

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Price 3 for 30 Cents

Liberal Trade Discounts

BRUNO

WHY THE VICTROLA— *Comparability*

Perhaps the most popular thing in all the world today is Radio. That is quite a natural condition when one considers the new, unique and exclusive features which it embodies. And yet, its best friends, its staunchest advocates will not profess that broadcasting offers in general really high calibre or unusual musical entertainment.

The Radio programs—so much of which include music in various forms—are almost entirely by local and volunteer performers, and consequently, cannot be expected to equal the performance of the international musical celebrities.

With the Victrola and Victor records, there is no question as to the merit of the artists that you hear. They are not only the highest salaried people, but they are the greatest aggregation of master musicians of modern times. Radio as yet can make no claim to such a dignified standing.

There are the operatic and concert artists from the great Caruso to Zimbalist. The invincible Symphony Orchestras. The nationally famous dance orchestras from Benson to Whiteman. On and on.

Covering the entire gamut of musical repertory from almost the very beginning of the art, an array of Victor music is attainable that is not only unparalleled but never will be approached in any other form of reproduced music.

The Radio is a utility quite apart from the Victrola. Each of them serves its purpose well. Neither will serve the purpose of the other. The public eventually will demand them both, but you, Mr. Victor Dealer, should sell them the Victrola now.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only

Sales Volume Grows in Richmond Field as the Year-End Holidays Draw Near

Dealers Stocking Heavily in Anticipation of a "Musical Holiday" Trade—Launching Sales Drives
—George McKay Added to James Cowan Co. Organization—Sprinkle Stock Sold

RICHMOND, VA., November 8.—Business in talking machines is reported to have picked up in most parts of this territory during October, and the outlook for Christmas trade is declared to be bright. Walter D. Moses & Co., Victor dealers, report a substantial increase in business. This firm is stocking up heavily for Christmas and is looking for record-breaking Yuletide sales. It reports that the better class of machines is still holding its own. This firm, the oldest music house in Virginia, is grounded on the principle of service to its patrons. Not infrequently it gets an order from a former Richmonder who has moved to a distant State and yet prefers to deal at the old stand. One of these customers, now living in Brooklyn, N. Y., recently ordered a \$100 Victrola sent to that city and was glad to pay the express on it, although the same machine could have been bought just as cheaply in Brooklyn without any extra charge for shipment.

Starts Christmas Club

Looking ahead to Christmas, the retail department of the Corley Co. has opened its Christmas Victrola Club and is devoting considerable space in local papers to emphasizing the advantages of the plan.

In pointing out advantages of membership in the club, the advertisements say: "It assures you of getting exactly the model and finish you want. Victrolas are always scarce at Christmas. The most popular numbers are invariably sold out. Those who wait until the last week or two are often disappointed. Now we have a complete stock. To-morrow you can choose from the entire line and take plenty of time to make comparisons. The instrument you decide on is

put aside for you at once, so there will be no possibility of disappointment."

The wholesale department of the company has sent out several thousand circulars for use of Victor dealers boosting similar clubs in their respective communities, and it is reported that a number of the dealers have started clubs.

Halloween Window Tie-Up

Lee Ferguson Piano Co., Victor dealer, linked up with a Halloween celebration by dressing up its front window in thorough harmony with the occasion, and did an extra good business, particularly in jazz records, as a result. The window was generally conceded to be one of the most attractive on Broad street, where the principal street celebration was staged.

George McKay in New Post

George McKay is a new addition to the road staff of the James Cowan Co., jobber for the Strand and Outing phonographs and Okeh and Odeon records. Mr. McKay is traveling Virginia and North Carolina. All of the lines handled by this live distributing organization are enjoying a satisfactory demand.

Jacob Bros. Buy Sprinkle Stock

Jacob Bros., of New York, recently bought the entire stock of the four stores of the Sprinkle Piano Co. in Richmond, Norfolk, Greensboro and Winston-Salem, for \$34,000, at a court sale.

Interesting News Brieflets

LeRoy Goldberg, of Goldberg Bros., returned recently from a trip through Southern territory which carried him as far as New Orleans. He found merchants in an optimistic frame of mind and confident that business would take a decided spurt after presidential election.



"One handle handles it"
Outing

"Master of Movable Music"

4 Years
Have Proved
Outing
Portables
Are the
Best

James Cowan Co.

18 West Broad St. Richmond, Va.
Outing Distributor

The Weisberger department store, this city, has opened a record department, handling the Pathé line.

Friends of H. Wallace Carner, Starr jobber, will be pleased to learn that he is convalescent after being confined to his home for nearly a month by serious illness. He expects to be back at his desk at an early date.

Major L. Vivian, salesman of the Corley Co., is now concentrating on western North Carolina and eastern Tennessee. He formerly gave most of his time to West Virginia and has a host of friends in that State.

Victor Standard Records Featured During October

The Victor records suggested for special sales effort during the month of October under the sales plan for standard records were as follows: "Forza del Destino" and "Bohème—Ah, Mimi, tu piu," both sung by Caruso and Scotti; "Whispering Hope" and "One Sweetly Solemn Thought," sung by Alma Gluck and Louise Homer; "Liebesfreud" and "Liebesleid," violin solos by Kreisler; "At Dawning" and "I Hear a Thrush at Eve," sung by John McCormack; Rachmaninoff's "Minuet" and "Serenade," both played by the composer; "Gypsy Trail" and "Fuzzy—Wuzzy," sung by Reinald Werrenrath; "Beautiful Hawaii," played by Ferera and Franchini on Hawaiian guitars, coupled with "Hawaiian Twilight," played by the Hawaiian Trio; "I'll Take You Home, Kathleen" and "When the Corn Is Waving, Annie Dear," sung by Henry Burr and the Peerless Quartet; "Virginian Judge," two sessions, a humorous monologue, W. C. Kelly, and Gems from "Robin Hood" in two parts, by the Victor Opera Co. Attractive posters listing these records have been sent Victor dealers for use in their windows and in the record demonstration booths.

E. B. Latham Drive on Pooley-Atwater Kent Models

E. B. Latham & Co., 550 Pearl street, New York, distributors of radio products to the talking machine industry, have recently been conducting a sales and advertising campaign for the Pooley-Atwater Kent combination. "We feel that this product merits the attention of all merchants handling radio. It combines the products of two of the leading manufacturers in their respective lines and affords the dealer an opportunity to sell his customers a radio set which will give satisfaction, combined with a cabinet of extreme beauty of design," stated L. E. Latham, sales manager of the company.

Marlow's Music House, Santa Rosa, Cal., is taking a census of the musical instruments in the homes of the residents of this city. This enterprising store expects to secure a large list of likely prospects for talking machines and records from its efforts.



PERFORMANCE

Talk is cheap. Performance is valuable. It spells success. That's why it pays the dealer to sell merchandise which has proved its merits by performance instead of handling merchandise which some one tells you will perform.

We are distributors of "Performance" Radio Products exclusively—sets and parts which have emerged from the thousands on the market through sheer merit and quality.

If you want standard, nationally advertised, quick selling radio products, backed by proved service, this is the house you want to deal with.

Send for our latest catalog.
It makes your buying easy and profitable.

**TRIANGLE RADIO SUPPLY
COMPANY, INC.**

120 West 23rd St., New York, N.Y.
Telephones: CHELsea 4240-4241-4242



Building Prestige for Thompson Dealers



DR. LEONARD F. FULLER
Vice-Pres. and Chief Engineer



R. E. THOMPSON
President



ROBERT W. PORTER
Vice-Pres. and Gen. Sales Mgr

"Experience Is the Vital Factor in Excellence"

THOMPSON RADIO

THE PRODUCT

Thompson Receiving Sets and Speakers are designed to please the critical—as to appearance, performance, selectivity, and easy handling.

They are the developed achievements of famous radio engineers.



THE PARLOR-GRAND. Model S-60.
List Price, \$145. 5-Tube NEUTRODYNE

An ornament to any Living Room, providing distant reception and quality of reproduction. Any owner will be proud to demonstrate this receiver to his friends.

Handsome two-tone mahogany finished cabinet, with sloping front.

Length, 22½ inches. Height, 10 inches. Depth, 13 inches. Net Weight, 21½ pounds.

PHONOGRAPH PANELS

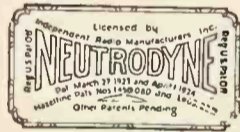
Thompson Neutrodyne Phonograph Panels of two types are now perfected and will shortly be in production.

The tonal quality of these panels is superior to anything heretofore available—the result of new developments made in the Thompson Laboratories. Appearance and workmanship are of the high Thompson standard. Built to permit insertion in standard console and upright cabinets.

THE ORGANIZATION

The Thompson company is the only organization that has been manufacturing radio apparatus *exclusively* for 15 years.

This wide experience is the chief reason for the outstanding quality and unusual performance of Thompson Sets and Speakers.



There is a Thompson Distributor in your locality. Write us for his name and address.

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



THE CONCERT GRAND. Model S-70. List Price, \$180.
6-Tube NEUTRODYNE for Dry or Storage Battery Operation

A DeLuxe instrument providing the ultimate in distance, volume, and clarity. Seldom used at full power—yet when called upon it will fill a Ball Room, Concert Hall or other large gathering place with speech or music of a quality never heretofore attained in the Radio art.

Handsome two-tone mahogany finished cabinet with sloping front. Equipped for dry or wet batteries.

Length, 29 inches. Height, 14 inches. Depth, 13¾ inches. Net Weight, 29 pounds.

THE MERCHANDISING

The Thompson company has always held to sound, constructive and fair merchandising methods, believing that all sales policies should be directed toward forming a loyal, cooperative and aggressive dealer organization. Every Thompson activity will be devoted toward making Thompson dealers the outstanding success of their localities.



THE GRANDETTE. Model V-50. List Price, \$125. 5-Tube NEUTRODYNE.

Enclosed in handsome mahogany finished cabinet of simple yet attractive design. Produced at a cost which permits our standard set to be included at the exceptionally low price shown above.

Length, 22½ inches. Height, 9¼ inches. Depth, 19½ inches. Net Weight, 19½ pounds.



THE THOMPSON SPEAKER
with SEVEN unusual features
only \$28 list.



IROQUOIS SALES CORPORATION

210 FRANKLIN STREET

BUFFALO, N. Y.

Distributors for New York State and
Northwestern Pennsylvania for
Okeh Records and ODEON Records.

A capable, efficient sales organization that is ready and willing to co-operate with Okeh and Odeon dealers in building up a permanent, profitable demand for these popular record lines.



Entire Buffalo Trade Optimistic Over the Outlook for a Busy Holiday Season

Continued Warm Weather Having Some Effect on Business—Buffalo T. M. Co. Adds to Radio Distribution—Kurtzmann & Son, Inc., Formed—Mrs. L. C. Spring in New Post—The News

BUFFALO, N. Y., November 9.—Early November finds phonograph, record and radio dealers and jobbers in a most optimistic mood regarding holiday trade, although warm weather is believed to have had a bearing on talking machine business, which lagged during the latter period of October. Records, however, enjoyed a particularly steady tone.

The Buffalo Talking Machine Co., Victor jobber, has taken over jobbing rights for several leading radio lines, including DeForest, Paragon, Malone-Lemmon neotrodyne and the Federal panel for Victor machines. O. L. Neal

reports a steady demand in the entire western New York territory for radio. The new department is under the management of David Stein.

"The increased demand for all Victor art models leads me to believe there will be an acute shortage in these lines before the end of the holiday season," Mr. Neal said. "We have had a fair Victrola business throughout October, and record business has been excellent, but with cooler weather, I look for a tremendous Victor demand before the middle of the month."

George Goold, Goold Bros., Inc., reports a good Fall season in Sonoras. Radio has had a

particularly good season, prompted by the election and campaign speeches.

Victor dealers are showing some real enthusiasm over the recently released portable model, No. 35, which is now on display in the showrooms of Curtis N. Andrews. Mr. Andrews is expecting a shipment of these machines within a fortnight. "We are experiencing a heavy demand for all special Victor models, especially our 215, and 405, in which we are practically sold out," Mr. Andrews said. Dealers are also taking advantage of the Victor Co.'s new Schubert operatic albums, an attractive line especially suitable for the holidays.

Two Brunswick accounts opened in Buffalo recently are the Wm. Hengerer Co. and the Kurtzmann Piano Co. Hengerer's store conducted a formal opening for two days after its stock of machines had been placed. R. Robinson, well-known local phonograph salesman, is a new member of the Hengerer force.

Radio is responsible for a great deal of activity in the offices of the Iroquois Sales Corp. F. D. Clare, manager of the house, said that they have been unable to keep up with the tremendous demand in the past few weeks, shipments of Crosley sets going out to fill orders as fast as they come in. Strand phonograph business has been fair, Mr. Clare said, but the demand for the Strand radio combination is especially noticeable, indicating the wide popularity of radio-phonograph combinations.

Kurtzmann & Son, Inc., is a new music and radio store at 121 Franklin street, this city. The firm, headed by Louis Kurtzmann, former head of C. Kurtzmann & Co., will be wholesalers for the Federal Tel. & Tel. Co. products. They will also handle phonographs and pianos. Associated with Mr. Kurtzmann is his son Christian, formerly head of the phonograph division of the Federal Tel. & Tel. Co. Raymond G. Urban, a radio expert of wide reputation, is another member of the firm.

Mrs. Loretta C. Spring, for the past six months manager of the J. N. Adam Co. music store, resigned November 1, to accept a position as assistant district manager of the western New York territory for the Adler Mfg. Co., makers of Royal phonographs. She is working under the supervision of W. A. Carroll, manager of this district, with offices and showrooms in the Bramson Building.

Alfred J. Newman, formerly manager of the Kurtzmann Piano Co.'s branch store in Lockport, has opened his own establishment at 43 Locust street, Lockport.

The firm of H. Messersmith & Sons, Inc., of Niagara Falls, went into the hands of receivers recently. V. Parker, Niagara Falls attorney, was appointed receiver. The petition sets forth alleged assets of \$135,000 and liabilities of \$74,200.

G. McGill has opened a new music store at 1112 Parade street, Erie, Pa. He is featuring records, rolls and sheet music.



Confidence

Victor retailers have every reason to continue their confidence and faith in the future, for the supremacy of Victor products is more firmly established today than ever before.

Victor retailers can also feel this same confidence in the service this company will give them this season, for we have strengthened every branch of our organization in anticipation of a banner Fall and holiday season.

*Buffalo Service
Knows No Limit—Try It*

Buffalo Talking Machine Co.

Victor Wholesalers

BUFFALO, N. Y.



The Famous 3XP

OFFICIAL LABORATORY MODEL

Tone Quality is the By-Word of the Music Merchant

THE discriminating public when buying a piano or phonograph or when selecting their favorite record, consciously or unconsciously, have tone quality in mind.

Radio in the past has come into the field as a marvelous scientific invention. In the early days we were satisfied to hear the voice, whether it was audible or not. But, the time has now arrived when purity of tone delivered by an instrument capable of handling the low and high frequencies of the human voice or the ensemble of the great orchestras, is the instrument that the discriminating buyer is searching for today. Simplicity of operation, tuning out the local station and bringing in far distant stations with their natural fidelity of tone with a marked absence of sputtering and tube noises that heretofore has been so prevalent in all radio receiving instruments.

The Grimes 3 X-P represents the greatest message that has ever been brought to the radio public.

In addition, the personnel of the company are men who have been in the music trade for years and know the requirements necessary in presenting a radio instrument that will appeal to the public.

The Grimes Inverse Duplex System is covered entirely by our own patents, thus offering such remarkable features as giving 6 tube efficiency with but 3 tubes (dual operation).

David Grimes, Inc., offer in the 3 X-P real value, plus economy, and reception, at a remarkable saving.

The Inverse Duplex principle is a recognized invention possessing unique outstanding features worthy of serious consideration as a convincing means in demonstrating to your trade.

The INVERSE DUPLEX

Insures Natural Tone Quality

LICENSED UNDER PATENTS ISSUED AND PENDING

The only balanced circuit—A 3 tube system really giving 6 tube results—Natural tone reproduction that only Inverse Duplex can give—Why ruin your "B" batteries with heavy drain by many tubes—Why charge your "A" batteries so often—Get equal results and better quality on fewer tubes—The Inverse Duplex makes possible double duty on the tubes—Greater life to tubes—Maximum results with minimum power expenditure—All of the above claims are proved by laboratory meter tests.

SPECIFICATIONS

2 Stages of Tuned Radio Frequency
Tuned Fixed Detector
3 Stages Audio Frequency

Sloping Panel
Rubber-Hung Sockets
Chamber for Batteries

3-Control Selectivity
Antenna and Ground Operation
Mahogany Cabinet

Jobbers' territories are being allotted very rapidly. Retail Price (without accessories) **only \$85.00**

For further information apply to your jobber or direct to

DAVID GRIMES, Inc.

1571 BROADWAY

Strand Theatre Building

NEW YORK, N. Y.

The New Grimes Inverse Duplex-Super-Reflex

TYPE 3XP OFFICIAL LABORATORY MODEL



*Tone
Quality*

*Operating
Economy*

A Radio Receiver that Qualifies as

The
Radio Studios
329 Elmwood Avenue
Buffalo, N. Y.

A Perfect
Musical Instrument

Western
New York
and
Western
Pennsylvania
Distributors



A Message

"From The House of Service"

Representatives for DAVID GRIMES, Inc.

Manufacturers of the

Famous 3-XP Inverse Duplex

List Price \$85.00 (Without Accessories)

The standard of tone quality.

Simplicity of operation.

Finest material and workmanship.

Efficient and reliable.

Backed by a National Advertising Campaign

**The INVERSE
DUPLEX**
Insures Natural Tone Quality

LICENSED UNDER PATENTS ISSUED AND PENDING

MR. DEALER:—

After careful investigation, we have selected this famous instrument as our leader. In addition, it is backed by a reliable organization.

You should know our plan of distribution in your locality. We are personally interested to have you represent us.

Write or phone immediately.

NEW ENGLAND TALKING MACHINE CO.

93 Federal Street

BOSTON, MASS.

Radio Convention Under Auspices of Curtis N. Andrews Was a Huge Success

Dealers From Western New York and Northwestern Pennsylvania Numbering Almost 150 Present—Problems of Radio and the Talking Machine Industry Discussed—Constructive Addresses

BUFFALO, N. Y., November 7.—Never in the history of the talking machine industry has there been such a unique and profitable meeting as the radio convention, called by Curtis N. Andrews, Victor distributor, held in the Park Club last month. Nearly 150 persons responded to the invitations sent out to dealers in western New York and northwestern Pennsylvania. The meeting was called for the purpose of discussing radio as applied to the talking machine industry.

Mr. Andrews has been appointed jobber for the Sleeper radio products, Freed-Eisemann Radio Corp., F. A. D. Andrea, Inc., Kodel Mfg. Co., Philadelphia Storage Battery Co. and several other radio manufacturers of head phones, parts, batteries, chargers, etc.

Luncheon at noon and dinner in the evening were served in the clubhouse. For the entertainment of visiting dealers Mr. Andrews supplied two motor buses which brought them from the station to the clubhouse, and, following the afternoon session, took them on a sight-seeing tour of the city. Typical convention songs, inspiring enthusiasm and fellowship, were sung under the direction of a well-known song leader and pianist. Several toasts to Mr. Andrews were sung.

Persons particularly well known in the radio field were on the speaking program. They were Gordon Sleeper, head of the Sleeper Radio Corp.; R. M. Klein, of F. A. D. Andrea, Inc.; James R. Coole, of the Kodel Mfg. Co.; Lloyd S. Graham, of The Radio Digest; John S. Rieger, radio editor of The Buffalo Evening News, and C. E. Siegesmund, sales manager for C. N. Andrews.

C. N. Andrews Discusses Radio

Mr. Andrews said he had found it a real necessity to enter the radio field, because of the numerous requests from his dealers who said their customers were demanding radio. It was not until after much deliberation and a wide investigation, requiring a great expenditure of money, that he decided to take on the jobbing rights for radio equipment.

There is no particular classified territory for radio, he emphasized. It belongs in every community, from the most densely populated sections of the largest cities to the remote sections of the jungle or Arctic regions.

He pointed out that in small communities, where a dealer feels that he is not technically fitted to handle radio, he will always find a lad, probably in high school, who is a radio "bug," glad to give demonstrations, seeking prospects, and setting up sets that have been sold. These boys will work on a small salary or commission, and their radio enthusiasm will sell more sets than the so-called radio expert, he said.

Talks on the Use of Batteries

L. E. Gubb, of the Philadelphia Storage Battery Co., spoke on the use of batteries with radio. He suggested installing wet batteries, due particularly to their length of life. Although automobile batteries, such as manufactured by the Philadelphia Battery Co., can be used with radio, he said much better results are procured from heavy-plate radio batteries. He went into details regarding construction of the wet battery, and instructed the dealers how to charge them. He advised dealers to install their own chargers in order to give their patrons better and quicker service. The Philco is shipped dry, and placed on the dealers' shelves in that condition, with a guarantee that it will not deteriorate within a period of two years, he pointed out. Not until after the acid is poured into the Philco is there a possibility of it deteriorating, he said. He answered numerous questions in the discussions that followed his address.

J. R. Coole's Interesting Address

J. R. Coole, of the Kodel Mfg. Co., pointed

out the importance of the dealer handling a moderate-priced radio set. He said that the Kodel is now receiving national and local advertising, and he outlined an advertising campaign planned for this Winter, which will be on a much greater scale than the one already in use.

Radio and the "Talker" Business

C. E. Siegesmund, sales manager of Curtis N. Andrews, spoke on radio as applied to the Victor business. "Radio absolutely and positively will not replace the Victrola," he said. "When you talk of radio, you do not touch on the phonograph. When it comes to selectivity, you have your record catalog. When you want the best living artists, the Victor catalog will lead you to them. And when it comes to bringing back the human voice which has been mortally hushed, you have the radio stumped."

"But the time has come when radio has become a part of the music industry. To keep your establishment up to date it is necessary to include radio as a part of your merchandise. Included in your assets are your store, your location, equipment and clientele. One of the most important assets, however, is the goodwill and confidence of your customers, and if you want to retain it, it is almost a necessity to tie up with radio. It is estimated that by the end of this year there will have been an expenditure of more than \$500,000,000 in radio and its equipment. Are you not going to get your share of this business? You are acquainted with the railroads' slogan, 'Wait, you may lose.' We will change that slightly to 'Why wait, you may lose.'"

Talk on Merchandising

The next speaker on the afternoon program was R. M. Klein, of the F. A. D. Andrea Corp. He addressed the men on how to merchandise radio.

"The phonograph dealer represents the highest type of salesman," Mr. Klein said, "so there is very little I can tell you about selling radio, since it is merchandised through practically the same methods as is the phonograph. Play up your radio through window displays. Keep it in the front of the store, and don't place it in the rear, as many dealers do now, and make it attractive through displays. Use electric signs,



'One handle handles it'
Outing
TRADE-MARK
'Master of Movable Music'

**4 Years
Have Proved
Outing
Portables
Are the
Best**

Iroquois Sales Corp.
210 Franklin St. Buffalo, N. Y.
Outing Distributor

as you do in exploiting your phonograph business. But, above all, satisfy your customers. They are depending on your advice, and have confidence in your judgment. You have the responsibility of choosing carefully. Don't invest in unknown or unheard-of radio sets. Every satisfied purchaser of a low or medium-priced radio set is a good prospect for a higher-priced set. One dissatisfied customer can do more damage to your business than a half dozen customers can do good."

Mr. Klein advised that every dealer handle at least one type of neutrodyne. He said that neutrodyne has reached such a place in the radio business that a dealer can hardly get along without it.

Interesting Addresses at Evening Program

After a two-hour adjournment dinner was served at 7 o'clock. The evening program of addresses followed immediately after. Lloyd S. Graham, of the editorial staff of Radio Digest, a Chicago publication, was the first speaker on the evening program. He gave an interesting and comprehensive description of the radio broadcasting station, and advised dealers to give all possible co-operation with the broadcasting stations in improving their programs, and their efforts to give the radio public the best obtainable. He said that the quality of radio programs is in direct ratio with the volume of sales in radio sets and equipment.

John G. Rieger, radio editor of The Buffalo Evening News, spoke on the future of radio.

(Continued on page 92)



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

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



BUFFALO, N. Y.

Victor Distributor

Exclusively Wholesale

Court & Pearl Sts.

BUFFALO, N. Y.



BUFFALO, N. Y.

Radio Convention a Success

(Continued from page 91)

He painted a colorful word picture of the possibilities of radio, which, he said, is now a staple and dependable commodity. He said that radio is not only an instrument for entertainment and amusement, but it is a necessity from many angles. Mr. Rieger, who is considered one of the best authorities on radio in the city, answered many questions asked by dealers. A long discussion on construction and installation of aerials was held. He pointed out the importance of giving the aerial line a direct course, with as few turns and curves as possible. To eliminate interference, he said it is important to avoid metal roofs, high-power lines and tall steel buildings.

Address by Gordon Sleeper

Gordon Sleeper, the last speaker on the program, covered the radio business from many angles and was an exceptionally interesting speaker. He took as his topic: "How to make money in the radio business."

"Radio has now become a part of the music industry," he said. "In the early days no one knew who was going to handle it. It has now become a real stable product belonging rightfully to the music trade. Many dealers have an idea that radio is difficult, that it requires an expert to handle it successfully. Get that idea out of your head. There is nothing expert or difficult about it. It is as simple and as easy as the phonograph business."

"If you are to be successful you must be careful of the line you take. It must have a reputation, and must be established, a set that has been evolved into perfection. Yet, you want a set that will allow you a reasonable margin. Your product must have some degree of protection. It is important that you do business with a firm that will give you all the protection possible against the price cutter. Perhaps you have spent a great deal of money advertising your product. You have worked up a reputation for it and created a desire for your set. Then the garage dealer around the corner who can cut prices will steal your customer. You do not want to deal with a company which will place you in such a hazardous position."

Mr. Sleeper said there is such a thing as suitability of sets in a particular territory.

"There is not much need of a high-powered set where there is a good station," he said. "You must consider individual problems. One

set might be a great success in a large city, and yet be a flat failure in the small community. In a community where there is no station for a radius of many miles a high-powered set is the most popular.

"I would advise against carrying too many lines. Don't complicate your stock. The fewer lines you have the more concentrated will be your salesmen's enthusiasm in those lines. Advertising is a fundamental. Do not hesitate to buy a little advertising space. Above all, please your customer. If he wants distance, talk distance and range. He might want selectivity, simplicity or beauty of design. Give him what he wants, and talk about the features in which he is interested. If he is interested in batteries and aerials, stick to that. The question of price is nearly always secondary to performance in the interests of the radio buyer."

A radio demonstration, which lasted for about an hour when many stations were tuned in, brought the day to a close.

Among Those Present

Among Mr. Andrews' guests were: Gordon C. Sleeper, James P. Devine, Sleeper Radio Corp., Long Island City; R. M. Klein, Louis J. Stutz, F. A. D. Andrea, Inc., New York; Perry V. Ogden, James R. Coole, Kodel Mfg. Co., Cincinnati, O.; L. E. Guble, Philadelphia Battery Co., Philadelphia, Pa.; Robert C. Anderson, Talking Machine World; Lloyd S. Graham, Radio Digest, Chicago; Eleanor C. Spencer, Talking Machine World, New York; John G. Rieger, Buffalo Evening News, Buffalo; W. D. Andrews, Roy Scroton, W. D. Andrews Co., Syracuse; C. H. Heinike, John F. Huber, Denton, Cottier & Daniels, Buffalo, N. Y.; T. A. Goold, W. S. Sprague, W. E. Rains, Goold Bros., Inc.; Helen F. Grantier, Kurtzmann Piano Co.; Arthur H. Fleischman, Miss Jule White, Earl J. Frey, William Hengerer Co.; A. F. Schwegler, Schwegler Bros.; Mrs. John M. Kibler, John M. Kibler, A. H. Kaepfel, Chas. Kaepfel, Frank J. Hess, R. P. Henke, E. M. Stroud, Kaepfel Bros.; Wm. B. Herbert, Miss Mary Mack, Walter Zasowski, Erion Piano Co.; A. Maisel, Maisel's Music Store; Louis J. Melzer, I. Melzer Co., Inc.; Chas. Reinhardt, H. A. Reinhardt & Son; A. G. Clark, H. A. Smith, Beulah Hakes, Clark Music Co.; Chas. Bellanca, Joseph M. Lajacono, A. Bellanca & Co.; Wilman McElroy, McElroy & Son, Buffalo. F. F. Barber, Barber & Wilson, Inc., Kenmore, N. Y.; E. T. Smith, Talking Machine Co., F. C. Pfeffer, Silbey, Lindsay &

Curr, E. C. Kujawski, Gibbons & Stone; Miss E. M. Gillette, People's Outfitting Co.; Wm. P. Young, Young's Music Store; G. Borelli, Jos. Bellanca, Rochester Music Store; Mr. Hoffman, Hoffman Music Shop, Rochester; Wm. H. Jackson, Charlotte, N. Y.; C. C. Andrus, North Tonawanda, N. Y.; E. J. Cannon, Niagara Falls; Mrs. E. J. Cannon, I. V. Cannon, C. E. Campbell, Goold Bros., Inc., Niagara Falls; Jos. M. Quirk, Batavia, N. Y.; Geo. Steffen, Sterling W. Kolb, Geo. Steffen, Lockport, N. Y.; Mr. Richardson, Mr. Hammond, Richardson & Hammond, Middleport, N. Y.; Leon C. Grinnell, McNall & McNall, Albion, N. Y.; Leslie L. Blake, Blake & Roney, Williamson, N. Y.; Fred Stuerwald, C. P. Kelly, Stuerwald & Son, Newark, N. Y.; H. T. Bramer, H. M. Morgan, H. T. Bramer, Attica, N. Y.; A. R. Watrous, L. M. Rumsey, Era Mack, Watrous & Rumsey, Perry, N. Y.; Chas. B. Fawcett, F. C. Fawcett, Hammondsport, N. Y.; R. M. Smith, D. J. McGuire, Tuttle & Rockwell, Nicholas Koskie, Koskie Music Co., Hornell, N. Y.; E. E. Armstrong, F. A. Armstrong & Son, Athens, Pa.; J. A. Benjamin, Mrs. J. A. Benjamin, W. F. & J. A. Benjamin, Rushford, N. Y.; John H. Wills, C. N. Andrews, Buffalo; J. W. Bement, Springville, N. Y.; Chas. Willard, Olean, N. Y.; Millie Hanson, Smith Bros. Co., Ridgway, Pa.; W. P. Hall, Overton & Hall, Westfield, N. Y.; Miss L. Klu, Geo. H. Graf, Mrs. Geo. H. Graf, Geo. H. Graf & Co., Dunkirk, N. Y.; A. E. Stecker, Stecker Sporting Goods, Dunkirk, N. Y.; V. R. Parker, Chas. Outwait, Winter Piano Co., Erie, Pa.; Mr. and Mrs. G. G. Smith, C. R. Tuller, G. G. Smith Co., Warren, Pa.; G. B. Wooster, Curran & Wooster Music Co., Sharon, Pa.; B. N. Huey, Norris Huey, Mercer, Pa.; Curtis N. Andrews, Chas. E. Siegesmund, Chas. M. Logan, Arthur W. Fiscus, John H. Wills, W. H. Minnick, Chas. Swanson, Gus. Blanck, E. J. Walz, Curtis N. Andrews, Buffalo.

Radio Activity in Trade Indicated by Ordering

The Greater City Phonograph Co., New York, distributor of Freed-Eisemann, Grimes Inverse Duplex radio sets and other standard radio products, reports through Maurice Landay, president of the company, a decided activity in the sale of radio to talking machine dealers. The Freed-Eisemann radio panel for use in the installation of console model phonographs has been in steady demand throughout the territory. A number of dealers have found that the installing of a panel and the converting of a phonograph into a combination has been a great stimulant to sales of talking machines, and have been quick to grasp the opportunity, according to Mr. Landay.

Meiser Co. Opens Branch

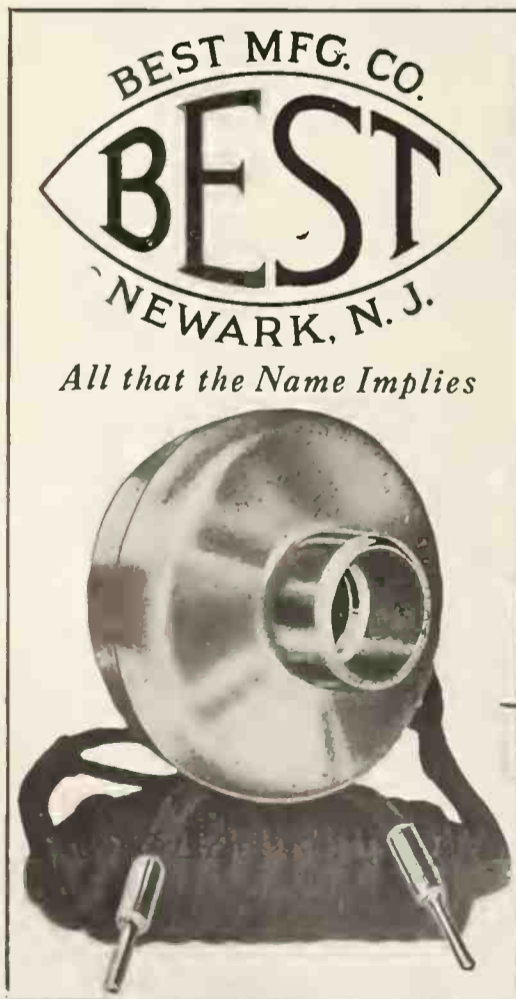
SUNBURY, PA., November 6.—A branch store of the Meiser Music House, of Northumberland, Pa., was opened here the first of the month at the newly remodeled storeroom of the Sclavos Building on Third street. It is under the management of George L. Weirick, who until recently was a representative of the Charles M. Stieff Co., Inc. A full line of Victrolas, pianos, radio sets, string instruments and accessories is being carried.

STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted . . . OHIO



Loud Speaking Phonograph Attachment

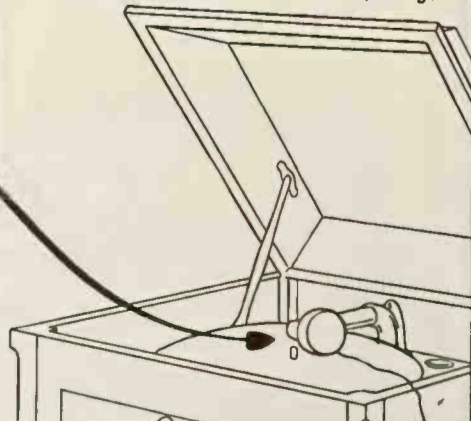
Manufactured under a corps of telephone engineers' direct supervision.

The well-known BEST brand construction and design guarantees best performance.

Send for a sample and judge for yourself. List Price \$3.00.

BEST MFG. CO.

Head Phones and Loud Speaking Units
75 Hudson St. Newark, N. J.



Leave it to
 the JOBBER
 He knows!



Leave it to the jobber—he knows. He not only buys the product that he can turn over quickly and profitably—that enjoys consistent, steady demand—but he buys from the house whose recognized reputation for square, honest dealing is, at once, his protection and ally.

The House of BRILLIANTONE has been serving the Jobber since its establishment—six years ago. That Brilliantone has gained and maintained his confidence is best evidenced by the Jobber's ever-increasing patronage season after season, year after year.

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

W. H. Bagshaw Co.
 Export Department
 44 Whitehall St., N. Y. C.
 Cable Address:
 "Brillneedl"

Western Distributor:
 The Cole & Dunas Music Co.
 430 S. Wabash Ave.,
 Chicago

Canadian Distributor:
 The Musical Mdse. Sales Co.
 79 Wellington St., W.,
 Toronto

Pacific Coast Distributors:
 Munson & Rayner Corp. 926 Midway Place
 Los Angeles, Cal.
 San Francisco, Cal.
 Walter S. Gray Co.,
 926 Midway Place
 Los Angeles, Cal.
 1054 Mission St.
 San Francisco, Cal.

REPRESENTATIVES in SYDNEY, New South Wales; MELBOURNE, BRISBANE, PERTH, Australia; WELLINGTON, New Zealand; HAVANA, Cuba; BUENOS AIRES, Argentine; SANTIAGO, Chile; BARRANQUILLA, Colombia; GENOA, Italy; DUBLIN, Ireland.

Race Record Album Offers Dealers Big Opportunity for Boosting Sales Volume

J. A. Sieber, Advertising Manager of the General Phonograph Corp., Outlines the Rapid Development of the Race Record Business Since the First Okeh Blues Record Was Released

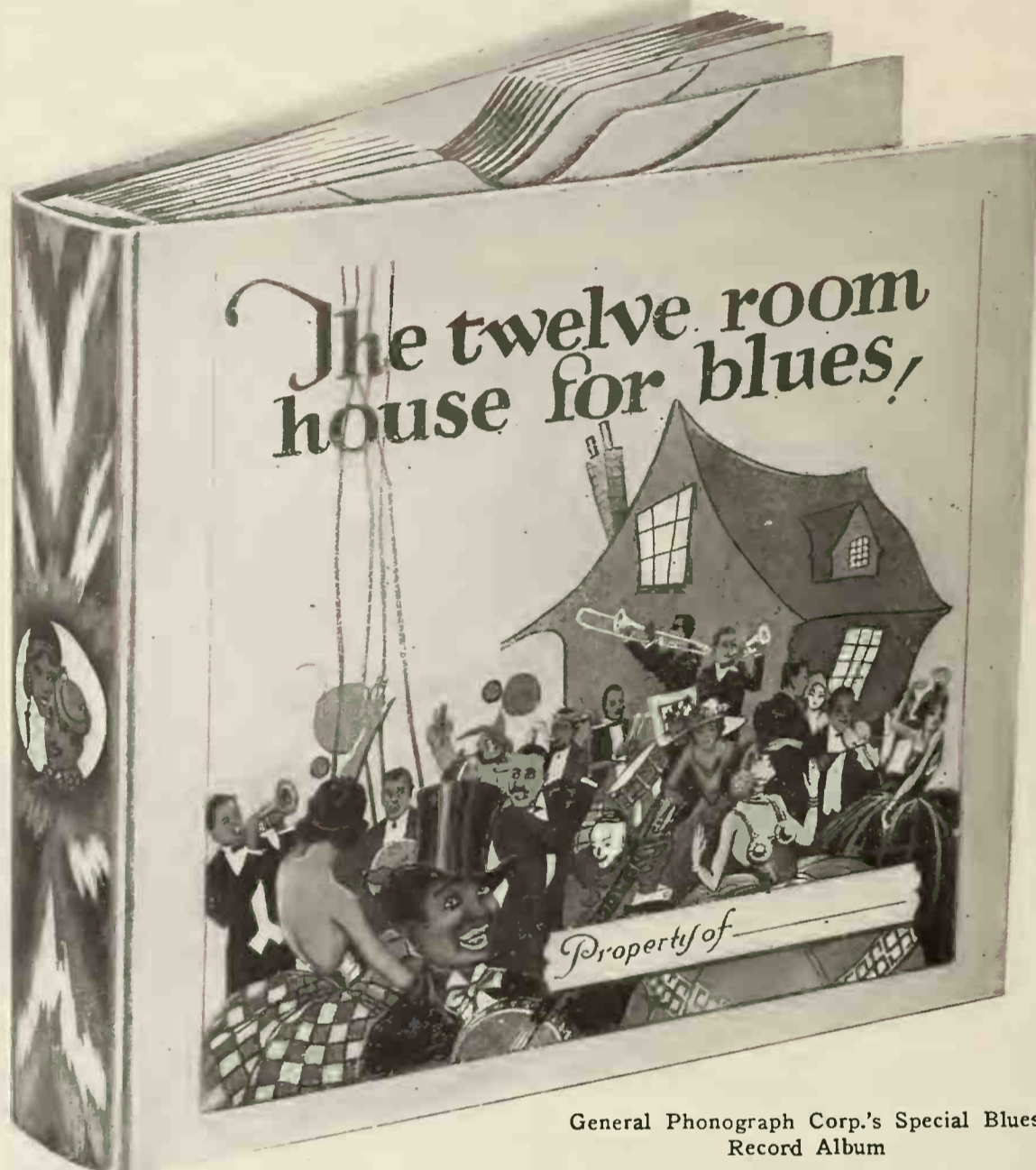
The rapid development of the race record business has been one of the outstanding features of record sales the past few years. The General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, is responsible in a considerable measure for the popularity of these records, and the various sales ideas which this company has introduced have met with pronounced success. In a recent chat with *The World*, J. A. Sieber, advertising manager of the company, commented as follows on Okeh activities in the race record field: "About three years ago colored people were considered mighty poor record buyers, and cash visits by colored customers were rare and far between. Then came the original race records issued by our company, and the fallacy that negroes would not buy records was completely put to rout. The first race record, bringing to the colored population of America blues songs recorded by a member of its own race, created tremendous interest and marked the beginning of what is now the important and profitable race record field.

"As the pioneer in the development of records of this type, we have always devoted particular attention to means of further increasing our sales in this direction. Our famous 'Blue Book of Blues,' the Okeh race record catalog, is almost an institution with the blues-loving negroes throughout the country, and we are always on the lookout for new ideas to stimulate sales."

Mr. Sieber is responsible for the latest step made by the General Phonograph Corp. in its plans to increase sales in the race record field. He noticed some time ago that lovers of high-class music were according a splendid reception to imported Odeon recordings in album sets, and he thereupon conceived the idea that it was not improbable that blues lovers would be favorably impressed with an album set of blues. He then started work on the preparation of an album that would be attractive as well as productive, and the "Twelve Room House for Blues" resulted.

This unique sales creator is a twelve-pocket album, designed in every way to appeal to the

colored blues buyer. The name in itself is different and the outside of the "house" bears a



General Phonograph Corp.'s Special Blues Record Album

caricatured jazz drawing of a weirdly designed "House of Blues" printed in the imposing col-

ored combination of yellow, red and blue. The inside front cover carries an indirect appeal to the negroes' pride of race, by means of intimate interviews with three of the foremost colored blues artists, Clarence Williams, Sara Martin and Sippie Wallace, all of whom are exclusive Okeh artists. The inside back cover bears a hand-picked list of twenty fast-selling blues records, personally selected by a nationally

known race artist and comprising an excellent suggestion list for the owner when in the market for new records.

"The House of Blues" retails for 75 cents and the General Phonograph Corp. has planned an extensive advertising campaign to introduce this unique album to the colored population of the country. Mr. Sieber emphasized the fact that various sales angles are valuable for the dealers in featuring the "House of Blues." It is handy and convenient for the owner of a table phonograph and it also makes an appeal to the personal pride of the record purchaser. "The House of Blues" has been received enthusiastically by Okeh jobbers and dealers, and one well-known St. Louis dealer, who is in close touch with the negro population in his territory, ordered 500 albums as his initial order, congratulating the company upon its progressiveness in issuing a sales help of this type.

McManus Bros. Start Club

ELIZABETH, N. J., November 7.—McManus Bros. have started their annual Christmas Club to stimulate the sales of talking machines and radio sets. This plan is an annual feature of the store and serves the purpose, according to H. Wideman Evans, manager of the department, of not only increasing sales but also of giving a good idea of the amount of business which will be done about the Christmas season.

The talking machine salesman should keep in mind the fact that no man ever suffered from indigestion from swallowing his pride.

*Soft as you want it,
Loud as you want it—
but always the same silver tone*

THE factor that keeps one singer on the vaudeville stage and wins distinction for another in the opera is not the shape of the mouth.

The secret lies in the vocal cords.

The same "secret" is behind such true re-creation of music in the K.E. loud speaker also. Not in the horn, but the diaphragm—its vocal cords. The K.E. amplifies the volume NATURALLY—not by forcing tone.

Its splendid characteristics are proven in the number of responsible jobbers who have chosen it out of such a crowded field.

We will gladly send you one for trial at the introductory price of \$11.70. Test it yourself. This offer places you under no obligation.

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



Volume easily adjustable.

No batteries. Packed complete, ready to operate. 14-inch bell.

Its rich horn of black crystalline, with base of brilliant nickel, makes a handsome instrument worthy to grace the finest room.

Price \$18.00 List.



THIS IS



YEAR

Two New Radio Receivers

B-5

(BIG-5)



List Price \$60

A 5-tube tuned Radio Frequency Receiver. Mahogany finished cabinet. Self-neutralized, non-oscillating, and non-radiating. An ideal set for both beginner and experienced radio fan. Easy to operate. *A rare bargain.*

and

S-5

(SUPER-5)



List Price \$75

A 5-tube tuned Radio Frequency Receiver. Mahogany panel. Room for vertical "B" batteries. Sensitive to distance, highly selective, strong volume. Easy to operate. A really handsome set.

Get In On *Pathé* Year
 There Is Real Profit for Dealers

Pathe Phonograph & Radio Corporation
 32 GRAND AVENUE
 BROOKLYN, N. Y.

Share the Profits.
Send Coupon Today!

Pathe Phonograph & Radio Corp.,
 32 Grand Ave., Brooklyn, N. Y.
 Gentlemen:—
 Without obligation to me, kindly send me
 descriptive literature on your sets, B-5 and
 S-5.
 Name

Milwaukee Retailers and Wholesalers Enjoy Growing Demand for All Products

Confidence of the Trade Manifested by the Addition of New Lines of Merchandise in Time for Holiday Sales Promotion—New Radio Departments Opened—Other Important Trade Activities

MILWAUKEE, Wis., November 7.—Business during the month of October was very good for the majority of local talking machine jobbers and dealers. Considerable interest is being taken in the radio business and combinations of phonographs and radio are very active.

Badger Co. Busy

"Business is coming along fine," stated Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "That applies to all lines. Holiday orders have been coming in very well and we are looking forward to good November business." George F. Ruez, president of the company, has returned from a successful business trip to northern Wisconsin.

Speaks on Music Appreciation

Miss Madeline Davies, representative of the Victor educational department at Camden, N. J., spent about a week in Milwaukee during October, speaking before public, parochial and private schools on the subject of "Appreciation of Music."

Open Many New Accounts

"We sold just twice as much merchandise in our music department during October as we did a year ago," stated Fred E. Yahr, of Yahr & Lange, wholesalers for Sonora phonographs and Okeh and Odeon records in Wisconsin and Michigan. "Sonora loud speakers are going very well. We have opened more new accounts in the last sixty days than during the past several years."

Mr. Yahr is enthusiastic about the Ware radio sets, which have been selling very well. Dealers are also greatly interested in Sonoradios, according to Mr. Yahr.

Among the new accounts opened by Yahr & Lange during the past month is the Block Furniture Co., of Racine, Wis., which is now handling the entire Sonora line, Okeh and Odeon records and Ware receivers. The Home Furniture Co., which operates three stores in Milwaukee, has also taken over the complete line. The Thiedeman Music Co., located on Center street, which formerly handled Okeh and Odeon records, has now taken over the Sonora line.

Yahr & Lange are now showing a new radio

cabinet which is attracting considerable attention. This consists of a square cabinet in which are installed a Ware three-tube neutrodyne set, a Sonora loud speaker and a compartment for batteries.

Little Tots record books are now being retailed with four records to a book, and local Sonora dealers are making drives on this end of the business, according to Mr. Yahr.

Allen W. Fritzsche, vice-president of the General Phonograph Co., was a recent visitor in Milwaukee.

Bright Starr Outlook

Alfred F. Kiefer, distributor of Starr phonographs and Gennett records in Wisconsin, states that he expects a very good business in November. Following an excellent September, business in these lines was a little quiet during October, but indications point to a noticeable improvement, he believes.

Exhibit at Food and Household Show

Mr. Kiefer, assisted by seven Starr phonograph dealers in Milwaukee, and Yahr & Lange with twenty-seven Sonora dealers, were among the prominent exhibitors in the Food and Household show held here recently. Three halls of the Auditorium Building were used for fourteen attractive music displays arranged by jobbers and dealers of the city.

Mr. Kiefer stated that he expected very favorable results from this show, judging by the number of inquiries and orders from people who stopped at his exhibit. The Starr model, which combines a phonograph with a library table, attracted the most attention. Several canaries in cages were placed in the exhibit and the Gennett Golden Bird records were played throughout the show.

A large exhibit was arranged for Sonora phonographs, extending down the full length of Juneau Hall. A special screen, bearing the name Sonora, formed the background.

Wide Interest in Radio Show

The Second Wisconsin Radio Exposition is arousing State-wide interest. All the new developments of the radio industry during the past year will be displayed at this exposition during the week beginning November 11. Manu-

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

facturers, jobbers and dealers of national reputation are included in the list of exhibitors. One of the most popular features of the show will be the actual broadcasting of programs from the main arena of the Auditorium. Nationally known radio artists from Chicago and other points will be included in the various programs.

Brunswick-Radiola Popular

Considerable interest in the Brunswick-Radiola is reported by local dealers and extensive newspaper advertising is being started. At Edmund Gram, Inc., prominent music house of the city, Edward Herzog, sales manager, reports that people are taking a great interest in these combination instruments. He stated that when the first three instruments were received in the store they were sold before the third was entirely unpacked. J. B. Bradford Music Co. also comments on the interest taken in the Brunswick-Radiolas, and Hugh M. Holmes, vice-president and manager, states that a number of nice sales have already been made.

Open Radio Departments

Several local stores are showing increased interest in radio, and new radio departments have been opened in some instances. The C. W. Fischer Furniture Co., one of the large home furnishing stores of the city, recently held a formal opening of a radio department. In addition to the special department, the store is equipping its model bungalow, located in the store, with sets, and invites the public to come in and experiment at will. The Bloch-Daneman Co. has also added a radio department under the management of Robert J. Sweeney, an experienced radio man. At the E. Schuster & Co. department store a new radio department has been opened under the management of G. J. Daly.

News Brieflets

The Foto Shop, which is conducted by John H. Becker, 421 Twelfth street, long prominent in the kodak and talking machine fields, also makes a specialty of Victrola repairing, and in this respect merits the consideration of those dealers who have repair problems to solve. He is a specialist in this field and has built up a very excellent connection.

C. H. Grinnell, of Grinnell Bros., of Detroit, was a visitor during the latter part of October, but was called home suddenly because of the death of his wife's mother.

J. E. MacGarvey, of the Peerless Album Co., of New York, was in town for a brief visit during the last week of October when he called at the office of the Badger Talking Machine Co.

George Mairs, of W. J. Dyer & Bro., of St. Paul, called on friends and business acquaintances in the trade during the first week of November.

Victor dealers tied up with the appearance of Art Landry and His Victor recording Pacific Coast Orchestra at the Wisconsin Theatre.

The Eight Victor Artists were very well received on their appearance recently in Racine, Wis., where they formed the leading number of a vaudeville program.

Victrola Opera Book Posters

The Victor Talking Machine Co. has issued to its dealers a very attractively designed and illustrated window poster of "The Victrola Book of the Opera." This edition of the volume has been selling exceedingly well and has been welcomed not only by the dealers but by many music lovers and music authorities who find it invaluable as a book of reference.

Golly!

Have you received a sample of the

COHOES

(pronounced Ko-Hose)

RECORD

CARRYBAG

If you have not let us send you a sample. We make no extra charge for attractive borders. If you need record bags in a hurry advise us. We make deliveries, not apologies.

Cohoes Envelope Co., Inc.

Sales Office N. Y. and vicinity
342 MADISON AVE., N. Y.
(Tel. Vanderbilt 0953)

Home Office and Factory
Carrybag Bldg.
COHOES, N. Y.

"Carrybags are preferred by clerks and customers"

LITTLE TOTS' RECORDS

SONGS, GAMES, STORIES—FOR KIDDIES

Contents of No. 8

The Medley Book

128 Hey, Diddle, Diddle: Goosey, Goosey, Gander: Little Miss Muffet: Alphabet Song.

See Saw: Hot Cross Buns: To Bed, To Bed: Bean Porridge Hot.

129 Little Jack Horner: There Was a Crooked Man: Little Tommie Tucker: George Porgie.

Three Blind Mice: Hig-gilty Piggilty: Laven-dar's Blue.

130 Humpty Dumpty: Mistress Mary: Pop! Goes the Weasel: Baby Bunting.

Ding Dong Bell: Diddle, Diddle Dumpling: To Babyland: Dickory, Dickory Dock.

131 Little Boy Blue: Fiddle Dee Dee: Pat-a-Cake: Polly, Put the Kettle On: Baa! Baa! Black Sheep: Bobby Shafto: Ride a Cock-Horse: Pussy Cat, Pussy Cat.

The Most Appealing Xmas Gift for Kiddies

IMAGINE! "The Medley Book" contains 32 selections that have appealed to, and have pleased the youngsters for generation after generation; on four 7-inch double-faced records, complete with colored pictures and verse cards.

¶ And—"THE MEDLEY BOOK" is just one of this interesting series—all of them containing four 7-inch double faced records complete in an album with colored picture and verse cards.

NEVER BEFORE SUCH VALUE

at **\$1⁰⁰** Retail

Complete List of Books

- No. 1. The "Merry Song" Book
- No. 2. The "Happy Day" Book
- No. 3. The "Jolly Game" Book
- No. 4. The "Story Hour" Book
- No. 5. The "Christmas" Book
- No. 6. The "Lullaby" Book
- No. 7. The "Patriotic" Book
- No. 8. The "Medley" Book
- No. 9. The "Sunshine" Book

LITTLE TOTS Records will prove a source of entertainment for the youngster long after the Holiday Novelty has worn off. When you sell one book, you sell the complete set. No item like it for repeats.

You can't go wrong by sending in your order now.

DEALERS PRICES

Orders of one-half gross or more. .60c per book.
Orders of less than one-half gross. 65c per book.

Attractive display racks free to dealers with orders of one-half gross or more.

ORDER FROM YOUR JOBBER



REGAL RECORD CO. • 18W • 20th St. • NEW YORK

Heavy Demand for Radio "Talkers" Marks Business in Kansas City Territory

Trade-in Problem in Connection With Combination Sales Fails to Materialize—Heavy Pre-Holiday Ordering Indicated by Jobbers' Shipments—Jones Store Co. Completing Remodeling

KANSAS CITY, Mo., November 5.—The feature of the talking machine trade the past month, in this territory, has been the heavy, even pressing demand for the combined talking machine and radio outfits; and the discussions by men in the trade as to the ultimate outcome of the relation between talking machine and radio. Radio distributors have been unable to keep up with the demand, it seems, and more men are being added to these departments, particularly of the Brunswick-Radiola merchants. One of the anticipated problems involved in the selling of combination outfits has failed to materialize—namely, the problem of the return of old talking machines on the new instruments. Comparatively few customers are offering talking machines in part payment, and the allowances on the old instruments are being kept down to a healthy low level. A factor that helps in this direction is the dominant call for console type talking machines, on which used cabinet uprights are being turned in. Whereas a year ago used upright machines were sold at about two-thirds of the original price, these are now on the market at half-price—the allowances being accordingly lower.

The good volume of talking machine business is being generally commented on as better than September. The Brunswick Co. shipped orders in October equal in size to those of November last year—indicating that the holiday stocking

is thirty days ahead of 1923. If November keeps up this pace, an exceedingly satisfactory volume will result for the year. Most retailers report a brisker trade in October, with consoles running way ahead of the upright styles.

George Sanderson, owner of the Brunswick Shop in the downtown district, is finding his suburban demonstration parlor, a Brunswick-Radiola studio of high class, a marked success. The beautifully furnished room in the Plaza business section of the Country Club district has upholstered, cushioned chairs for fifteen guests, the room is carpeted, and the atmosphere is suitable for the people of this district. The prospects are brought to this studio for the demonstrations of the receiving sets; and visit the downtown store for noting the various models. The maintenance of this suburban studio avoids the noise of street cars and the bustle of the downtown store, and the customers can be entertained with comfort, and at leisure. The studio has a good audience every evening and far into the night. Mr. Anderson maintains a separate organization for radio selling.

The North Mehornay Furniture Co., one of the high-class furniture stores of the city, which has sold talking machines for some years, is enlarging this department, putting in booths, which it has not used heretofore, and is concentrating on the Brunswick line. J. Carl Clinkenbeard is manager.

A new Brunswick dealer at St. Joseph, Mo., is Walter Eshelman, for eight years operating the Eshelman Music Shop, with pianos and merchandise.

The Jones Store Co., the largest department store of the city, is completing extensive remodeling operations among such institutions. The music department which is sharing in the improvements now handles Edison, Victor and Sonora as the chief lines. This department, now on the third floor, will be moved to the fourth floor in the special building, corner of Twelfth and Main, that has been given a new entrance and additional facilities. C. R. Lee, manager of the department, has devised a new idea for the booths of this section. He will have five demonstration booths that will be connected with French doors, so that the entire area may be thrown together into one room fifty by fifteen feet, for concerts. The department in October doubled the business of October, 1923.

The J. W. Jenkins Sons' Music Co. is promoting the combination Victrola with radio in its various stores, and meeting with good success. B. J. Pierce, manager of the department, remarks that so long as tastes differ there will be calls for many different kinds of musical instruments and combinations—and suggests this philosophical observation especially in view of the fact that talking machine business has increased the past month, while the radio has also been going strong through the company's special radio department.

Helen McArthur, manager of the talking machine record department of Wunderlich's, is a member of the Women's Chamber of Commerce of Kansas City, one of two women's organizations affiliated with the Chamber of Commerce of the United States, which will have an exhibition of the products made or handled by its members, in November, the third event of the kind here. Mrs. McArthur will have a good space, and will show radio and the Ampico in the Chickering, as well as machines and records.

J. B. Mahaffey, advertising manager of the Kimball Piano Co.'s headquarters here, says that during the past month consoles have been selling very well—nine out of ten phonographs being of the console type.

Wunderlich's has had such a demand for

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

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

demonstrations of the Radiola that special regulations have been required to handle the business efficiently. The new studio has sprung into instant popularity, but a large volume of the selling is done by demonstrations in the homes of prospects. Because the stock of machines is usually behind orders it is not feasible to send demonstration machines on every call, and as a result a program of selling before the machines are sent out has been made. Demonstrations are not arranged, therefore, unless the customer assures the department that he will buy the instrument if it does all that the salesman claims for it. Thirty per cent of the sales are of the combination Brunswick-Radiola. Two expert radio men have been added to the force.

Thirty-two Stations on a Brunswick-Radiola

An instance of the remarkable performance of a Brunswick-Radiola is cited by B. H. Schlain, of Albert Leon & Sons, Perth Amboy, N. J., who one night recently between the hours of 10:00 P. M. and 1:30 A. M. listened in on the following stations: WEA, New York; WJZ, New York; WFBH, New York; WJY, New York; WHN, New York; WNYC, New York; WEBJ, New York; WOR, Newark; WOO, Philadelphia; WDA, Philadelphia; WBZ, Springfield; KDKA, Pittsburgh; WGY, Schenectady; CNRO, Ottawa, Can.; WBS, Newark; WSAI, Cincinnati; WTAM, Cleveland; WNJ, Albany; WEBH, Chicago; WQJ, Chicago; KYW, Chicago; WOC, Davenport; WPAF, Elgin, Ill.; WLH, Cincinnati; WLS, Chicago; WGN, Chicago; WTAY, Oak Park; WFBG, Altoona; WHAM, Rochester; WTAP, Cambridge; WNAC, Boston; KGO, Oakland.

This remarkable program was brought in on a Brunswick-Radiola No. 30, using only two tubes and head phones.

Piquette Co. Adds Columbia

The Piquette Piano Co., 30 Elizabeth street, Derby, Conn., has been appointed to the large Columbia family. It will feature the new Columbia phonographs and the New Process Columbia records. This is a branch of the Piquette Piano Co., of Bridgeport, Conn., one of the oldest piano houses in that city.

"We advertise where it does the dealer the most good. Here's a sample of copy used in our extensive newspaper campaign. Write for discount and information concerning our time payment plan."

**THE
Lafayette
NEUTRODYNE**



IF you want perfect radio reception in your home, remember—Lafayette.

A radio instrument of usefulness without end.

A demonstration will satisfy you of its simplicity to operate; purity of natural tone; clearness for long distance; no interference; compactness and attractive appearance. Have your dealer demonstrate it.

5 tube set \$125
Reproducer \$28

THE KOR-RAD CO., Inc.

151 East 58th Street, New York

Sole Distributors

Licensed under Hazeltine Pat. No. 1450080
Made by R. E. Thompson Mfg. Co.

REPRODUCERS

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

FOR PORTABLES

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

Combining tone quality and volume with attractive price.

Write for samples and prices

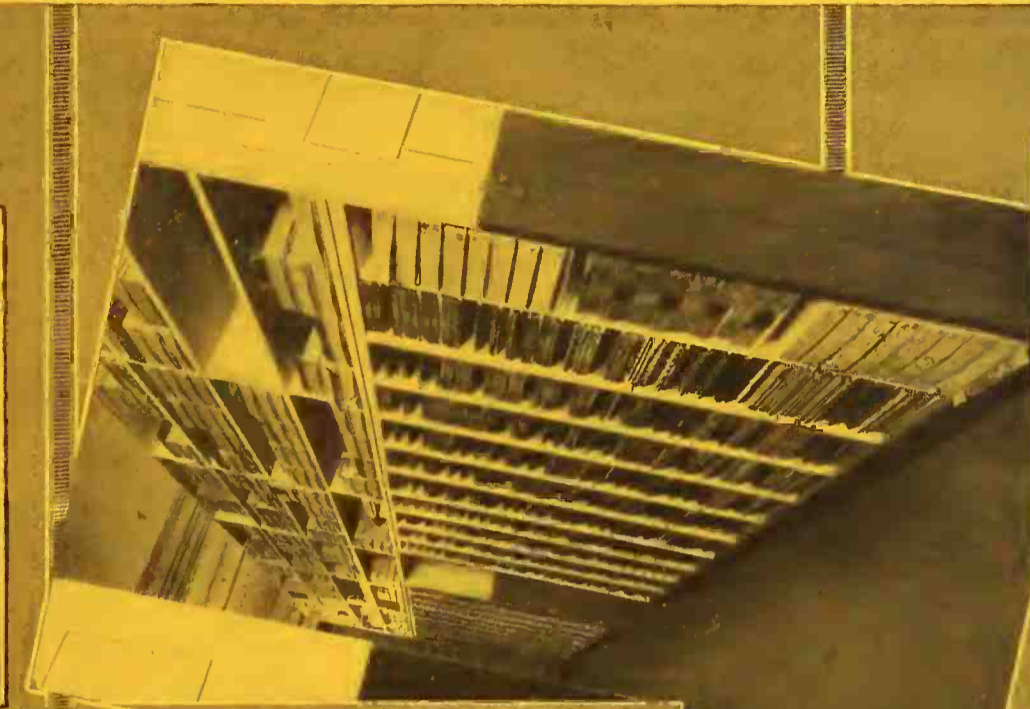
J. E. RUDELL

144 Chambers Street
New York City



No. 3

*Completeness in both Equipment and Stock
Enables Us to give Unusual Service
to Blackman Victor Dealers!*

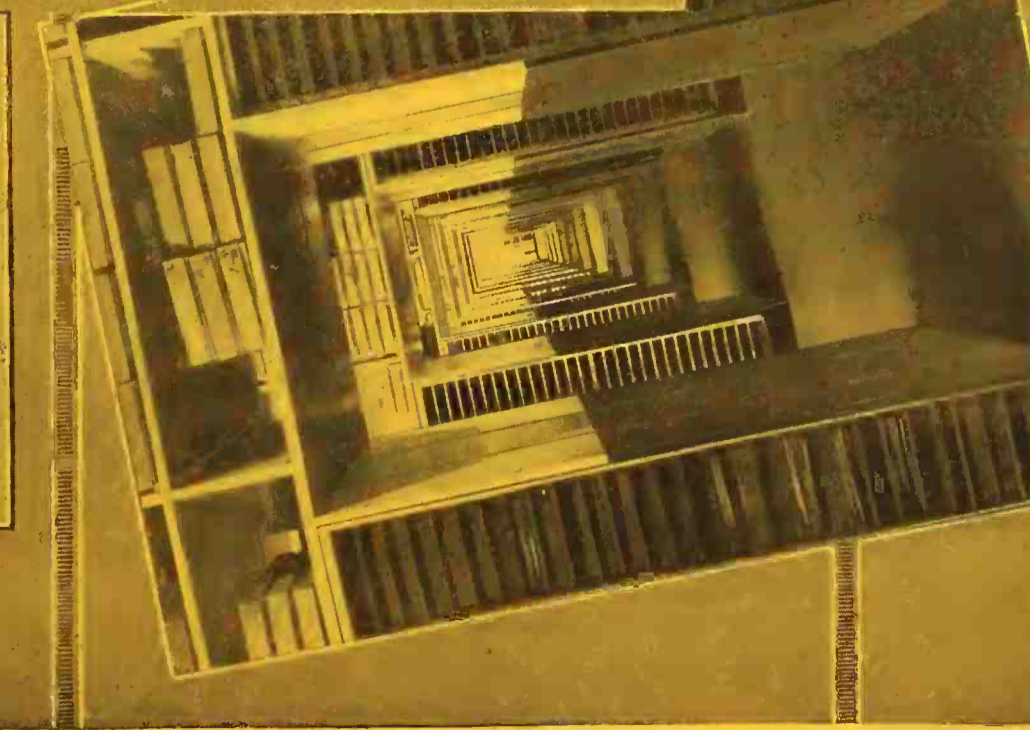


COMPLETE RECORD RACK UNIT. Side and center aisles are four feet wide. Racks are eleven feet high. Stock not exceeding 200 of a number is within easy reach. Additional stock is carried in original cases.



— Photos by Underwood's Underwood

SECTION OF DAYLIGHT RECORD DEPARTMENT where all orders are double checked before being packed and rechecked. Pleasant, healthful working conditions are important factors in maintaining an efficient working staff.



RECORD RACKS—looking down center aisle. The racks cover a floor area of over 2000 sq. ft. and have a capacity of about 750,000 records irrespective of stock carried in original factory cases, each of which contains 200 records.

Blackman
TALKING MACHINE CO.
28-30 WEST 23RD STREET NEW YORK
VICTOR DISTRIBUTORS-WHOLESALE ONLY

To know how any set will sell for you
See how it sells where sales are hardest

No. 1 **The Monotrol Rode Roughshod**
in a series **Over Radio Traditions in—**

New England is one of the hardest markets in the country in which to sell radio. No other section of the United States has such peculiar "local conditions" with such strange variations in reception. And no other radio set in America has been able to cut through these obstacles so surely, so sharply and with such surprising power as —

NEW ENGLAND

The New
SLEEPER
MONOTROL

Reg. U. S. Pat. Off.



Instances of weird reception in New England are almost without number. There is the Naugatuck Valley of Connecticut—noted for its "whispering" voices that come faint and ghostlike from even the most powerful of stations.

There is Lawrence, Mass., from which few sets can bring in even the Boston stations with a satisfactory volume and which, in consequence, has proved a Waterloo for many sets that worked well else-

where. There is Hartford, which for a long time could hardly hear Springfield and Springfield which cannot penetrate the barrage of its own local station.

The Sleeper Monotrol, however, has tremendous reserve power—a power overcoming obstacles that baffle sets of many other types. Riding roughshod over local radio traditions, the Monotrol has fairly taken New England by storm. For instance:

SPRINGFIELD, MASS.—Our New England States distributors tell us that few other sets in Springfield have heretofore been able to tune through WBZ successfully. Then came the Monotrol. A test was conducted with WBZ operating and the Monotrol brought in Mexico City without interference. Then, turning to the Northward, they caught Montreal with perfect separation and but slight difference in wave length.

LAWRENCE, MASS.—Loud speaker reception of Boston, New York, and distant stations on the Monotrol election night when hardly another loud speaker was working in Lawrence.

PORTLAND, ME.—The Monotrol, but recently introduced to Portland, has already been purchased by 35 of the most prominent citizens who declare it to be the most successful set operating in that city.

HARTFORD, CONN.—The Monotrol brings in dozens of stations that many sets of otherwise excellent reputations do not hear.

The new Sleeper Monotrol has broken down the local radio traditions in all sections of the country. Let us show you how it can solve your OWN most aggravating problems. Write for name of nearest distributor together with our sales aid plan, book and the manual—"How to sell a Radio."

John C. Sleeper

*"Inverse Duplex System
Insures National Tone Quality"*

SLEEPER RADIO CORPORATION
436 Washington Ave. Long Island City, N. Y.

CHICAGO
10 South La Salle St.

SAN FRANCISCO
111 New Montgomery St.

PERFECT RECORDS

TEAR out the coupon and mail it in. Indicate one or ten of each number, and see what you can do with a record you can merchandise. Return in thirty days if you do not like them.



Two Big Ones

by

CLIFF (Ukulele Ike) EDWARDS

- Charley, My Boy } 12158
- I Wonder What's Become of Sally } 12158
- June Night } 12153
- Insufficient Sweetie } 12153



Cliff Edwards

Eight Late Best Sellers

Dance

- Sing a Little Song } 14318
- Too Tired } 14318
- How Come You Do Me Like You Do? } 14322
- Somebody Stole My Gal } 14322
- Lucille } 14327
- Spain } 14327
- Adoring You } 14328
- There's a Bend at the End of the Swanee } 14328
- The Little Old Clock on the Mantel } 14329
- That's Georgia } 14329
- Put Away a Little Ray of Golden Sunshine for a } 14316
- Rainy Day } 14316
- Don't Blame It All On Me } 14316

Vocal

- Oh You Can't Fool An Old Hoss Fly } 12157
- No One Knows What It's All About } 12157
- The Pal That I Loved Stole the Gal That I Loved } 12151
- Tell Me You'll Forgive Me } 12151

PERFECT RECORD CO.

34 Grand Avenue

Brooklyn, N. Y.

Send in this Coupon for thirty-day trial records.

PERFECT RECORD CO.,
34 Grand Ave., Brooklyn, N. Y.

Gentlemen:
Please send me (one) (ten) of the above numbers for a thirty-day trial.

Name

Address

AMRAD

"The Voice of the Air"

Presents a New

NEUTRODYNE

Two-Dials, Five-Tubes

AMRAD was one of the first to adopt the now famous Hazeltine-Neutrodyne. But instead of bringing out "just another Neutrodyne" much time was spent in checking the advantages and disadvantages of existing types. The knowledge gained from nine years' experience in radio manufacturing was applied.

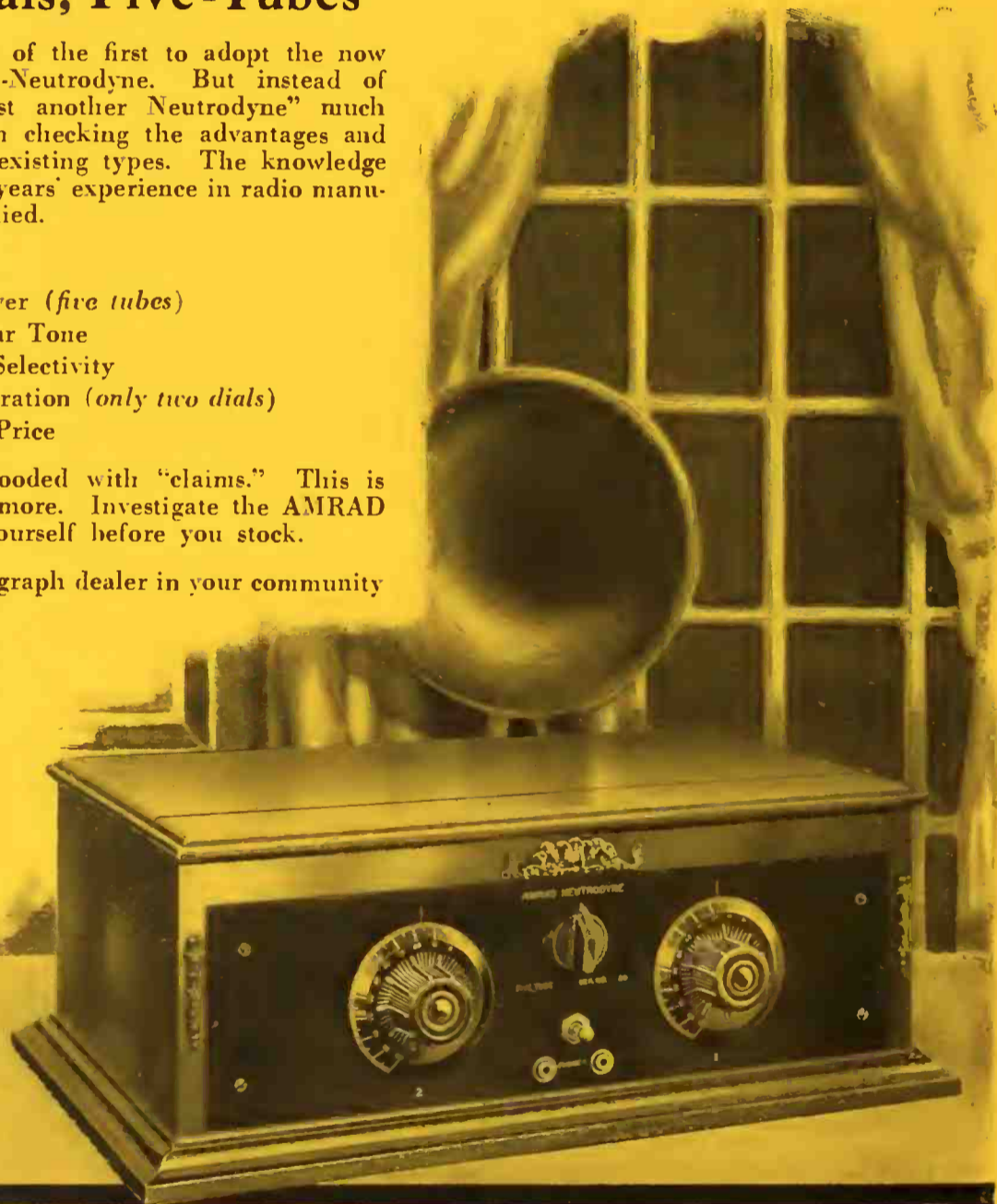
The result—

- Real Power (*five tubes*)
- Fine Clear Tone
- Positive Selectivity
- Easy Operation (*only two dials*)
- Popular Price

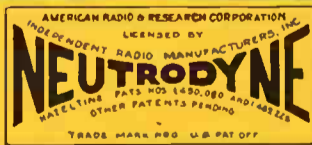
The market is flooded with "claims." This is NOT simply one more. Investigate the AMRAD Neutrodyne for yourself before you stock.

To just one phonograph dealer in your community we have an attractive proposition. Write today to Dept. W for details and description of this wonderful set.

*Price
only
\$85*



American Radio
and Research Corp.



Dept. W.
Medford Hillside, Mass.

Third National Radio Show in Gotham

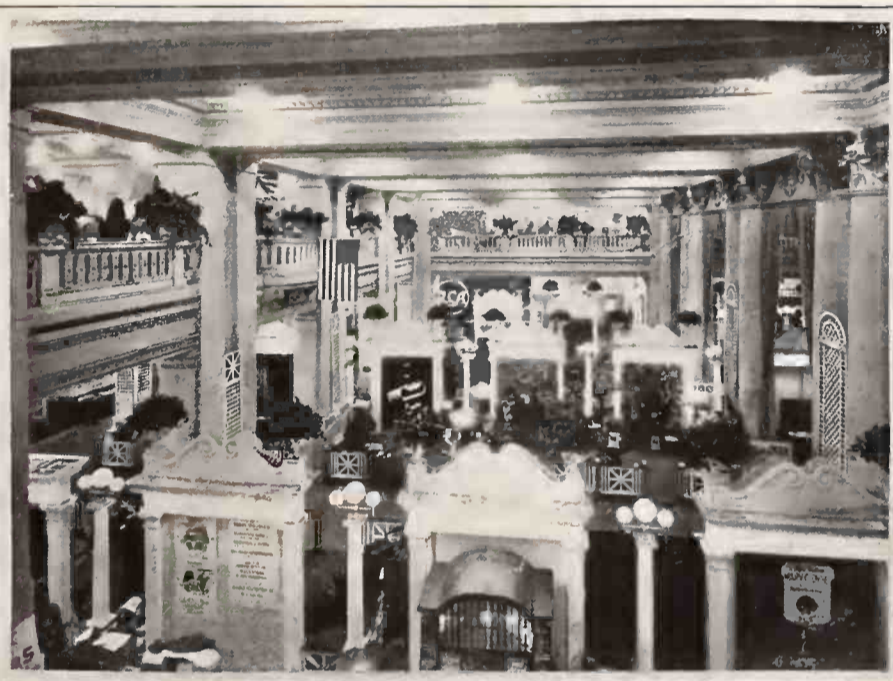
Grand Central Palace, New York, Crowded With Exhibits of the Products of Leading Radio Manufacturers and Wholesalers—Intense Interest Displayed by Public and Trade in Varied Lines

Once again have those who are interested in radio and who are located in and about New York had the opportunity of viewing the products of the various manufacturers under one roof and judging the relative merits of various well-known receivers and accessories through the medium of the Third Annual National Radio Show, held at Grand Central Palace, New York, during the week of November 3 to 8, under the auspices of the American Exposition Co. Approximately 150 exhibitors had displays at the show, which filled not only the space on the main floor of the Palace, but took up the

taken cognizance of the fact that there are several classes of radio buyers and that those with a limited amount to spend are quite as much interested as their wealthier friends in getting a receiving set that will be attractive in appearance, as well as satisfactory in operation, and the result has been the offering of several models in each line designed to meet various tastes in cabinets and practically all types of pocketbooks.

Among the manufacturers of loud speakers there is a tendency to produce models that will prove attractive in the home, as well as

The show received official recognition at the opening on Monday night when Governor Alfred E. Smith of New York delivered an address at the Palace which was broadcast direct through Station WJZ of the Radio Corp. of America. On Tuesday evening there was a special frolic participated in by Eddie Cantor, well-known comedian; Vincent Lopez and His Hotel Pennsylvania Orchestra, and other artists for the combined benefit of the Wounded Soldiers Radio Fund and the Actors Fund of America. During the week there were a number of other events of public interest featured



Two Views Showing the Attractive Arrangement of Displays at the Third Annual National Radio Show in the Grand Central Palace

full balcony space, the entire arrangement of the show being most attractive and designed to afford each exhibitor an excellent opportunity for displaying his product to advantage.

The show at the Palace again demonstrated the fact that the production of radio receiving sets is being stabilized with great rapidity and likewise that manufacturers, having developed the receiving mechanism proper to a high degree, are finding time to give attention to the proper casing of the instruments so that they may be displayed and sold as complete units and find a welcome place in the home.

A great majority of the manufacturers have

serve their strictly utilitarian purpose. On the whole, the show served to emphasize forcefully the fact that developments in the radio receiver field are coming with great rapidity and that they are all calculated to make that industry stable and permanent.

Incidentally there were shown in a great majority of the exhibits at least one or two special models encased in hand-carved or elaborately decorated cabinets, a number of them in authentic period styles and designed to fit well into the most elaborate drawing-room, thus providing a product for the discriminating and well-to-do.

at the Palace, which served to draw a substantial attendance to the exhibit.

The talking machine trade recognized the affair through the medium of The Talking Machine and Radio Men, Inc., which organization had a large booth at the show where members were in attendance at all times. It was against the rules of the show for the exhibitors to sell any merchandise and visitors who indicated the desire to purchase sets or accessories were referred to the association booth, where they were directed to the establishments of members nearest their homes having the desired line.

Leading Exhibitors and Their Products

Radio Corp. of America

The Radio Corp. of America was not only responsible for one of the finest and most artistic trade exhibits ever shown in any industry, but also sponsored the various broadcasting events that took place during the week of the show. Owing to its many activities in the radio industry, the company maintained several exhibits in various parts of the Palace; the principal display being on the main floor. This exhibit carried a background of exceptional beauty with the furniture and decorations in complete harmony with the products shown. Among the Radiolas on display were the Super-heterodyne, Regentflex, X, VIII, III-A, III, Brunswick-Radiola 360, Brunswick-Radiola 160 and the Radiola balanced amplifier. Another instrument shown was a very handsome Italian Renaissance model with a Radiola super-heterodyne and a large panel showing all the parts used in the super-heterodyne which attracted wide attention.

On the second floor of the Palace, the WJZ broadcasting studio, owned and operated by the Radio Corp. of America, maintained attractive quarters and many broadcasting programs were presented by the studio during the show. In another section on the second floor the high-power division and the marine and trans-oceanic services of the Radio Corp. were featured by separate exhibits, which were keenly appreciated by radio enthusiasts. George H. Clark, exposition director of the Radio Corp. of America, was in charge of all the exhibits and he

also directed personally the radio broadcasting programs.

De Forest Radio Co.

Dominating the booth devoted to its receiving sets the new De Forest five-tube D-14, in its handsome burl walnut cabinet, self-contained loud speaker, batteries and loops, attracted the attention of the trade and public. The De Forest Radio Co. also exhibited the popular D-12 and the new De Forest loud speaker. A unique feature of the exhibit was a mirrorscope directly connected to a set that enabled the radio fans to "see" the waves carrying a program from one of a dozen or more broadcasting stations. Another De Forest booth was exclusively devoted to Audion tubes. This exhibit was educational in character, showing the evolution of the vacuum tube to its present state of efficiency.

Brunswick-Balke-Collender Co.

Brunswick-Radiolas were displayed in an artistic exhibit, prepared under the direction of Harry A. Beach, Eastern sales manager of the Brunswick phonograph division. Among the Brunswick-Radiolas on display were models 360, 100, 260, 160, 30 and 35, and these popular instruments were the center of attraction during the week. Visiting dealers were particularly impressed with the artistic cabinet designs, and the many exclusive features that characterized the Brunswick-Radiola line as a whole. Assisting Mr. Beach at the exhibit were H. Emerson Yorke, Geo. A. Lyons, Mrs. Haenle and the members of the sales staff.

Sonora Phonograph Co., Inc.

The Sonora Phonograph Co., Inc., presented a comprehensive display of the various products manufactured by the company, including a Marquette console, radio adaptable; the Touraine console, radio adaptable for the Federal 135 set; the model 241 Sonoradio combination; Sonoradio 242 combination with the new metal panel that will be announced shortly; the popular Sonora radio speaker and the Sonoradio reproducer as a separate unit. R. H. Meade, assistant advertising manager of the company, was in charge of the exhibit, and C. C. Henry, radio engineer, was also present.

Th. Goldschmidt Corp.

N & K products, made by the Th. Goldschmidt Corp., New York, were attractively featured in a booth which utilized a scene in a living-room as its background. Among the products displayed were N & K loud speakers and head phones and the N & K phonograph unit, which attracted considerable attention. J. B. Price, in charge of sales and advertising for the Th. Goldschmidt Corp.'s radio division, was on hand throughout the week, assisted by Harry Kamen.

Adams-Morgan Co.

The Adams-Morgan Co., Inc., Upper Montclair, N. J., manufacturer of the Paragon radio receiving set, sponsored the first public display of the company's new models consisting of two, three and four-tube sets. A great deal of interest was evinced in the fact that the new Paragon sets employ only a one-dial control, and, therefore, lend themselves to simplicity of operation. J. B. Renwick, Jr., general sales manager of the company, was present at various times during the show; Harry L.

(Continued on page 98f)

The DAY-FAN Line

There is a DAY-FAN set for every home



DAYRADIA



OEM

The OEM-7
four tubes, \$98.00

The OEM-11
three tubes, \$90.00



DAYOLA

The DAYRADIA complete (except tubes) with A & B batteries and special silent, built-in re-charging equipment.....\$225.00

EVERY set, regardless of price, has that important and distinctive DAY-FAN achievement

ALL DIAL SETTINGS THE SAME FOR EVERY SET, EVERYWHERE, ON EVERY ANTENNA



DAYCRAFT

The DAYOLA with B battery compartment.....\$125.00

You don't have to log DAY-FAN sets. A complete list of all stations with corresponding dial settings for the wave length is given with each set. Simply turn the pointers to desired station—and listen in.



DAYTONIA

The DAYCRAFT with built-in phonograph loud speaker and B battery compartment.....\$160.00

There is a model for every taste and purse, and each one embodies the same remarkable qualities of tone, volume, selectivity, simplicity of operation and beauty which distinguish the DAY-FAN OEM Receivers.

Write for literature

The DAYTON FAN & MOTOR CO.

Manufacturers of High-Grade Electrical Apparatus for more than 35 Years

DAYTON, OHIO.

Two sales in one for dealers who carry the RCA 3-A Set or the Crosley Trirdyn 3R3

In a few brief months the radio business has come to the same point that it took years for the talking machine business to reach.

High-grade phonographs are sold in high-grade cabinets.

So it is with the better radio receivers.

Sell the RCA 3-A and the Crosley Trirdyn 3R3 in these substantial cabinets and you make two sales instead of one.

Your turnover is doubled and up go your profits.

For interested dealers we have the most timely proposition of the year.

"QUALITY PRODUCT AT LOW LIST AND LONG DISCOUNT"

Special "R-5" Cabinet for the RCA 3-A Set



"R-5" Cabinet Open

Two-tone mahogany or walnut finish

The "R-6" Cabinet for the Crosley 3R3



"R-6" Cabinet Open

Two-tone mahogany or walnut finish

Enabling the dealer to retail the complete outfit consisting of Radio Set, Cabinet, Loud-Speaker Unit, Ear Phones, Tubes and Batteries at \$150.00 with a handsome margin of profit.

The Only Cabinets

Accommodating these sets with built-in loud-speaker horn of sound-board spruce bell.

- (a) *Projecting the sound out of the top of cabinet—*
- (b) *With the lid deflecting the sound waves forward—*
- (c) *Producing head-phone quality in loud-speaker volume.*

The set occupies the accepted and convenient slanting position. Ample space for batteries and charger. No corrosion—a gas-fume-tight partition separates the battery compartment from the set itself.

Binding posts in both compartments take care of all connections.

MANUFACTURERS PHONOGRAPH COMPANY, Inc.

GEO. W. LYLE, President

95 Madison Avenue

New York

ZENITH RADIO

TRADE MARK



\$550

**The New 6-Tube
Super-Zenith**

(Non-regenerative)

Other Models \$95 to \$350

A Fixed Policy • that means real profits for Zenith Dealers

To make real money with radio, a music merchant must handle sets that sell readily, require a minimum of service, give permanent satisfaction, offer a liberal margin of profit. Zenith—made *by* music men, *for* music men, at a music man's *discount*—completely meets these needs. Observe this parallel:

Your Needs . . .

- 1—A product that conforms unfailingly to standards of the highest excellence.
- 2—A product that can be depended on to set the pace in radio advancement.
- 3—A line wide enough to fit any prospect who really wants radio results.
- 4—Radio sets that look to be worth every dollar you ask.
- 5—Assurance against price-cutting.
- 6—A fair and equitable discount.
- 7—Extensive national advertising.



What Zenith Offers . . .

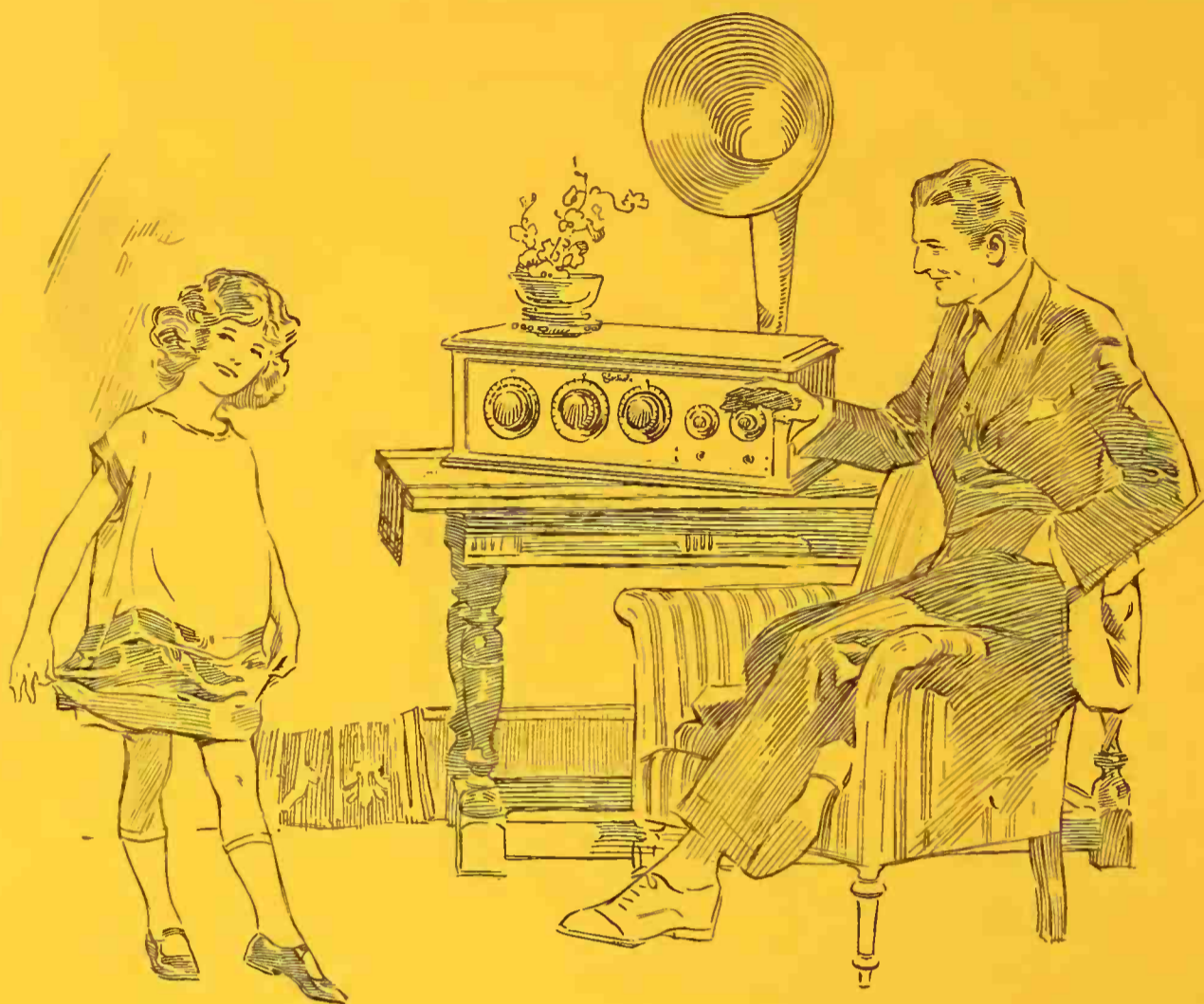
- 1—In point of performance, receiving sets of supreme distinction—witness Zenith's record with MacMillan at the North Pole.
- 2—Leadership in radio engineering sensationally witnessed in the new and distinctive Zenith circuit, Zenith tuning control, Zenith battery eliminator, Zenith duo-loud speakers.
- 3—Seven models, headed by the Super-Zenith shown above and ranging in price from \$95 to \$550.
- 4—Such artistry of design, such finished craftsmanship, that Zenith models hold equal place, in point of beauty, with the finest musical instruments in the merchant's store.
- 5—The absolute restriction of the Zenith franchise to legitimate merchants of real standing in their respective communities.
- 6—A margin amply sufficient to permit the dealer to render generous service and at the same time to make a handsome profit. And—one discount only, *the same to every dealer.*
- 7—Powerful and continuous advertising in the leading national magazines and radio publications—which, in conjunction with Zenith's unique publicity, makes Zenith the most widely advertised radio on the market.

Within the past sixty days hundreds of the best-known and most aggressive music merchants have been quick to enlist under Zenith's banner. A few territories are still open—but—they are going fast. Wire about yours—today.

Zenith Radio Corporation, McCormick Bldg., Chicago

Electrola Standard
a five-tube tuned
radio receiver
of great volume
and tone beauty,
\$100.00.

Electrola Grand
with self-contained
loud speaker and
battery compart-
ments, \$150.00.



“Our House Is Filled With Music”

When Electrola comes into the home, it brings into it something more than a fine radio receiver.

It brings such stunning and sonorous volume that, when desired, the whole house will be flooded with the rhythmic crash of the dance music, the boom of the drum, the silver jangle of the cymbals. Yet it brings also such sensitiveness that no slightest whisper will be lost of the voice of the orator, a thousand miles away.

Electrola is a five-tube tuned radio frequency circuit which does not employ or require the use of neutralizing condensers, potentiometers, or any such device to prevent oscillation. The stability is in the circuit itself, and not in any external balancing device.

Electrola is easily tuned and has the minimum number of controls. It can be used on any outdoor or indoor aerial.

Every piece of apparatus used in this receiver is made in our own factory and specially designed by us. This is not an assembled set made up of one part made here

and another part made there. This is a set in which every part is made by us, and so we know all about the quality that goes into this receiver.

Electrola is, of course, a long distance receiver of great selectivity, and covers the broadcasting range of 250 to 550 meters.

Its distinctive characteristic is its sound-beauty, which has caused it to be called “The Symphony Orchestra of Radio.”

Its next characteristic is its remarkable volume, accompanied by distance, range and great selectivity.

Talking machine dealers prefer Electrola because it is a musical instrument, giving their customers the same high quality service as a grand piano of standard make. The remarkably low price makes Electrola a quick seller—the liberal discounts make the Electrola line a profitable one to carry. Territories now being assigned—write, call or wire for full particulars.

THE AMERICAN SPECIALTY COMPANY

America's Oldest Manufacturers of Radio Parts

168 HOLLAND AVENUE, BRIDGEPORT, CONN.

Electrola

The Symphony Orchestra of Radio

Beauty—Volume—Quality—Low Price

Pittsburgh Retailers Turn Attention to Sales Promotion Plans for Holidays

Passing of Election Brings Feeling That Trade Conditions Are Due for Improvement—Joseph Horne Co. Displays Prove Effective "Salesmen"—New Lines Added—Changes in Standard Co.

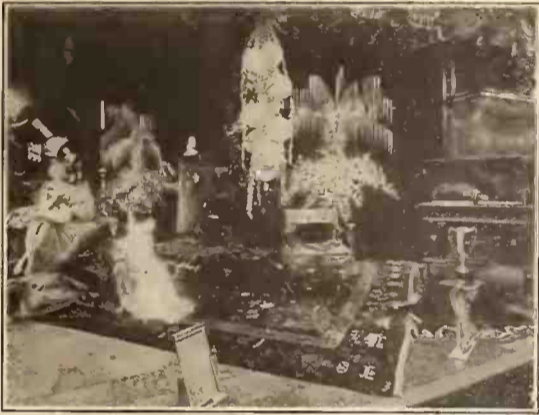
PITTSBURGH, PA., November 8.—With the election past and the glamour of campaign festivities history, the talking machine and radio dealers here have turned their attention toward the promotion of their businesses. Now the "decks are cleared for action" and there is a general feeling among distributors and retailers that from now on business will improve.

Bright Victor Outlook

At the Standard Talking Machine Co., Victor distributor, it was stated that the outlook for business is excellent. The general view of the jobbers is to the effect that retail dealers' stocks are rather low and that many of them have been doing business on a "hand-to-mouth basis." Now, with every indication of a brisk demand for talking machines, it is the opinion of the jobbers that the retailer should see that his stock of talking machines and records is in keeping with the demand that is bound to come.

Artistic Window Display

One of the most attractive window displays that have been seen in the show windows of any merchandising establishment of this city was



Attractive Window of the Joseph Horne Co. that which recently occupied the store front of the Joseph Horne Co., Brunswick dealer. The accompanying illustration gives an idea of the beauty of the display. A black velvet drapery forms the background, with a mirror in a gold filigree frame hanging in the center. A Brunswick-Radiola occupies the center of the display, directly in front of the mirror, standing on a platform which is covered with a beautiful Chinese rug. A model dressed in a dark red velvet gown stands to one side. At each side of the instrument there is a gold-leaf tree with orange chenille sprays.

New Edison Agencies

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, reports the outlook for the Fall and Winter season for the Edison line as very satisfactory. Three new Edison dealers have been added to the list of Edison retailers served by the Buehn Co. They are the Navenshegg Music Co., Conemaugh, Pa.; Aaron Furniture Co., Brownsville, Pa., and J. P. Perlman, New Castle, Pa.

Hardwick Music Co. to Incorporate

Application for a Pennsylvania charter will be made on December 1 by Mary T. Hardwick, Joseph E. Hardwick and Roy Cunningham, of Uniontown, Pa., for a corporation to be known as the Hardwick Music Co.

Standard Co. Is Featuring Radio

The Standard Talking Machine Co. has a showroom on the second floor of its large building set aside for the display of the radio outfits that are sold in connection with the Victrola. The Federal and Freed-Eisemann radio receivers are also on display.

Successful Business Trip

J. L. DuBreuil, manager of the Pittsburgh Phonograph Distributing Co., Sonora phonograph, Sonoradio and Vocalion record distributor, reports a very satisfactory volume of business for the three lines. Mr. DuBreuil, in company with J. A. Endres, who is associated as

traveler with the company, returned from a business trip to northwestern Pennsylvania. Both Mr. DuBreuil and Mr. Endres stated that business conditions were much improved. As a result of their trip a full line of Sonora phonographs and the Sonoradio will be handled by the Frew Furniture Co., of New Castle, Pa., which has a modern and up-to-date department. They also secured the firm of W. C. DeForeest & Son, of Sharon, Pa., to handle the Sonora line, as well as the Miller Furniture Co., of Oil City, Pa.

Another firm which has taken on the Sonora and Sonoradio lines is George Solberg, of Jeanette, Pa.

Personnel Changes at Standard Co.

J. O. Callander has been placed in charge of the radio service department recently installed by the Standard Talking Machine Co. He is an expert in the radio line and is able to confer and advise with dealers in an intelligent manner relative to the radio-Victor installations.

E. A. Ferguson, for the past five years connected with the Standard Talking Machine Co., resigned to accept a position with the I. T. Holland Co., of Cumberland, Md. On leaving Pittsburgh, Mr. Ferguson was tendered a testimonial dinner by his former Standard associates, who wished him unbounded success in his new field of labor.

Player-Tone Co. Busy

"Our business is increasing right along and there is every indication that sales for the Fall and Winter seasons will be larger than ever," was the statement of I. Goldsmith, president of the Player-Tone Talking Machine Co., with offices at 632 Grant street. Mr. Goldsmith emphasized the fact that the Player-Tone "talker" and radio combinations, which are equipped with four and five tube sets, are proving "very brisk sellers."

Employes' Association Ball

The Eureka Stores Employes' Association, of the Eureka Stores, Windber, Pa., Victor dealers, held their annual masquerade ball in the Recreation Hall on October 28. More than 200 of the employes and their friends participated. The first prize was awarded to Mr. and Mrs.

QUALITY RECORD

Pressing

SANDERS, Inc.

SPRINGDALE, CONN. Near Stamford
Telephone Stamford 3980

Ward Crist, who impersonated "Mr. and Mrs. Jiggs."

Ad Drive on Brunswick-Radiola

The Kaufmann & Baer Co. featured the introduction of the Brunswick-Radiola in its large store by an extensive advertisement in the daily newspapers. J. C. Wilson, manager of the talking machine department, stated that the demand for phonographs and records is improving.

The Esenbe Co. in New Home

The Esenbe Co., conducted by Swartz & Buehn, which was located at 37 Water street, is now located at 909 Penn avenue. The firm is exclusive wholesaler in the Pittsburgh district for the Colin B. Kennedy equipment, Atwater Kent equipment, Pooley radio cabinets and Jewel and Oro-Tone portable phonographs.

Satisfactory Music Master Sales

Frank Dorian, manager of the local offices of the Music Master Corp., stated that sales for October were away ahead of October of last year and that the outlook for future business was "exceedingly bright." Mr. Dorian returned from a visit to the general offices at Philadelphia, where he was in conference with Walter L. Eckhardt, president of the corporation.

News Gleanings

Announcement has been made by Pomeroy's, Inc., of Harrisburg, Pa., that it has purchased the entire Victor stock of the P. M. Oylor Co., of Harrisburg, and secured the Victor franchise. The Pomeroy Co. for some time past has been handling the Brunswick and Cheney.

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., stated that "the outlook for a brisk Victor business was never better."

H. C. Niles, of the Starr Phonograph Co., reports very satisfactory sales of Starr phonographs and Gennett records.

Exclusively Wholesale Service in the PITTSBURGH DISTRICT

Colin B. Kennedy Equipment
Atwater Kent Equipment
Pooley Radio Cabinets
French Ray-O-Vac Batteries
Exide Storage Batteries
Gold Seal Homchargers
Music Master Loud Speakers
Weston Radio Plugs
Pennsylvania Radiophones
Brach Antenna Sets

Jewel and Oro-Tone Portable Phonographs

ESENBE CO.

SWARTZ & BUEHN

909 Penn Avenue

Catering especially to music dealers

Pittsburgh, Pa.

1925 Advance

~ featuring the

PhonoradiO

In the PhonoradiO we offer the greatest selling opportunity of the year. It is one instrument that suits every taste. Both radio fan and music lover welcome this wonderful instrument.

The PhonoradiO is the ideal combination of phonograph and radio. It takes the music—the voices—the news out of the air, or makes the great artists of the past repeat their inspired moments. The PhonoradiO changes from radio to phonograph without attachments or detachments. It is one instrument that brings to the home all the great music of the past and present.

The PhonoradiO is the Complete Entertainer

The combination of famous makes of radio with the new Emerson Phonograph means the best of entertainment always. It is one instrument that suits every mood and every fancy. Often there comes a longing to hear one of the old-time songs—or to hear the opera when it is not "on the air." Then nothing can take the place of the phonograph. Or when over the radio you hear a catchy melody, it is a satisfaction to know that you can get a record and hear as many encores as you wish. Also, when radio concerts do not happen to strike your fancy, it is pleasant to hear again the music you love at the touch of a lever from the phonograph.



"VERDI"



"MOZART"



"WAGNER"

Announcement

Three new console models—Each one equipped with new full-floating “Music Master” Horn

*Nothing can take the place of Radio
Nothing can take the place
of the Phonograph*

Each has its place. The Phonograph not only gives all the music of the past—but is the only means of hearing again the golden voice of Caruso and other great artists who have passed on. The Phonograph is the only instrument that immortalizes the voice of the artist. The Radio is the only instrument that enables people thousands of miles apart to hear a great speaker as he speaks—to listen in on a convention—to dance to an orchestra while it plays.

The PhonoradiO, therefore, has the greatest possible selling appeal to the greatest possible number of people because this one instrument gives all that the Phonograph and all that the Radio can give.

Three Propositions Concentrated on Three Console Models

Besides offering you a better deal this year—we have focused all our resources into offering you three definite propositions on three console models that cover the whole buying demand.

Proposition No. 1

The PhonoradiO. By far the greatest demand will be for the PhonoradiO, the ideal combination of the new Emerson Phonograph and Radio. The PhonoradiO is offered in three console models—the Mozart, Verdi, and Wagner with option of 4 Tube Federal Non-regenerative or 5 Tube Howard Neutrodyne. The PhonoradiO is the only combination equipped with the famous 5 Tube Howard, Coast to Coast Neutrodyne Panel.

Proposition No. 2

The new Emerson Phonograph—equipped for radio installation. This is offered in Mozart, Verdi and Wagner console designs. This includes the Duo-tone Controlla, Music Master Horn and loud speaking unit, battery compartment (with rubber mat) and rear door, also binding posts for antennae and ground connections. These consoles have all the features of the PhonoradiO except the set itself. You can readily see the opportunity for selling proposition to people who already have a radio or who have a preference for a certain set.

Proposition No. 3

This is, of course, the new Emerson Phonograph in Mozart, Verdi or Wagner Consoles. Each of these phonographs is manufactured so radio may be installed at any time, but the models are *not* equipped with the Duo-tone Controlla, loud speaking unit or antennae and ground connections. Battery compartment is obtained by taking out the removable record shelf. Cover on upper left side of console is separate with trimmings, including automatic lid support and a finished panel is shown on inside. Radio can be installed into this panel at any time.

WASMUTH-GOODRICH COMPANY, Peru, Indiana
Manufacturers of the PhonoradiO and Emerson Console Phonographs

Representatives of Wasmuth-Goodrich Company:
H. J. BLYGH, *Eastern Sales Representative*, 114 Chambers St., New York City
T. W. HINDLEY, *Central States Sales Representative*, Care of Wasmuth-Goodrich Co., 1022 Republic Building, Chicago, Ill.
L. W. FREEMAN, *Southern Sales Representative*, Box No. 250, Atlanta, Ga.
L. K. MARKEY, *Pacific Coast Representative* 180 New Montgomery St., San Francisco, Cal.

New PhonoradiO Features

1. **THE MUSIC MASTER HORN**, full floating is an exclusive feature of the PhonoradiO. It is the horn nationally advertised for radio amplification. Made of straight grained spruce—the violin wood of the famous Stradivarius it gives both to the radio and phonograph that rich resonance and purity of tone that delights the musical ear. This full floating horn hangs suspended in perfect balance wholly free from contact with the cabinet—a feature of the utmost importance. The tone chamber is of cast aluminum, noted for freedom from blast or distortion. Remember no other phonograph radio combination has this feature.

2. **DUO-TONE CONTROLLA**. This is a patented feature of the PhonoradiO that makes it possible to change from phonograph to radio at the touch of the finger.

3. **DECORATIVE COPPER SCREENED GRILL**, in front of horn.

4. **DISAPPEARING DROP DOOR**. The door in front of horn drops vertically and disappears under Music Master Horn Chamber.

5. **REAR BATTERY DOOR**. On all PhonoradiO models and also on consoles equipped for radio installation, a door at the rear offers easy access to battery compartment.

These and many other features, such as improved automatic stop, flat top with automatic supports—Heineman guaranteed motor, velvet turntable covering assures you that in the PhonoradiO you have an instrument that will impressively convince any customer that it is the greatest value in the country.

Radio used comes to you fully guaranteed by the manufacturer

Think over these three propositions

Can you think of anything anywhere that offers you such unlimited sales opportunity in such a concentrated form?

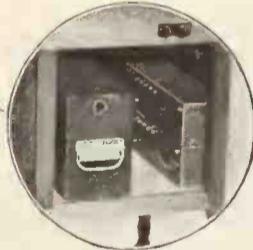
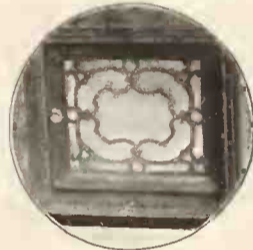
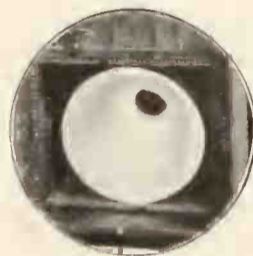
There are only three console designs to stock. Yet these designs offer you PhonoradiO—Emerson “Specials for Radio Installation”—or Emerson Phonograph.

In the new Emerson Phonograph you have the peer of any phonograph in the world.

In the Federal and Howard Neutrodyne you have the peer of any radio. In the PhonoradiO Consoles—you have a value in dollars and cents that cannot even be touched anywhere else at the price.

Get busy to collect your profits.

Send Coupon for 1925 Special Offer on PhonoradiO



Wasmuth-Goodrich Co.,
Peru, Ind.

Gentlemen: Please send me details of your Special 1925 Offer on PhonoradiO.

Name.....

Address.....

Dinner to Introduce R. A. Weagant and W. H. Ingersoll

Howard W. Dickinson, of Geo. Batten Co., Host to Press Representatives at "Introduction Dinner" to New De Forest Officials

Howard W. Dickinson, vice-president of the Geo. Batten Co., one of the country's foremost advertising agencies, was the host to a gathering of newspaper and trade paper representatives at an informal dinner given on October 31 at Browne's Chop House. The Geo. Batten Co. is in charge of the advertising program sponsored by the DeForest Radio Co., and Mr. Dickinson gave this dinner in order that the members of the "Fourth Estate" might become acquainted personally with Roy A. Weagant and Wm. H. Ingersoll, of the DeForest organization. Mr. Weagant has just joined the DeForest Radio Co. as vice-president and chief engineer in charge of technical activities, and Mr. Ingersoll, who has been a member of the DeForest forces since last June, in charge of advertising and sales, was recently elected vice-president of the company.

Mr. Dickinson, who is widely known in advertising and sales circles throughout the country, officiated as toastmaster and in a semi-humorous address told the guests present something of the personal qualifications of the two new vice-presidents and, seriously speaking, told briefly of the important and far-reaching plans for expansion which had been perfected by the DeForest Radio Co. As the first speaker of the evening, Mr. Ingersoll, who is a recognized authority in the sales and advertising fraternity, outlined his plans for the coming year and paid a tribute to the work of the Victor Talking Machine Co. in the talking machine industry. Mr. Ingersoll pointed out that the field for the proper distribution of radio products was unlimited and emphasized the points of similarity between the merchandising problems confront-

ing both the radio and talking machine industries.

Dr. Lee DeForest, internationally famous as an inventor, made one of his characteristic addresses, replete with reminiscences and good cheer. Roy A. Weagant, who for many years has been prominent in the radio invention world and who is a leading figure in the industry, made an interesting address that was keenly enjoyed by all present. He stated that there were three epochs in radio, the first one being when radio was used for communicating with ships at sea, the second the adaptation of radio for communication with the business world and third, the use of radio as a medium for entertainment.

In addition to the members of the newspaper and radio press, there were also present at the dinner Theodore Luce, president of the DeForest Radio Co.; Arthur D. Lord, Wm. Ingold, vice-president of Pynchon & Co.; Wm. Buchsbaum, Barstow & Co.; Walter Darby, Darby & Darby; Gail Murphy, Geo. Batten Co., Inc., and H. G. Layton, of the De Forest Radio Co.

H. Kamen's Successful Trip

Harry Kamen, New England representative for N & K products, made by the Th. Goldschmidt Corp., New York, returned recently from a very successful trip through this territory. He succeeded in closing arrangements with the great majority of well-known jobbers in New England who are equipped to distribute N & K products, and his trip was marked by sales totals far beyond all expectations indicating the popularity of this line.

The Victor foreign language releases for November include records in the following tongues: Hebrew and Yiddish, Greek, Italian, Bohemian, Finnish, Lithuanian, German, Mexican, including Spanish selections recorded for Mexico, Norwegian, Polish, Slovak, Swedish, and Ukrainian.

Plaza Co. Introduces the "Regal" Portable

The Plaza Music Co., manufacturer of the well-known Pal portable talking machine, recently introduced a new model portable called the "Regal" which is being marketed at an extremely popular price. According to the sales department of the Plaza Music Co. the Pal portables are selling almost as heavily at this



The "Regal" Portable

season as during the Summer months. With the presentation of the new "Regal" portable, the combined sales have increased materially. Many dealers who are already handling the Pal portable are also including the new "Regal" model in their stocks. The retail prices of each model will appeal to different pocketbooks, therefore, the inclusion of both models by dealers does not make a competitive problem. The Plaza Music Co. intends to continue its drive on portables throughout the Winter months. Last year the Pal sales achieved a remarkable total during the Winter months and the Plaza Co. expects, if anything, a further increase in the demand for these popular priced machines.

Newport Radio Receivers Popular With the Trade

The Newport Radio Corp., of New York, has been enjoying an excellent demand for its product in the talking machine field under the direction of its new president, Robert H. Granzen, who for a number of years was associated with the Brunswick Co. The attractive appearance of the receivers, combined with their selectivity, range and tone quality, has made a strong impression on the public, and the fact that the receivers are constructed with a sub-panel base so that all wiring is hidden, appeals to the dealer who has found that this arrangement discourages meddling by buyers inclined to experiment.

The Newport radio receivers are manufactured in three styles designed to meet various demands, and are merchandised under a plan that is calculated to protect the interests of the legitimate dealer and promote good will between manufacturer and retailer. A widespread advertising campaign in the leading national publications has had the effect of bringing a substantial volume of new business directly to the dealers' stores.

Tom Drier hit the nail on the head recently in Forbes Magazine when he said: "The man whose only hold on his customers is that his prices are a shade lower than his competitor's has a mighty insecure business. The wise man makes his service superior, and then the price element drops down where it belongs."

THE THIRD ANNUAL CHICAGO RADIO SHOW

COLISEUM, NOV. 18, 19, 20, 21, 22, 23, 1924

Cordially Invites All

MUSIC and RADIO DEALERS

To Attend

THE GREATEST EXHIBITION OF RADIO PRODUCTS EVER HELD

VERITABLY

"A RADIO WORLD'S FAIR"

200 Manufacturers Have Reserved Every Foot of Space

JAMES F. KERR, *General Manager*

ARISTOCRAT MODEL

The Bestone V-60 five-tube receiver in beautiful, distinctive, antique polychrome cabinet, with built-in high-grade loud-speaker and battery compartment.

List, \$165.00



BESTONE V-60

The Aristocrat of Radio

**A Xmas Gift that will
Thrill, Satisfy
and Serve**

Sell the finest of all Radio Receivers for Xmas trade—the one every one knows as the peer of them 'all—THE BESTONE V-60.

Gives a new meaning to the word Radio.

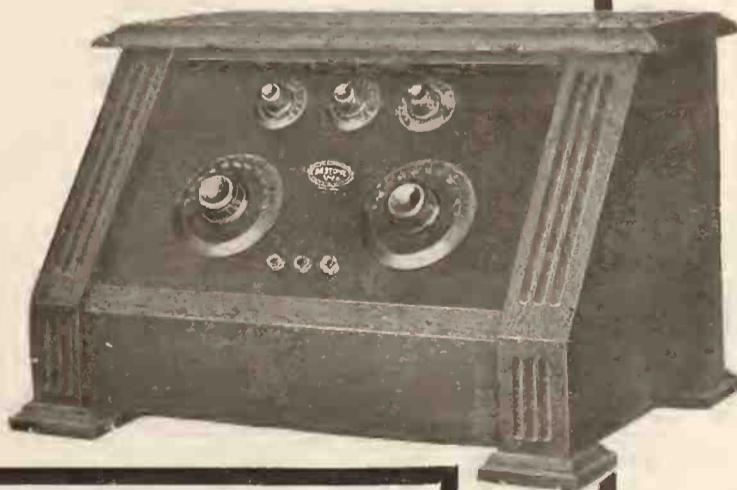
The public knows there is prestige in Owning a Bestone V-60, and also knows there is philosophy in buying the best.

A piece of furniture worthy of the machine it contains.

Sold exclusively to the musical trade.

Manufactured, Guaranteed and Distributed by

Henry Hyman & Co., Inc.
476 Broadway 212 W. Austin Ave.
NEW YORK CHICAGO



IMPERIAL MODEL

Bestone V-60 five-tube receiver, Imperial Model, in beautiful polished mahogany cabinet.

List, \$115.00

Bestone V-60 receiver on panel for Victrolas and other phonographs. (five tube)
List, \$85.00

SEE Opposite Page

It is a reproduction of a full page ad appearing in the Saturday Evening Post issue of November 8th.

The Speaker is a wonder—works on any radio set any other loud speaker works on, only it does it better.

The **Q R S** Mystery Speaker *is better*

NOTE THE TONE

Sold only through music merchants. Retail price will be maintained by every legal means. You avoid electric shop competition with the Mystery.

Note: Our advertising directs customers to Music stores only.

Write for discounts—you'll be surprised

THE Q R S MUSIC COMPANY

Jackson & Wabash Ave.

Department R

CHICAGO, ILL.

This full page ad. appeared in the November 8th issue of the Saturday Evening Post

The NEW Mystery Radio Speaker



Sold on
Money-Back Guarantee
Through Music Dealers Exclusively

YOU don't have to walk on "tip-toe"—
you don't have to watch your elbows
to keep from knocking it over. The new
MYSTERY Radio Speaker is compact and
secure—small but artistic in appearance
and performance.

Scientific construction with the *fiber reflex
tone bell* gives it real volume and clear-cut,
wonderfully sweet tonal quality.

Why the MYSTERY Speaker Is Sold Only Through Music Dealers

Radio is a musical instrument—it be-
longs in a music store, and that is the right
place to make your radio purchases.

This, because the music merchant is a
real judge of tone quality and bases his

business on service. We sell the MYSTERY
Speaker through the music trade exclusively
because we believe that the music dealer
is best equipped to select and serve you.

What's Back of the MYSTERY Speaker

The new MYSTERY Speaker is a product
of the Q·R·S Music Company, with fac-
tories in New York, Chicago, San Francisco
and Toronto, Canada.

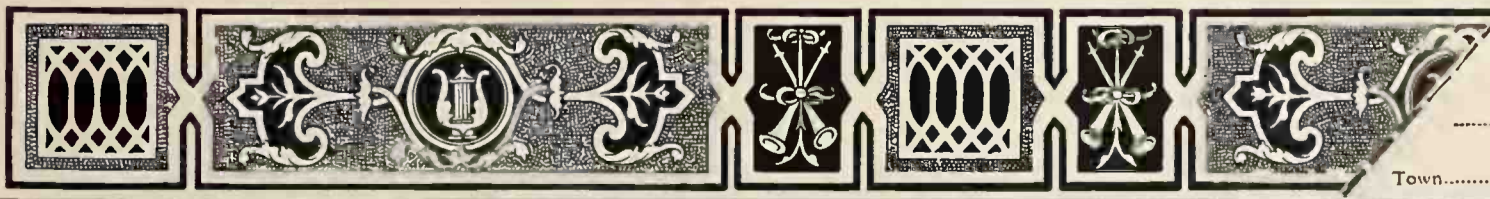
For twenty-five years the Q·R·S Music
Company has been making quality
musical merchandise—the famous
Q·R·S Player Rolls, favorably known
and used all over the civilized
world.

Clip and
mail this
coupon for
full particu-
lars of the
Mystery Speaker.

The Q·R·S Music Co.
306 S. Wabash Avenue
Chicago, Ill.

Regular Size \$30, Complete
Extra Size \$35, Complete
Canada Prices, \$35 and \$40

SEE THE MYSTERY SPEAKER AT YOUR MUSIC DEALER'S STORE



Name

Address

Town..... State.....

Campaigns on Ware Radio Products Widely Successful

Many Talking Machine Dealers Now Handling Line Distributed by Leading Firms

The Ware Radio Corp., New York, manufacturer of the Ware neodyne radio receiver, has been meeting with exceptional success in its sales and advertising campaigns throughout the talking machine industry, and numbers among its distributors some of the leading music houses of the country, such as Progressive Musical Instrument Corp., New York; Dalrymple-Whitney Radio Corp., New York; Cohen & Hughes, Inc., Baltimore, Md., Washington, D. C., Philadelphia, Pa., Pittsburgh, Pa.; Ohio Musical Sales Co., Cleveland, O.; Illinois Phonograph Co., Chicago, Ill.; Yahr & Lange Drug Co., Milwaukee, Wis.; New England Phonograph Distributing Co., Boston, Mass.; Lucker Sales Co., Minneapolis, Minn.; Commercial Associates, Inc., Los Angeles, Cal.; D. H. Holmes

Co., Ltd., New Orleans, La.; Gibson-Snow Co., Syracuse, N. Y.; Kiefer-Stewart Co., Indianapolis, Ind.; Knight-Campbell Music Co., Denver, Col.; Kohler Distributing Co., San Francisco, Cal.; J. W. Jenkins' Sons Music Co., Kansas City, Mo.

Reports received from all over the country by the Ware Corp. indicate an energetic demand for its product. The type T three-tube neodyne radio receiver has won exceptional popularity throughout the music industry. The fact that this set retails at a price which puts it within the reach of practically every purse, combined with its satisfactory performance, has gone far toward establishing it in a unique position throughout the trade. The Ware type X four-tube Reflex receiver, possessing a greater range in power with one-tube Reflex, is enjoying proportionate popularity.

A. F. Beyer, talking machine dealer, San Antonio, Tex., recently moved his business from Commerce street to 318 Houston street, where he has leased a store.

An Artistic Music Master Portfolio Sent to Trade

Philadelphia Manufacturers Issue Volume That Is Most Informative in Character

The Music Master Corp., of Philadelphia, has lately produced a Fall portfolio which ranks among the most imposing pieces of literature issued in the radio field. It is attractively illustrated, handsomely printed on super-calendered stock and bound with board covers. The frontispiece is entirely devoted to a large reproduction of the well-known Music Master horn, which is described as "The Musical Instrument of Radio." Thereafter follow a number of interesting articles covering merchandising of the company's products. The subject of the Music Master advertising campaign is dwelt upon in detail and following the story is a two-page tabloid of Music Master publicity and the circulation among various classes of people, the numerous national publications in which the Music Master horn is advertised and an analysis of the circulation into States, giving the population of the States and the number of people in each State making income tax returns. Pages are also devoted to descriptions of the farm and farm paper trade journal advertising being conducted by this company.

In addition to featuring the company's horn and cabinet speaker, the portfolio also describes and illustrates its head sets, phonograph attachments and loop aerials. Photographic reproductions are also given of the advertising cuts, folders, window and counter cards which are furnished to dealers as sales helps.

Thompson Co. Introduces Two New Radio Models

Two new particularly attractive models of neodyne sets are being introduced for the 1924-5 season by the R. E. Thompson Mfg. Co.,



Concert Grand Neodyne, Model S70

Jersey City, which promise to create a great deal of interest in the minds of the radio buying public.

In planning these two new models the Thompson organization decided to offer radio equipment which would prove particularly attractive in the home, and the result is that they now present two models known as "Parlor Grand" and "Concert Grand".

The "Parlor Grand" is a five-tube receiver, containing two stages of radio detector and two of audio frequency amplification. The "Concert Grand" model is a really de luxe radio receiver. It is designed for either dry cell or storage battery operation and is a six-tube set which comes in a two-tone mahogany cabinet, with all connections at the rear for storage battery use, and with a battery compartment in the base which contains "B" batteries when storage battery tubes are used.

500 Votes for Maria Ivogun

Maria Ivogun, Hungarian coloratura soprano, was chosen by popular vote from ballots sent to five hundred music-lovers as their favorite for the leading feature in the All-Star Concert Series, Des Moines, Ia. Miss Ivogun is an exclusive Brunswick artist. Among her latest issues are Strauss' "Blue Danube Waltz" and Kreisler's "Liebesfreund."

THE REALLY SUCCESSFUL "B" BATTERY ELIMINATOR



FORDEC

\$38.50

It's a wonder—rectifies both sides of the cycle with two standard $\frac{1}{4}$ ampere, 6-volt tubes—RCA, Cunningham or De Forest. Complete control of voltage—0 to 45 volts on the detector—0 to 140 on the amplifiers. Output sufficient to perfectly handle standard five-tube neodyne sets, or a super-heterodyne using the 199 tube and a C battery on the audio amplifier.

Transformer approved by the Fire Underwriters' Laboratories. Sturdily built—will last forever. Box is covered with acid-proof Fabrikoid.

For AC, 60 cycle, 110 volts, only. Not built for DC. Does everything claimed for it. Works on the detector tube as well as the amplifiers, Without hum. Wonderful on distance. Improves any set, and costs not over 3c a day to operate.

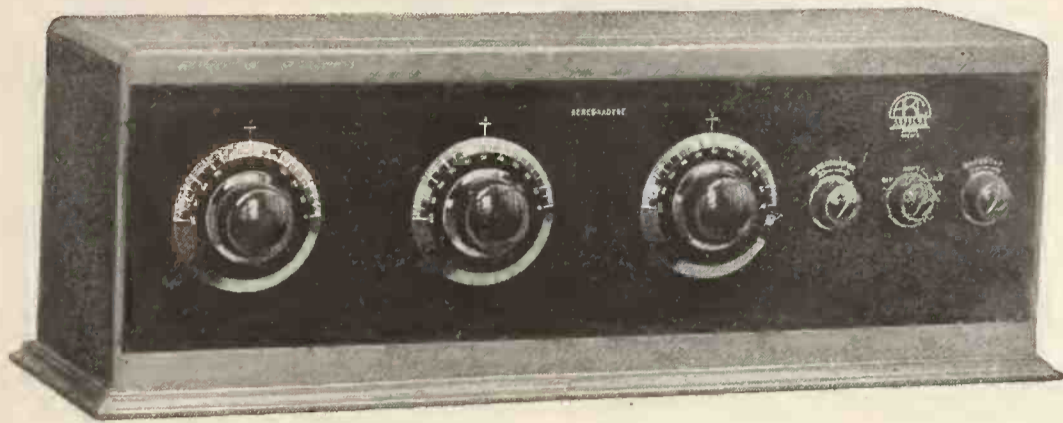
MOST IMPORTANT—you can use in the FORDEC B Battery Eliminator tubes which light but do not oscillate. Perfect tubes are not required for it. Think what a wonderful outlet this provides for the defective tubes which are so hard to have replaced!

Jobbers—dealers—write or wire for your sample and get started. Every demonstration of FORDEC means a sale.

Foreign and Domestic Electrical Commodities, Inc.

629-635 West 23rd St., New York, N. Y.

Western Office: 11502 Madison Avenue, Cleveland, Ohio



And now the
Andrews Deresnadyne-
successfully combines tone quality and selectivity with distance and volume

Hitherto it has been possible to purchase in a radio set one of two groups of qualities — tone quality and selectivity on the one hand, and distance and volume on the other, but not both.

Now the Andrews Deresnadyne 5-tube Radio Receiving Set, using the exclusive principle of the *Deresonated Plate Circuit*, for the first time combines these absolute essentials of fine broadcast receiving. It secures the finest tone and high selectivity with increased distance and volume.

The *Deresonated Plate Circuit* is the only circuit which stops the oscillations that produce whistling and distortion at the source — the plate circuit. It does this by simply properly balancing the elements of the circuit — without the use of special devices in the grid, where all adjustments are very critical. It stops oscillation, but allows signal strength to build up to a maximum.

The result is a tone quality which in our belief has never been equalled by any radio set on the market. In volume the Deresnadyne

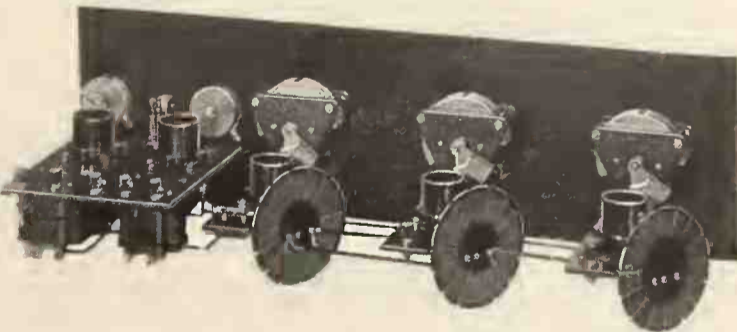
will give anything from a mute tone to a volume that fills a large hall. It is highly selective. It has the ability to go through powerful local stations to reach out and bring in distant stations with perfect clarity and rich tone.

The Deresnadyne is extremely simple in operation and construction.

A unique and remarkable feature is the *Deresonator*, which enables you, by merely turning the knob, to pass by imperceptible gradations, from the maximum volume and power to the softest tone. It is easy to log. You can change from 1st to 2nd stage or turn off the set by merely turning the switch knob. The case is of genuine mahogany, hand-rubbed, with large handsome dials.

Combining for the first time *all* the essentials of fine reproduction the Deresnadyne will meet not only the requirements of the most exacting fan, but those of the owner who regards a radio set as a musical instrument of the greatest utility. *Write for literature.*

Interior view of the Deresnadyne. Note the extreme simplicity of construction.



ANDREWS RADIO COMPANY · 506 WEBSTER BUILDING · CHICAGO

Andrews
Deresnadyne
DĒ-RĒS-NĀ-DĪNE · PATENTS PENDING
Radio Receiving Set

Price, \$150 *without accessories*

Satisfactory Demand for All Lines Is a Feature of the Trade in Louisville

Machines and Records Move Briskly—Interest in Radio Intensified by Radio Educational Show—
Portables Also Continue Active Sellers—Live Dealer Launches Sales Campaign

LOUISVILLE, Ky., November 7.—The month of October was satisfactory to the members of the talking machine trade in this city, viewed from all angles. Machines and records are selling briskly, radio sets are on the crest of the wave as far as public popularity is concerned and the indications are that the good business enjoyed is but a beginning and the next two months of the year will stand comparison with a similar period of any other year.

Interest in radio was stimulated to a great degree by the Radio Educational Show, given by the Radio Corporation of America at the Ha-wi-an Gardens here during the week from October 27 to November 1. In addition to attractive displays of the latest models and types of receiving sets, there were interesting exhibits showing the growth and development of the radio industry and the part which radio plays in modern civilization. The interest aroused by this show was felt not only by the dealers carrying Radiolas, but all merchants report that sets moved more briskly than formerly, the increased demand being attributed naturally to the effects of the exposition.

Records have been selling in consistent fashion, with the sales totals for the month being in advance of the total of record sales for October, 1923. Ben L. Lowenthal, president of the Louisville Music & Radio Co., states that the sale of records is helped materially by radio. He feels that while record sales are satisfactory, the absence of any real "natural" hits is the reason why the record department does not show a considerably larger volume of sales.

The local branch of the Wurlitzer Co. recently announced the opening of a radio department and for the first week of its operation a number of special offers were made. The opening of the department was advertised heavily in the local papers and a brisk business resulted.

The Belknap Hardware Co., local representative of the Outing Talking Machine Co., states that the demand for the Outing portable has not diminished in any way. Dealers who formerly regarded this instrument as a spasmodic seller, with the brisk periods in the Summer and at Christmas time, are realizing that the instru-

ment is just as much in popular favor at all times during the year.

Trumbo-Schupp & Schmidt recently instituted a special campaign on the Pathé phonograph which resulted in the sale of a large number of these instruments and a corresponding large volume of Pathé records. Special terms were offered those customers who purchased during the period of the sale. The campaign was advertised in the local papers and, in addition to the sales closed, a large list of likely prospects was secured.

W. R. Finigan, of the Stewart Dry Goods Co., reports that business is considerably better than it was at this time last year, with the increased sales apparent in both machines and records. A large proportion of the record sales are of the classical and standard type.

The List of "Clear-o-Dyne" Distributors Is Extended

Radio Sets Bearing This Name Are Finding a
Steadily Enlarging Market

The Cleartone Radio Co., Cincinnati, O., manufacturer of the "Clear-o-Dyne" receiver, is just entering its fourth year as a radio manufacturer. This company, which started in a conservative way, has consistently increased its production and enlarged its organization, and at the same time used care in expanding and in selecting its distributors.

This season it is increasing its list of "Clear-o-Dyne" retailers by appointing talking machine dealers as distributors. In addition to many talking machine dealers who now carry "Clear-o-Dyne" radio sets, the company has personal representatives in the principal cities, including New York, Chicago, Philadelphia, Boston, Norfolk, Denver and San Francisco.

The company co-operates in every way with its retailers. Its advertising campaign is supplemented by much circular matter, window display signs and other sales creators. Its advertising covers practically every field of radio activity and local papers are used in larger cities



'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years
Have Proved
Outing
Portables
Are the
Best

Belknap Hardware Co.

Louisville

Kentucky

Outing Distributor

in mediums where the circulation is widespread.

The "Clear-o-Dyne" radio sets are in both four and five tube models. Several of these are of console type, with space for enclosed loud speaker. The cabinets are most attractive and the set carries a number of exclusive features which are not only sales assets but are of interest to radio enthusiasts.

H. L. Welker Appointed Adams-Morgan Traveler

The Adams-Morgan Co., Inc., Upper Montclair, N. J., manufacturer of the Paragon line of radio receiving sets, has announced the appointment of Harry L. Welker as representative



Harry L. Welker

of the company for New York State and New England. Mr. Welker, for the last five and a half years, has been associated with a prominent radio publication as advertising manager, and is well known throughout the industry. Considerable interest was aroused as to the direction in which he would next turn his energies upon his resignation as advertising manager. Mr. Welker is known to thousands of radio amateurs as secretary of the National Amateur Wireless Association under whose auspices the first job of broadcasting the Dempsey-Carpentier fight was done. He is also well known to thousands of radio listeners-in who have heard the programs arranged by him and broadcast from WJZ.

F. Rocano & Son, 22 White street, phonograph and piano merchants of Danbury, Conn., have added the Columbia line.

FREED-EISEMANN

~~CROSLEY~~

A PHONE CALL to the Greater City will replenish your stock that same day.

A large and complete stock of all Freed-Eisemann and Crosley models combined with our own truck service makes this immediate delivery possible.

Dealers who do business with us know that they are linked up with a house whose promised service is a thing of absolute certainty.

**Greater City
Phonograph Co.
234 West 39th Street
NEW YORK**

Fitzroy
1446
1447
1448

THE SATURDAY EVENING POST December 6, 1924



WHAT ARE THE

That wonderful voice may be Santa Claus! . . . for anything seems possible with the new Freed-Eisemann.

It is the Christmas gift that yields unending hours of pleasure—a permanent investment that draws interest every day—every night—throughout the years . . . It is the final result of careful research and development. Each Freed-Eisemann Receiver is hand-built by master craftsmen and subjected to seventeen uncompromising

REASONS FOR FREED-EISEMANN SUPREMACY

- 1.—In adjustment for the home, no longer the only way to hear the new Christmas songs is the receiver.
- 2.—Whispering voices are completely eliminated. Removable volume under perfect control.
- 3.—Over amplifying of operators. Stations all over the world in the same set.
- 4.—Circuit selection handled on a knob with a hand-spring action so that need not the receiver and brought in other programs.
- 5.—Circuit built with the highest quality materials.

tests before it leaves the great plant—Each set carries with it our guarantee of perfect satisfaction. . . . Utterly simple to operate, and unfulfilling in its performance—it enjoys a patronage unparalleled in the world of radio.

This Christmas, a Freed-Eisemann Radio Receiver. And, take with it our certain promise of a happy new year.

Our booklet "Buying a Radio"—is interesting, non-technical and enlightening. It will help you. And it is free. Write for it.

FREED-EISEMANN RADIO CORPORATION, Manhattan Bridge Plaza, Brooklyn, N. Y.

Model NR 6



7.—Subjected to every test before being produced.

8.—Backed by the reputation of great financial strength and guarantee of dependability.

9.—Is used by Government agencies—approved by the Post & Intelligence on the President's radio.

10.—Public Approval. Two Million Dollars worth of Freed-Eisemann Radio Receivers are now in daily use.

11.—Approved by the Post & Intelligence in Canada and a list of the Radio Museum.

12.—Retail dealers will be glad to give you a list of dealers.

13.—The price of the receiver is \$12.50.

FREED-EISEMANN RADIO-RECEIVERS



Your double page in the POST

It appears in the December 6th issue—just the time to influence actual Christmas buying

IT is your advertisement, if you make it so. We will gladly send you an advance print of it, and a copy in display-card form for your window or counter.

We will also send you copies of our booklet, "Buying a Radio," to send to your best prospects; de luxe display material, fit for the finest windows; and a bookful of helpful newspaper advertising suggestions, including text and illustrations.

Write us at once and get the local benefit of FREED-EISEMANN advertising.

FREED-EISEMANN RADIO CORPORATION
MANHATTAN BRIDGE PLAZA, BROOKLYN, NEW YORK

FREED-EISEMANN

The line that requires the minimum of service
—sold under a policy of strict market control



Sales Gains in Brooklyn and Long Island Territory Indicate Good Holiday Trade

Successful Sales Drives of Several of the Larger Stores, Inquiries and Other Factors the Basis of Optimism—H. Batterman Makes a 100 Per Cent Sales Gain—E. Blout Anniversary

The talking machine and radio business in the Brooklyn and Long Island territory lived up to all predictions and expectations in that it showed an appreciable pick-up the past month, but the increase is still far from reaching the figure which dealers and wholesalers expected to see. There is a very good reason for the slowness on the part of the buying public and that is the exceptionally fine weather which has allowed the residents of this section to stroll about in mid-Summer attire. Naturally they are taking full advantage of the extended warm weather and are staying in the open as much as possible to the disadvantage of dealers who are selling merchandise for the home. Another setback to a brisk business was the uncertainty which prevailed before Election Day.

That the demand for both the talking machine and radio is just as strong as ever was shown by the response to several sales drives that were held by the larger stores, and the number of "shoppers" who are visiting the warerooms of the dealers. The consensus of opinion of the dealers is that the first period of real cold or stormy weather will bring the hesitant into the stores to purchase the articles of their choice.

Bright Victor Outlook

The American Talking Machine Co., Victor wholesaler, reports that the month of October was satisfactory, with both machines and records moving steadily and indications for a much better November very bright. This prediction is caused by the reports of the outside men, who state that the dealers are enjoying good machine sales, but are failing to order in advance, so that the good business is not reflected as yet on the books of the wholesalers.

100 Per Cent Increase

The month of October was an exceptionally good one for the talking machine department of H. Batterman, which concluded the month with a 100 per cent increase over October of 1923. While the greatest activity was seen in the talking machine and record department, radio sets also sold satisfactorily. The bulk of the business attracted to this store is attributable to

the heavy newspaper advertising program which is carried out.

Sonoradio Selling Well

The Long Island Phonograph Co., Sonora wholesaler, enjoyed a brisk business in all lines during the past month. The Sonoradio No. 242, the combination of the Sonora phonograph and the Ware receiving set, is selling particularly well, and the only difficulty is in keeping up with the demand. R. H. Keith, president of the company, expressed himself as being satisfied with the trend of the business and optimistic over the outlook for the remaining two months of the year.

Opens Piano Department

Vorbach Bros., Jamaica, report a brisk business in both the talking machine and radio departments. This enterprising firm recently added a piano department, and is now completely equipped to supply any and all musical needs of their clientele.

A. & S. Add Brunswick Line

The Brunswick line was recently added to the talking machine department of Abraham & Straus, Inc., and an immediate demand was apparent for the Brunswick-Radiola combination. This store is doing a brisk business in radio, with a big demand for the Atwater Kent in the Pooley cabinet. This is traceable to the advertising which the store is doing in conjunction with the manufacturer's advertising campaign.

Loeser Sells 500 Sleeper Sets

Immediate results were felt from the announcement of a sales drive on Sleeper Monotrol sets by Fred. Loeser & Co., large department store. The sales drive opened Saturday, October 25, and by Monday morning the entire stock of 500 sets was sold, with dozens of customers placing orders which the store was unable to fill. The Victor and Brunswick instruments are also moving well, and the total of sales for the month is well above that of last year.

E. Blout Celebrates Anniversary

E. Blout, 904 Flatbush avenue, celebrated the first anniversary of the store at this address by a sale during the week of October 27, which

resulted in moving a good number of talking machines and radio sets. Thousands of Flatbush residents were circularized and in addition to the sales made a number of likely prospects for future sales were gained.

Victor Albums Sell Well

The Kings Highway Music Shop, Henry Freyman, proprietor, reports an appreciable increase in the number of sales closed during the past month. The Atwater Kent in the Pooley cabinet was the most popular of the radio sets. Another good "seller" in this establishment is the Victor album containing the "Unfinished Symphony of Schubert." Local advertising and billboard posters are responsible in great measure for the success of this store.

Display Victrola With Radio Panel

A window display, featuring the Victor console talking machine with the removable panel for radio installation, attracted much attention at the store of Gibbons & Owens. The instrument was tilted forward and the pertinent points of the instrument were explained to the passers-by by means of small signs pasted on the window with ribbon streamers running to the part explained.

Popular Radio Salesman

The Freed-Eisemann Radio Corp., manufacturer of Freed-Eisemann neotrodyne products, has the distinction of including in its sales organization "the most popular salesman in the



Edgar K. James

radio industry." Edgar K. James is the man who has been honored to such a degree by his associates, and in the accompanying photograph Mr. James is shown with the cup which he received from the Radio World's Fair in recognition of his popularity.

"Jesse" James as he is usually called, with all due politeness, is an amateur brass-pounder from the earlier days when broadcasting was only a dream, and his enthusiasm regarding the radio industry has grown with the years. He is achieving signal success in the introduction of Freed-Eisemann products, and numbers among his friends jobbers and dealers throughout the industry.

Victor Chinese Records

Victor dealers who number among their record customers any of the sixty thousand Chinese who are living in this country will be interested in the recent announcement of the four records of gospel hymns, sung by Theodore B. Tu in the Chinese-Mandarin dialect: "O Day of Rest and Gladness," coupled with "Praise Ye the Saviour's Grace"; "Lead, Kindly Light" and "Nearer, My God, to Thee"; "Thou Didst Leave Thy Throne" and "What a Friend We Have in Jesus"; and "Abide With Me," coupled with "How Shall the Young Secure Their Hearts."

Dolan-Morgan Expand

SPRINGFIELD, MASS., November 7.—After a successful year of operating the Poole, Bridge street store music department, H. F. Dolan and Edward A. Morgan have broadened their field of endeavor and have taken over the music department of the Court Square store, which includes talking machines and records.

DO NOT HESITATE

SEE THAT YOUR MACHINE AND RECORD STOCK IS IN CONDITION FOR DECEMBER BUSINESS.

DO NOT DEPEND ON LAST MINUTE DELIVERIES

AMERICAN TALKING MACHINE CO.
BROOKLYN, N.Y.
VICTOR WHOLESALERS



Helping the Dealer Sell the Greater **Sonora** Line



Our Delivery Service covers the entire territory, and ample stocks insure immediate goods.



The dealer can frequently take advantage of our attractive Show Rooms to sell models he does not carry in stock.



Sonora has always been famed for its beautiful and exclusive period designs

COMBINING the best of phonographs with the latest in radio receiving and reproducing equipment, the Sonora line offers greater sales possibilities than ever before.

For the dealer located in this territory, our long, successful experience and highly developed facilities represent a further asset worth immediate consideration.

We suggest that you visit our offices and learn in detail the value of the Sonora franchise and the careful plans already made to insure profitable fall and holiday business.

If more convenient, our representative will be glad to call at your office

Long Island Phonograph Company, Inc.

Exclusive Sonora Distributors for Brooklyn and Long Island

17 Hanover Place

Brooklyn

Telephone Main 1217-18

Indianapolis Trade Optimistic Over the Outlook in Spite of Unfavorable Weather

Higher-Priced Instruments Prove the Best Sellers—Pearson Co. Reaching Bus-Riding Public—H. H. Graham in New Post—Noonday Concerts in Stores—Other News of the Month

INDIANAPOLIS, IND., November 7.—Sales of phonographs in October were somewhat behind last year's record although indications point to busy days during the remainder of the year. Unfavorable weather has had an adverse effect on sales. This is particularly true of the Pearson Piano Co., according to F. X. Donovan, manager, who says that the Radiola at this store has proved unusually popular. The higher priced instruments of the Brunswick, Victor and Cheney lines lead the demand here. If future prospects prove reliable, sales at this store will show a decided gain in the future, as it is starting a system of bus advertising of talking machines which should prove effective. This city is the center of an extensive motor bus service

that covers a one hundred mile radius. This method will not only prove profitable to the Indianapolis store, but likewise to the Muncie, Anderson and Lafayette branches.

H. H. Graham has been added to the sales force of this store and will specialize in the sale of the Radiola.

Manager Herdman, of the Brunswick Shop of the Baldwin Piano Co., reports phonograph sales at this store as exceptionally strong. They have shown a gain each month over the last year's record. Records, on the other hand, have shown a slight backward tendency, due entirely, Mr. Herdman thinks, to the weather. The Brunswick-Radiola is also moving well here.

Russell Robinson and Al Bernard, recording

artists for the Brunswick Co., gave a noonday concert at this store as well as at the other Brunswick shops.

Hal P. Shearer, president of the Indianapolis Music House, reports that the talking machine business at this store is running well with last year's record. Record sales also are satisfactory.

H. S. Hook, manager of the local Starr Piano Co. store, says that the record business at this store is better than at this time last year.

Visitors in this territory include A. H. Bates, vice-president of the Ohio Talking Machine Co.; B. K. Van Koon, Cheney distributor for the district, and Henry Wolff, of C. Meisel.

Aeolian Co. Distributed Tally Sheet for Election

Provided Owners of Radio Receivers on Its List With Special Printed Forms Upon Which to Enter the Presidential Election Returns

Shortly before election the Aeolian Co. sent to all owners of radio receivers on its list a number of specially prepared tally sheets upon which to enter the returns of the election as they were broadcast. On the tally sheet the various states were listed in alphabetical order, together with the number of electoral votes of each and the votes given both Harding and Cox in 1920. Columns were provided for the State votes for Coolidge, Davis and La Follette. One section of the tally sheet was set aside for the New York State returns, each county being listed, with space for recording the votes for Smith and Roosevelt. The company received numerous letters from its patrons expressing their appreciation of its thoughtfulness.

The "Sea-Tone" Reproducer Is of Unusual Attractiveness

A very unique, attractive and successful reproducer is being manufactured by Tonk Bros., 10 Boyden place, Newark, N. J., in which the amplification of radio reception is made through the use of a sea shell. The reproducer is manufactured with a metal base in the form of a statue closely resembling the figure of Liberty, the sea shell appearing in the position of the usual lighted torch, making a most attractive reproducer and at the same time one that gives exceptional results. The manufacturers are distributing the "Sea-Tone" reproducer through the talking machine trade, and sales are being created for this product through intensive advertising. In addition, the product lends itself admirably to display purposes, thereby attracting much attention and furthering retail purchases.

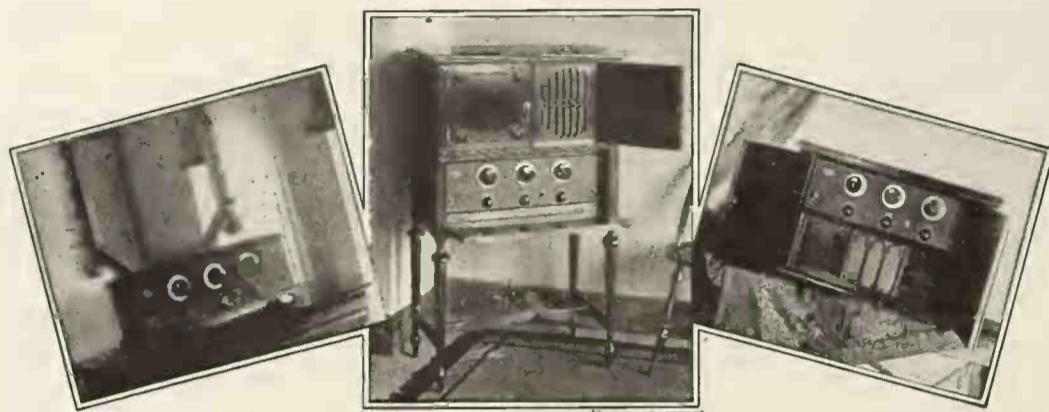
Preliminary Plans Completed

Preliminary plans have been completed for the fifth annual radio show and convention to be given by the Executive Radio Council at the Hotel Pennsylvania, New York City, for six days, beginning March 2 and extending to March 8, 1925. F. K. Doscher is general manager of the show committee, and the council has offices at 120 Liberty street, New York.

Louis Miller to Open Branch

Louis Miller, of Miller's Music Shop, 144 Congress avenue, New Haven, Conn., Columbia dealer, recently visited Ansonia and arranged for a branch store for that section where he will feature the new Columbia phonographs and New Process Columbia records, together with a complete line of musical instruments.

Extensive improvements in the warerooms of the Terry Music Store, on East Iron street, Salina, Kan., were recently completed, adding to the display space.



Successful Music Dealers realize the Christmas possibilities in Newport

The successful music dealer knows the Newport Radio Receiver. He has sold Newports to his clients and he knows what they think about this receiver. They like its ease of operation, its efficiency, and its performance. When they want distance they get it along with Tone Quality, Selectivity and Volume without sacrifice of any one of these four prime factors of radio reception. They never apologize for its appearance.

The Newport Radio Receiver is sturdily constructed of the best materials and, with ordinary care, it will give many years of satisfactory service. It has been designed by competent engineers; it has been subjected to rigorous tests; and it has been tested and approved by leading authorities in the industry. It operates at less by at least 30 per cent A and B battery than the average receiver. It will not squeal.

The Newport Radio Receiver is built in cabinets of three designs—designs that harmonize with fine appointments—designs that delight all lovers of fine furniture. This is another of the many reasons why discriminating persons are happy owners.

Responsible music dealers know that the Newport Radio Receiver makes every day a Christmas to discriminating owners.

Successful dealers are featuring the Newport in the showrooms.

It is built to harmonize with fine appointments.

It has been tested and approved by leading authorities in the industry.

It has been designed by competent engineers.

It combines the four prime features of radio reception. Tone Quality, Selectivity, Volume and Range.

It will not squeal.

It is inexpensive to operate (at least 30 per cent less A and B battery than the average receiver).

It is a good receiver built in cabinets that delight all lovers of fine furniture.

It makes every day a Christmas to discriminating owners.

Please Address: T. W. Campbell



The Newport Is a Good Receiver Built in a Piece of Fine Furniture

Newport Radio Corp.

250 West 54th Street, New York City

These telling points are selling the New Columbia



Here are the reasons *why*

The NEW
Columbia has superior
Tone ~ ~ ~

- 1 The New International Reproducer is a marvel of naturalness. The tone it creates is preferred by the majority of music lovers. It permits an ideal amount of volume.
- 2 Excessive vibration is absorbed by the tiny shock absorbers of the new reproducer. As a result blare, blast and shrilling are prevented. Convince yourself of this by playing the record of a lyric soprano.
- 3 The bayonet tone-arm of straight, spun brass allows tone to expand without distortion. The new tone amplifier permits only the actual and correct number of waves.
- 4 The tone-control leaves are built on the pipe organ principle—the only correct system. No sound confusion from vibration in horn walls. No filtering of the tone through fabric or lattice work. Sound comes forth in just the volume you want it.
- 5 These features—reproducer, tone-arm and tone-control leaves reproduce the voice and sound of the instrument exactly as they are. A soprano is a soprano—not a contralto; a violin is a violin—not a cello. *Hearing is believing.*

The New
Columbia is superior
mechanically ~ ~ ~
because

- 1 It starts itself. As you move the tone-arm over to place the needle on the record the motor starts the turntable. No adjustments—the exclusive automatic start takes care of everything.
- 2 It stops itself. Regardless of what make of record is played, the turntable stops after the selection is finished. No previous adjustment or setting. The patented automatic stop device is never falling and fool-proof.
- 3 The New Precision Motor runs so smoothly that it insures perfect pitch of the tone. It is noiseless—strong—durable. Speed never varies. The bronze and brass bearings act like jewels in a watch. Acknowledged to be the finest phonograph motor the industry has ever seen.
- 4 The regulator of the New Columbia can be locked. Dealers will appreciate this, because it prevents customers from tampering with the speed of the turntable. Take advantage of this exclusive device.
- 5 The perfect oiling system insures longer life of the motor. It is such a simple matter to oil the motor that every customer can be persuaded to attend to this important matter. As a result the phonograph will perform far better and thus maintain its owner's appreciation.

IT WILL pay you to read these points about the New Columbia Phonograph. To hear the New Columbia and to examine it is to be convinced that every one is true.

With these splendid features, the Columbia Dealer has an outstanding advantage in the phonograph business. They make the Columbia franchise valuable. Columbia Phonograph Co., Inc., 1819 Broadway, New York.

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
 Boston, Mass., 1000 Washington Street
 Chicago, Ill., 430-440 South Wabash Ave.
 Cleveland, Ohio, 1812 East Thirtieth Street
 Dallas, Texas, 2000 North Lamar Street
 Kansas City, Mo., 2006 Wyandotte Street
 Los Angeles, Cal., 809 S. Los Angeles Street
 New York City, 121 West Twentieth Street
 Philadelphia, Pa., 40 North Sixth Street
 Pittsburgh, Pa., 632 Duquesne Way

San Francisco, Cal., 345 Bryant Street
 Buffalo, N. Y., 700 Main Street
 Detroit, Mich., 439 East Fort Street
 Minneapolis, Minn., 18 North Third Street
 Seattle, Wash., 911 Western Avenue
 COLUMBIA WHOLESALERS, Inc.
 205 West Camden Street, Baltimore, Md.
 TAMPA HARDWARE CO.
 Tampa, Fla.

COLUMBIA STORES CO.
 1608 Glenarm Avenue, Denver, Colo.
 221 S. W. Temple, Salt Lake City, Utah
 W. W. KIMBALL CO.
 Wabash Avenue and East Jackson Boulevard,
 Chicago, Ill.
 COLUMBIA DISTRIBUTORS, Inc.
 1327 Pine Street, St. Louis, Mo.
 224 West Fourth Street, Cincinnati, Ohio
 517 Canal Street, New Orleans, La.

Columbia

PHONOGRAPHS AND  NEW PROCESS RECORDS

H. C. Cooley Tells of Outing Portable Expansion

New Models Make Hit With Trade and Size of Orders Proves Its All-Year Popularity—President Coté's Activities

Subsequent to his return from a trip which included a visit to many Outing jobbers in the leading trade centers, Harry C. Cooley, sales manager of the Outing Talking Machine Co., Mount Kisco, N. Y., discussed business conditions and the company's activities. Mr. Cooley said: "Getting out two new models for Fall trade is keeping us all busy at Mt. Kisco, for, besides the conventional black leatherette portables, we have added different finishes until our line now consists of nine portables. Ever since we started, some four years ago, we have continued to make the Senior model in oak, brown mahogany and red mahogany, all of which have been popular with the trade. With the introduction of our Junior model, which first appeared

in oak and brown mahogany, we found the trade demanding something different, and we thereupon added a brown leatherette finish, which became popular at once. With these new finishes we had a total of seven models, giving the jobber and dealer a well diversified line, but to round out our Outing products we are now announcing a red mahogany Junior, together with a very attractive green leatherette Junior. These two models have been given the same careful attention as our Senior Outing, and the outside case, together with the record album, are both covered with a very fine grade of grained leatherette. The corner pieces and the carrying handle are in a different shade of green that matches perfectly, and our dealers are enthusiastic regarding the new model.

"If the first orders already received for these new models are any criterion, then the sales of the green leatherette Outing will be double our first estimates. During the past few months I have visited twenty-four of the Outing jobbers, all the way from Boston to Kansas City, and also called upon more than 200 dealers. There

is a substantial spirit of optimism prevailing generally that indicates a large Outing business during the Fall and Winter. It is interesting to note that our sales for September and October of this year are more than double those of the corresponding months of the last year. One of our jobbers recently gave us an order for 1,200 machines, which is exceptional even in these days of big figures."

A. J. Coté, president and general manager of the Outing Talking Machine Co., and a pioneer in the manufacture of portable phonographs, is devoting his entire time to the development of the company's factory and executive divisions. Under his capable direction the Outing business has grown from a very small beginning to the important place it now occupies in the phonograph industry, and at the present time the Outing portable is being merchandised by successful jobbers and dealers from coast to coast.

Bristol's Complete Audiophone Line Is Now Ready

WATERBURY, CONN., November 5.—The Bristol Co., of this city, is now ready with a complete line of new Bristol Audiophone loud speakers for the 1924-25 season. The line, well diversified and presenting a wide range of prices and styles, includes four horn types, models "S," "J," Baby Grand and baby. The latter model is the diminutive number of the line, and model "S" might be described as the model De Luxe Audiophone with a 14½-inch bell. Model "J" and Baby Grand provide excellent intermediate numbers.

In addition to the horn type the Bristol Co. produces a cabinet model known as model "C" which uses the same unit as model "S." The Bristol Audiophone loud speaker has proved a decided success, not only for the home but for commercial enterprises as well. Those using the northbound platform of the 125th street station of the New York Central and New York, New Haven & Hartford railroads must be impressed with the clarity with which the train announcements are made. The battery of horns used in this station is the Bristol Audiophone.

J. N. Adam & Co. Win Trade Through Windows

One of the means which J. N. Adam & Co., Buffalo, N. Y., find effective in creating sales of Brunswick products is by displaying them to the



Fine J. N. Adam & Co. Display

public through the medium of the show window. The accompanying illustration is typical of the attractive manner in which this company presents the Brunswick instrument to the many thousands who pass its windows.

Piser & Co.'s Anniversary

Piser & Co., 2887 Third avenue, New York, talking machine and general music dealers, recently celebrated the forty-seventh anniversary of the founding of the store. The occasion was the event of a sales drive in all departments, heralded by advertisements in all the local papers. Business was stimulated in all departments, with radio sets moving especially well.

The Lad Music Co., Cleveland, O., has been incorporated with a capital stock of \$10,000.



The Set that uses the
**HOUSE LIGHTING
CIRCUIT**
instead of "A"
Batteries!

ELECTRADYNE

The Set Supreme

Volume—Quality—Distance—Simplicity—Selectivity—Economy

Just turn on the switch of your home lighting circuit and have the preferred broadcast of the nation at your disposal. Tone quality, selectivity and volume are unexcelled, regardless of price.

Operated on AC 60 cycle, 110 volts, ONLY—NOT ON DC. Will operate equally well on a storage battery where current supply is not available as in the country districts. Remember—96% of the house lighting current is AC, or alternating current. Operating cost, *three cents per day!*

The RADIO-POWR unit used in this set has been tested and approved by the Fire Underwriters Laboratories.

PRICE
\$110

This includes beautiful built-in loud speaker and the RADIO-POWR "A" battery eliminator

Solid mahogany two-tone cabinet, with vibrationless wooden horn. Dimensions, 15" wide by 15½" high. The biggest value ever offered in radio.

Anybody can operate the Electradyne—anybody can install it. You can LOG YOUR STATIONS! Absolutely guaranteed—and no strings attached to the guarantee.

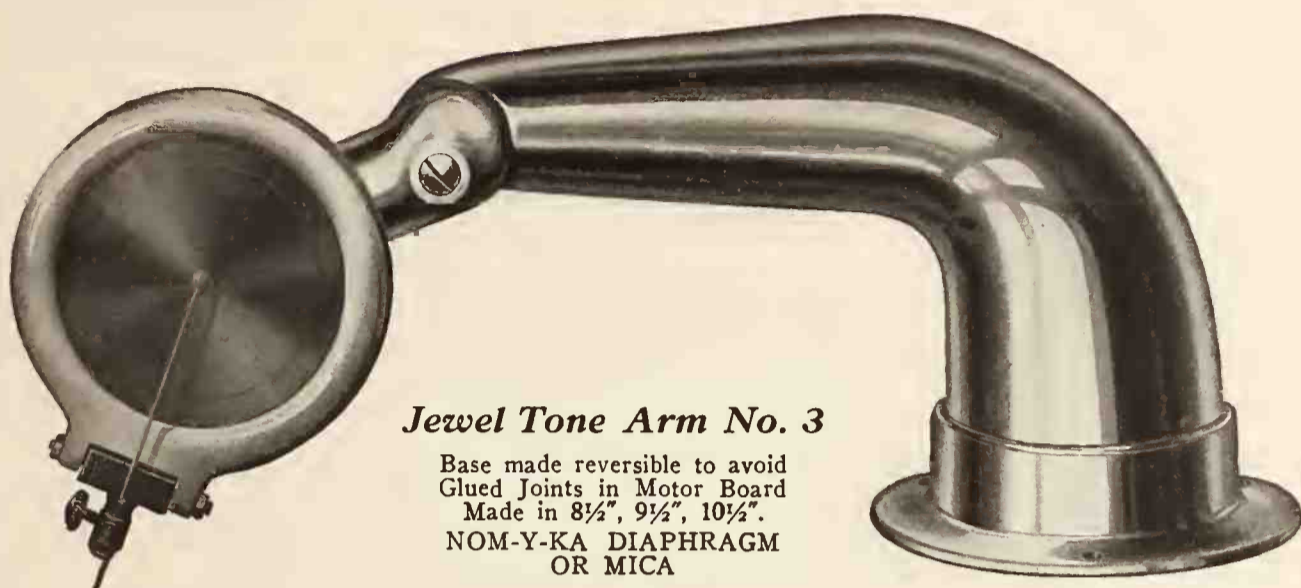
Distributors—write—wire—phone for territory. We give exclusive distributorships with complete territorial protection. Dealers—this is a wonderful merchandising proposition. Get it today from us or your distributor.

Foreign and Domestic Electrical Commodities, Inc.

629-635 West 23rd St., New York, N. Y.

Western Office: 11502 Madison Avenue, Cleveland, Ohio

The Jewel-Tone Reproducer *and* Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid
Glued Joints in Motor Board
Made in 8½", 9½", 10½".
NOM-Y-KA DIAPHRAGM
OR MICA

ANNOUNCEMENT

Owing to recent improvements in the economical manufacture of our Tone Arms and Reproducers we have a much increased volume of production, while still keeping up the quality of workmanship, material, volume and tone to the very highest point of excellency.

We are pleased in being able to pass this saving on to manufacturers of phonographs.

It will pay you to get our greatly reduced prices and look into the matter of using the Jewel Tone Arms and Reproducers as your regular equipment.

Perfectly natural reproduction of what is on the record, plus great volume and the highest grade of material and workmanship in your tone arm equipment will greatly assist in the sales and repeated sales of your talking machines.

We will be pleased to send samples on memorandum for consideration to thoroughly responsible manufacturers, who are

well rated or can give satisfactory proofs of reliability.

All Jewel products are guaranteed indefinitely in the broadest sense.

All repairs (except on broken Mica diaphragms) are made without charge, except for transportation, regardless as to whether breakage or defects are due to defective material or workmanship or to careless handling or accidents.

We take this opportunity of thanking our customers for their patronage in the past, which we appreciate, and we solicit the business of a few more manufacturers who are striving to make the highest grade phonographs they can consistent with reasonable economy.

It is possible that we might be of great assistance in regard to the proper balancing of Tone Chamber and Tone Arm equipment in your instruments.

Write us today for prices and samples.

JEWEL PHONOPARTS CO.

150—160 Whiting St., Chicago, Ill., U. S. A.

Business Improving in Twin Cities as Dealers Prepare for Holiday Campaigns

Entire Trade Is Optimistic Over Outlook—Wholesalers Urge Early Ordering in Preparation for Heavy Holiday Demand—Stone Piano Co. Gets Victor Franchise—Other Trade Activities

MINNEAPOLIS AND ST. PAUL, November 7.—Twin City phonograph distributors are finding plenty of work for their staffs, for if there is a bit of a slack in local business, the out-of-town sales are excellent. All in all, business is good, with the brightest of bright prospects for November.

Warns of Need of Early Ordering

"Doc" O'Neill, manager of the Brunswick Co. phonograph and radiola department, sums up business in this way: "The regular phonograph and record business shows a very great improvement over October, 1923. Collections are better and a more optimistic feeling prevails throughout the entire Northwest. Merchants, however, are doing too much hand-to-mouth buying and it is very difficult for manufacturers to anticipate accurately the holiday demand. There is apt to be some disappointment in deliveries if the holiday business equals what present prospects indicate."

"The Brunswick Co. is working on back orders on the Brunswick-Radiola. The shortage is particularly acute in the larger models."

H. L. Davies, traveling representative of the Brunswick Co., who has just returned from South Dakota, reports that business is pretty good and that he has received many repeat orders since his trip there in August. The Brunswick-Radiola, he finds, is being particularly well received.

Bright Victor Outlook

Charles C. Bennett, vice-president and manager of the George C. Beckwith Co., Victor jobber, says: "We have large Fall orders booked and are making very large machine shipments. Out-of-town sales are especially good, and record business is particularly brisk. November is starting out auspiciously. We had machine or-

ders on November 1 which equal 25 per cent of the October shipments."

Beckwith's have established forty-two of their accounts with radio in the last month. The company handles the Federal and Freed-Eisemann neotrynes. Panels for Victor machines are the big sellers in the radio end of the business, and the company is doing well with the Dulce-tone, a loud speaker unit. The Beckwith Co. has just taken on the distribution of an antenna equipment, put up in a carton, which promises to become popular with retailers and public.

Lawrence H. Lucker Co. Busy

"Business is wonderful," said J. Unger, of the Lawrence H. Lucker Co., Edison distributor. The Lucker Sales Co., which handles the radio sets and equipment, is oversold on its biggest seller, a Ware set, type T. The Lucker Co. is doing excellent business, also, with the DeForest line.

Lucker's will exhibit the Ware and DeForest lines at the big Northwest radio show which will be conducted at the West Hotel, Minneapolis, November 25 to 29.

Milton Lowy, who has been connected with Mr. Lucker for twenty years as manager of the Minnesota phonograph department, has joined the sales staff of the Foster & Waldo Co. The Cable Piano Co. has taken on the Edison line in its Minneapolis store.

Brunswick Dealers at Concert

One hundred and seventy Brunswick dealers and their friends attended the opening concert of the Minneapolis Symphony Orchestra, Brunswick artists, Sunday, October 26, as guest of Arthur J. Gaines, symphony manager. Two pages of co-operative advertising on the new



'One handle handles it'

Outing

'Master of Movable Music'

4 Years
Have Proved
Outing
Portables
Are the
Best

Edward G. Hoch Co.

27 No. 4th St. Minneapolis, Minn.
Outing Distributor

Brunswick symphony records appeared in the Minneapolis Sunday papers on October 26. This is thought to be more advertising than has appeared locally on any single record.

Good Radio Publicity

At the leading clubs in this city Brunswick-Radiola brought in the news on Election Day. Many clubs and churches arranged with local dealers for this service, which proved very desirable from the dealers' standpoint, as it gave unusual opportunities for massed demonstrations.

Two "Brunswick" Daddies

Sam Hilde, Montana Brunswick representative, and Miles Harvey, Brunswick accountant, are the proud daddies of baby daughters, born in October.

Fred Nelson, formerly a Brunswick salesman and now phonograph department manager of Davis & Rupen, is blocking the sidewalks before the store when he entertains the crowd with the returns from the University of Minnesota football games Saturday afternoons by means of the Brunswick-Radiola.

Secures Victor Franchise

The Stone Piano Co., of Fargo, has recently taken on the Victor line, giving the firm an opportunity for a large opening when it had a half-page newspaper announcement and sent copies in letters to every customer.

Randall Webber, of Red Wing, bought the Victor line from the Steffens Studio and Ferrin's Furniture Co., and now is the only Victor dealer in the territory.

Otto May, assistant traveling manager for the Victor factory, recently spent a day in Minneapolis at the Beckwith offices.

Victor Dealers Football Fans

A large number of out-of-town Victor dealers were in Minneapolis for the Minnesota-Michigan football game on November 1, staying over the week-end. They were entertained informally at the theatre after a special dance program was featured at the Nankin Cafe in honor of the Victor guests by Dick Long and His Orchestra, which is shortly to make tests on Victor records.

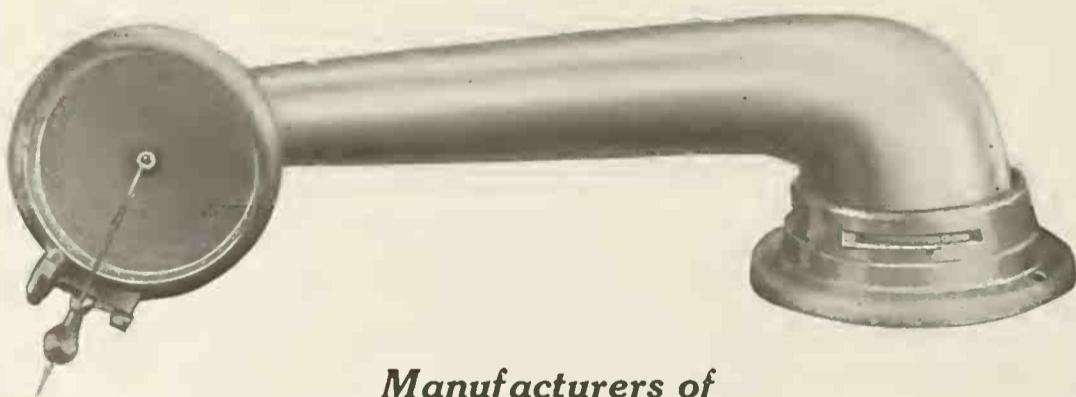
Among the guests were "Jerry" Jeronimus, exclusive Victor dealer in Duluth, with Mrs. "Jerry" and their heir-apparent; R. W. Lane, with his wife and family, of Ladysmith, Wis.; Mr. and Mrs. Larry O'Dell, of Chippewa, Wis., and Paul Lewis, manager for Ted Barron, Victor dealer of Superior, Wis., and Mrs. Lewis.

Adds Line of Pianos

E. A. Scheiger, Inc., 1525 Broadway, one of the leading Victor talking machine stores of Brooklyn, N. Y., recently added a piano department, featuring the Ampico in the Chickering. Other lines carried include the Brewster and the Marshall & Wendell.

The Hirsch Jewelry Shop, Fairmont, W. Va., is rebuilding its establishment, the new addition to house a talking machine department.

The Best Low Priced Portable Arm on the Market



Manufacturers of
Supreme Reproducers
High Grade Tone Arms

Also Originator of the Radio Tone-Arm

Samples of Portable Arm with Sound Box \$1.50
With Silvertone Diaphragm

WM PHILLIPS PHONO PARTS CORP.

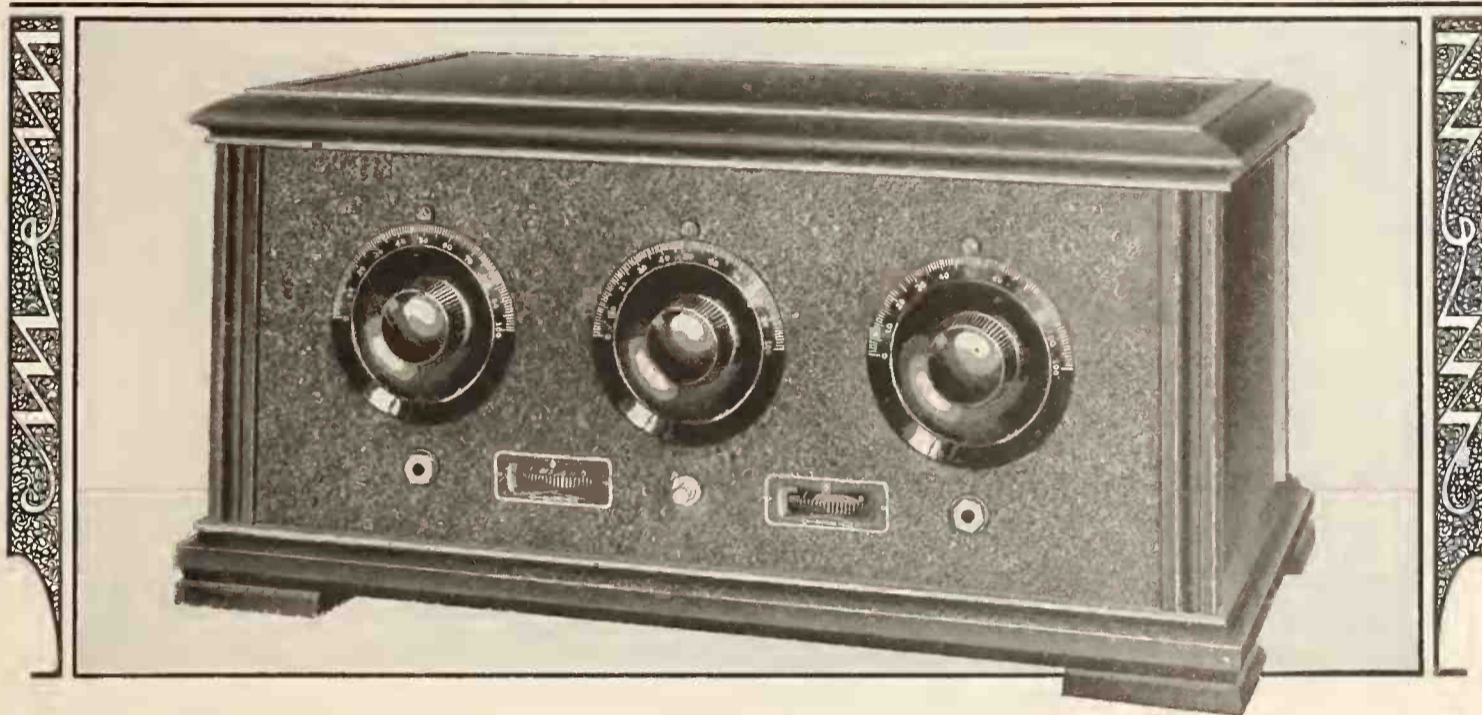
145 West 45th Street

CABLE ADDRESS:
PHONOPARTS

New York City

EISEMANN

ELECTRICAL EQUIPMENT



A Wise Choice

SPECIFICATIONS

Circuit: Two stages of tuned radio frequency amplification, detector and two stages of audio frequency amplification. Non-oscillating. Non-radiating. Astatic transformers used to minimize mutual induction.

Tubes: Five in all. Jacks provided for either five or four tube operation.

Batteries: Either storage or dry-cells. *Cables:* Complete set supplied for "A" and "B" batteries.

Wave lengths: 200 to 600 meters, with uniform efficiency of reception.

Aerial: 75 to 125 feet, single wire.

Panel: Aluminum, with attractive crystal black finish. A perfect body capacity shield.

Dials: Sunken design. Shaped to fit the hand and permit a natural position in tuning.

Rheostats: Adequate resistance for all standard base commercial tubes.

Condensers: Single bearing, low leakage losses.

Sockets: Suspended on cushion springs which absorb vibrations.

Cabinet: Mahogany, with distinctive lines and high finish. Ample space provided for "B" batteries.

In selecting their lines, discriminating dealers compare actual, intrinsic values. Mysterious trick names and other non-essentials are secondary considerations.

Type 6-D combines the only three things that constitute true worth—efficient performance, attractive appearance and fair price.

Speech and music are reproduced without distortion. Far distant stations are received with generous volume. Selectivity is extraordinary—even powerful, local broadcasting stations tune sharply. The 6-D is non-oscillating and non-radiating, with unvarying reception efficiency at high and low frequencies.

In appearance, the 6-D is strikingly attractive—a handsome mahogany cabinet, symmetrical panel layout and perfectly proportioned interior construction.

Price, without Tubes and Batteries, \$125.00



If your jobber cannot supply you, write to us.

EISEMANN · MAGNETO · CORPORATION

General Offices: 165 Broadway, New York

DETROIT · SAN FRANCISCO · CHICAGO

COHEN & HUGHES INC.

WHOLESALE DISTRIBUTORS of

RADIO PRODUCTS

Ware Neutrodyne Receivers	Brach Aerial Equipment
De Forest Reflex Sets	Burgess Batteries
Crosley Receiving Sets	Ray-o-vac Batteries
Music Master Radio Products	Philco Storage Batteries
The Jewett Superspeaker	Run-A-Radio
Atlas Loud Speakers	Phonograph Attachments
De Forest Loud Speaker	N & K Imported Loud Speakers
The Radialamp	Accessories
Balkite Battery Charger	Victrola Radio Panels

HEAD OFFICE-225 W. SARATOGA ST., BALTIMORE, M.D.
BRANCHES~WASHINGTON, D.C.~PHILADELPHIA, PA.~PITTSBURG, PA.

Salt Lake Retailers and Wholesalers All Enjoying Much Improved Business

Higher Priced Instruments Lead the Demand—Radio-Phonograph Models Arouse Enthusiasm of Trade and Public—Falk Mercantile Co. Adds Brunswick Line—The Month's Trade Activities

SALT LAKE CITY, UTAH, November 5.—The phonograph business in this section is in a healthy condition. Fred Bain, of the John Elliot Clark Co., pointed out that business is quite a bit better than it was a year ago, and that the retail department is holding its own. Both departments, Mr. Bain said, were ahead of last month. He reported a tendency toward higher-priced Victrolas. The Brunswick Co. officials also reported a nice business. R. H. Perry, of this company, said the dealers are enthusiastic over the new Brunswick-Radiolas, first shipments of which have been made to the trade. The leading music stores of the city handling phonographs on a retail basis report business as fair for the season.

Isaac P. Thunnell, sales manager of the Daynes-Beebe Music Co. and formerly manager of the phonograph department, was startled recently during the great Mormon or Latter Day Saints Church conference here to be waiting on a customer and hear his own name over the radio calling him to the stand in the Tabernacle on Temple Square. Mr. Thunnell is an officer in the church, but was not scheduled for an address, but President Grant wanted him to come to the stand and address the throng, about 13,000 people, outside of the many thousands who were "listening-in" via radio. Mr. Thunnell went to the Tabernacle, two blocks away, and gave the address. This gathering stimulated interest in radio so much that the Daynes-Beebe Music Co. has had to enlarge.

John Elliot Clark, head of the John Elliot Clark Co., is in Denver, Col., on business.

G. C. Spratt, manager of the Brunswick Co. here, has a new daughter at his home. Mr. Spratt has also been made a member of the membership committee of the Chamber of Commerce.

The local offices of the Brunswick Co. announce the appointment of Falk Mercantile Co., Ltd., of Boise, Idaho, as Brunswick dealers in that city. Mr. Perry, of the Brunswick Company, who has just returned from Boise, states that Falk's will have the largest and most complete phonograph department in the State. Complete sets of Audaks have been installed in the new music department, which will be under the management of William Krull. Falk's also handles the Columbia line.

Claire Dux, Brunswick artist of the New Hall of Fame, sang before a very appreciative audience at the Mormon Tabernacle recently. Local Brunswick dealers had window displays featuring her Brunswick records.

Recent visitors to the local Brunswick headquarters were: Mr. Otte, of Hill-Otte Drug Co., Evanston, Wyo.; Edward Thoreson, of Palace Drug Store, Blackfoot, Idaho; Joseph Hansen, of Hansen Furniture & Music Co., Brigham City, Utah, and Herman Mangelson, of Lunt Pharmacy, Nephi, Utah.

The W. P. F. Radiophone Corp., New York, incorporated in Del. Capital stock, \$20,000.

ITALIAN MATRICES FOR SALE

THE ITALIAN BOOK CO.

145-147 Mulberry Street

New York, N. Y.

Has just received a number of

Samples of Phonograph Records, Mostly Popular Songs

Recorded in Italy by the best artists and can supply the MATRICES

WRITE FOR PARTICULARS

Latest Figures on Exports and Imports of "Talkers"

Figures on Exports Show Substantial Increase for the Nine Months Ending in September—Interesting Data on Exports and Imports

WASHINGTON, D. C., November 6.—In the summary of exports and imports of the commerce of the United States for the month of September, 1924 (the latest period for which it has been compiled), which has just been issued, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during September, 1924, amounted in value to \$19,854, as compared with \$40,000 worth which were imported during the same period of 1923. The nine months' total ending September, 1924, showed importations valued at \$296,333, as compared with \$553,839 worth of talking machines and parts during the same period of 1923.

Talking machines to the number of 6,789, valued at \$232,238, were exported in September, 1924, as compared with 5,419 talking machines, valued at \$231,646, sent abroad in the same period of 1923. The nine months' total showed that we exported 52,240 talking machines, valued at \$1,985,271, as against 45,426 talking machines, valued at \$1,818,855, in 1923.

The total exports of records and supplies for September, 1924, were valued at \$156,447, as compared with \$93,074 in September, 1924. The nine months ending September, 1924, show records and accessories exported valued at \$1,360,552, as compared with \$1,024,565 in 1923.

The countries to which exports were made in September, 1924, and the values thereof are as follows: France, \$1,081; United Kingdom, \$7,232; other Europe, \$13,569; Canada, \$20,322; Central America, \$8,731; Mexico, \$9,732; Cuba, \$6,751; Argentina, \$16,427; Chile, \$13,374; Peru, \$8,916; other South America, \$22,620; China, \$3,439; Japan, \$18,811; Philippine Islands, \$8,597; Australia, \$51,482; New Zealand, \$10,715; other countries, \$10,439.

Haag Line Going Big

The Haag Radeluxe line of radio-equipped cabinets, combination radio and talking machine-equipped cabinets and cabineted loud speaker, although only recently introduced, has already been taken on by several large department stores in this country. In Philadelphia a number of machines have been sold to Gimbel Bros., and the Snellenburg department store has ordered a number of every model of the line. This is in addition to the number of smaller individual talking machine retailers who have taken on the Haag line. Alfred H. Haag, president and general manager of the company, is an indefatigable worker and is putting his entire energy behind the promotion of this line, which is rapidly growing in popularity as is proved by the character of the accounts opened.



The De Luxe Coast to Coast 5 Tube NEUTRODYNE **\$27.00 NET**

Using Standard, Genuine Licensed Hazeltine Parts Synchronized and Matched

DEALERS WRITE

For Quick Selling

KITS RADIO PARTS

Wholesale Only

HAROLD M. SCHWAB, Inc.

Dept. L26
55 Vesey Street New York, N. Y.

Ware
NEUTRODYNE
Receivers

They're All Talking About the Ware

Everywhere folks are talking about the Ware Neutrodyne Receivers—their fair price, beautiful cabinets, range, and tone quality. Ware Receivers are their own best salesmen—they speak for themselves.

In our advertisements, we urge readers to hear a

demonstration of the Ware and then to decide for themselves just what it will do. When they hear the Ware they want it. Its tone quality amazes them—tone quality which has made the Ware the talk of the country—tone quality based on sound design and expert craftsmanship.

**Ware Type X
 Neutrodyne
 Receiver**

Height—8½ inches
 Width—21½ inches
 Depth—10¾ inches



Price
\$150.00

without accessories

Ware Type X Neutrodyne is a plain model, 4-tube, reflex receiver, operating on dry-cell batteries. Its range and volume are remarkable because one of the tubes is reflexed on an entirely new principle devised and used only by Ware, and the equivalent of a 5-tube circuit is thus secured—two stages of tuned radio frequency amplification, detector, and two stages of audio frequency amplification.

Type X is finished in beautifully figured walnut and pre-

sents a most attractive appearance. All batteries are concealed in a compartment in the back of the cabinet.

There are three tuning dials, and at the right-hand end of the panel a double-scaled voltmeter, indicating voltage of both A and B batteries; a filament rheostat, controlling all tubes, and a push-pull switch.

Type W is a 5-tube Neutrodyne, not reflexed, designed for those who desire the maximum in range and selectivity. Price \$175, without accessories.

Write to any of our distributors for full information, or direct to

Distributors

- Progressive Musical Instrument Corp.,
New York, N. Y.
- Dalrymple-Whitney Radio Corp.,
New York, N. Y.
- New England Phonograph Distributing Co.,
Boston, Mass.
- Cohen & Hughes, Inc.,
Baltimore, Md.
- Washington, D. C.
- Philadelphia, Pa.
- Pittsburgh, Pa.
- Gibson-Snow Co., Inc.,
Syracuse, N. Y.
- Kiefer-Stewart Co.,
Indianapolis, Ind.
- Ohio Musical Sales Co.,
Cleveland, Ohio.
- Illinois Phonograph Co.,
Chicago, Ill.

Distributors

- Yahr & Lange,
Milwaukee, Wis.
- Lucker Sales Co.,
Minneapolis, Minn.
- J. W. Jenkins' Sons Music Co.,
Kansas City, Mo.
- Mickel Bros. Co.,
Omaha, Neb.
- Knight-Campbell Music Co.,
Denver, Colo.
- Commercial Associates, Inc.,
Los Angeles, Calif.
- Kohler Distributing Co., Inc.,
Los Angeles, Calif.
- D. H. Holmes Co., Ltd.,
New Orleans, La.
- C. A. Richards, Inc. (Foreign Distributor),
New York, N. Y.

Ware
RADIO CORPORATION
 529-549 WEST 42ND STREET
 NEW YORK



Type TU. 3 tubes.
 Same as Type T, except cabinet.
 Retail price \$150, without accessories.



Type T. 3 tubes, one reflexed, operating on dry cells.
 Retail price \$65, without accessories.



Type XU, 4 tubes, one reflexed, operating on dry cells. Same as Type X, except cabinet.
 Retail price \$275, without accessories
 Type WU, 5 tubes. Same as Type W, except cabinet.
 Retail price \$300, without accessories.

Licensed by the Independent Radio Manufacturers, Inc., under Hazeltine Patents Nos. 1,450,080 and 1,489,228 and patents pending, and the trade mark "Neutrodyne" registered in the U. S. Patent Office, Certificate No. 172,137.

Paul F. Godley and C. L. Farrand Organize Company

Form Farrand Mfg. Co., Inc., to Make Radio Products—Members of Firm Well Known

Paul F. Godley, one of the outstanding figures of the radio world, recently announced that he and C. L. Farrand had formed the Farrand Mfg. Co., Inc., to build high-quality radio products. The offices and factory of the new com-



Paul F. Godley

pany are at 28 South Sixth street, Newark, N. J., where excellent facilities are available for the production of the company's products.

Mr. Godley is, perhaps, best known to the radio fraternity as the developer of the "short wave regenerative receiver" now so well known to radio enthusiasts. Two other widely known and spectacular accomplishments in Mr. Godley's long career are his splendid work for the Brazilian Government on the "Amazon-to-the-Andes" radio service and his reception in December, 1921, at Ardrossan, Scotland, of the first trans-Atlantic amateur radio signals.

During the war Mr. Godley was design engi-

neer for the Marconi Wireless Telegraph Co. of America. During this period he designed and developed, for the use of the United States Army, the only American-built radio receiving apparatus mentioned by the chief signal officer in his report to the Secretary of War.

The Farrand Mfg. Co., according to Mr. Godley, has developed the first multiple tube, truly single-dial control radio receiver ever designed for home use. This receiver is reported to have the ability to amplify a weakly received signal one billion times. It is entirely new in appearance and design throughout.

Mr. Godley, in speaking of present-day radio merchandising, said: "It is our belief that the selling conditions of the radio business are constantly improving. We feel that the advent of the music and talking machine dealer into the radio field, bringing with him his organization of trained salesmen, his knowledge of the actual cost of doing business and his policy of guaranteeing his customers satisfaction and fair treatment, has perhaps done more to stabilize radio retailing than any other one factor.

"A few months ago the music and talking machine dealer represented a small field for the distribution of radio products; to-day this dealer is handling 50 per cent of all radio receivers of the better class. The radio department of his business is constantly increasing. The time is not far distant when the greatest volume of the better class radio receivers will be merchandised through music and talking machine dealers.

"The other desirable field is the radio dealer who is doing a legitimate business and following sound business policies. Such dealers as these will be the first to recognize the advantages to be derived from selling only high quality radio products of sound design. Such products always assure satisfaction to their customers.

"The public demand for simplified radio operation is going to smooth the way for the manufacturer who makes simplicity of operation a chief aim of his design. Distributors and dealers report that single-dial control is the greatest selling help that can be given them."

E. Schenkel With Musical Products Distributing Co.

Placed in Charge of General Sales and Advertising—Plans Dealers' Service Department

The Musical Products Distributing Co., New York, distributor of Vocalion records, Crosley, Federal, Pooley-Atwater Kent and other radio products, announced recently the appointment of Emil Schenkel to take charge of the general sales and advertising of the company. Mr. Schenkel has been associated with the talking machine industry for a number of years and is well known throughout the trade in connection with the marketing of the Little Tots records, Pal portables, Regal records and other products. He will organize a department for special promotion and service ideas to assist dealers in the merchandising of their products. He is also planning to organize a special staff of retail salesmen to aid dealers directly to the end of increasing sales.

M. Mitchell Gruhn, vice-president of the Musical Products Distributing Co., is at present honeymooning in France, Italy and Switzerland.

C. D. Jourdan has been appointed manager of the radio parts and accessory department of the company. Mr. Jourdan has had wide experience in the electrical and radio fields.

The Music Products Distributing Co. is now occupying its greatly enlarged quarters at its new home, 22 West Nineteenth street. The increased space which the company now has at its disposal is being utilized to the best advantage. There are attractive display rooms which give dealers an opportunity to view the wide range of radio equipment carried in stock.

Court Hands Down an Interesting Radio Decision

The radio industry has evinced considerable interest in a decision handed down recently by Vice-Chancellor Vivian M. Lewis at Trenton, N. J., when he dismissed the temporary injunction restraining the De Forest Radio Co. from selling apparatus except under written agreement from the lessee or purchaser that it would not be used in the sending or reception of messages for pay. The injunction suit was brought by the Radio Corp. of America, which had rights of operation obtained from the Western Electric Co., subsidiary of the American Telephone & Telegraph Co. The dispute was over the agreement made between the De Forest Co. and the Western Electric Co. in 1917, by which the former reserved certain rights to sell parts for amateur use.

The Vice-Chancellor pointed out that no question had been raised as to whether the De Forest Co. was actually selling apparatus for use in the transmission of commercial messages. He also pointed out that the Radio Corp. of America was engaged in the sale of parts for amateur use and the attempt to compel the De Forest Co. to require written agreement from the purchaser that his newly acquired equipment would not be used for commercial transmission or reception was a distinct advantage to the Radio Corp., one that in equity it had failed to establish as its right. The court ruled that both companies had equal rights in the sale of such apparatus.

Smart Music Shoppe Opens

HARTFORD, Wis., November 8.—The Smart Music Shoppe was recently opened here on the second floor of the Heppe Shop. The new establishment will handle the Strand phonograph and the Okeh and Odeon records. Mrs. J. P. Smart, proprietor, is perfecting plans to add a complete line of musical instruments and radio sets, together with a sheet music department, making this attractive establishment a completely stocked general music store.

THE
FALL
SEASON
IS
HERE
LET US
HELP
YOU
DISPLAY
YOUR
GOODS
TO
ADVANTAGE

**ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY**



FISHEW & WALMAN MUSIC STORES, Inc.
312 West 145th St., New York, N. Y.

A very good illustration of how the Z. & B. system can modernize your store into an up-to-date showroom for your merchandise, combining the best in design, workmanship and material with the least in cost to you.

quality  *design*

Record Racks Display Cases
Hearing Rooms Musical Instrument
Service Counters Cases, Etc.

Prices on request

**ZIMMERMAN-BITTER
CONSTRUCTION COMPANY**

3 · 5-27 East 94th Street, New York
Telephone Lenox 2960

EVERY-
THING
FOR
THE
RADIO
DEALER

ASK US
ABOUT
OUR
SHEET
MUSIC
AND
MUSICAL
INSTRUMENT
CASES

Duo-Vox

BUSH AND LANE

"Better than a Phonograph"



Style "20" Mahogany or Walnut

For natural, sweet, full-toned delivery of all the artistic detail of recorded vocal and instrument art, the Duo-Vox Bush & Lane sound reproducing instrument is the impartial choice.

The quality of Duo-Vox tone reproduction is surpassingly beautiful.

Patented reproducers, one for lateral and one for hill and dale recordings, have exclusive principles that effect that heretofore elusive achievement, a normal tone delivery.

Radio Duo-Vox is available in several regular combination models.

Write for Agency Data

BUSH & LANE PIANO COMPANY

HOLLAND

MICHIGAN

Marked Improvement in All Branches of the Trade in Akron-Canton Territory

Sales Gaining Steadily and the Outlook for Prosperous Holiday Season Is Excellent—Appearances of Record Artists Boost Retail Sales—Stark Co. to Add Music Lines—Other News

AKRON-CANTON, O., November 7.—The talking machine and radio business in the Akron-Canton district is showing a decided improvement with the advent of November and sales thus far this month are far in excess of those last month, and from all sources come encouraging reports which indicate a brisk Fall and Winter business. What is more important in that it points to a continuation of good business was the reelection of President Calvin Coolidge.

Whiteman and Band Pleases

Paul Whiteman and His Orchestra appeared personally in Akron and Canton, playing to large crowds. In each instance Victor dealers fostered the concert and heavy record sales followed the appearance of the band. George Wille was responsible for bringing the orchestra to Canton, and Earle Poling was head of the movement in Akron.

New Department to Open Soon

The middle of November will see the opening of a complete new music department in the new store of the Stark Dry Goods Co., which is now practically completed.

Duncan Is Made a Director

C. J. Duncan, well-known Massillon Victor dealer, has been elected a director in the newly formed Massillon Merchants' Association, which recently held its organization meeting.

Takes Part in Arcade Anniversary

The Brunswick Shoppe, one of Canton's newest retail music dealers, was an active participant in the anniversary celebration of the Arcade Market, Canton, which event was one of the most successful held by merchants in that city in recent years. The Brunswick Shoppe in the entrance to the Harris Arcade held open house and all sales people were on hand to

greet visitors. Special musical features were held in connection with the celebration.

Smith & Mitten Piano Co. Incorporates

The Smith & Mitten Piano Co., Akron, doing a large talking machine and record business, located at 78 Mill street, and also conducting a store in Barberton, has been incorporated with \$75,000 capital. Ernest E. Smith has sold his business interest to C. A. Mitten. The latter is president-treasurer and general manager of the new company, and F. W. Van Scoyoc, vice-president and secretary. The company handles the new Edison and music rolls.

Presents Novel Radiola Displays

The George S. Dales Co., during its three-day opening observance recently, used two of its largest display windows to present new models of the Brunswick-Radiola, which helped swell the already large volume of business.

Vic Myers' Band in Ohio

Smith & Phillips Music Co., East Liverpool, O., got behind a two-day personal appearance of Vic Myers and His Brunswick Orchestra at Danceland, a large dance pavilion in the Pottery City, recently. The appearance of the Brunswick recording artists attracted large crowds.

New Front Finished

A new whitestone ornamental front has been installed at the store of the D. W. Lerch Co., one of the leading Canton music houses.

Now Has Cheney Line

W. E. Pyle, manager of the music department of the William R. Zollinger Co., announces that this store has taken on the complete Cheney talking machine line and is now showing all models. To date it is the only local agency for the Cheney line.

Emerson Phonograph and Radio Interests Combine

Consolidated Emerson Business to Be Known as Emerson Radio & Phonograph Corp.

The Emerson Phonograph Co., Inc., and the Emerson Radio Corp. recently consolidated their interests and the new firm, capitalized at \$1,000,000 is now known as the Emerson Radio & Phonograph Corp. While the new company will market the same products handled heretofore by the two organizations, it will, in addition, immediately introduce four new Emerson radio sets under the Emerson trade mark. Its products now will include the Emerson records, Emerson phonographs, Emerson combination radio and phonograph and the new receiving sets. It will also distribute standard products such as loud speakers, batteries, tubes, etc. The officers of the company include B. Abrams, who has been an active manufacturer and distributor in the music field for many years and who early entered into radio activities. Max Abrams, who is also well known in the music field, is treasurer of the company; W. W. Watson, business man of long experience, is vice-president, and Louis Levy, a well-known attorney, is secretary. The plans of the company, due to added capital, will allow expansion of its activities on a large scale.

New Radio Distributor

A new distributing firm, known as the New Jersey Radio, Inc., with offices at Hill and Halsey streets, Newark, has been organized to take over the radio division of Barter-Oppenheim, Inc., radio and automotive jobbers of that city. B. J. Oppenheim will be in charge of the new organization, which will concentrate on Atwater Kent receiving sets, Pooley-Atwater Kent and radio Spinnet-Atwater Kent combinations.

THE ONE BIG XMAS SELLER

ONLY FIVE WEEKS UNTIL CHRISTMAS

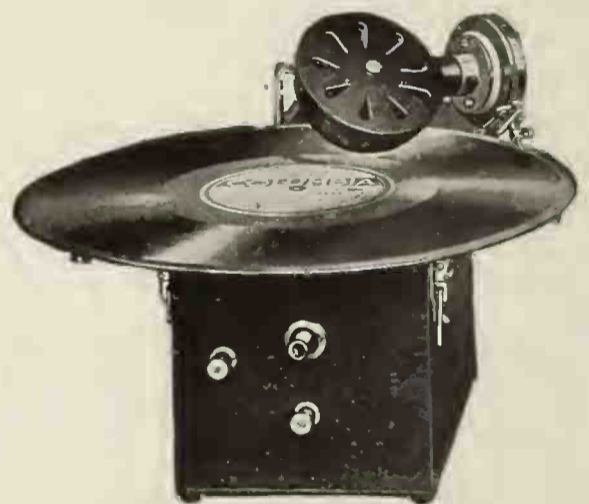


Dimensions, 4 $\frac{3}{4}$ x5 $\frac{3}{4}$ ins.
Weight, 4 $\frac{1}{2}$ lbs.

Fill your window with
Kameraphones and see
them go.

The sensation of the
Talking Machine
Industry.

SEND FOR SAMPLE
AND BE CONVINCED



FULLY PATENTED
IN THE U. S. A.

JOBBER TERRITORIES NOW OPEN

Liberal Discounts to Dealers and Jobbers

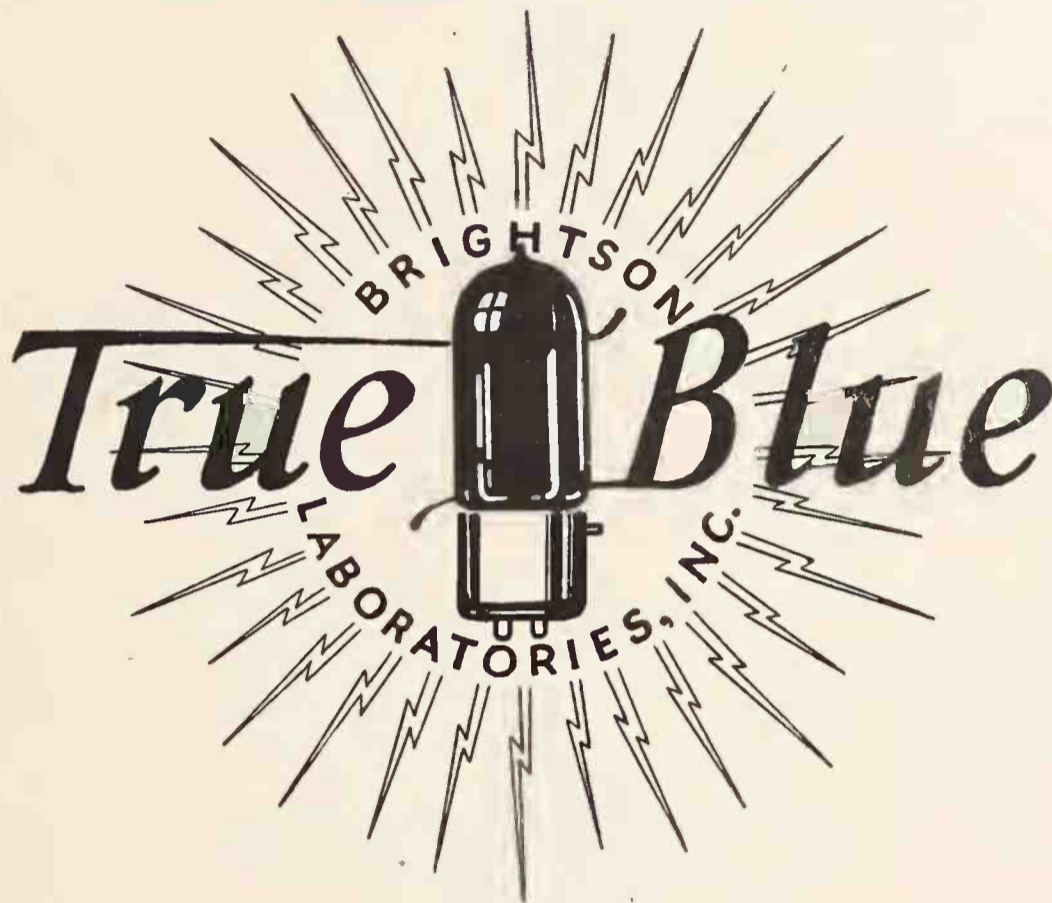
Write or Wire to

SPECIALTY TRADING CO.

547 BROADWAY

EMIL BORNSTEIN, Inc.
SOLO. SACHS, Sec. and Treas.

NEW YORK, N. Y.



**The Absolutely Uniform
and Interchangeable
Radio Tube**

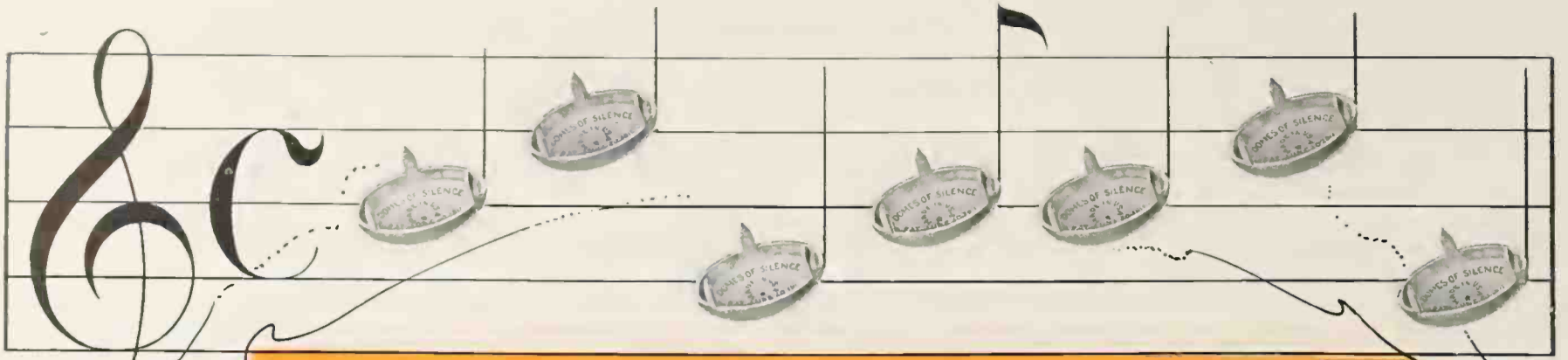
**VASTLY SUPERIOR
TO ANY TUBE HERETOFORE MADE**

Non-microphonic. Standard base. Non-corrosive contact points.
Filament voltage 4 to 6. Plate voltage: detector 20-40, amplifier
40-150. Filament consumption $\frac{1}{4}$ ampere.

BRIGHTSON LABORATORIES, Inc.

67-73 Winthrop Street

NEWARK, N. J.



A Big Hit On Any Talking Machine

DOMES of SILENCE are the best footwear for talking machine cabinets ever devised.

Period model Talking Machine makers use **DOMES of SILENCE** on their products in preference to all other forms of footwear. They suit upright models as well as period styles.

DOMES of SILENCE *"Better than Casters"*

have six big advantages:

They are economical

They are simple in construction

They are silent in use

They are invisible

They are adaptable to all styles and conditions of use

They give long wear

If you specify them in your orders, manufacturers will place them on all the models you carry.

DOMES of SILENCE Division
Henry W. Peabody & Co.
17 State Street, New York City

Reg. U. S. Pat. Off.
No. 995758 which will
be strictly enforced

P-1678



**Starr Equipment Corp.
Outlines Business Policy**

Manufacturer of Starr Radio Products Plans to Further the Interest of Its Dealers

The sales policies, advertising campaign and some of the distinguished features of the Starr radio receivers are attractively set forth in the inside spread of a four-page letterhead being used by the Starr Equipment Corp., of Brooklyn, N. Y. The attractive appearance, the careful construction, tone, selectivity, volume and non-radiation features are all described. When it comes to performance it is left to the decision of the listener. It is stated that as a result of extensive experiment and experience the Starr line is being confined to five-tube sets exclusively. At present the line consists of two cabinet models, style D, in a standard cabinet form, and style C, a period console model. The Starr Equipment Corp. also produces a panel for installation in the Victrola.

In stating its sales policies it has announced that exclusive sale through jobbers is the keynote in the merchandising of not only Starr receivers but also parts and equipment. All dealer inquiries are promptly forwarded to the nearest jobber. As a protection to Starr distributors and dealers, it is also announced that models will not be changed during the course of any radio season. It is also promised that in the event of any necessary price reduction distributors will be rebated promptly for differences between old and new prices.

In addition to the trade advertising, the national consumer advertising plans of the company call for active co-operation with the dealer in local newspaper publicity carrying dealers' and jobbers' names. In addition, attractive folders, display cards and other highly valuable selling helps are supplied to jobbers. It is announced that an absolute guarantee of mechanical perfection accompanies every item in the Starr quality line backed up by immediate replacement from the factory of any returned imperfect part.

The Starr line is proving very popular throughout the talking machine trade and new dealers are being constantly added.

**Court Refuses to Restrain
Prosecution of Suits**

Judge Winslow in the United States District Court last week denied an injunction sought by the Westinghouse Electric Mfg. Co. to restrain the De Forest Radio Co. from prosecuting filed suits to cancel patents on the alleged infringing Armstrong circuit controlled and manufactured by the plaintiff corporation.

The District of Columbia Court of Appeals recently held that the De Forest regenerative transmitter was the original invention of this device, reversing the Commissioner of Patents in his contention that the Armstrong patent held priority. As a result, actions were later filed by the De Forest Co. against the Westinghouse interests for cancellation of their Armstrong patents and will be shortly tried in the Federal Court, Eastern Pennsylvania District. A number of other suits are also pending.

**Department of Commerce
to Issue Credit Information**

WASHINGTON, D. C., November 6.—A pamphlet giving the results of an investigation as to the available sources of credit information in every one of the foreign-trade centers, made by the foreign agents of the Government, is soon to be issued by the Department of Commerce. Much material has been received, and this is now being put into shape for distribution. These data should prove of great value to concerns which are carrying on export business as well as those which contemplate doing so.

A New and Better Radio Speaker!

The
Sea-Tone
Reproducer

*Art and Utility
Combined to Improve*
RADIO RECEPTION

Science is continually discovering new uses for natural resources. Exhaustive tests have proved this combination of a natural sea shell with the newest Baldwin Unit (H Type) to be an advancement in Radio amplification.

The refined tone and exceptional attractiveness of this instrument also find a welcome in homes where there are already other speakers in use. Every set owner is a potential Sea-Tone Owner.

The list price is only \$25 and liberal discounts to jobbers have been provided.

Selling rights now being allotted—write for sample and full details.

The Sea-Tone Reproducer is a specially picked and highly polished sea shell fitted to an artistically designed metal figure. An enclosed incandescent bulb, when lighted, throws into relief the brilliantly blended natural tints of the fossil.

TONKS BROS. CO.
High Street, Newark, N. J.



Sea-Tone

List Price
\$25.00

Many Important Developments Feature Month in the Los Angeles Territory

Music Trades Association Elects Officers—Richardson's Holds Formal Opening—E. R. Darvill Made Vice-President of Munson, Rayner Corp.—Planning Big Columbia Drive—Other News

LOS ANGELES, CAL., November 3.—Election of officers for the ensuing year, 1924-25, took place at the October meeting of the Music Trades Association of Southern California. H. L. Nolder, western general manager of the Starr Piano Co., was elected president by unanimous vote. Ed. H. Uhl, president of the Southern California Music Co., was elected vice-president; L. E. Fontron, secretary-treasurer of the Martin Music Co., was elected second vice-president; George B. Epstein, vice-president of the Platt Music Co., and A. G. Farquharson were re-elected treasurer and secretary, respectively.

G. P. Ellis in San Francisco

G. P. Ellis, Los Angeles wholesale branch manager of Sherman, Clay & Co., spent several

days in San Francisco during the latter part of last month visiting his firm's headquarters and conferring with Messrs. Bird and McCarthy. He also met David Sarnoff, vice-president and general manager of the Radio Corporation of America, who was also spending a few days in San Francisco.

Richardson Celebrates Opening

Appropriate ceremonies were indulged in on October 27 and 28 celebrating the opening of the new three-story home of Richardson's Music Lover's Shop, 730 West Seventh street. This shop carries a complete line of talking machines, pianos and radio sets, in especially designed imported and custom-built cabinets. An attractive invitation to the opening

ceremonies, describing the new home, together with an illustration of the handsome display rooms was sent to thousands of the store's customers.

E. R. Darvill Honored

E. R. Darvill, sales director of the Munson, Rayner Corp., distributor of the Cheney phonograph and Vocalion records, who has been elected vice-president of the company, has been with the Munson, Rayner Corp. over two years, since its formation; and his promotion has been deservedly given in return for his successful sales management and devotion to hard work.

New Brunswick Dealer Appointed

The Eastern Outfitting Co., on Main street, has secured the Brunswick agency for the music department, including the Brunswick-Radiolas.

Leo J. Meyberg in Music Field

Leo J. Meyberg Co., jobber and distributor of Radio Corp. of America products, is becoming more and more identified with the music business as time passes. This is another of the many indications of the increasing interest of the music trade in radio and the recognition by the wholesale radio trade of the music dealer. A year ago the Meyberg Co. had very few customers among the radio dealers, but now there are few music dealers who do not appear on their books.

Popular Orchestra Returns

Herb Wiedoeft's Cinderella Roof Orchestra has returned to Los Angeles and home after making an extended Eastern and Middle Western tour. Brunswick record fans are looking forward to the announcement and release of some new hits which have been recorded by this famous orchestra on Brunswick records.

Munson, Rayner to Handle Radio

After months of consideration and investigation the Munson, Rayner Corp., jobber and distributor of Cheney phonographs, Vocalion records and phonograph accessories, has decided to add a wholesale department to its business. The Eiseman Magneto Corp. products, Colin B. Kennedy sets and Thompson radio neotrodyne sets have been secured for distribution throughout the State and a very complete line of loud speakers, batteries and other radio accessories in addition.

Columbia Clears for Action

W. E. Henry, manager of the San Francisco and Los Angeles branches of the Columbia Phonograph Co., Inc., is preparing for an intensive drive throughout his extensive territories. He assumed his Los Angeles position on October 1 and took over his duties in San Francisco on November 1, at which time Manager Kantner left for the Kansas City Columbia headquarters. Carter B. Corder, who is well known here, has been appointed Los Angeles city salesman by Mr. Henry and the latter is leaving for San Francisco November 1 for two weeks, after which he will return to Los Angeles. The new Columbia console art models are meeting with a very favorable reception by the trade and Mr. Henry's extreme popularity throughout the entire territory is doing much towards a still greater interest in the line.

New Crosley Panel Arrives

Sherman, Clay & Co., distributors of Crosley sets, announce the arrival of a new three-tube Crosley panel suitable for installation in Victrola console models.

Discontinue Branch Stores

ALBANY, N. Y., November 7.—A. Page Smith, receiver for the Baker Music House, Inc., recently announced that the branch stores of the company at Utica, Hoosick Falls and Glens Falls will be discontinued and all the business will be transacted at Albany. The business of the company will be continued at its present location at 52 North Pearl street until after January 1 when the building will be sold. A building at 165 Central avenue has been leased and will ultimately become the main store, being utilized for salesrooms and storage facilities.

NATIONAL PHONOGRAPH TOYS

Stock them for Christmas

Swift Sellers!
Quick Profits!

Order the Complete Assortment—Here it is:



Shimandy
Price \$1.65



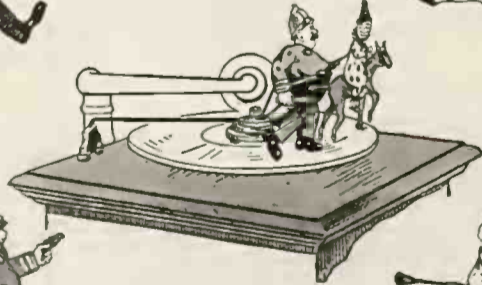
The Boxers
Price \$1.25



Ragtime Rastus
Price \$1.25



The Magnetic Dancers
Price \$1.00



Phonograph Phollies
Price \$1.00 per set



(Usual Trade Discounts)

Don't pass up this proposition. Give it your immediate attention. You will be glad you did. It takes just a minute to fix the whole thing. Get your letter in tonight's mail. Quick action at this end.

National Company, Inc.

110 Brookline Street

Cambridge, Mass.

The Greater NEUTRODYNE EAGLE

Balanced Receiver



Model "B,"
—five - tube
Price \$175

"My Choice this Christmas"

and the Choice of the Majority!

In the 1923 Holiday Season the "Eagle Neutrodyne" was the choice of those who knew. This Season even more people will buy the Greater EAGLE—the new Model B, with the **multiple (filament control) switch**, the **ball-bearing, die-cast condensers**, and the **improved rheostat**—all Eagle instruments, obtainable **ONLY** in the New Model B EAGLE.

Your customers will want the best receiver for Christmas. They do not rely on promises or mere claims when they buy the EAGLE Model B. The exclusive features and the reputation of the Eagle Set for quality of materials and workmanship are all the assurance they need. To that, however, is added the extra protection of the fairest possible **GUARANTEE**.

Your present and prospective customers will ask about the **New Model B Eagle**. Can you afford to sell any but "the choice of the majority?"



EAGLE GUARANTEE

The Guarantee that Accompanies Every EAGLE Receiver Fully Protects Your Customer!

Write for Details **TODAY**.

Licensed by Independent Radio Manufacturers, Inc., under Hazeltine Patent Nos. 1,450,080, dated March 27, 1923, and 1,489,228, dated April 1, 1924. Other patents pending.



EAGLE Multiple Switch

Instead of several jacks, which are inherently weak, a smoothly operating multiple (filament control) switch controls all battery connections.



Ball-Bearing Die-Cast Condensers

An entirely new departure in condensers. Both rotor bearings are ball-bearing. Rotor and stator plates are die cast integral with their support.



Revolving Resistor Rheostat

The resistor element, instead of the contact, is the operating unit in the EAGLE rheostat.



MODEL BS A New Eagle Artistic Console Cabinet
Price \$100

An artistic Console cabinet for the EAGLE, in American Walnut or Mahogany, with fume-proof compartments for battery and charger.

EAGLE

22 Boyden Place



RADIO CO.

Newark, N. J.

**Radio
Cabinets and Stands
For
Apparatus
Horns and Batteries**



200
Finished in Brown, Red or Duotone Mahogany. Height 30 inches. Top 30x15. Back bored for wiring. List price, \$20.50.

200



201
Finished in Brown, Red or Duotone Mahogany. Height 30 inches. Top 30 x 15. Back bored for wiring. List price, \$22.50.

201



204
Finished in Brown, Red or Duotone Mahogany. Height 30 inches. Top 30 x 16. Back bored for wiring. List price, \$29.50.

204



203
Finished in Brown, Red or Duotone Mahogany. Height 30 inches. Top 30 x 16. Back bored for wiring. List price, \$29.50.

203



Showing interior of 203 and 204.

204

SCHLOSS BROS.

A Corp.

Furniture Manufacturers

801 East 135th Street New York City

Telephone Melrose 1640-1641

**George E. Brightson Is President of New
Radio Tube Manufacturing Organization**

Chairman of Board of Directors of the Sonora Phonograph Co., Inc., Is Now Identified With the Radio Industry as Head of the Brightson Laboratories, Inc., of Newark, N. J.

The talking machine trade will be interested to learn that one of the foremost members of the industry, George E. Brightson, has become identified with radio activities and is now the president of the Brightson Laboratories, Inc., with a factory and executive offices in Newark, N. J. Mr. Brightson is chairman of the Board of Directors of the Sonora Phonograph Co., Inc., and is widely known as a pioneer executive of the talking machine industry.

The Brightson Laboratories, Inc., is manufacturing a new radio tube which is known as "True Blue." This product was developed and perfected under Mr. Brightson's personal direction, together with several prominent engineers, who have been associated with radio activities for many years. The tube will be introduced to the trade through the medium of an extensive sales publicity campaign which is now being prepared. Sales plans are being worked out very carefully and will be reinforced by publicity of every conceivable type.

Through his many years' association with the talking machine industry, Mr. Brightson has become intimately familiar with the qualifications of the talking machine dealer as a merchandiser. When the "True Blue Tube" was perfected he immediately decided that the talking machine dealer was an ideal outlet for distributing this product and he has made arrangements accordingly.

The "True Blue" tube, as its name implies, is a blue tube, the color effect being achieved through use of blue glass. This special blue glass has qualities that are valuable, and are an aid to reception. It is distinctive in appearance and is radically different from any tube on the market. It has a genuine Bakelite base finished in mahogany color with sterling silver contact points that represent a new development in tube manufacture. Each "True Blue" tube is packed in an attractive container similar to a jewel case in appearance. This not only enhances the sales appeal of the product, but protects it in transit.

One of the technical heads of the Brightson Laboratories, Inc., in referring to the new tube said, "The 'True Blue' tube has several exclusive features which cannot fail to appeal to the

radio expert as well as the fan. We have devoted particular attention to the subject of tone quality, and we are promising the trade absolute uniformity in the production of our tube. We have also perfected non-microphonic principles which represent a step forward in tube construction, and we are merchandising our



George E. Brightson

tubes accompanied by a certificate of guarantee."

George E. Brightson needs no introduction to the talking machine trade as his association with Sonora interests dates back to 1913. He is recognized everywhere as a capable and keen executive whose study of the phonograph industry has enabled him to gain an intimate knowledge of every phase of merchandising. Mr. Brightson's associates in his new company include well-known manufacturers and engineers whose previous connections well qualify them to become identified with Mr. Brightson's plans and policies. Full details regarding the personnel of the organization will be announced in the near future.

**Edison Business in Texas
Most Satisfactory to Jobbers**

DALLAS, TEX., November 5.—O. G. Feltner, manager of the Texas-Oklahoma Phonograph Co., distributor of Edison phonographs and records for the Southwest, reports a record-breaking Fall business. Mr. Beatty, in charge of sales, has been working the territory thoroughly, and states that numerous new accounts have been opened and that trade conditions are most satisfactory. This section is in better condition financially than any other in the country, and this prosperity is reflected in sales.

Rausner Vorbach Co. Formed

Ernest B. Rausner and Joseph S. Vorbach recently organized the firm of Rausner, Vorbach & Co., Inc., to import and distribute musical merchandise. The warerooms and executive offices of the new concern are at 42 East Fourteenth street, New York. Mr. Rausner is a well-known musician and is possessed of a wide experience in the trade, having been connected with the Fred Gretsch Mfg. Co., Brooklyn, N. Y., and with the New York Band Instrument Co., New York. Mr. Vorbach has been engaged in the retailing of musical instruments, operating several stores, together with his brother, in the Brooklyn and Jamaica territory.

Hermann Thorens

Ste. Croix, Switzerland

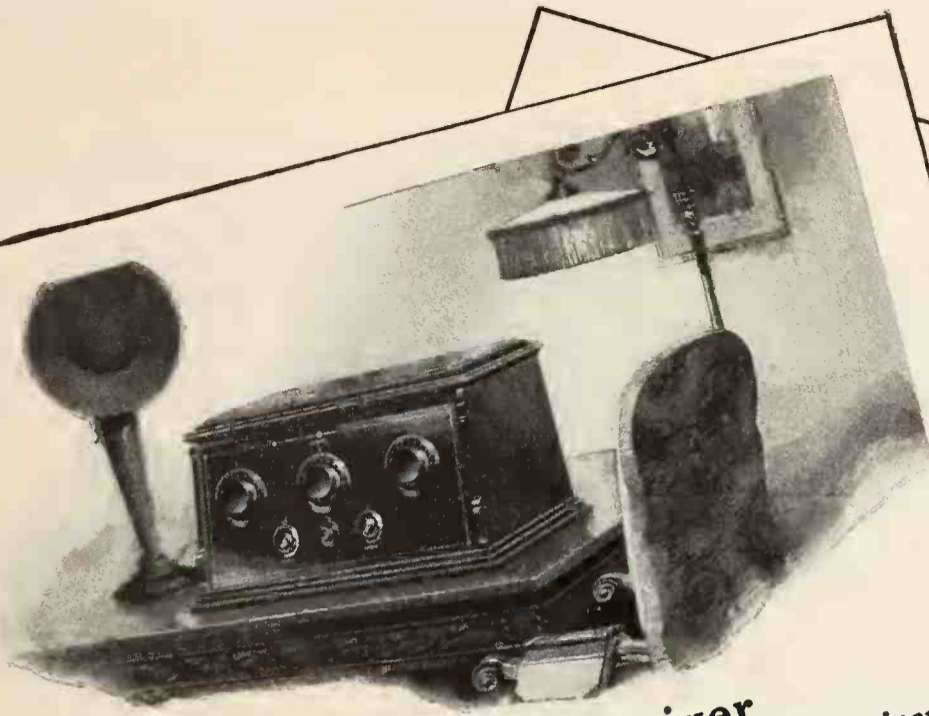
Manufacturer of Europe's Most
Celebrated Swiss Phonograph
Motors

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

L. H. JUNOD & CO.

104 Fifth Ave. New York

Sole Agents for the U. S. A.



The FADA Neutrodyne
will surpass anything you have expected of a radio receiver

VOLUME? The FADA Neutrodyne receiver will give you all the controlled volume you can possibly desire. Designed to use powerful tubes and operate on either indoor or outdoor antenna, it is guaranteed to give powerful results.

Clarity? This wonderful five-tube Neutrodyne offers you a tone quality which is unexcelled. It reproduces every tone of the human voice and of every musical instrument with lifelike fidelity.

Selectivity? Separates stations, tunes through powerful local broadcasting and brings in distant concerts—even when their wavelengths are but a few meters apart.

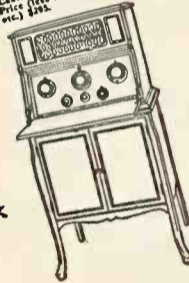
Simplicity of control? Anyone, without previous experience, can operate the Neutrodyne. You can turn your dials to previously located stations and bring them back night after night.

Beauty? As a piece of art-furniture the FADA Neutrodyne is a masterpiece. The cabinet is solid mahogany with the panel perfectly balanced and sloped gently to facilitate easy tuning.



FADA "One Slaty" No. 100-A
"The receiver that has taken the country by storm. The best known of all Neutrodyne receivers. Price (less tubes, batteries, etc.) \$125."

FADA Neutrodyne Grand No. 150-90-A
The five-tube Neutrodyne cabinet. Table No. 100-A. Price (less tubes, batteries, etc.) \$200."



Neutrodyne No. 175-A
Cabinet, included panel and tubes, batteries, etc. Price (less tubes, batteries, etc.) \$150."

Supplementing the FADA Neutrodyne and making a complete FADA line, are five other Neutrodyne receivers. Six models in all—three, four and five tube Neutrodyne receivers in plain as well as art-craft cabinets.

You have a range from \$75 to \$295 from which to select—each model each a remarkable value.

We suggest that you see your dealer.

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

Grand Radio

Suit every taste, every demand, every four and five tube receiver are now available. See selection.

LICENSED BY
INDEPENDENT RADIO MANUFACTURERS, INC.
NEUTRODYNE
REG. U.S. PAT. OFF.
PAT. MARCH 27, 1923 AND APRIL 1, 1924
HAZELTINE PATS. NOS. 1450 080 AND 1489 228
OTHER PATENTS PENDING
F. A. D. ANDREA, INC., 1581 JEROME AVE., N.Y.C.

watch

THE SATURDAY EVENING POST

KEEP your eye on *The Saturday Evening Post*. You'll find FADA the most widely advertised of all Neutrodyne receivers. With public attention focused on "Neutrodyne" it means a preferred demand for FADA receivers. The first full-page FADA advertisement appeared September 27th. The second is due October 25th, the third November 8th and the fourth full page November 22nd. In the December 6th issue FADA takes the center of the stage with a two-color,

two-page smash that will boom FADA sales for dealers who are ready with FADA Neutrodyne sets in stock.

Add to this *Post* advertising the tremendous circulation of *The American Magazine* and *The Literary Digest*, plus the big space in all the leading radio magazines, and you have an advertising and selling campaign that will make this your most profitable season.

Get behind this FADA publicity. Display the various FADA receivers

in your windows and on your counter. Talk FADA, boost FADA—and FADA sales will increase your profits.

Distributors are ready with all six FADA Neutrodyne receiver models—three, four and five tube sets at prices that appeal to all. Order now.

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

FADA
Radio

Victor Co. Adds to the Art Library Record Series

Five More Albums Recently Added Make New Series Comprehensive in Scope

The Victor Talking Machine Co. recently issued five more albums of records, the second issuance of volumes of the Victor Music Art Library Series. This plan of selling records by groups in attractive albums, with explanatory footnotes of the music, the artists and the composer, was described in full in the October issue of The World. The first album, containing the "Unfinished Symphony" of Schubert and Schu-

Each of the groups contains those records which have been proved in the past to have a wide appeal, and the artists are of high caliber.

Music Master Corp. Opens a Factory in Canada

The Music Master Corp., of this city, manufacturer of the Music Master horn and other radio parts and accessories, opened a Canadian factory on November 1 to take care of the large Canadian business conducted by this firm. This factory has been established at Kitchener, Ontario, Canada, and will be devoted entirely to production of Music Master products for

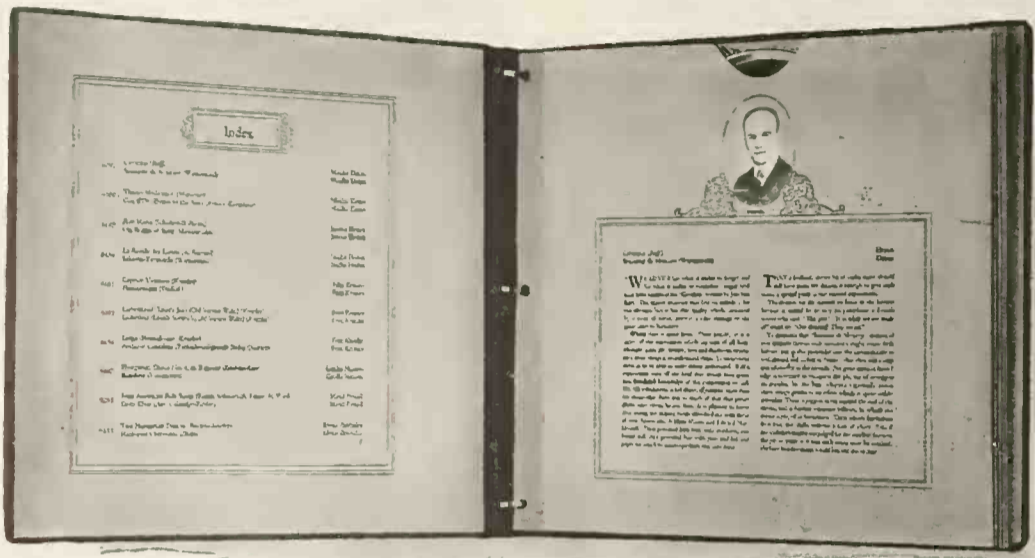
All Plans Completed for Third Chicago Radio Show

Exhibits in the Coliseum to Be Thrown Open to Public on November 18—Feature Programs to Be Broadcast Nightly

CHICAGO, ILL., November 6.—All plans are completed for the Third Annual Chicago Radio Show, which will open in the enlarged Coliseum next Tuesday, November 18, and continue until midnight November 23. This show, which is under the management of U. J. Herrmann and James F. Kerr, promises to be even more successful than its predecessors, and last year's Chicago Radio Show set a new record for a successful trade exposition. There will be at least 200 exhibits in the coming show, and it is expected that at least 200,000 people will be in attendance. Feature programs will be broadcast every afternoon and evening, and full details of this broadcasting carnival will be announced by General Manager Kerr in a few days.

In accordance with the custom in vogue at the First Radio World's Fair in New York, sponsored by the same management, two hours each day, from 11 a. m. to 1 p. m., will be set aside for the exclusive use of members of the trade. The doors will be open to the general public from 1 p. m. to midnight daily. When the show opens Tuesday there will not be a foot of space vacant in the entire Coliseum, including the new addition, and notwithstanding the fact that the Radio World's Fair in New York broke all records for attendance, Mr. Kerr predicts that the Chicago show will exceed the New York figures by a substantial margin.

Glann's Music Shop, Palo Alto, Cal., handling phonographs and records, has recently removed from Liddicoat's Market to Brown 379 University avenue. The Shop will handle Vocalion Red records, as well as Gennett and Edison records.



Victor Music Art Library Album, Showing Story of Records and Contents

mann's "Quintette," was exceptionally well received, and the quality and appeal of the new albums should assure them of as ready a response. Each of the new series of albums contains ten double-faced records of certain groups, namely, "Concert Songs," "Light Overtures," "Operatic Arias," "Sacred Songs" and "Violin Selections."

Canada. The Music Master Corp. will place on the market a new Music Master variable condenser in both twenty-three and forty-three-plate sizes. Walter L. Eckhardt, president of the company, stated that this new Music Master product would in every way live up to the quality that has characterized the other numbers of the Music Master line.

For the Holiday Season!

The person of discrimination likes to give something a little out of the ordinary.

RIVOLI stands out as an article of individuality. The hand-inlaid decorations and the two-color RIVOLI HORN afford that distinction which render it apart from the average run of phonographs.

Every RIVOLI owner is satisfied that he has found the ultimate in music reproduction.

Here is no idle boast—it is the result of acid tests—RIVOLI'S TONE is the BEST afforded by any phonograph on the market today. This feature, along with its solid construction and superlative finish, tells a story that falls on willing ears—much satisfaction and no complaints.

Vincennes Phonograph Co.

VINCENNES :: INDIANA

Distribution by

L. C. SAMUELS
930 Republic Building
Chicago, Illinois

MANUFACTURERS' AGENCY
314 Pan-American Bldg.
New Orleans, La.





Console Cabinet in which is shown the MA-15. This cabinet may also be used for the MA-20. The price of the cabinet without the set is \$125.



The MA-20 which operates without "A" or "B" Battery. Hooks up with your electric light current. Price, \$185.



The MA-15 which operates on an indoor loop aerial. Very easy to operate. Price, \$180.

The MU-RAD Line is a Complete Line of High Quality

Dealers all over the country are making money on MU-RAD Radio Receivers, and they are making it fast.

The new MU-RAD MA-20 which, in conjunction with the MU-RAD Recto-Filter, works without any "A" or "B" battery is causing a sensation, and is attracting buyers for other sets in the MU-RAD line.

All MU-RAD Receivers are guaranteed for 1,000 miles reception but they are doing several times that distance right along.

Write to your nearest distributor for literature on the MU-RAD line.

DISTRIBUTORS

- | | |
|--|--|
| WIRELESS MFG. COMPANY,
Canton, Ohio | H. B. SHONTZ CO.,
New York City |
| CHICAGO RADIO APPARATUS
CO.,
Chicago, Ill. | RADIO EQUIPMENT CO.,
Dallas, Texas |
| HOWARD PIANO CO.,
Syracuse, N. Y. | AMERICAN RADIO MFG. CO.,
Kansas City, Mo. |
| PIERCE ELECTRIC CO.,
Tampa, Florida | STANDARD RADIO SUPPLY CO.,
Fort Dodge, Iowa |
| CHANDLER & FARQUHAR,
Boston, Mass. | BENSON RADIO COMPANY,
St. Louis, Mo. |
| FRED. E. HOLMES CO.,
Detroit, Mich. | PATTINSON ELECTRIC CO.,
Hutchinson, Kansas |
| MARSHALL WELLS CO.,
Portland, Oregon | HICKSON ELECTRIC CO.,
Rochester, N. Y. |
| PEASLEE GAULBERT CO.,
Louisville, Ky. | RADIO STUDIO,
Buffalo, N. Y. |
| REDFIELD ELECTRIC CO.,
Ogden, Utah | |



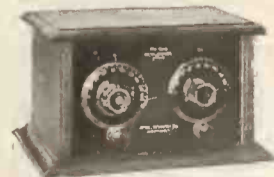
The MU-RAD MA-18 operates on single wire antenna. Only one tuning dial. Very easy to operate. Price, \$118.

The MU-RAD Recto-Filter which when used in conjunction with the MU-RAD MA-20 will eliminate both "A" and "B" Batteries. It hooks up between the set and the electric light socket. Price, \$60.



The MU-RAD B-Radiator which will eliminate the "B" Battery on any set now on the market. It turns your alternating electric light current into direct current. Price, \$49.50.

The MU-RAD Rejector Unit Type R-12 which was designed for use with the MU-RAD MA-15 Loop Receivers, to eliminate strong interference from local stations. Price, \$36.00.



MU-RAD

LABORATORIES, INC.
Asbury Park, New Jersey

USE OUR RESOURCES

to Capitalize your Sales Ability!

The C. I. T. Radio Financing Plan will enable you to—

SELL *on instalments without investing your funds in instalment accounts!*

RELIEVE *yourself of the expense and annoyance of collections!*

MAKE *as much profit on a time sale as you do on a cash sale!*

Music merchants know us from our activities in the financing of phonograph and piano "paper." Thousands of them can testify to the excellence of our service and the friendly, courteous attention they have received.

Our Radio Financing Plan carries the endorsement of leading radio manufacturers! It is based on sound principles and will help you develop *your* business along sound and economical lines.

Write us today for full details and an application

COMMERCIAL INVESTMENT TRUST INCORPORATED

41 East 42nd Street, New York City

Capital and Surplus \$11,000,000.00

Federal Co. Inaugurates Nation-wide Dealer Service

Louis Gruen, Assistant Vice-President of Federal Tel. Mfg. Co., Outlines Its Radio Policy

In a recent chat with *The World*, Louis Gruen, assistant vice-president of the Federal Telephone Manufacturing Co., and widely known throughout the phonograph industry, gave interesting facts regarding the radio industry and his company's activities. He said in part:

"National distribution and national advertising demand that a product be good enough to meet competition all over the country, and good enough to stand up under the test of time. Our company is engaged in permanently establishing the name and the quality reputation of its products in the mind of every possible purchaser in the country.

"Radio has been taken on as a side line by many lines of business. Less trouble is being experienced with dealers who can give the proper attention and service, so that ultimately the field will become highly specialized. Radio manufacturers but a year ago were careless in the selection of local dealers, but this condition has changed. Attention to factors of distribution is as important as attention to equipment and manufacture, for the consumer places the blame upon the set if it does not function correctly, not upon himself or the dealer.

"Like many other industries, radio was spurred on by the needs of our country during the war until now it stands as the industry which commands the greatest attention of the nation's masses. The Federal Telephone Manufacturing Corp. makes radio equipment almost exclusively, and the following facts give an idea of the magnitude of its organization. The most complete and modern machinery obtainable has been installed to insure accuracy and precision.

The machine shop never closes as there are so many different parts used in the manufacture of Federal radio sets that it is necessary to run the machine department night and day to keep up to the requirements of assembling. All of the output of the various departments is used solely in Federal equipment—no work is done for outside concerns.

"The Federal Co. is inaugurating a nationwide service to the consumer through the ap-



Louis Gruen

pointment of a number of distributors as authorized sales and service stations, empowering them to recommend and appoint dealers in their respective territories, also as service stations. This is a step forward and we are the first radio manufacturers to offer this unusual consideration to the Federal consumer—namely, a clearly defined policy insuring to them service that is of real value.

"Our service stations will be furnished with suitable signs and other matter which they can use in their advertising to the public. The thought back of the service idea is that it is not a money-making plan, but that it will be self-supporting and that its principal value will be

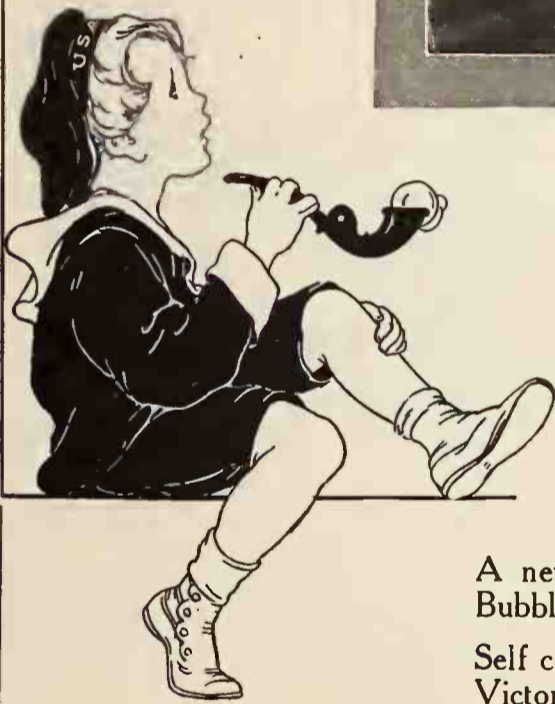
to establish more friendly and closer contact between Federal, its distributors, and the public. We have very ably trained service men in all of our branch offices who are delegated to instruct the men in charge of the service stations.

"Furthermore, the New York office is educating students who attend the City College of New York. This education consists of lectures on the part of the engineers attached to the New York office, practical courses in radio construction, and practical work in the shops and laboratories of the Federal factory at Buffalo. The object of this is to place at the disposal of Federal jobbers and dealers a class of radio men who have a good knowledge of radio in general, and Federal in particular, and who are able to function as sales and service men. This education of college men means a very great expense to the Federal Co., for the men who are being instructed all receive a salary.

"As plausible facts developed by a disinterested search would lead one to believe, there is and can be no such thing as a veritable bonanza of the radio art. The fundamental principles of the science have been developed as standard and very effectively applied. How strong and how wise a maker is, and not how miraculous are his originations, must be the measure of the worth of his goods. Not the peculiar genius of a firm, but its financial responsibility and sound knowledge of constructive merchandising methods are and always will be the saving factors toward success in business."

Open New Department

EL PASO, TEX., November 3.—The phonograph and radio shop of the American Furniture Co., 112-122 South Stanton street, has recently been formally opened with a musical program. The store will carry the Brunswick and Sonora phonographs and several leading lines of radio goods.



The New VICTOR
Bubble Books

A new product, different and far better than any previous Bubble Books.

Self contained in a very attractive, substantial binding, the new Victor Bubble Books are sure to meet with instant approval both with the children and grown ups. Just the thing for parties, Holiday and Birthday presents.

FIRST TWO BOOKS OF THE SERIES NOW READY

Bubble Book No. 1—First and Mother Goose Book.

Bubble Book No. 2—The Singing Games and the Animal Bubble Book.

NEW YORK
TALKING MACHINE &
521 West 57th Street
CHICAGO
TALKING MACHINE &
12 North Michigan Ave



A. D. GEISSLER, President



Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., Nov. 8, 1924
 JUST how many orders were given to manufacturers during the last three weeks conditionally to be canceled in case Mr. Coolidge was defeated is a question which may never be satisfactorily answered. But the fact cannot be denied that there were a great many orders with so-called strings attached to them.

Let's Have
 a Business
 Landslide

And now there has been a Coolidge landslide, if one can judge as this is written during the morning after election. The Republican party seems to be firmly in the saddle and one may, therefore, expect that business will immediately wake up and with probable interferences removed will expand afresh born of the confidence that there is no likelihood of that kind of legislation so greatly favored by our so-called "Progressives" being introduced within the near future. All this works for stability and security, which, after all, are the foundations on which real business is founded. The gentlemen who have been campaigning about the country and who have been dilating upon what would happen if La Follette succeeded in jamming the machinery, or what would happen if Mr. Coolidge or Mr. Davis were elected, will now retire to their respective abodes and give themselves over to something useful. For that let us be thankful.

The amazing vote of confidence in President Coolidge given by the American people is one of which he may well feel proud, and it can be accounted for by the fact that our citizens are not inclined to favor radicalism and particularly attacks on the Constitution. This the La Follette crowd evidently forgot.

Well, now, the people have given the Grand Old Party a new lease of power and business men ought to be happy. The trend toward conservatism, as demonstrated by the election of Mr. Coolidge, is interesting in view of the fact that a similar revolution of sentiment occurred the week previous in Great Britain. On both sides of the water the so-called "common-sense" people have handed radicalism an awful jolt. All our progressively conservative citizens now have an opportunity such as they have not had for two generations to make good. Let us hope that the new administration and its policies will be to the liking of its supporters.

THOSE who talk about the difficulty of selling music to the masses of the people in these days of competitive handicaps ought to pause before they talk any more nonsense and read the story of Rudolph Fractman. Here is a man who started two and one-half years ago, during the height of business depression, a little music store on Chicago's great shopping thoroughfare, State street, for the exclusive sale of sheet music, records and music rolls. He has prospered so in this little cubby hole that he now opens a second shop up on the same street at the other end of the Loop, a shop equally small and equally exclusive. He finds that it is worth while doing this because the Loop crowds that he serves need to be taken care of from both ends of that amazing zone which ought to choke Chicago to death, but somehow has just the opposite effect upon her. Mr. Fractman keeps his stores open from early morning to late at night and he sells during every hour of that time. He sells records of all kinds and has built up a big foreign-record business. He sells music rolls in large quantities. He sells sheet music. And now he is beginning to sell small musical instruments and "small goods" generally, as well. Neither store is more than a "hole in the wall," as stores generally go. How, then, does he do it? Simply by going where the crowds are, by putting up his sign to tell those crowds that he has for sale the thing that everybody wants, which is music; and then by being on the job all the time. That is how he does it. There is a moral here somewhere, but to point any save political morals on the days after a general election is a waste of time. Wherefore . . . as it were . . . we shall say to the inquiring reader: If you don't believe all this or if you want to know how it is done, go and ask Rudolph himself—Rudolph Fractman of North and South State street, Chicago.

Clever
 Mister
 Rudolph

THE Piano Club of Chicago really belies its name this year, for it appears to be much more of a Talking Machine Club, not meaning any obscure jokes, either. The fact that the new president and treasurer are both talking machine men, and that members of the more important committees are this year largely drawn from the same honorable company, almost seems to call for a change in name. Assuming, however, that the Piano Club will continue to run along under its old name for some time yet, we have to point out that the facts as to its membership simply illustrate the extraordinarily important situation of the talking machine business in Chicago. The talking machine men are important in the club which represents most completely our local music trade, because the talking machine has come to be an enormously big thing in music. That is the reason; and no one who knows anything at all about the facts can doubt for a moment that the conditions now existing will continue to exist, and, in fact, will become intensified as time goes on. It is a talking machine age quite as much as it is a radio age. For that matter it is a general musical age, a fact which not every one seems clearly to understand. It is a musical age in every sense of the term, for it is an age which needs the expression which music gives of its ideals, more than it needs that expression through any other art.

It Sure
 Is Truly
 Wonderful

STILL another record manufacturer announces the production of a group of negro, or "race" records—records of negro melodies sung by people of that race—and designed primarily for distribution among persons of color. It is surprising that these so-called race records have been exploited so strongly as a late development in the record branch of the trade, inasmuch as we have had for years records produced for their particular appeal to the foreign-born elements of our community. Whether the individual be German, French, Italian, or even Chinese, he has been able to find in the well equipped talking machine store records of his homeland melodies rendered in his native tongue. And here we have a very substantial proportion of the population, native-born, but with melodies individual both in their construction and rendition, who have only recently received official recognition from record makers.

Record
 Trade
 Possibilities

Naturally it is to be assumed that the negro is so much a definite part of our native population that he is expected to find his music desires completely fulfilled in the regular domestic catalogs. But through the medium of "race" records he is given something that is distinctly his own, with the additional advantage that some hundreds of thousands of whites might be expected to, and as a matter of fact do, purchase these race records for their peculiar melodic value. Naturally, to remove the influence of the negro from American music as it is constituted to-day would weaken the structure to a dangerous degree.

THE recent announcements by several well-known tone arm and sound box manufacturers, relative to the production of radio loud speakers represent an interesting development that is very gratifying. The announcements in themselves indicate a move along the line of business expansion that is logical and very likely well advised, but the real importance lies in the fact that those manufacturers who have spent years in the successful production of sound reproduction devices for talking machines are able to give to the radio division of the trade, through the medium of the loud speaker or loud speaker units, the benefit of years of research and experimenting in the field of acoustics.

Sound
 Reproduction
 Factors

Much of the value of radio lies in the clarity and faithfulness of the reproduction of music and the voice, and the experience of talking machine sound box manufacturers in reproducing the vibrations of the talking machine record with naturalness should prove of value in presenting properly to the ear of the listener the broadcasted sound as caught by the radio tubes.

From our **CHICAGO** HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST

TELEPHONE WABASH 5242

EUGENE F. CAREY, Manager

Middle West Dealers Ordering Heavily in Anticipation of Big Holiday Business

Retail Stocks Lower Than in Years—Improvement in General Business Felt in Talking Machine Trade—All Lines Moving in Satisfactory Manner—Month's Activities of the Trade

CHICAGO, ILL., November 8.—Notwithstanding the deterrent effect of the presidential campaign and an unusually warm October, last month made a gratifying business showing in many respects. With retail stocks throughout the West at the lowest point they have been for years, largely as the result of the rigid cleaning up which has been pursued by dealers, orders for immediate delivery have grown in volume and advance orders for November and December delivery assumed important proportions.

Throughout the Middle West general business has picked up materially in all lines. The country districts and small towns have at last begun to feel the actual effect of the influx of funds as a result of the improved prices of agricultural products, and in the larger cities and manufacturing towns an expansion of manufacturing activity and increased employment of labor is generally in evidence.

Generally speaking, the situation in the manufacturing trade in this city, so far as phonographs are concerned, is very gratifying. Quite a number of well-known manufacturers, principally those making console phonographs, are working to capacity to take care of the requirements of their trade, and in a few instances

three shifts are being used to keep pace with the jobbers' and dealers' requirements. This activity is reflected, of course, in the business being closed by manufacturers of motors, tone arms and sound boxes, and almost without exception the manufacturers of parts are doing a healthy, substantial business. The Western manager of one of the leading concerns manufacturing parts states that his sales figures for the month of October compare very favorably with the totals of the banner years of the industry. This statement applies to the Western division, and the company as a whole closed the month of October with a total business exceeding the figures for any October in years.

Some marked novelties are promised in time for the holiday trade. As the Fall advances the combination talking machine and radio increases in popularity and, as a general rule, follows the experience of the biggest and strongest producers of this type of machine which is that the demand is principally for the higher priced models. The radio manufacturers are having an excellent business from all reports, the demand being, as a whole, for the better grades of sets. The condition is favorable to the music stores to which this class of business largely gravitates.

Portable machines promise to be just as strong a factor in the holiday trade this year as last, and the larger retailers seem to be strongly sold on the portable and are preparing for a good trade. Record sales are exceptionally good. Many jobbers say that the business in October was very nearly on a par with that of last year. Not only is this true of popular records, but the efforts to increase the sales of classical and standard records by the leading companies are evidently meeting with success and are stimulating the purchase of the better class of records. Here, no doubt, as in the case of the popular record, the influence of the radio is proving a constructive force.

Evidence of Stability of Phonograph Industry

"Very encouraging deductions can be made from recent statistics regarding the number of talking machines owned in the United States," said A. J. Kendrick, general sales manager of the phonograph division of the Brunswick Co., in the course of a chat with The World. "If nine million of the twenty-one million homes in this country are equipped with phonographs that means that there are twelve million yet to be sold and that is by no means all as there are a million and a half marriages in the United States each year. But, the nine million are not lost to us by any manner of means. Instead of clinging to a certain general type of case architecture the tendency now is to follow the furniture markets and to adapt the styles and finishes of cabinets to the change in styles of home furniture. This means former owners will con-

(Continued on page 136)



Style M
One of several beautiful console models



Kimball Style X—Tudor

KIMBALL PHONOGRAPHS

*Superiority of Construction
Reliability*

DEALERS buy the Kimball because it satisfies customers and is thoroughly reliable.

The Kimball is "Best by Comparison" and noted for perfection of sound reproduction.

*Now is the time to buy
for holiday trade.*

W. W. KIMBALL CO.

Established 1857

Kimball Hall

306 So. Wabash Ave.

CHICAGO, ILLINOIS

Manufacturers of
Phonographs, Pianos, Player Pianos, Reproducing Pianos,
Pipe Organs, Distributors of Columbia Records

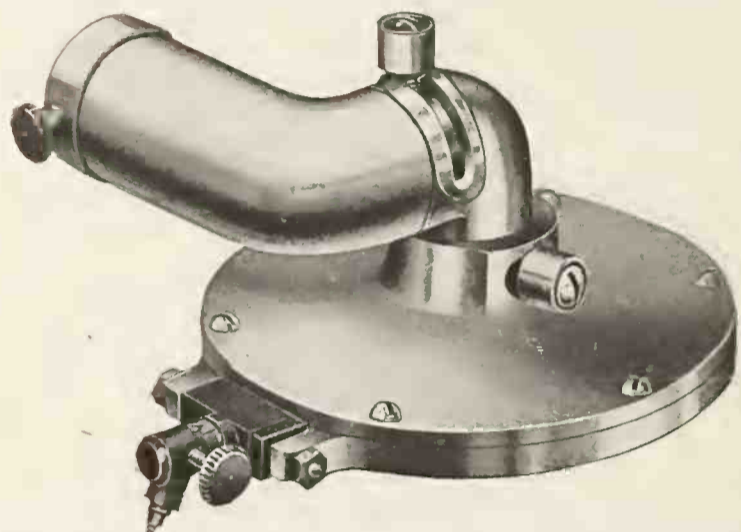


Style J
Mahogany
One of several
beautiful upright models

KIMBALL PHONOGRAPHS PLAY ALL RECORDS

Why be Limited to Only One Make of Records?

The Popular Edison Broadway Hits Can also be enjoyed on the Victrola



by using the
**Jewel Attachment
for the Victrola**

(EQUIPPED WITH THE NOM-Y-KA DIAPHRAGM)

for playing

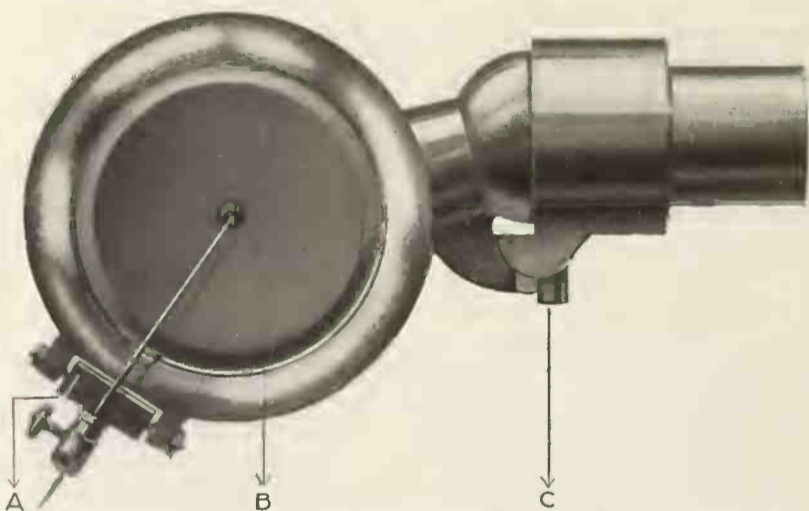
Edison Pathé

Showing Jewel Victor Attachment in position for playing Edison and Pathé Records

And All Other Records on the Victrola



For the New Edison Phonograph



[A] Our patented slotted stylus bar. [B] Our patented indestructible Nom-Y-ka Diaphragm. [C] Our patented positive automatic adjustment.

Perfectly Balanced
for playing

All Records on the
**Edison Diamond Disc
Phonograph**

When you sell a Jewel Attachment you not only make a profit on the sale but also create a new record customer

Write for prices and descriptive circulars.

JEWEL PHONOPARTS CO.

150-160 Whiting Street, CHICAGO, ILL.

THE JEWEL-TONE

Baby Grand Phonograph

A real musical instrument equipped with 9½ inch bell base Jewel Tone Arm, and the well known Jewel reproducer.



*Makes a
Splendid
Christmas
Present*

*Suitable
for
That Small
Apartment*

Only the best of material and workmanship used in its construction. With our special tone chamber the Jewel-Tone Phonograph produces a quality and volume of tone equal to most upright and console talking machines.

Sample sent on approval to responsible dealers.

Write for specifications and prices.

JEWEL PHONOPARTS CO.

150-160 Whiting St.

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 133)



THE ALTO Automatic Stop
For Phonographs.

Nothing needs to be screwed onto the tone arm. Simple in construction. It fits under the turn table. Our customers say it is the most accurate stop they found yet in spite of its low cost.

ALTO MFG. CO., 1647-51 Wolfram Street
CHICAGO
Canadian Distributor Phono Parts Supply Co., Toronto, Ont.

tinually be in the market for the newer models.

"Of course the phonograph is here to stay, and the enormous accumulative advertising of past years, in conjunction with the great publicity work being done, brings assurance of this.

"The radio will not and is not to-day displacing the phonograph, although its influence is strongly evidenced in many ways. The increase in the average value per unit is remarkable. Generalizing, I can say that on the same number of instruments sold last Fall, and the same number sold this Fall, the sales results, that is the volume in dollars and cents this year, will be two and one-half times that of last year's figures, because of the higher average price owing to the Brunswick-Radiola as a factor.

"We are selling plenty of straight phonographs, of course, numerically they are enormously in the ascendancy but the demand for the combination instruments of more expensive type, viz., from \$500 and up is crowding our capacity to the utmost; in fact, I can tell you that in the limited territory covered by the Chicago office we have 650 Brunswick-Radiolas of one type alone that retail at \$550 on back orders, and taking the country over it will amount to something like 3,000 to 4,000 of that particular type alone. Think of it—on instruments running above \$500. That is vitally the interesting thing about it.

"As to the record business, it has certainly not suffered, from our viewpoint. Our sales this year have been 28 per cent ahead of the corresponding period of last year. Certainly the influence of the radio has not been a deterrent here but it has been a matter of better records and better service. Notwithstanding this increase, these, our branch stocks, are to-day 700,000 records less, something which gives an idea of the rapid turnover. It is hardly necessary to say that we are decidedly optimistic regarding the future of the phonograph industry."

Oro-Tone Home Records Ready

The Oro-Tone Co. is now in active production

on the attachment for home recording and reproduction on Edison phonographs, which was announced last month and which, judging from inquiries and orders already received by it, it believes it is going to be a very large seller. Besides its value for home recording, the attachment, according to Manager Leigh Hunt, is the best and loudest attachment for playing lateral cut records on Edison machines that it has ever produced.

How They Got the Returns

The Brunswick Co. sent out to dealers all over the country before the election, a suggestion regarding the opportunity for placing the Brunswick-Radiola in clubs, churches, hotel lobbies, theatres and movie houses for the purpose of giving the returns on election night. The idea was taken up by many of the dealers, with excellent results. In many cases the dailies were used to announce the places where returns would be heard through the Brunswick-Radiola.

New Fletcher-Wickes Departure

While not ready as yet for any announcement as to technical detail or as to when it will be ready for the market, the Fletcher-Wickes Co., well-known manufacturer of tone arms and reproducers, has in an advance stage of development what those who have heard it think will take as notable a place in the way of radio loud speakers and horns as its reproducers and tone arms occupy in the field of talking machine reproduction.

The loud speaker unit in fact incorporates the Fletcher-Wickes mica sound box, and is designed to overcome the hard mechanical noises often heard in radio transmission and the distorted nasal inflections in the case of the human voice. The horn itself is of equal value and is absolutely unique, while very artistic in appearance.

Death of Famous Impresario

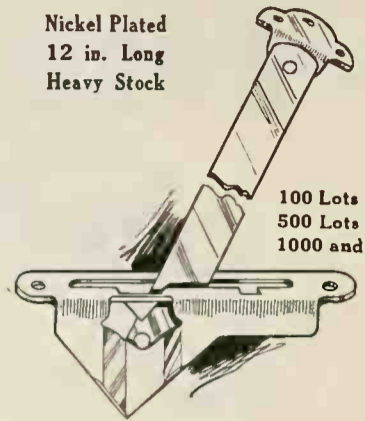
F. Wight Neumann, famous impresario of America, widely known to the music trade of Chicago and the country at large, died at his home on Michigan avenue, on October 23 after a few days' illness. For a quarter of a century the majority of Chicago appearances of the great musicians, both vocal and instrumental, were under his management, and practically all the more famous record artists were intimately acquainted with him and have benefited as a result of his conduct of their Chicago recitals.

Attends Traffic Bureau Meeting

Alfred L. Smith, of New York, general manager of the Music Industries Chamber of Commerce, was in Chicago the middle of last month

No. 1027 One Hand Console Support

Nickel Plated
12 in. Long
Heavy Stock



100 Lots 18c each
500 Lots 16c each
1000 and up 14c each

Perfectly Simple—Simply Perfect

Lakeside Supply Co.

73 W. Van Buren St.

CHICAGO, ILL.

Telephone—Harrison 3840

Send Us Your Inquiries on Phonograph and Radio Hardware

attending the meeting of the consolidated traffic bureau, at which he presented the organization's application for the retention of a freight rate on talking machines for combination radio and talking machine cabinets.

R. Fractman Leases New Store

Rudolph Fractman, operating the Rialto Music Shop, 330 South State street, has leased another store in the new Butler Building, 168 North State street, for a period of years at an aggregate rental of \$165,000.

A. G. Ogren Co. Chartered

The A. G. Ogren Music Co., 415 Seventh street, Rockford, Ill., was recently incorporated with a capital stock of \$30,000 to deal in musical instruments and radio sets. The incorporators are A. G. Ogren, O. L. Brundine and I. O. Lutzhoff.

Winners in "Beat the Summer Slump" Campaign

The Gulbransen Co., which conducted a very interesting campaign during the past Summer, has announced the winners in the "Beat the Summer Slump" campaign as it was called in a recent issue of the Gulbransen Bulletin. A

(Continued on page 138)

An Exceptional Line for Wide Awake Dealers COLUMBIAN BABY GRAND



Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59" x 56".

EXCEL PHONOGRAPH CO.

Manufacturers

400-412 West Erie St. CHICAGO, ILL.

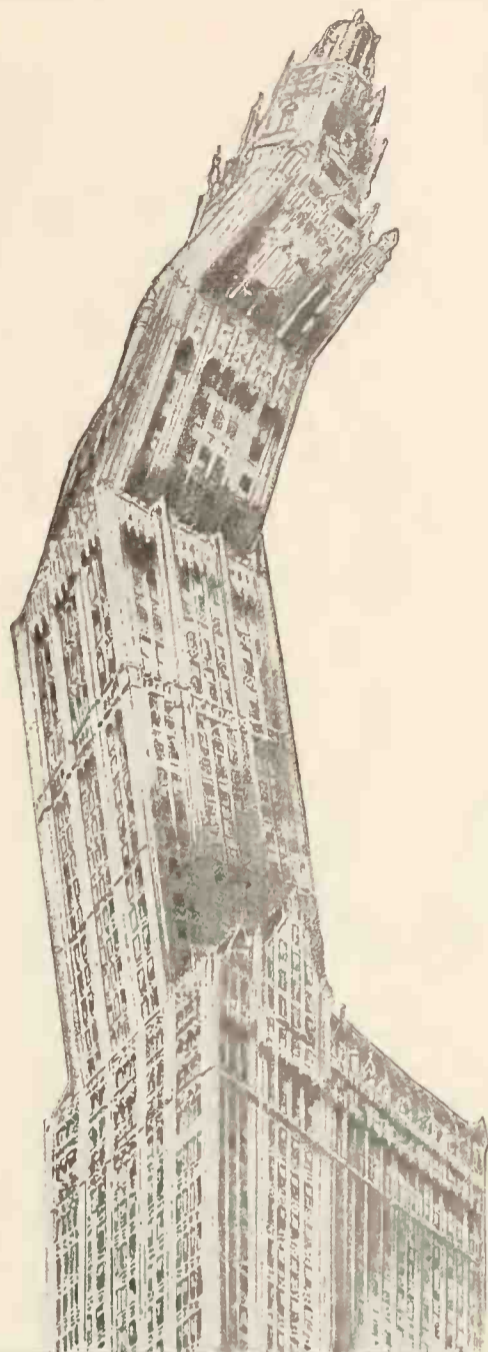


Above are shown some of our best sellers. Styles 1 and 3 can be had in mahogany and oak finishes. Styles 10, 40 and 50 in mahogany and Walnut.

Order Now to Insure Immediate Delivery

THE SATURDAY EVENING POST

Dealers!
Note the full page in
2 1/2 million circulation



A VIOLIN could crash it!

TUNE a violin exactly to the tremors of the greatest of skyscrapers. Amplify sufficiently—and rock whole buildings to the ground.

Unthinkable? Hardly more so than the proportionally greater amplification which is Radio itself.

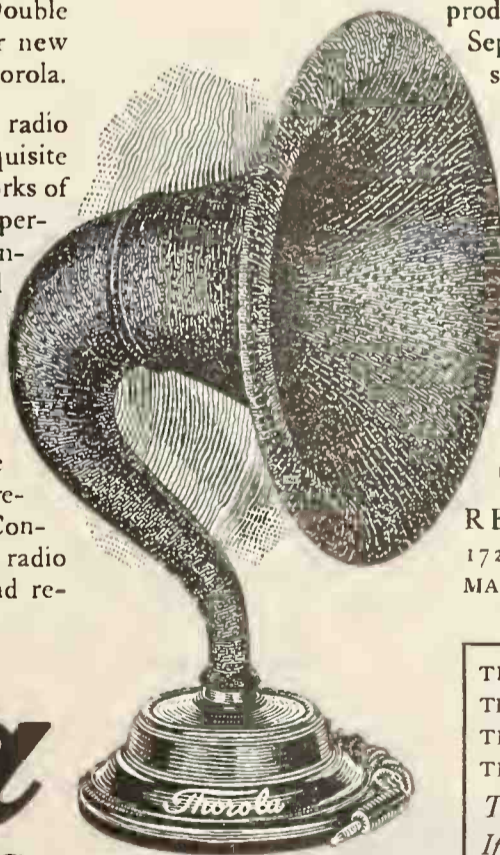
Out of the air your antennae sifts infinitely tiny impulses. Your receiver nurses them along; amplifies them stage by stage; and transforms them into sound waves—whispers which can be made audible a city block distant by Thorola Loud Speaker.

The extreme volume which only Thorola makes possible, allows you to tune down for local stations, and it does bring in weak, distant signals with

strength never known before. Double the power of your set and hear new stations for the first time with Thorola.

Thorola power alone marks a radio epoch. Even greater is the exquisite reproduction. Famous operas; works of greatest composers; entertainers' personalities all come to you with unprecedented fidelity. Such marked advancement results only from the many Thorola betterments new to radio, but fundamental in a great musical instrument.

The Thorola reproducer, in size and design, really permits true precision construction. Thorola Controlled Mica Diaphragm brings radio the highest development in sound re-



production. The exclusive Thorola Separix eliminates blurring and preserves every overtone. The Thorola horn compound, Thorite, ends compromise with acoustical laws. And, finally, the exclusive Thorola Synchronizer harmonizes your Thorola with your receiver.

Whatever your opinion of radio now, go hear Thorola. New character of entertainment; new stations most likely await you. The Thorola 10-Day Refund Warranty is a guarantee to users that Thorola fulfills every claim.

REICHMANN COMPANY
1729-35 West 74th Street, CHICAGO
MAKERS OF THE FAMOUS THOROPHONE

Thorola

THE SPEAKING LIKENESS

- | | |
|---|-----------------|
| THOROLA 4, \$25 | THOROLA 3, \$20 |
| THOROPHONE Powerplus Speaker . . \$45 | |
| THOROLA 6, Phonograph Attachment . . \$15 | |
| THOROLA 9, Cabinet Loud Speaker . . \$40 | |
- Thorola demand outpaces distribution. If your dealer is not stocked, we ship any model direct on receipt of price.

No External Battery Needed. Simply Plug in Same as Headphones.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)



MODEL NR 20
List Price,
\$175.00

Freed-Eisemann

NEUTRODYNE RECEIVER

BEAUTY of appearance together with long range and clarity of tone have gained a place for Freed-Eisemann Neutrodyne Receivers in thousands of American homes.

At the left are illustrated two popular models:— at the top the NR 20, a five tube receiver contained in a beautifully finished mahogany cabinet; and below the four tube Victrola Panel, No. NR 215—NR 400.

If you are now selling radio apparatus, or if you are planning a radio department, you will find the Freed-Eisemann line a profitable one to handle. Write today for further information and description on the various Freed-Eisemann models.



VICTROLA PANEL
Nos. NR 215
NR 400
List Price,
\$95.00

HARRY ALTER & CO.

Wholesale Electrical and Radio Supplies
OGDEN at CARROLL AVE. CHICAGO

rule of the contest was that sales reported would have to be the result of outside sales work and solicitation, not "drop-in" trade nor regular sales made on the floor. The first group of winners is pictured in the latest issue of the bulletin and it is announced that subsequent issues will carry pictures of the other winners.

Among the salesmen from all over the country, the high man was Earl A. Jones, of G. W. P. Jones' Music Co., Washington, Pa. No prospects were given Mr. Jones. In every case he found the prospect and closed the deal himself. The sales were to people who do not "drop in" and the nearest one to the store is twenty-six miles and the farthest forty-seven miles.

Produce Negro Record

An instance of remarkable progress is that of the Ajax Record Co., of 110 W. Lake street, this city, which, in the course of six months,

has built up a country-wide business on negro records. By dint of scouring the South for the most popular singers of blues, and numbers especially in favor with the negro people, it has succeeded in building up a wonderful specialized catalog.

Among the people who have made the Ajax records especially popular are Mamie Smith, known as the original "Blue Singer," Johnson, of Cole & Johnson, of the famous Keith circuit, and many others. Manager Thos. Nash has depended not merely on getting favorite artists in a specialized line and producing records of superior quality, but has organized a sales campaign which has succeeded in making the Ajax records known wherever negro records are sold. He has built up a list of hundreds of dealers with standing orders for everything the company produces. Practically all the negro papers in the country are utilized and in the leading



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, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of
High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.



TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branches: 2057 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.

ones space running 600 lines per issue is used. An effective dealer service has been organized and shipments of records are not only made the day that the orders are received but those received in the morning are shipped in the morning and those received in the afternoon are likewise shipped the same day.

H. S. Tay Sales Co. in New Quarters

The H. S. Tay Sales Co. are now thoroughly settled in their new quarters at 6 No. Franklin street, and are having an excellent demand on the extensive line of radio and accessories which they handle. Mr. Tay is a talking machine man of long experience and is naturally equipped for advising dealers as to the best methods for use in handling the radio department. He has a strong sales organization and has six men on the road, four of them traveling out of Chicago and two of them out of the St. Louis branch.

In addition to the Howard and Crosley sets which they have been featuring strongly the company has handled a new popular priced set named the Liberty, made by the Liberty Transformer Co.

Christmas Record Delivery Envelopes

The Reincke-Ellis Co., 215 North Michigan avenue, this city, advertising specialists, recently sent out samples of their 1925 Christmas record delivery envelope to about 6,000 Victor dealers. The envelope is of a highly attractive design,



Reincke-Ellis Christmas Record Envelope

beautifully printed in four colors, and effectively gets over the idea "Victor Records Make Ideal Christmas Gifts." They are supplied with button and string fasteners.

On the face of the envelope is an appropriate listing of ten standard records under the heading "Victor Records That Bring Holiday Cheer."

The 1924 Christmas bag promises to be even more popular than the one put out by the Reincke-Ellis Co. last year, when many Victor dealers were disappointed because the supply did not meet the demand.

Leon C. Samuels Returns From Europe

Leon C. Samuels, exclusive distributor for the Vincennes Phonograph Co., returned from his European trip last month decidedly improved in health, and he looked it. His journeyings covered England, Germany, France, Italy, Switzerland and Holland. He found conditions generally much better than he had anticipated and is convinced that European reconstruction is well under way. Mr. Samuels found the factory at Vincennes working overtime to fill some very large orders recently received, with the expectation of continuing this way until the first of the year. He is now enjoying a trip among his good friends in the Eastern territory.

Widespread Portable Campaign

One of the notable successes of its history has been made by the Consolidated Talking
(Continued on page 140)

VITANOOLA

The Phonograph of Marvelous Tone

We are prepared to handle your
“Hurry Up” Orders
with merchandise that was NOT hurried

☐ We've planned ahead to take care of that “last minute” rush that always comes before the holidays.

☐ So send us your order by mail, or wire, right now.

☐ You'll get quick shipment—fast service all through, but without any sacrifice whatever of quality.

☐ Because, as already said, we've planned ahead. So when we send in answer to your plea for quick shipment, six Vitanoala phonographs of this model, and twelve Vitaradio combination phonograph and radio cabinets of another model, you can rest assured you will get instruments *made with all the care and painstaking that have made Vitanoala famous for QUALITY.*

☐ In other words, you will get “last minute” service **BUT NOT** “last minute” merchandise rushed through with a “last minute” tag on it.

☐ To dealers who know us, and appreciate Vitanoala's policy of *high quality, yet low price*, we need say no more.

☐ To dealers who haven't yet tied up with the Vitanoala line—we invite you to get in touch with us right now, and test our service and the salability of our merchandise.

☐ You'll be surprised—agreeably so.

Vitanoala Talking Machine Company

829 American Furniture Mart

666 Lake Shore Drive

Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

Machine Co. in the Swanson, Jr., portable which was put on the market last Summer and which met with such instant success that arrangements for a strong national campaign were made and a list of jobbers of exceptional strength was built up who have taken hold of the Swanson, Jr., with great enthusiasm. Orders are coming in not only from jobbers already established but from dealers in the covered territory, who are evidently preparing for an excellent holiday business on this instrument.

The Swanson, Jr. is characterized by durability of construction, excellent quality and unusual volume of tone and attractive appearance. It weighs but 12½ pounds, is but 12¾ by 11 by 6½ inches in size, has a compartment for 17 records and is a marvel of compactness.

In addition to the jobbers already secured a number of applications are being considered and some exclusive territory is still open. The present list of distributors is as follows: Chicago: Lyon & Healy, Cheney Talking Machine Co., Consolidated Talking Machine Co.; New York City: General Phonograph Corp.; Buffalo: Wm. A. Carroll; Cleveland: Record Sales Co.; Detroit: Consolidated Talking Machine Co.; Cincinnati: Columbia Distributors, Inc.; St. Louis: Artophone Corp.; Kansas City: Artophone Corp.; Minneapolis: Consolidated Talking Machine Co.; Portland: L. D. Heater; New Orleans: Junius Hart Piano House; Atlanta: A. J. Wismer.

Demand for Jewel Attachments

The Jewel Phonoparts Co. is highly satisfied with the manner in which business is progressing since early Fall. Not only is its business with domestic manufacturers of satisfactory proportions, but the foreign demand, especially from Australia, New Zealand and Japan, is excellent, some large orders having been received recently.

Further than this the business with the dealers for Jewel attachments for playing all records

ords on the new Edison phonograph and for playing Edison records on the Victor has increased wonderfully the last few weeks, and indicates that the trade is preparing for a good strong holiday business.

The company has recently produced some very attractive wall hangers exploiting the attachments especially adapted for display in talking machine booths. A number of the very largest retail dealers in the country have recently added the Jewel attachments and are advertising and pushing them aggressively.

Petition in Bankruptcy Filed

A petition in bankruptcy and the appointment of a receiver was filed in District Court of U. S. by creditors of the Fenton Music Co., 4736 North Racine avenue, on October 24. The petitioners are Tom Brown Music Co., American Rug & Carpet Co., Wallace G. Clark, all with claims against the Fenton Music Co.

Davidson's Adds Starr Line

Davidson's Talking Machine Shop, exclusive Victor dealer, located at 234 South Wabash avenue, has added the Starr line of pianos. The shop is being remodeled and arrangements are now being made to install a piano department to feature the complete line of Starr pianos. Davidson's Talking Machine Shop has been located in "piano row" for the past seventeen years, and the addition of the Starr pianos virtually adds another general music store to the "row."

Art Gillham to Record

Art Gillham, sales manager for the Ted Browne Music Co., Inc., 218 South Wabash avenue, has just signed a contract with the Columbia Phonograph Co., Inc., to record twenty-four numbers a year. The publications of this house have won a great deal of favor.

Gulbransen Activity Indicates Progress

At a meeting of directors of the Gulbransen Co. held Wednesday, October 15, at the company's offices in this city, a dividend was

A Better Fibre Needle Cutter for Less Money
RETAIL PRICE \$1.00

The ALTO



Manufactured by
ALTO MFG. CO.

1647-51 Wolfram St. CHICAGO, ILL.

declared of three per cent on common stock. The dividend was payable on or before October 22 to stockholders of record October 15.

Reports read at the meeting showed that the earnings of the company continue very satisfactory, and it is assured that there will be an even greater volume of business as grand piano production gets into full swing.

Very favorable reports of the Gulbransen grand have come from places where it has been shipped. However, in line with the regular Gulbransen policy, the company is more anxious to make the instrument so there will be no developments that will cause construction troubles later on, than to get into quick production. The company reports that while the new six-story factory is fully completed and there has been no hitch in getting it equipped and in operation, yet the manufacture of grands is proceeding cautiously in order to assure the quality of every instrument being right.

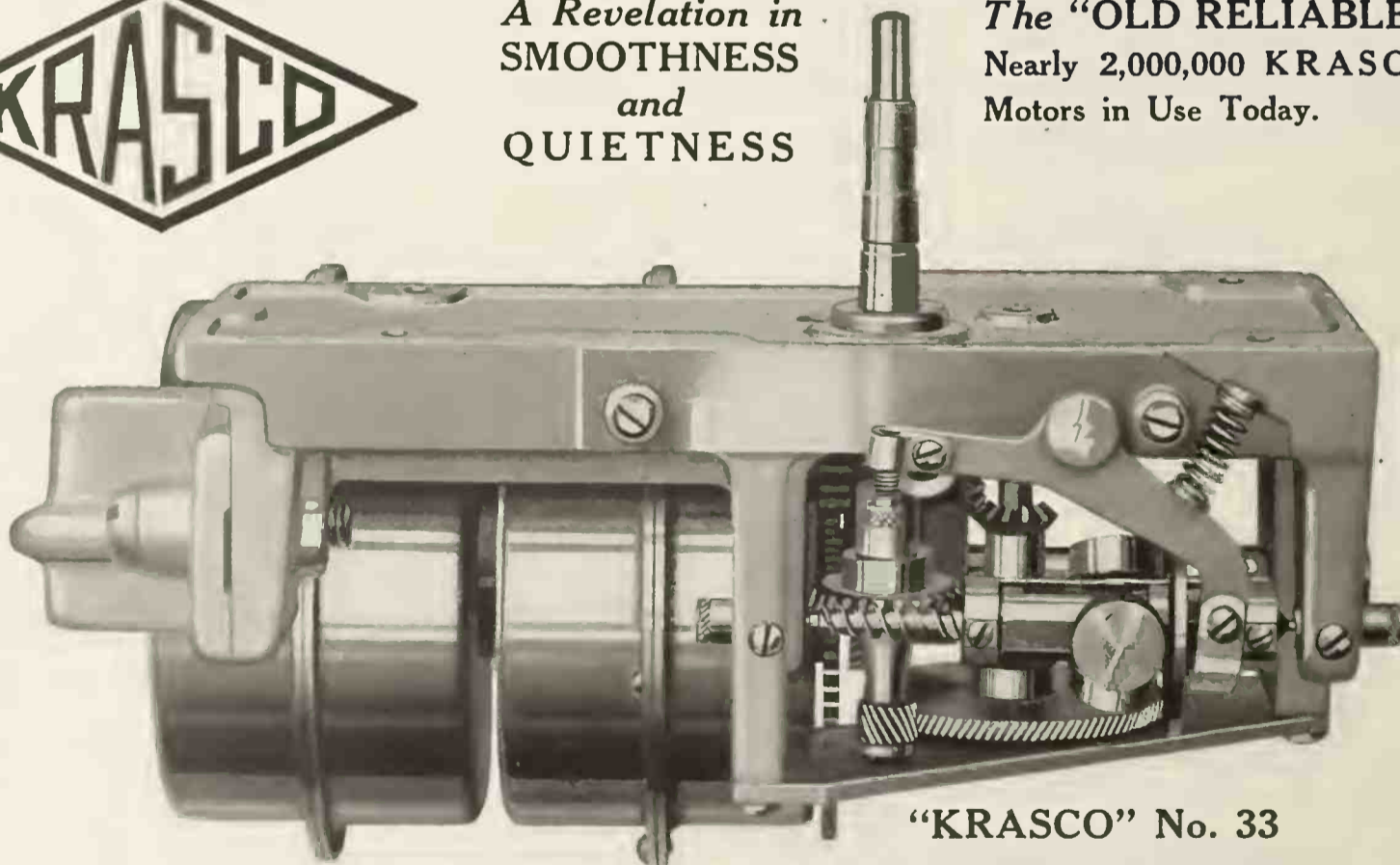
It is further announced that there is an active call for Gulbransen straight pianos, while a tremendous demand continues for the Gulbransen Registering pianos, and the orders in hand are crowding the factory to very large production figures. Fortunately the new double

(Continued on page 142)



**A Revelation in
SMOOTHNESS
and
QUIETNESS**

The "OLD RELIABLE"
Nearly 2,000,000 KRASCO
Motors in Use Today.



"KRASCO" No. 33

No matter what your motor requirements are KRASCO will fill the bill. If your trade wants reliable motors to play from four to ten ten-inch Records at one winding KRASCO will do it. Write for literature on KRASCO MOTORS. Types 2, 3, 4, 22, 33 and 41.

KRASCO MANUFACTURING COMPANY

451 East Ohio Street

CHICAGO, ILL.

OKeh and Odeon Records

When you're in a pinch—
when you need these popular,
fast-selling records—and
you need them quickly—
then comes true appreciation
for the dependability of

“Consolidated Service”

Consolidated Talking Machine Co.

227-229 West Washington Street

CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich.

- - 1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

switch-track at the outgoing freight platform and the battery of four new dry kilns are in use, which tends to speed up production and the handling of it to a great extent.

Gulbransen national advertising for October, which appeared in full-page form in the Saturday Evening Post of October 18 and as a four-color second cover in the Literary Digest of October 11, emphasizes the fact that good piano music is available to all in the home where there is a Gulbransen Registering piano. In the farm field, the company announces the addition of the following mediums: Capper's Farmer, Kansas City Weekly Star, Atlanta Tri-Weekly Constitution.

Kimball Adds Radio

The talking machine department of the retail store of the W. W. Kimball Co. has added radio, representing Eagle neutrodyne, Garod, Echophone and Crosley products.

Introduces "Mystery" Radio Speaker

One of the notable events of the month in trade radio circles was the announcement by the Q R S Music Co., prominent music roll manufacturer, of the "Mystery" radio speaker.

The "Mystery" is self-contained and unique in many ways. Not only because of the fibre reflex tone-bell horn and the acoustical results obtained from it but because of the smallness and compactness of the attractive cabinet, which is made in two models, respectively 9¼" and 11½" in height. It has a specially made loud speaker unit for which decided merit is claimed. Q R S company states that the Mystery will be sold through the music trade exclusively.

"Because radio is a musical instrument—it belongs in the music store" runs the appeal to the consumer made in a page advertisement in the Saturday Evening Post of November 9, "and that is the right place to make your radio purchases."

The whole merchandising strength of the Q R S Co. is to be put behind the Mystery radio speaker and it will be vigorously advertised. Arrangements are made with the dealer whereby the Mystery is sold to him on a "money back" guarantee.

A very attractive colored broadside illustrating the Mystery is being sent out, and is particularly adapted for use in windows or in connection with an interior display.

President T. M. Pletcher and Sales Manager E. J. Delfraisse are decidedly enthusiastic regarding the outlook for this latest aspirant for music trade favor.

The Victor at Marshall Field's

Marshall Field & Co., who for many years have handled the Cheney phonograph exclusively, in the talking machine department at their big retail store, have added Victor talking machines and records; and hereafter the department will be devoted entirely, so far as machine sales are concerned, to these two distinguished instruments.

You Should Sell

Your Distributor Can Supply You

HALL CONCAVED FIBRE NEEDLES

25¢ or 50¢ packages

For the Following Reasons

- 1 Perfect Reproduction
- 2 Plays Many Records without Re-pointing
- 3 Plays All Makes of Disc Records
- 4 No Surface Noise
- 5 No Injury to Records
- 6 Improved Tone Quality

Hall Manufacturing Co.
Chicago, Ill.

The Field department is one of the handsomest and best equipped in the country and both in its booths and in the general reception and sales room an artistic atmosphere is maintained that only exquisite furnishings and decorations can produce.

The department has always been unique in various ways. In the first place, no instalment business has ever been done and sales have been made only for cash or an open account to regular credit customers.

No outside salesman has ever been employed, but the prestige of the house and newspaper advertising have been depended on to bring customers into the department. These policies will be vigorously maintained in the future as in the past.

W. E. Kennedy has been made manager of the Marshall Field talking machine department. He has been associated with the house in important executive positions for some years and brings a wealth of experience in merchandising affairs which will no doubt be to the benefit of the department.

No other change in the personnel of the department is announced, all the former sales force being retained. Mrs. V. Draney, who has been with the department for a long time, is second in charge under Mr. Kennedy. The department recently made a sale which is cer-

tainly worthy of mention: An order was taken from one of the wealthy patrons of the house for a wonderful cabinet to be made in the firm's furniture plant, which will combine phonograph, radio compartment, and accommodation for the owner's extensive music roll library. It is of Chinese style of architecture and will cost \$2280

Chicago Talking Machine Co. Activities

At the Chicago Talking Machine Co. a very encouraging October business is reported, with more of a tendency to place orders for future delivery than had been noted for some time.

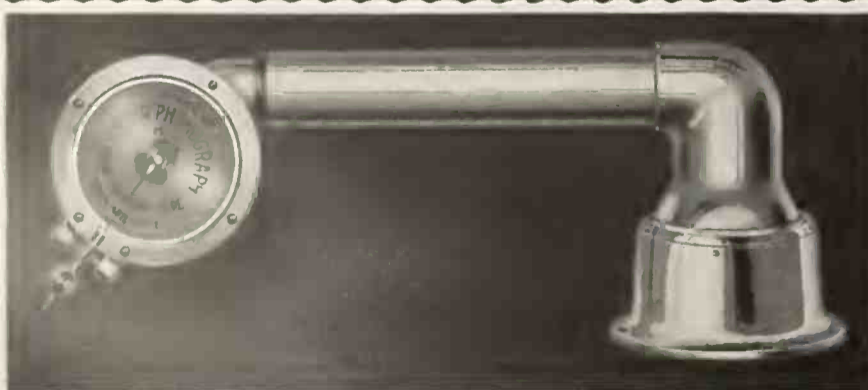
A great deal of enthusiasm for the Victor Bubble Books and the new Victor Music Arts library is being shown by dealers.

Vice-President Dan Creed spent a couple of weeks last month at French Lick Springs, taking his first vacation in five or six years, and on his return left with W. C. Griffith for New York to attend the meeting of the joint directors of the New York Talking Machine Co. and the Chicago Talking Machine Co.

New Quarters for Rialto Music Shop

One of the most notable leases recorded in this trade in some time came to light with the announcement that Rudolph Fractman, proprietor of the Rialto Music Shop, 330 S. State street, had leased the store at 168 N.

(Continued on page 144)



Scottford Tonarm and Superior Reproducer

Manufactured under patents of Louis K. Scottford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 8½ inches center of base to needlepoint—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes



Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries. Samples sent anywhere for trial

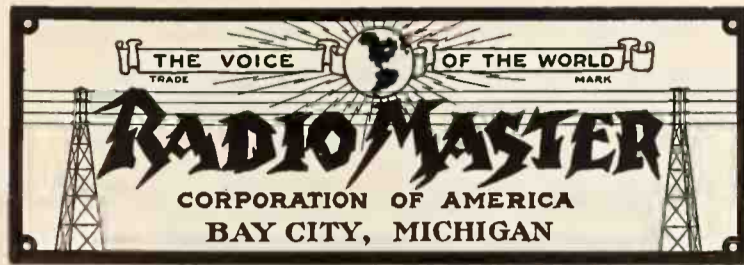


The Superior Spring Balanced Lid Support

A touch of one finger lifts or closes the lid which stops, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with escutcheon plate and all necessary screws.

Low quantity Prices quoted on application

BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STS., CHICAGO



**THE
RADIO
BEAUTIFUL**

Burl Walnut, With or Without Diamond Inserts. Attractive Design. Enclosed Loud Speaker and Horn. Also Compartments for All Batteries.

Operates on a fifty-foot aerial, which can be installed inside the house. Complete instructions for installation with each machine.



**EASY
TO
OPERATE**

Radio Panel Designed for Simplicity of Operation. Stations can be charted and turned to with ease whenever desired. Very efficient Five-Tube Set employing the latest developments in Radio Frequency Amplification—

Coast to Coast reception on loud speaker under ordinary favorable conditions.

MODEL No. 375—Complete Less Tubes and Batteries. List \$250.00

Liberal Proposition to Dealers.

WRITE FOR CATALOG SHOWING OTHER MODELS



*PHONO-MASTER MODEL No. 8
Two-tone Brown Mahogany or Walnut. Radio adapted. 36-in. long, 21 3/4 in. wide, 34 in. high.
Price to dealers.....\$50.00*

**NEW MODELS
RADIO
ADAPTED
PHONOGRAPHS**



*PHONO-MASTER MODEL No. 10
Two-tone Mahogany or Walnut. 40 in. long, 22 in. wide, 35 in. high. Radio adapted.
Price to dealers.....\$60.00*

**RADIO-MASTER CORPORATION
OF AMERICA**

BAY CITY, MICHIGAN

F. B. WARD, President

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)



**FOR CLEAR ACCURATE REPRODUCTION
IN ORIGINAL TONE, PITCH AND VOLUME**

TONOFONE

FOR NEARLY A DECADE A SYNONYM OF EXCELLENCE IN SEMI-PERMANENT NEEDLES

It Stands for Accurate Tonal Reproduction and the Practical Elimination of Surface Noises.

TONOFONE NEEDLES ARE SOLD BY OVER 8,000 DEALERS and 26 WHOLESALE DISTRIBUTORS

If you do not have complete stock on hand, order from your Distributor

THE TONOFONE COMPANY Makers 110 S. Wabash Ave., Chicago, Ill.

Tonofone

FOR NEARLY A DECADE A SYNONYM OF EXCELLENCE IN SEMI-PERMANENT NEEDLES

It Stands for Accurate Tonal Reproduction and the Practical Elimination of Surface Noises.

TONOFONE NEEDLES ARE SOLD BY OVER 8,000 DEALERS and 26 WHOLESALE DISTRIBUTORS

If you do not have complete stock on hand, order from your Distributor

THE TONOFONE COMPANY Makers 110 S. Wabash Ave., Chicago, Ill.



**Plays
50
Records**

Cannot injure the finest record!
The stylus point is made of a material softer than the record substance, therefore wears the needle and *not* the record.

Packed in attractive Colored Display Cartons

Retail Prices:
Box of 12 needles - 25c
Box of 4 needles - 10c
100% Profit to Dealers

State street, in the Butler building, for ten years at an aggregate rental of \$165,000.

The new store, which is but 15 feet in width, will be opened during the middle of November and like the present Rialto Shop will run daily from eight o'clock in the morning until midnight. The two stores will be devoted entirely to the merchandising of talking machine records, music rolls, sheet music, and small goods. The new store is near the State Lake Theatre, across the street from the Chicago Theatre, and thus will benefit greatly from the night trade of theatre patrons.

Mr. Fractman opened the Rialto Music Shop two and one-half years ago, this being his first venture on his own account, and he has made a success which is the talk of the trade.

He specializes very largely in foreign records, and has built up a business on Mexican records alone which must reach annually a very high figure.

Visits Eastern Distributor

President A. C. Harper, of the Cheney Talking Machine Co., returned the first of the month from a short trip which took him to Philadelphia and New York on a visit to the Cheney Sales Corp., Cheney distributor in those centers. Mr. Harper found business prospects, especially in New England, very encour-

aging. President G. Dunbar Shewell, of the Cheney Sales Corp., reported the establishment of some very desirable new Cheney accounts in his territory.

Helps for the Kimball Dealer

The advertising department of the W. W. Kimball Co. has always been strongly organized to aid Kimball dealers in the sale of the company's products, and it is working more actively along these lines now than ever.

A strong feature of this work has been the various splendid series of slides for driving home the message of Kimball phonographs to movie audiences. Series No. 5 has just been issued, and eclipses in artistic nature and strength of appeal all its predecessors. There are seven slides in the series, and they will be furnished free to dealers wishing to use them, with their name and addresses inserted.

Of the various Kimball console styles the Tudor model in walnut in the two-tone finish is proving one of the strongest sellers of the line and encourages attendance, as the beautiful instrument retails at \$250.

New Broadcaster Line Wins Favor

The Broadcaster Corp., whose offices are at 2414-20 W. Cullerton street, this city, has just issued a very attractive catalog showing the entire new line of console and wall models intro-

duced to the trade this season and including straight phonographs, combination phonograph and radio cabinets, and straight radio cabinets.

Sales Manager S. L. Zax emphasizes the fact that the new line marks an epoch in the history of the country and that it represents the realization of the idea maintained by the company to produce a really artistic and thoroughly dependable line of instruments and cabinets at a price that gives them exceptionally strong merchandising value.

Dealers the country over have accepted the new line with delight and the factory is exceedingly busy.

S. S. Schiff, of Vitanola Co., on Conditions

In a recent chat with *The World*, Samuel S. Schiff, general manager of the Vitanola Talking Machine Co., of this city, gave an interesting résumé of the company's activities. Mr. Schiff, who had just covered the Eastern territory, spent several days at the Saginaw factory in order to stimulate production and, referring to business conditions, he said: "While orders are coming in at a rapid pace, we are giving our trade excellent service, due to the fact that we made a careful survey of business possibilities for the Fall and holiday season of 1924 and during the Summer months made plans to take care of our trade. We have not only received good-sized orders from concerns already on our books, but have opened important new accounts with dealers needing merchandise in a hurry and yet insisting upon dependable products that have not been rushed through a factory haphazardly. For three months past we have been cutting and finishing stocks of all our regular numbers, enabling us to give a twenty-four-hour service to our dealers. Between now and Christmas we expect a very large business on straight phonographs and combination radio phonographs, and we are prepared to give our trade exceptional service. Our new customers are keenly enthusiastic regarding the merchandising possibilities of Vitanola products, while our old customers have remained with us in full force."

Fibre Needle Distributed

At the Hall Mfg. Co. considerable satisfaction was shown by Manager Fiddelke over the fact that the W. W. Kimball Co. has arranged to become wholesale distributors of Hall fibre needles and is starting a result-producing circularizing campaign in the trade.

Okeh Record Makers Score Success

Sargent and Marvii, the clever Orpheum Circuit vaudeville team, who have put over the "Go 'Long, Mule" novelty duet so successfully on Okeh records, were at the Palace Theatre in Chicago for a week last month, and featured the number in a manner which boosted the sales of the record immensely for Okeh dealers all over town.

While it was impossible on account of the city ordinances to do the dramatic publicity

AJAX

"Blues Records"



MAMIE SMITH
Exclusive AJAX Artist

AJAX is a quality line where nationally known Race Artists are backed by national advertising and excellent dealer service.

- | | | |
|-------------|---------------------|----------------|
| Mamie Smith | Rosa Henderson | Josie Miles |
| Helen Gross | Susie Smith | Millard Thomas |
| | J. Rosamond Johnson | |

The Quality Race Record

Some Dealers' Territory Still Open

Ajax Record Company, 108 W. Lake St., Chicago, Ill.

Phone State 1927

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144)

stunts pulled in some towns during the appearance of Sargent and Marvin, yet the Consolidated Talking Machine Co. aided its dealers immensely in arranging for them attractive displays of the team's record, together with the sheet music of "Go 'Long, Mule." Even if the mule itself was not in evidence on our thoroughfares, the effect was positive and remunerative.

Phonoradio Offers Attract

The Wasmuth-Goodrich Co., of Peru, Ind., is concentrating on a limited number of models and has announced its new 1925 line of instruments. The first is the Phonoradio, the company's famous combined phonograph and radio, and, next, the Emerson phonograph, equipped for radio installation at the purchaser's option in three specially distinctive console models. There is also the straight Emerson phonograph. All three lines have unusual individuality and style, characterized by exceptional excellence of cabinet work and beauty of finish. Because of the economies effected by concentrating on a limited number of styles and the consequent quantity production, it is possible to offer these instruments at figures representing very high merchandising values for the dealer.

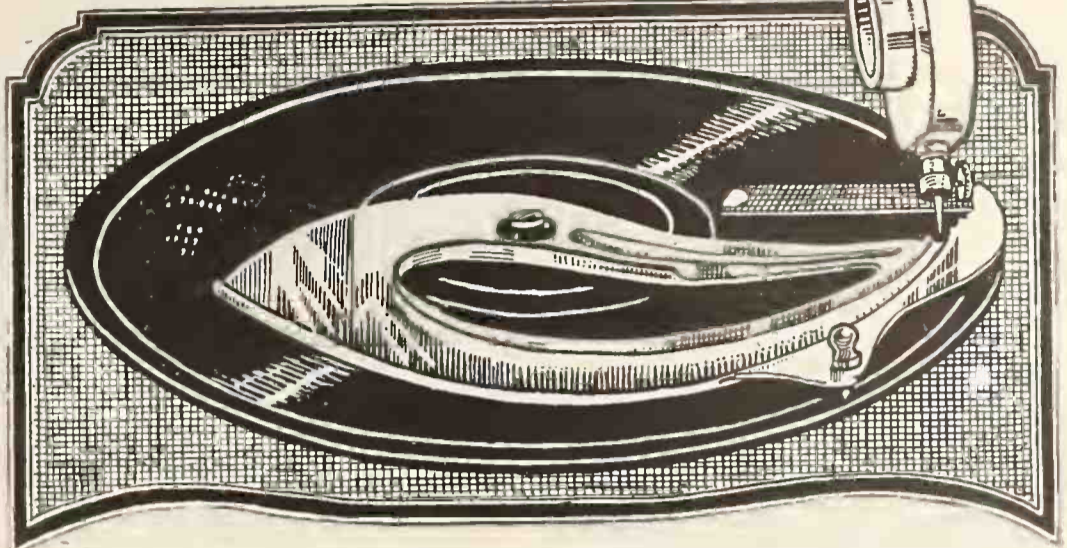
The line consists of three console models, the Mozart, the Verdi and the Wagner. The designs are the work of one of the best-known experts in the country. All the resources of the cabinet-maker's art have been devoted to making these consoles a triumph of artistry and of dollar-for-dollar value, according to Mr. Hughes, the production manager of the plant.

The dealer is offered three propositions covering every merchandising opportunity:

First is the complete Phonoradio in Mozart, Verdi and Wagner console models, equipped with either the Howard five-tube coast-to-coast neutrodyne, the Federal or the super-Regenodyne radio receivers.

THE GEER REPEATER

Doubles the joy of owning a phonograph!



The Original, Standard Record Repeater

REPPEATS a phonograph record instantly and accurately without slightest injury to record, reproducer, or needle. As easy to use as a record. Operates on any phonograph having a free swinging tone arm. List, each **\$1.50**

THE WALBERT MANUFACTURING COMPANY
925-941 Wrightwood Avenue Chicago, Ill.

Among the distinctive features of the Phonoradio already known to the trade is the Duo-tone Controlla, a device which enables the operator to change from phonograph to radio without attachments or detachments. The Phonoradio is the only combination of phonograph and radio using the nationally advertised full-floating Music Master horn. The same horn is used both for radio and phonograph amplifica-

tion. The Duo-tone Controlla enables the operator to switch from phonograph to radio at a touch of a lever.

The new burnished copper screened grille in front of the horn, the vertical drop disappearing door and the rear door battery compartment are betterments in the new line in which the trade and public will no doubt be interested.

(Continued on page 148)

Fletcher No. 3 Brass-Drawn Tone Arm



**Non-Vibrating
One Piece
Hexagon Taper**

The best that money and skill can produce is now ready for the market at a minimum price. Plays all records and is equipped with the regular Fletcher Reproducer, which is scientifically constructed, and which really reproduces either vocal or instrumental music.

Write for samples and quantity quotations specifying 8½" or 9½" length.
Money back guarantee covers all sample orders.



**Reproducer
and Connection
for
NEW EDISON**

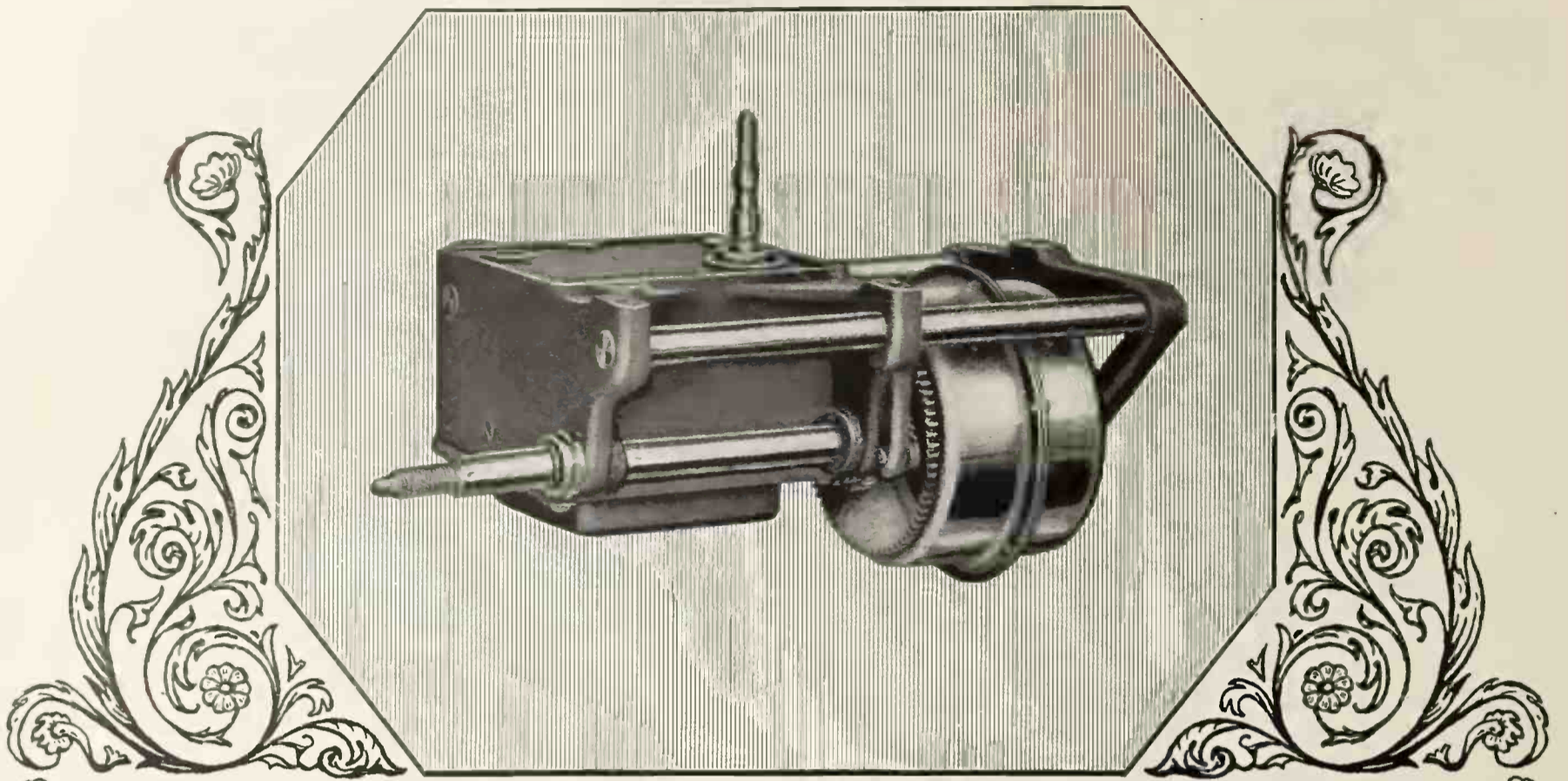
Plays all Records

Dealers, Send for
Prices and Terms

Fletcher "Straight" and Fletcher "Universal" still made and carried in stock

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET, CHICAGO



In-Built Character In Every Motor

¶ It never need occur to a manufacturer that he should be concerned about the mechanism of his United Motors. ¶ He never thinks of them in terms of springs and gears—he thinks only in terms of enduring service and performance. ¶ He knows only that United Motors will make his phonographs superior in many ways, that they will sell easier and that they will stay sold.

UNITED MANUFACTURING AND DISTRIBUTING CO.
9705 Cottage Grove Avenue, Chicago, Illinois, U. S. A.



UNITED

*Largest Independent Manufacturer
of Phonograph Motors
in the World*



MODEL SU-5

Super-Unidyne—A five-tube super receiver. Two stages of tuned radio frequency amplification, detector and two stages of audio amplification, all in one beautiful solid walnut cabinet. Price (exclusive of tubes and batteries)\$130

We are proud to be able to **Announce** this entirely new and superb line of United Radio Instruments

DELIVERIES are now ready on all the new Super-Unidyne and Improved Unidyne radio receivers and phonograph panel units.

Great Performance

There's a new thrill waiting for you. Just spend an evening roaming the country with one of these new Super-Unidyne receivers and the ease and clarity, selectivity and volume of the reception from near and far will amaze you.

Easy to Operate

Just as simple to operate as anyone could wish. A new design of vernier dial makes tuning gentle and smooth.

Unmatched Value

The new Super-Unidyne looks the thoroughbred, too. The beautifully grained, solid black walnut cabinet with its fine hand-rubbed finish is a real piece of furniture.

Test this new line—compare it with others in every detail.

United dealers are profit making dealers. Write TODAY—tomorrow never comes.

UNITED MANUFACTURING & DISTRIBUTING CO.
CHICAGO



Quality Radio



REAR VIEW

Super-Unidyne—showing neat and substantial construction. New type low-loss condensers and coils. Dial settings can be logged—plenty surplus power.



MODEL U-4

Improved Unidyne—four tubes, using one stage of tuned radio frequency amplification. Improved construction, low-loss parts, solid walnut cabinet, at a new low price.....\$75



MODEL HSU-5

Horizontal Super-Unidyne—principally the same as model SU-5 except adapted to horizontal mounting for combination radio-phonograph console cabinets. Price of panel only ready for installation\$100

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 145)

The second proposition is the new Emerson phonograph in the three above-mentioned Music Master consoles, but equipped for radio installation, including Duo-tone Controlla, Music Master horn and loud speaker unit, ground and antenna connection and rear door battery compartment with corrugated rubber lining.

The third proposition consists of the straight Emerson phonograph in the three Music Master models. By removing the record shelves and installing panel on left top, radio sets can easily be installed even in these models.

The Verdi and Wagner cabinets are furnished in beautifully figured mahogany or stump walnut and the Mozart in mahogany only. All models are supplied in the attractive Duo-tone finish and should prove exceptionally attractive drawing cards on any dealer's floor.

Tom Hindley, the general sales manager of the company, has moved his Chicago warerooms to new quarters on the fifth floor of the Republic Building with window frontage on both State

and Adams streets. The space occupied is more than double that of the old location on the tenth floor and the new models make an exceptionally fine display in their attractive environment.

Strand Phonographs in Demand

E. A. Fearn, president of the Consolidated Talking Machine Co., reports that the demand for Strand phonographs throughout the territory covered by the Chicago and branch houses has shown a marked improvement the past month and that he has established quite a number of desirable new agencies. Orders are encouraging and they show that the bulk of the business is on the \$150 console.

Announcement by the Manufacturer's Phonograph Co., Inc., of its new style of radio cabinets is of special interest, and Mr. Fearn anticipates a particularly good trade on these models.

Holds Sonora Exhibit

The Illinois Phonograph Corp., 616 South Michigan avenue, during the week of October



"One handle handles it"
Outing
"Master of Movable Music"

**4 Years
Have Proved
Outing
Portables
Are the
Best**

Targ & Dinner Music Co.
229 W. Randolph St. Chicago, Ill.
Outing Distributor

27 to 31, inclusive, held an exhibit in room 1170, Congress Hotel, showing a complete line of Sonora phonographs, Sonora radio speakers, Sonoradio combinations and Ware neudrodyne receivers which this company represents in this territory.

Sonora dealers and merchants were invited to attend the exhibit, which was held for the purpose of showing the new developments in Sonora radio combinations and the Ware neudrodyne sets, as well as in all Sonora instruments. There was a record attendance of visiting dealers during the week, not only from Chicago but many from out of town.

Various features of the Sonora instruments were explained by J. A. Read, of the Sonora factory, who was in attendance, as well as A. R. Rowday, president of the Illinois Phonograph Corporation; L. Golder, sales manager, and the mid-Western representatives, R. V. Barnes and J. W. Smith.

Deresnadyne Receiver Grows in Popularity

The Andrews Radio Co., of this city, manufacturer of the Deresnadyne receiver, is meeting with considerable success in the introduction of its products to the talking machine trade. Jobbers and dealers are now being appointed, and in a recent chat with *The World*

**Deresnadyne Radio Set**

one of the executives of the company commented as follows regarding the Deresnadyne receiver: "The Deresnadyne introduces a new principle in radio reception, being the invention of E. F. Andrews and E. A. Beane, of this city. The first sets embodying the Deresnadyne principle were constructed in the early part of 1923 and development work has been carried on continuously since that time. In perfecting this

**Showing Deresonated Plate**

receiver it was decided first of all that it must combine all of the essentials of satisfactory broadcasting reception, including distance, volume, tone quality and selectivity. We have been informed by jobbers and dealers that we have accomplished these purposes, particularly tone quality.

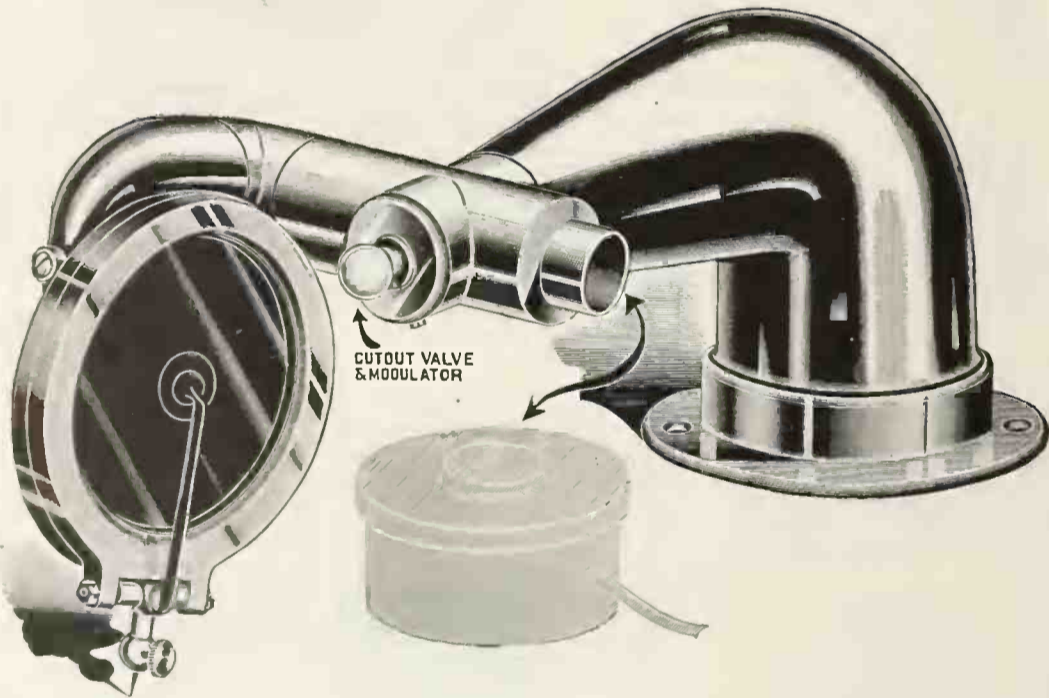
"We use on the Deresnadyne three tuning dials, which are all set to practically the same number in order to tune in a particular station, and this station can always be found in the same position. We have made very careful tests for distance and, with a receiver located in

(Continued on page 150)

The Blood Tone Arm Co.

*Invites you to become acquainted
with the merits of the*

Blood Radio Tone Arm



We also suggest that you build for a continued demand for *all* your Phonograph products by its installation.

Thus *your Dealer* will be enabled to interest even the most radical radio enthusiast in the fact that *your product* will act as a Radio Loud Speaker of unusual merit as well as being an admirable Talking Machine.

BLOOD TONE ARM CO.

222 W. Madison St.

CHICAGO, ILL.



C 5
Specifications:
34" wide, 20½" deep and 33½" high
Two-tone



C 4
Specifications:
36" wide, 22" deep and 35½" high



C 3 SPECIAL
Specifications:
40" wide, 23" deep and 35½" high



RP 1
Radio Phonograph Combination
Specifications:
34" wide, 20½" deep and 33½" high

BROADCASTER

Life's Voices

1—Attractiveness

Beautiful, symmetrical, elaborate designs.

2—Tone

A scientifically constructed amplifying chamber renders an incomparable, clear tone of volume.

3—Quality

Skillful workmanship.
Finest selected woods and panels.
Superb finish.
Guaranteed equipment.

4—Price

Value for value we will not be undersold. Our extremely low prices open a new avenue of success—for live wire dealers.

Write for our new 1925 catalog and price lists.

The Broadcaster Corporation

2414-2420 W. Cullerton Street

Chicago, Illinois

Established 1913

Incorporated 1923



E 1
Specifications:
34" wide, 20½" deep and 34" high



E 2
Specifications:
36" wide, 22" deep and 35½" high



C 2
Specifications:
40" wide, 23" deep and 35½" high



RADIO CABINET A
Specifications:
Outside Measurements:
36¼" wide, 16¼" deep and 42" high
Equipped with loud speaker horn.



RP 2
Radio Phonograph Combination
Specifications:
37" wide, 23½" deep and 35½" high

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 148)

the heart of Chicago, we received an average of two California stations on the loud speaker for ten consecutive nights with sufficient volume to fill the room and with the local stations going full blast. During the Summer a Deresnadyne receiver in Chicago brought in twenty-five out-of-town stations, including New York, New England and Dallas.

"The Andrews Deresnadyne is the only set using the principle of the Deresonated plate circuit, which enables us to combine distance and volume with selectivity and tone quality. It also permits of the manufacture of a set of extremely simple construction, and radio fans generally have evinced keen interest in the technical features of the Deresnadyne plate circuit, which, we maintain, in addition to its other qualities, stops oscillation, the primary cause of distortion and whistling."

Announces Olympic Records

The Capitol Phonograph & Record Co., which was announced in the August issue of *The World* as producing Olympic records in the plant at 715 Kedzie avenue, is out with its first bulletin. This is in effect a small catalog, and covers about 100 selections—operatic, sacred, and standard vocal numbers among them, with a particularly good selection of instrumental numbers. The popular records are greatly in evidence and the recording laboratory which is located in the building has been quite busy of late.

Lakeside Supplies in Demand

The Lakeside Supply House is experiencing a strong demand for its entire product in the way of talking machines, radio cabinets, and the full line of phonograph parts, cabinet parts, etc.

Antipodeans Like the "Blue"

That our cousins in the Antipodes are certainly marching in the line of progress is evidenced to the mind of Jack Kapp, of the Chicago branch of the Columbia Phonograph Co., by an order received the other day from the Col-

lin Music House in Melbourne, Australia. It was for fifty of Art Kahn's "Sobbin' Blues" records and carried "rush!" instructions.

Tribute to Whiteman

The appearance of Paul Whiteman and His Orchestra in Chicago last month produced not only some very large sales of Victor recordings of the orchestra, as a result of the clever tie-up engineered for the dealers by the Chicago Talking Machine Co., but succeeded in bringing out some very remarkable tributes by the leading local critic on the artistic standing of the organization. The Chicago Talking Machine Co. took advantage of the newspaper encomiums and reprinted them in the booklet which they are supplying their dealers for distribution to the trade.

New Federal Tel. & Tel. Co. Manager

Lester Noble, who some months ago went from the house of Wurlitzer to the management of the Federal Telephone & Telegraph Co. with headquarters in Buffalo, now occupies the position of assistant to the president. U. J. Jones, formerly in charge of the Pittsburgh branch and a man of wide experience, has succeeded Mr. Noble as manager of the Chicago office.

United Co. Works at Top Speed

A visit to the plant of the United Mfg. & Distributing Co. at Burnside avenue found the big institution working at top speed and Sales Manager F. W. Paul stated that business in both motors and radio apparatus last month was not only far ahead of October of last year but was one of the largest in their history, while the manner in which orders are coming in is eloquent of continued prosperity. The plan of reorganization referred to in last month's *World* is well under way and consummation will be announced in a very short time. The officers are all highly pleased with the output.

Chicago Columbia Manager Well Pleased

At the Chicago office of the Columbia Phonograph Co. Manager C. F. Baer, who has been

**F. A. D. Andrea, Inc.,
Opens Office in Chicago**

F. A. D. Andrea, Inc., New York, manufacturer of Fada neotrodyne products, announced recently the opening of a Chicago office to take care of the company's rapidly growing trade in the Middle West. The new office, which is located at 326 West Madison street, will be in charge of L. J. Chatten, who has been associated with the Fada organization as district sales manager. In making the announcement the company stated that it felt that the opening of the Chicago office under Mr. Chatten's direction would bring about an even closer co-operation with jobbers and dealers than has existed heretofore.

spending a great deal of time on the road in the territory the past few weeks, expressed himself as highly satisfied with the manner in which the business has developed during the past three months and said that October had shown a considerable increase both in phonographs and records over the corresponding month of last year.

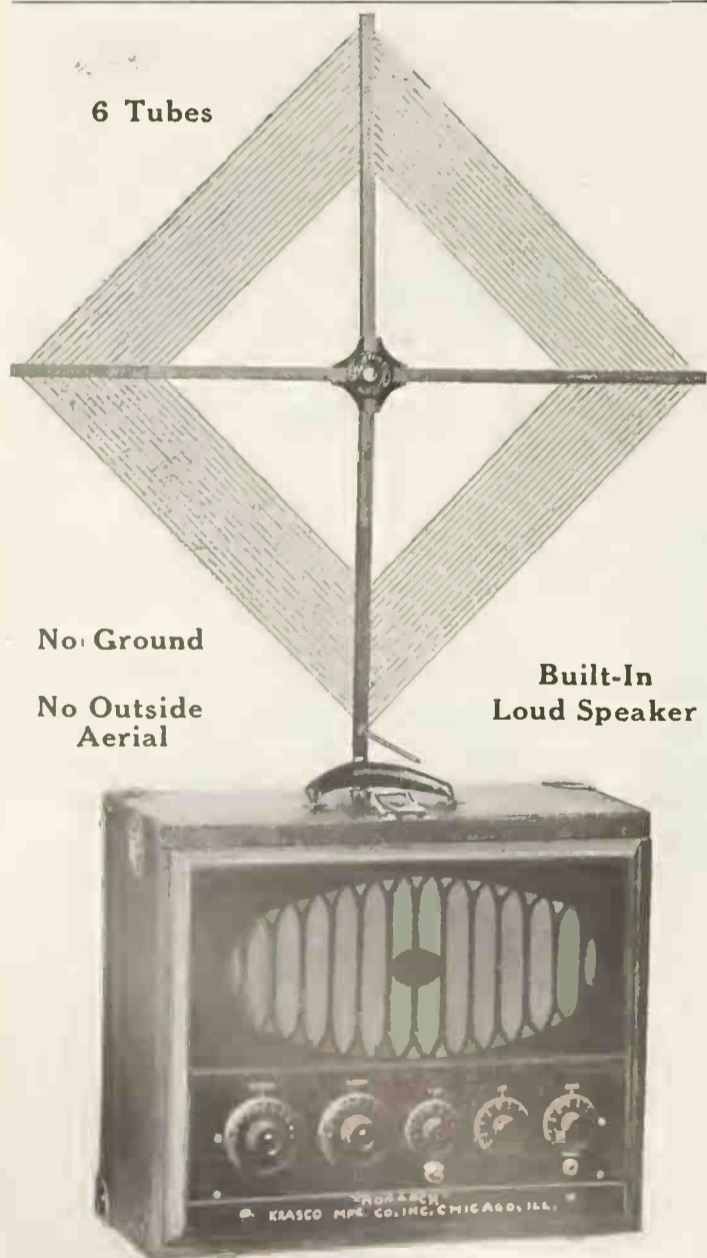
General Manager W. C. Fuhri spent a day at the Chicago office last week.

The first shipment of the new Master-Works record sets in albums has been received in Chicago and it is expected that it will be strongly in demand by lovers of music.

It is announced that W. L. Sprague, manager of the Minneapolis branch and W. F. Warren, who is traveling in Minnesota, have resigned their positions. Their successors have not yet been determined.

Krasco Mfg. Co. Pushes Its Monarch Set

The Krasco Mfg. Co. has reported that the demand for the Monarch portable radio set with which it has had such wonderful success has reached such volume as to necessitate the doubling up of the output. It will show for the first time the new 1925 model and the six-tube



The Monarch Portable Radio as Seen in Operation

Monarch PORTABLE Radio

Long Distance Receiving Set

Reception Any Place—Any Time

See the new 1925 Monarch model and also the Monarch Jr. at the Chicago Radio Show at the Coliseum Nov. 18 to 23

DEALERS AND JOBBERS!

The biggest business today is radio. Our six-tube portable is the most complete and best radio set on the market. Gives finest tone, greatest distance, absolute selectivity. No outdoor aerial or wiring, no ground, no outside batteries. Can be carried like a suitcase. The season is here. Join us now and make a big clean up. New installment selling plan makes very quick sales. We have company that will handle the paper. Wire or write at once for particulars and temporary territory reservation.

Your MONARCH Enclosed
Ready to Be Taken
With You

Write for Descriptive Literature of the New 1925 Models

KRASCO MANUFACTURING CO., Inc.

451 East Ohio Street, Chicago, Illinois

monarch portable at the Chicago Radio Show, and also the Monarch, Jr., a four-tube set for which they expect a wide demand. In the talking machine motor department, great activity is also reported and the fact is that it has been necessary recently to work overtime to take care of the demand.

Piano Club Activities

The new administration of the Piano Club of Chicago, with the talking machine element in the ascendency, as usual, started in last month with an energy which foreshadows some wonderfully interesting times in store for the members.

President Harry Schoenwald, Treasurer Harry Bibb and all the officers and members of the board of governors are wading into their jobs with a most enterprising spirit. Right from the start it was decided that the Monday noon meetings at the Illinois Athletic Club should not only begin promptly at 12.15 but should close promptly at 1.45 or sooner, a departure which is thoroughly appreciated by the members and which is being enforced, too, even though the ever-popular Van and Schenk were the feature at the first meeting under the new regime. Ex-Mayor Thompson, who was the speaker on the 20th, was also rigidly held to the mark, although he is a long-distance speaker of wide reputation.

The chairman of the Speakers Committee, by the way, is a man widely known in the talking machine trade, E. V. Sill, of the W. W. Kimball Co., while Axel Christenson is chairman of the Music Committee. We also now have a song leader in the person of Alex King, who has

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 150)

started pepping things up in a very commendable manner.

Vitanola Doings

An atmosphere of optimism pervades the entire organization of the Vitanola Co. in its attractive new general headquarters and ware-rooms in the Furniture Mart Building at 666 Lake Shore Drive. The demand for Vitanola products, which has been of very fair dimensions, took a decided upturn the latter part of October, and the encouraging thing about it, according to Sales Manager Illing, was the stress on the higher priced merchandise, furnishing proof positive that the new line of art models has gone to the trade with a strong quality appeal. S. S. Schiff spent nearly two weeks at the plant in Saginaw whooping up production in an effort to secure delivery on some numbers on which the demand has been particularly strong. He brought back with him news of some exceptionally attractive novelties which it is expected will be ready for the holiday trade and on which announcement will shortly be made.

Issues New Cole & Dunas Catalog

The Cole & Dunas Music Co. has just issued a new Fall catalog covering a very complete line of talking machines, radio cabinets, radio sets and supplies, talking machine repair parts, accessories and a full line of musical merchandise, including stringed instruments, accessories and band instruments.

Among the new lines this Fall for which the company is having an especially excellent de-

mand are the Little Tots' books of children's records of the Regal Record Co., New York.

Another entirely new line on which the company is making a special and exclusive campaign is the Alunitone, an aluminum shell tenor banjo. Special merit is claimed for this in that the shell cannot warp, buckle or crack. Unusual length of vibration and a greatly sustained tone are also claimed as a result of the aluminum shell construction.

President Joe Dunas, of the company, says that business in all lines they handle has shown a very marked improvement since October 1 and that he is looking for a normal Fall business.

To Revise "Ye Old Victor Almanac"

"Ye Old Victor Almanac," declared by Victor distributors to have proved one of the most effective pieces of Red Seal direct dealer publicity in 1924, will be revised and continued in 1925, it was recently announced.

The Almanac is an art calendar giving a daily record of great musical anniversaries and events and naming an appropriate Red Seal record for that date. The 1925 calendar of the Reincke-Ellis Co., this city, publisher of sales plans and helps for the Victor trade, is crested with small pictures of great Victor artists. An illustration beneath carries out the historical idea of the calendar pad. In the illustration, J. T. Armbrust, the artist, has produced a composite picture, using characters of various periods to make up the group. The calendar is artistic and is, therefore, valued by recipients.

Brisk Sales of Talking Machines and Radio Enjoyed by the Trade in Dallas

Outlook for Holiday Business Is Bright—Concerts and Other Activities by Dealers in Preparation for the Coming Music Memory Contests—W. A. Watkin Co. Adds Lines—Month's News

DALLAS, TEXAS, November 8.—October lived up to expectations as regards the talking machine and radio business, which is to say a brisk, steady trade was enjoyed by all dealers. The uncertainty of the election day results, it is true, had a detrimental effect on business, but, in spite of this handicap, dealers report October of this year comparing most favorably with the same month of last year.

The coming music memory contests are being given much attention and the children of the public schools are being given copious and informative notes based on the selections which are to be used. Miss Sudie Williams, who has prepared these notes, has copyrighted them and they are not to be used outside of Dallas. Sanger Bros.' department store is giving weekly musical concerts free of charge, based on the numbers to be used in these contests. The talking machine is playing a prominent part in the concerts. An average of a hundred people attend the weekly concerts each Saturday.

W. H. Humphries, manager of the local office of the Brunswick-Balke-Collender Co., states that business has been satisfactory in every way. Sales for each month show an increase over the same month of last year, and from present indications this favorable condition should exist well into 1925.

The radio business is progressing in wonderful shape, according to L. M. Willis, of the talking machine department of Bush & Gerts. The Brunswick-Radiola in particular is meeting with popular favor. This company worked in conjunction with the Brunswick Co. exhibit at the Texas State Fair recently.

The Will A. Watkin Co. recently secured the agency for Vocalion and Columbia phonographs and records. This company formerly carried the Brunswick line exclusively. It has started advertising heavily in the local papers—advertising of the highest type, which results not only in sales but in building up name value.

Fred Erisman, manager of the Columbia Phonograph Co., reports that business has been good throughout the entire year, with each month showing an increase over the month preceding, but he states that it should reach even larger volumes, attributing the failure to do so to the fair weather, which keeps the cotton pickers in the fields and which induces autoists to spend so much time in the open.

The Texas Radio Sales Co., representative of the Outing Talking Machine Co., states that the sale of Outing portables has been up to the standard, which can be taken as conclusive that there has been a steady and brisk demand for the instrument, for in this territory the Outing



"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

**4 Years
Have Proved
Outing
Portables
Are the
Best**

Texas Radio Sales Co., Inc.
2005 Main St. Dallas, Tex.
Outing Distributor

has proved one of the best "sellers," according to dealers handling the line.

The appearance here last month of Wendell Hall, the "Red-headed Music Master," was the occasion of a big business in the Victor records featuring this popular radio artist. He broadcast from station WFAA, and the dealers in all sections reported an immediate demand for "It Ain't Goin' to Rain No Mo'" and the other Victor hits recorded by Hall.

Hayes' Appears in Recital

Roland Hayes, the prominent negro tenor who has won great success in recital both in Europe and the United States and who records for Vocalion records, is making a number of public appearances during the present season. He sang at Carnegie Hall, New York, on October 25, and will again sing there on November 28.

Ress & Sons Add Radio

YOUNGSTOWN, O., November 8.—L. M. Ress & Sons, talking machine and piano dealers, of this city, recently added a complete radio department, featuring the Zenith, Atwater Kent, Freed-Eisemann and Pathé receiving sets, and they are planning a drive on these products.

Opportunity for increased profits is offered through a New Edison dealership. Perhaps a dealership is open in your town.



TEXAS-OKLAHOMA PHONOGRAPH COMPANY
2025 JACKSON STREET DALLAS, TEXAS

Harvesting an Extra Crop of Holiday Profits Through the Sale of Portables

Wide Appeal of Portable Machines Makes the Sales Promotion Drive on This Product a Dividend Payer—Extra Profits Through Holiday Sales—Continuous Profits Through Record Sales

The holiday season is at hand and most dealers are already planning intensive drives for business. In these campaigns the portable types of talking machines should not be neglected. These instruments have demonstrated their salability the year 'round and there is no reason why the holiday buying season should not bring with it a decided stimulation in the demand for portables. Of course, the extent to which individual dealers profit by this demand depends to a large extent on the effort made to make sales and arouse interest in these small but excellent machines.

Everything is in favor of a large sale of portables for gift purposes. The field is probably wider than in the case of any other product which the dealer handles, with the possible

exception of records. Portables make ideal gifts for many purposes, which have often been mentioned in *The World*. Many persons who would hesitate or cannot afford to purchase a larger talking machine will spend the comparatively small sum necessary to secure a portable.

Portable sales are not only in a sense extra business, but dealers should not lose sight of the fact that every portable sold means another record customer, from whom considerable revenue can be derived if the right kind of sales promotion effort is put forth.

In view of these facts the importance of retail dealers making a strong bid to sell the public on the idea of portables as Christmas gifts is obvious. This instrument should be brought to the attention of the public through



'One handle handles it.'
Outing
'Master of Movable Music'

4 Years
Have Proved
Outing
Portables
Are the
Best

A. C. Erisman Co.

175 Tremont St.

Boston, Mass.

New England Outing Distributor

advertising, window displays and effective store displays. Just one portable in a window will do much to promote interest, and the resulting profits will indicate how worth while the effort is. Show the public how convenient is a portable instrument in the children's playroom, in the den—in any room in the home. Point out how inexpensive a portable really is, that any person, even those of very limited means, can own a portable, the small down payment and small instalments making this possible.

Remember, portable sales represent extra profits. No one purchases a portable who desires a larger instrument. Those who do buy it are the ones who want a good product, but are not in a financial position to secure the larger and more expensive talking machines or those who desire it for a special purpose. Thus with the portable the dealer is really reaching out into an entirely different field for business, one which is wide open for intelligent exploitation.

New Audak Sales Plan Is Announced to Trade

The Audak Co., 565 Fifth avenue, New York City, manufacturer of the well-known record demonstrating product marketed under the trade name Audak, announces a new plan of selling its equipment to the trade.

The Audak product has proved successful in thousands of retail establishments throughout the country. Most of the retailers are recommending it and, to further increase its use, the manufacturer has arranged a deferred payment plan which is now available.

Maximilian Weil, inventor of the Audak and president of the company, states that under the new arrangement thousands of additional installations of Audak record demonstrators will be made in the near future. The deferred payment plan not only shows the confidence the manufacturer has in his product, but is an indication of the widespread recognition of these instruments.

Amrad Set Interests Public

MEDFORD HILLSIDE, BOSTON, MASS., November 5.—The American Radio & Research Corp., manufacturer of Amrad receiving sets, is experiencing a decided demand for the new Amrad neutrodyne set. This is a five-tube set, but has only two dials. Particular care has been exercised in the selection of a suitable cabinet, and the result has been a set calculated to prove popular in the warerooms of the talking machine retailer.

Open New Store

The formal opening of the new music store of Rupert & Tewart, in the George A. Woods block, New Bethlehem, Pa., was held recently, and was marked by a musical program.



Radiola

REGENOFLEX

and the NEW ENGLAND PHONOGRAPH DEALER

900 talking machine dealers in New York City are handling radio; two-thirds of the entire number.

Since there are 1500 talking machine dealers in New England, there should be 900 dealers in New England adding to talking machine profits by selling the right kind of radio.

Not all of this number can secure "The Radiola"—recognized as the country's greatest line. But the progressive dealer will want "The Radiola."

And you should secure it from The F. D. Pitts Co., New England's largest exclusive radio distributor. We specialize in radio distribution and concentrate our activities to New England. Furthermore, we wholesale only.

So our entire energies to serve you properly will be bound up with yours if we and those dealers now using *Pitts Co.* Service use a loud speaker when mentioning our co-operation.

Don't put off the question of handling radio another minute. The year's best season is here and you should cash in on the times."

Write, wire or telephone and you will receive full particulars about the quickest selling and most satisfactory radio merchandise—"Radiola!"



F. D. PITTS COMPANY

INC. 219 Columbus Ave. BOSTON, Mass.

RADIO MERCHANDISE-EXCLUSIVELY --- WHOLESALE

The Trade in **BOSTON** *and* **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

**Passing of Election Clears Business
 Atmosphere and the Outlook Is Bright**

Wholesalers Anticipate Shortage Before End of Year and Urge Timely Ordering—Difficulty in Meeting Demand Already Prevalent on Some Models—New Lines Added by Many Dealers

BOSTON, MASS., November 8.—Business has not until just about now taken on any kind of a boom, but with election a matter of history there is every indication that there will be a quick turn in the tide. The election, by common consent—that is, in presidential years—is used as an excuse for that lack of pep one experiences in trade; but, be that true or not as a four-year excuse for dull conditions, it is a fact that the stock market is beginning to reflect the expected conditions, and those accustomed to presage the situation week by week are confident that there is to be a big demand for goods in every line. In the talking machine trade jobbers are strongly of the opinion that, despite discouraging talk one hears among dealers, there will come a time before the year ends when desired goods cannot be had and that the rush will come all at once, with everyone clamoring for certain models when they should have taken the advice of the trade and made reasonable preparations for meeting this demand.

Difficulty in Meeting Cheney Demand

F. Dunbar Shewell, local manager of the Cheney Sales Corp., is sore pressed these days, he says, to get enough goods to satisfy the demand for Cheney machines. As for business, that is, orders, he is more than pleased, but he is unable to get the goods. He reports the month of October as the biggest one the company has ever had in this territory. He is completely sold out of \$135 consoles, and this is true also of the \$165 types. In the meantime, there is a large demand for the \$200 models. Mr. Shewell has just signed up the Outlet Co., of Providence, to handle the Cheney line, and Tutein & French, of the same city, is another house that has been contracted with to take on the line. A notable and convincing feature that is making for eventual big business is the series of sales talks which Mr. Shewell is giving at the several places where the Cheney is carried. Thus, one day the latter part of the month he

was at the talking machine department at the Shepard Stores, where the sales force gave close attention to what he had to say touching on the quality of goods and methods of promotion. Mr. Shewell's talks are bearing results in no uncertain manner.

Scarcity of Sonoras

Joe Burke, of the New England Phonograph Distributing Co., went over to New York for a meeting of the Sonora Co. the first of the month. Business, says Joe, has been going along in mighty good shape, and the phonograph combinations are finding a larger market all the time. He reports a scarcity of goods, to secure more of which was one of the purposes of his trip to New York. Incidentally, he says that the loud speaker mentioned on several occasions in this department is making friends everywhere. Mr. Burke's traveling staff is finding business very good wherever they go, and dealers are looking for a drive from now till the end of the year.

Paul Zerrahn an Inventor

Paul Zerrahn, who has had considerable experience in the talking machine business, and who is intensely interested in radio, has developed a tuning dial which is attracting considerable attention. The pointer on the dial is moved by means of a small knob on a long panel on which are one hundred spaces, figured numerically, and the pointer can be made to stand directly over the letters of the station wanted. The one hundred spaces mentioned are for the logging of many other stations outside the leading ones, of which there are ten or so. The device can be applied to any standard set and only requires a fairly fixed aerial arrangement. Mr. Zerrahn may decide to put his invention on the market himself, although he states that he has had several offers for it.

Rearrangements at Steinert's

The downtown warerooms of M. Steinert & Sons are just now undergoing extensive rearrangements, which will mean a change in depart-

HORTON-GALLO-CREAMER CO.

NEW HAVEN



VICTOR WHOLESALE

who serve a small clientele of preferred dealers especially well.

ments. The changes affect the ground floor and second floor, which are to replace each other; that is to say, the retail record department, heretofore on the second floor, will hereafter be on the street floor, and there also will be the Victrolas. The second floor will be given over to wholesale radio offices, stock and repair departments. This is a change that Manager Kenneth Reed has had in mind for some time, as it always has been his idea that the demands of business called for the machines and records being at the most convenient point for those passing through Arch street. The changes are likely to be completed within a fortnight.

Warns of Impending Shortage

Kenneth Reed, manager of the wholesale Victor department of M. Steinert & Sons, spent several days at the Camden factory the middle of October, and he says the latter is working 100 per cent, and he quotes some of the officials as believing that business is going to go with a

(Continued on page 154)

VICTOR



SERVICE

The Musical Season—and You

Scores of Victor recording artists and organizations, and other scores singing and playing selections appearing on Victor records, are going to entertain the music lovers in *your* section during the next few months. Is your record stock in shape to capitalize this opportunity?

OLIVER DITSON CO.
 BOSTON, MASS.

CHAS. H. DITSON & CO.
 NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 153)

Victor Retailers of New England

Order Now.

Take your quota.

You can't sell Victrolas you haven't got.
Distributor's stocks?

Moving fast now—and when the holiday buying really starts—they'll be gone over night.

Get more from the factory?

How?

There won't be cars enough—nor time enough.

Take your quota—take it Now.

We have the types—you want—today. Tomorrow may be too late.

Take your quota—Do it today. We're here to serve you.

M. STEINERT & SONS

35-39 Arch Street

BOSTON, MASS.

New England's Victor Distributors

"STEINERT SERVICE SERVES"

"Proven by Deed—Not Word"

rush from right after election until the end of the year. Mr. Reed, who has been widely congratulated on the circular sent to the trade early in September in regard to the urgent need of stocking up early, is sending out a second letter of somewhat the same character, again calling on dealers to stock up, as they will of necessity need goods at a time when they cannot get them. Mr. Reed says that retail stocks are at their lowest ebb and he predicts a last-minute shortage if dealers do not heed his advice. He says he knows of two models, always popular ones, that it will be hard to get.

Mr. Reed has had to play host to quite a number of representatives in the trade these past few weeks. Among the callers was Wendell Hall, facetiously called the "red-headed music master," who made famous the song "It Ain't Goin' to Rain No Mo'," who broadcast from WEEI a few evenings ago; J. J. Handy,

proprietor of the Handy Music Co., of Camden, Me.; Frank Hale, manager of Barney's Music Store at Newport, R. I.; George Avery, of the C. C. Beedle Piano Co., of Keene, N. H.; Earl Le Roe, of Le Roe's Music Store, Woonsocket, R. I., and J. J. Geehem, of Carroll's Music Store, Westfield.

Gray, Dunphy & Gray Open

A new Victor and radio wareroom has been opened at 163 Massachusetts avenue, the firm of dealers being Gray, Dunphy & Gray. James J. Dunphy was formerly for four years in the employ of M. Steinert & Sons. Rockwell Gray, of the firm, also was with Steinert's, in the radio department.

Activity With Eastern Talking Machine Co.

With the Eastern Talking Machine Co. both the talking machine and radio business has picked up most appreciably the last two weeks, and a healthy demand for goods is looked for

from now on. President Charles H. Farnsworth, of the Eastern Co., was over in Philadelphia lately and while there was elected an officer of the Lumbermen's Insurance Co. of that city. Edward Kilgore, who has been on several trips lately into the New England territory, found dealers quite hopeful for the rest of the year.

H. L. Baker Welcomed

Some of the Victor jobbers were glad to have a call recently from H. L. Baker, of Hyannis, a talking machine dealer on the Cape, who had come to Boston for the first time in several weeks. The reason for his absence was a bad accident which he sustained a while before which kept him off his feet for some time. As it is now, he is only getting around by means of crutches. Mr. Baker's place of business is known as the Hyannis Music Shoppe.

Prominent Victor Men Visitors

Walter J. Staats, treasurer of the Victor Co., and W. W. Clark, who has just returned from abroad, where he held an executive position with the Gramophone Company of London, a Victor subsidiary, were recent Boston callers on the Victor jobbing houses. Mr. Clark has joined the Victor concern and is very happy in his new association.

Royal Line With Thirty New Dealers

As was recently announced in The World, the Royal Line Sales Corp., of Boston, Mass., representative of the Adler Mfg. Co., making Royal phonographs and neotrodyne radio products had closed arrangements with thirty new dealers in New England territory within a week. This enviable record was accomplished by three men who, at the same time, took care of the requirements of their established trade.

The latest acquisition to the staff of the Royal Line Sales Corp. is Frank E. Warren,



Frank E. Warren and E. H. McCarthy

well known in the talking machine industry, particularly in western Massachusetts, Vermont and New Hampshire. Mr. Warren was until recently general sales representative of Kraft-Bates & Spencer, Brunswick wholesalers in New England, and previous to that connection had extensive retail sales experience. He is thoroughly familiar with the particular problems facing New England dealers, and he is keenly enthusiastic regarding the sales possibilities for Royal products in this territory.

The Royal staff in New England has grown considerably since P. A. Ware opened the office in July. One of the first recruits to the organization was E. H. McCarthy, formerly connected with the Columbia organization in New England. Mr. McCarthy is now treasurer of the Royal Line Sales Corp., and Mr. Ware was recently elected president. Another important figure in the Royal organization is Miss Helen Smith, who is in charge of the office and who is credited with knowing more dealers in Boston territory, together with their street addresses and telephone numbers, than almost any member of the Boston phonograph trade.

F. H. Daniels in New Post

F. H. Daniels, formerly manager of the talking machine department at Kincaide's store in Quincy, is now associated with the Walter H. Sturgis Co., of Quincy. He has been succeeded at Kincaide's by Gus Weston.

Halloween Windows

Two of the most attractive Halloween windows seen in Boston toward the end of October were those of the C. C. Harvey Co. and Vocalion

Okeh and Odeon Records

OUR policy of giving you "what you want when you want it" holds true for the holiday rush, too. Our stocks have been increased and we're ready whenever you are!

General Phonograph Corporation of New England

126 Summer Street

Boston, Mass.

BUY OKEH NEEDLES—They Keep Record Sales Alive!

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 154)

Federal
Garod
Thorola
Knott
Philco
Burgess
Holtzer-Cabot
R. C. A. Tubes
Brach
Rectigon
Accessories

Wholesale

The Eastern Talking
Machine Co.

85 ESSEX STREET
BOSTON MASS.

Hall, in both of which the usual features of the season were happily arranged, with, of course, Brunswick, Edison and Victor instruments in attractive surroundings.

H. H. Parkis Opens New Store

Henry H. Parkis, whose place of business in

Gardner was burned out last April, and who subsequently took a several months' trip abroad, is back home and now has a new Victor store in the town, which was officially opened on October 18. The opening was attended by numerous people in the trade.

Delighted With Brunswick Demand

Harry Spencer and his brother, Platt Spencer, of Kraft-Bates & Spencer, 80 Kingston street, went over to New York the latter part of October to attend a conference of Brunswick executives and jobbers. Mr. Spencer is most enthusiastic over the business that the Brunswick is enjoying, and he says the house has not been able to adequately supply all the calls for the new Brunswick-Radiolas to handle which a number of dealers have signed up. A new salesman just placed in the field by Mr. Spencer is Edwin Richardson, of Brookline, who began his new duties the latter part of October.

Columbia Activities

William S. Parkes, manager of the Columbia Phonograph Co., in discussing the business situation, said: "The phonograph business is showing a steady increase in New England. Despite the fact that in October we were entirely out of our most popular console model, we had a nice increase over September. In fact, since June we have shown a very substantial increase each month over the preceding one.

"The new Master Works series of instrumental records are being most enthusiastically received by dealers whose clientele already include real music lovers. Our initial stock did not last very long, and we have many good orders awaiting the receipt of a new supply. These will certainly prove wonderful Christmas gifts, and we are anticipating a large volume as a result. Undoubtedly, after Coolidge is elected, buying will be increased, and my only fear is that we won't be in a position to supply the demand. We have a number of large orders contingent upon his election which we consider as good as shipped."

G. P. Donnelly, who came with the Columbia Co. at the time E. H. McCarthy resigned, has proved a very valuable acquisition in the actual business he has secured, in addition to the good

Victrola
Radio
Combinations

Exclusively



Wholesale

Send for Folder

The Eastern Talking
Machine Co.

85 ESSEX STREET
BOSTON MASS.

will be brought with him—always a great service.

Leo Reisman, whose orchestra is undoubtedly one of the most popular in New England, has just returned from New York, where he made a number of new recordings. Several phonograph dealers who previously had not sold Columbias have recently stocked them because of the insistent demand for Reisman records.

Brief but Interesting

C. Lloyd Egner, manager of the traveling department of the Victor Co., spent a couple of days in Boston early in October.

James J. Ahern, a Victor dealer at Franklin, has removed his store to larger quarters in the town, the new location being one he occupied in the early part of his business career.

Audaks for Demonstrating
the Popular Recordings

J. P. Middleton, the well-known talking machine dealer of Pittsfield, Mass., has a series of Audaks for the purpose of demonstrating popular records. Although these instruments have been in operation for many months and are used frequently, owing to their position in the forepart of the store, the durability of the products has not been impaired. In a recent letter to the Audak Co. Mr. Middleton said: "It has been necessary to replace a listening cord on the Audak near the street door, as this instrument is most frequently used. The cord in this instance was simply worn out through its use in a great number of demonstrations."

Pierce Co. Opens Store

SPRINGFIELD, MASS., November 7.—A new music store, handling the Sterling line of pianos, has just been opened by the Pierce Music Co., at 254 Worthington street. The location is a central one and is opposite Stearns Square. In addition to pianos, the new firm will carry phonographs, records and player rolls.



All The World Is Turning to Brunswick

Maximum Discounts and Community Leadership Bring
Brunswick Dealers Bigger, More Profitable Business

A Brunswick franchise will mean more money and a bigger prestige in your community. Compare the advantages with those you now get.

- 1—Maximum discount. More profit per sale, per month, per year. More profit on your present volume of business.
- 2—Direct contact with us. Controlling our own distribution, all dealer transactions are direct.
- 3—Ample protection of your franchise because distribution is controlled directly by us. Hence the unusual value of a Brunswick protected franchise.
- 4—A wide variety of instruments in all types. Prices ranging from \$45 to \$775.
- 5—LEADERSHIP IN MERCHANDISING enabling you to be the leader in your community.

KRAFT-BATES and SPENCER, Inc.
80 Kingston Street Boston, Mass.



Satisfactory Business in San Francisco Territory as Holiday Season Approaches

California Industries Exposition Responsible for Stimulated Trade—Walter S. Gray Adds Music Master Line—David Saranoff a Visitor—Other Important News and Trade Activities

SAN FRANCISCO, CAL., November 5.—The talking machine and radio business in San Francisco and northern California is hitting along on all cylinders and dealers are expressing themselves as being pleased with the present volume of business and the indications for November and December. They are also predicting a good year for 1925, basing this prediction on the abundant rainfall, so necessary for a good agricultural year, and also on the report of snow in the mountains, assuring the farming districts of a reservoir for irrigation purposes for the summer of 1925. With this cheering prospect of future business, it is but natural that an optimistic feeling is the outstanding characteristic of the trade.

California Industries Exposition Helps Trade

The California Industries Exposition, which closed recently, was responsible for many of the sales closed by those firms which had exhibits at this monster exposition. More than a million people visited the show and were interested by the attractive displays of the music houses. Sherman, Clay & Co.'s booth bore the message "Musical Instruments Make Appropriate Xmas Gifts," suggesting to the visitors the approach of the holiday season. A complete array of the different lines of instruments carried by this house was displayed, with the Victrola in special models being featured.

David Saranoff Visits the Coast

David Saranoff, vice-president and general manager of the Radio Corporation of America, was a recent visitor to this city, and a banquet in his honor was given at the Hotel Claremont,

at which the leaders of the radio trade of the city were gathered. Mr. Saranoff broadcast an address from station KGO on the subject of super-power.

Help Finance California Boosters

Californians, Inc., an organization which advertises San Francisco, central and northern California, is raising a fund of \$400,000 to finance the 1925 campaign. A committee from the music trade to assist in raising the money has been appointed, consisting of Shirley Walker, of Sherman, Clay & Co.; James J. Black, Wiley B. Allen Co., and Beeman P. Sibley.

Victor Albums in Great Favor

Robert Bird, of the Victor wholesale department of Sherman, Clay & Co., reports that the "Unfinished Symphony," the first of the series of albums being issued by the Victor Talking Machine Co., was exceedingly well received in this territory. The indications are that the other albums will meet with as gratifying a reception.

Music Master Line With Walter S. Gray

The Walter S. Gray Co. is now handling the Music Master loudspeaker in addition to the Timmons line. This firm reports a consistent and heavy demand for the Outing portable from dealers in all sections. At no time during the year has the popularity of the instrument waned and it is regarded by dealers as being one of the most profitable of the lines carried by them.

Wiley B. Allen Co. Features Brunswick

The Wiley B. Allen Co. recently presented its annual grove play, which was broadcast over



One handle handles it!
Outing
TRADE MARK
Master of Movable Music

4 Years
Have Proved
Outing
Portables
Are the
Best

Walter S. Gray & Co.

1054 Mission St. San Francisco, Cal.
Los Angeles, Portland, Seattle Outing Distributor

station KPO. The Brunswick-Radiola is being pushed vigorously by this firm and a recent advertisement attracted much attention. It was captioned "Radio" and read: "The night air is alive with music. Across Winter winds it comes through driving rains. Long evenings become all too short. All the family rallies 'round the radio." The advertisement, after stressing the Brunswick-Radiola as being especially fitted for receiving concerts on the air, says, "Or, at a turn of the lever, play your favorite record," thus also drawing attention to the phonograph part of these instruments.

Tells of Conditions in the Northwest

L. W. Sturdevant, manager of the radio department of Sherman, Clay & Co., has returned from the Northwest, and reports a great interest in radio goods there. He has been attending to the installation of radio departments in the various branches of Sherman, Clay & Co. in that territory.

New Columbia Models Please

New models of Columbia phonographs in art designs were recently placed on display at the Pacific Coast headquarters of the Columbia Phonograph Co., and they have met with the approval of those dealers who have made special trips to inspect them. P. S. Kantner, district manager, states that there has been a long-felt want for high-priced consoles, and the new models are expected to meet with general favor with retail dealers and the public.

The Sonoradio Demand Grows

The Sonoradio is meeting with general favor, reports O. N. Rothlin, in charge of Sonora distribution for the north Pacific Coast. The dealers are unanimous in acclaiming the combination unit as being a wonderful value. The Sonora loud speaker continues to move briskly.

Here and There in the Trade

Geraldine Farrar is scheduled to appear in this city during this month with her opera company, and as she is a prime favorite with music lovers of San Francisco, Victor dealers are anticipating a brisk demand for her records and are stocking up to meet the demand.

The San Francisco grand opera season was a success and sales of operatic records were very heavy, particularly of those artists who appeared locally. The Wiley B. Allen Co. arranged for the personal appearance at the store of Tito Schipa, who autographed records for his admirers. Naturally, this piece of publicity resulted in the sale of a great number of this artist's recordings.

William Berry, who was formerly with Philip Werlein, Ltd., New Orleans, has joined the wholesale Victor department of Sherman, Clay & Co., taking the place of Andrew Love, who has gone to the Oakland Victor factory.

A new branch in the Mission district is being opened by Sherman, Clay & Co. It is in the heart of the district, being on Mission street, between Twenty-first and Twenty-second streets.

The Wunderlich Piano Co., Kansas City, Mo., has opened a broadcasting station in the store.

Stromberg-Carlson

Neutrodyne Radio Receivers

A Line with a reputation
for Beauty and Performance

Build good-will and increase your volume of business by stocking the dependable Stromberg-Carlson Receivers.

In appearance these superb instruments are an adornment to any home; in performance they are unexcelled for bringing in programs over long and short distances with clarity of tones and volume.

Made by a firm of 30 years' experience manufacturing high-grade telephone and radio apparatus—a guarantee of dependability.

Nationally advertised; excellent dealer cooperation. A limited number of dealers in each territory.

Portable Type No. 1-A

Portable 5-tube Neutrodyne Receiver in richly finished Adam - Brown Mahogany Cabinet. Arranged to operate with No. 1-A Loud Speaker.



Console No. 2 Type Neutrodyne Receiver

Has built-in Loud Speaker, spaces for "A" Battery, "B" Battery and Battery charger. In choice American Walnut or Adam-Brown Mahogany.

Write for our plan of Dealer Service.

Stromberg-Carlson Telephone Mfg. Co.

1000 University Avenue, Rochester, N. Y.

First Announcement

The Del' Marmol

Combined Radio-Phonograph Reproducer

They said "It can't be done." But!!

Here it is



3 in 1

Radio Loud Speaker for Phonograph

Re-cords Radio on Phonograph Records

Plays Phonograph Records

Attaches to the tone arm of any make talking machine, replacing the sound box.

Requires no extra batteries, no radio horns, no special tone arms or other attachments. No adjustments to make, no changes to make on your talking machine and at a price within the reach of everybody.

Every owner of a talking machine is a prospect. It converts the talking machine into a loud speaker for the radio. It provides a sound box of remarkable tone value. Best of all it fills a long felt want in making possible the recording in the home of that radio reception that you want to make a permanent record of. The recording does not interfere with the reception and you listen to the radio concert while recording.

Regardless what price you pay for a receiving set, its efficiency means nothing if your loud speaker fails to render exactly as the artists are broadcasting, and with this reproducer you get a perfect reproduction, both of radio and phonograph records, the superb tone quality is, indeed, a revelation, the timbre of voice or instruments is inconceivable, free from all those blasting, harsh, ear splitting notes, no distracting noises, no distortion and with that perfect natural full tone.

*Send to-day for full information,
or send \$15.00 for a sample.*

We are also manufacturers of the well-known D'Lyte-Ful-Tone reproducer for the talking machine.

DEL' MARMOL RADIO-PHONOGRAPH CO.
3522 FRANKFORD AVE. Phone, Frankford 2886 PHILADELPHIA, PA.



"One handle handles it"

Outing

TRADE MARK

"Master of movable Music"

4 YEARS HAVE PROVED
OUTING PORTABLES
ARE THE BEST

SENIOR, \$37.50

finished in

Red Mahogany, Brown
Mahogany and Oak

JUNIOR, \$25.00

finished in

Brown or Red Mahogany—
Oak — Black, Brown or
Green Leatherette.

DISTRIBUTORS

A. C. ERISMAN CO.....175 Tremont St., Boston, Mass.
GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
NYRAD DISTRIBUTING CO., INC.....250 West 108th St., New York, N. Y.
LINCOLN BUSINESS BUREAU.....1011 Race St., Philadelphia, Pa.
JAMES COWAN CO.....18 West Broad St., Richmond, Va.
BELKNAP HARDWARE CO.....Louisville, Ky.
J. K. POLK, INC.....294 Decatur St., Atlanta, Ga.
IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
STERLING ROLL & RECORD CO.....137 West 4th St., Cincinnati, O.
OHIO MUSICAL SALES CO.....1747 Chester Ave., Cleveland, O.
C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
TARG & DINNER MUSIC CO.....229 West Randolph St., Chicago, Ill.
EDWARD G. HOCH CO.....27 No. 4th St., Minneapolis, Minn.
MAJESTIC MUSIC SHOP.....16 South 7th St., Minneapolis, Minn.
STEWART SALES CO.....502 Occidental Bldg., Indianapolis, Ind.
THE DUNNING CO.....303 Second St., Des Moines, Iowa
RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
JUNIUS HART PIANO HOUSE.....703 Canal St., New Orleans, La.
TEXAS RADIO SALES CO., INC.....2005 Main St., Dallas, Texas
CARL FLORINE.....514 Charles Bldg., Denver, Colo.
WALTER S. GRAY & CO.....1054 Mission St., San Francisco, Cal.
WALTER S. GRAY & CO.....926 Midway Place, Los Angeles, Cal.
WALTER S. GRAY & CO.....2602 Fourth Ave., Seattle, Wash.

OUTING TALKING MACHINE CO., Inc., Mt. Kisco, N. Y.

Export Department

No. 44 Whitehall Street

New York City, N. Y., U. S. A.

Cable Address "OUTING" New York

Representatives in:

Sydney, New South Wales; Melbourne,
Brisbane and Perth, Australia;
Wellington, New Zealand.

Havana, Cuba.
Buenos Aires, Argentine Rep.
Santiago de Chile.

Barranquilla, Colombia.
Genoa, Italy.
Dublin, Ireland.

The Trade in PHILADELPHIA and LOCALITY

Holiday Buying of Dealers Starts Slowly in Quaker City and Shortage Is Probable

Distributing Houses Warning Dealers of Impending Holiday Shortage of Machines—Warm Weather Holds Up Retail Holiday Sales, but Season Is Expected to Start With a Rush

PHILADELPHIA, PA., November 8.—Varied are the reports of the business in the talking machine trade in summarizing the past month's activities in the local distribution and retail divisions. Some of the distributors have been enjoying better demand than for many months. The mild and balmy Indian Summer has prolonged the outdoor season and with the public enjoying these advantages of automobiling, sports and other open-air diversions, talking machine sales are affected to a certain extent. The dealers are being warned by the local distributing houses of the possibility of being caught short on their Christmas stocks because of this tendency to delay orders and are urging buying so that stocks may be replenished to take care of last-minute demand which the distributors feel is bound to come, as it did last year, especially for the popular selling models. However, orders for holiday stocks are far behind those of last year at this time and if a shortage is brought about by this tardiness it will be more acute than that of last season. Holiday buying is principally in the medium-priced models of the period styles so popular in house furnishings this year and which are being brought to harmonize with the furniture.

Record sales also have been affected by these conditions. Wholesalers are preparing special

lists for the accommodation of the retailers, so that their Christmas wants may be anticipated and their stock adjusted to the holiday demands for those special numbers adapted for Christmas time use in religious selections, carols, dance and other entertainments.

O. F. Jester Rejoins Columbia Co.

Trade circles learned with regret of the retirement from the local distribution field of O. F. Jester, district manager, of the Brunswick Co., who severed his connection with the Quaker City branch to take charge of the Detroit territory of the Columbia Phonograph Co., Inc. Though the severing of his relations with the Philadelphia house was one to be regretted, the trade, however, extended its best wishes for a continuance of the prosperity which has marked his association with the Brunswick firm in his new venture, and is assured that the new position offers equally fertile fields for his sales ability and supervision and brings him back to the fold of the Columbia, where he made marked progress during the many years of his former connection with that company in its Southern States territory. His resignation from the Brunswick Co. became effective on November 1. While no permanent manager has been assigned to the local house of Brunswick it is temporarily being

managed by Joseph Graham, a capable member of the sales organization.

Planning Another Co-operative Ad Drive

A packed house greeted the personal appearance of the Eight Popular Victor Artists, who were the main attraction at a special concert given on election night by the distributors and dealers in the Philadelphia district for the purpose of obtaining funds to carry on the co-operative advertising campaign, which was helpful in advancing the sales of records during the past year. The concert was financed by the local dealers, and those who gave practical support to the inauguration of the concert will be permitted to share in the broad newspaper campaign, their names being inserted in the list of dealers featuring the Victor and records exploited in the advertising. These selections will be supplemented by the Sterling Trio, the Peerless Quartet, as group attractions. A long program of offerings has been arranged.

Almost 100 Per Cent Columbia Gain

Practical evidence of the betterment in the business of the Columbia Phonograph Co., Quaker City branch, came in the accounting of the October orders for both records and machines, which showed an increase of almost 100 per cent over the September demand. While these figures are the record of present-day activities, they are not to be compared with the normal markets, but they do show that the trend of business is on the up-grade.

John Neldine, who covers part of the Philadelphia and southern New Jersey trade, during

(Continued on page 160)



The Louis Buehn Company of Philadelphia

VICTOR
VICTROLAS

VICTOR
RECORDS

WHOLESALE EXCLUSIVELY

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 159)



Velvaloid Record Cleaners Are Delivering the Dealers Message Every Day in Millions of Homes Thruout the World.

Their BUSINESS STIMULATING VALUE is fully attested to by the amount of our sales and repeat orders received daily.

For a CHRISTMAS SOUVENIR the dealer cannot make a mistake BECAUSE in presenting a VELVALOID RECORD CLEANER personally to a customer or a prospect, GOOD WILL IS CREATED and that cannot be BOUGHT.

Your advertisement can be imprinted so artistically that such a gift is valued, kept and used. Your name registers every time a record is cleaned and played. What more could be expected for the amount invested. Raw materials have advanced, but we will guarantee to fill your Holiday orders at the present low price. DON'T DELAY. Order thru your jobber. You will want them before Christmas. If you haven't sample and prices, write us at once.

Philadelphia Badge Co., Manufacturers

942 Market St., Philadelphia

the month responded to the call of wedding bells. His wedding took place in early October, when he took as his life partner Miss Marie Bird. Following a two weeks' honeymoon in New York, Atlantic City and Southern points the young couple returned to Philadelphia, where they will make their home.

Eagle Sales Manager a Visitor

Albert B. Ayers, sales manager of the Eagle Radio Co., Newark, N. J., visited the recent Radio Show here. Mr. Ayers spent some time at the booth of the Eagle Radio Co. and visited the Wanamaker radio department, where Eagle model B receivers and the Eagle consoles are on sale. Mr. Ayers is well known to radio men all over the country and the Radio Show proved an ideal place to meet members of the trade.

Penn Co. Compiles Christmas Record List

In keeping the dealers' stocks adjusted to the Christmas special numbers of Victor records in all the languages, which that company records, the Penn Phonograph Co. has been active in extending a helpful service. There has been compiled by the Penn Co. a Christmas list of more than 200 numbers, for every possible occasion and in almost every language of the Christian tongues, which will give the dealers

first-hand information of the available records in the respective nationalities. The list was compiled by Harold B. Cregar, manager of the record department, with the assistance of Harold Smith, of the Victor Co. It will be distributed to the dealers this month so that stocks may be brought up to date in preparation for the holiday season. President T. W. Barnhill, of the Penn Co., journeyed to Harrisburg, Lancaster and other towns in the central section of Pennsylvania for a personal and friendly visit with the dealers in that territory during the closing days of the month.

Secures Outing Jobber in Philadelphia

The Outing Talking Machine Co., Mount Kisco, N. Y., manufacturer of Outing portables, announced recently the appointment of the Lincoln Business Bureau, of this city, as an Outing jobber. This company is well known in Philadelphia territory as it has been identified with the talking machine trade for a number of years and its sales staff has already started an energetic campaign in behalf of Outing portables.

First Shipment of Victor Bubble Books

The first shipment of Victor Bubble Books, No. 1 and No. 2, was distributed during the early days of November by the Louis Buehn

Co., and almost all the incoming stocks of these newest of Victor products were disposed of in the initial orders from the trade. There will be received during the month the new No. 35 portable Victor machines, with a large order of these being placed in the warehouses so that the holiday demands can be met. A visitor from the Great Lakes regions to the Buehn headquarters was C. N. Andrews, Victor distributor of Buffalo, who stopped over for a friendly call enroute to the Victor factory in Camden.

Strand Exhibit at Radio Show

Among the exhibitors at the Radio Show, complete details of which appear elsewhere in this issue, held in the Second Regiment Armory, Broad and Susquehanna avenue, during the mid-October days, was that of the E. B. Shiddell Co. The company featured the Strand radio cabinets. These cabinets recently were placed on the market by the Strand Phonograph Co., whose machines are distributed by the Shiddell Co. There are two cabinets adapted to large and small radio equipment and known as R. 1 and R. 2 Strand radio cabinets. They were featured in the booth of the H. C. Roberts Electric Co.

Witlin Co. to Retire From Retail Field

Confining its future business entirely to the wholesale trade the Witlin Musical Instrument Co., local distributor of Gennett records and the Starr phonographs, will retire from the retail field this month. For the past four years the firm has been engaged in the wholesale and retail business on Walnut street, featuring the Starr pianos, Gennett records, Starr phonograph and radio combination, phonographs and music rolls. The new policy of wholesale distribution only will become effective the middle of November, the firm having secured offices and a warehouse to take care of its future business. The sales offices are located on the second floor of the old quarters while the warehouse will be in a large building to be leased later. President Benjamin Witlin will make his headquarters in the sales offices in the rear of the second floor at 904 Walnut street. With the retirement from the retail distribution the firm proposes to greatly extend its wholesale business and will carry larger stocks. It may later extend its lines to include musical instruments of the string and brass variety and accessories. One of the newest additions to the phonograph department is that of the radio loud speaker, made of silver grain spruce with horn of the same material used in the Starr phonograph construction. These new loud speakers will be one of the main factors in the new wholesale distribution plans and will be broadly exploited.

National T. M. Co. Expanding

The National Talking Machine Co., which just has completely settled in its new branch

A New Victor Product!

Victor Bubble Books for Children

Two Books Now Ready

{ The First and the Mother Goose Bubble Books
"Tom, Tom, the Piper's Son"—"Mary Had a Little Lamb"—"Jack
and Jill"—"Simple Simon"—"Little Bo-Peep"—"Old King Cole" } 7-in. List
price \$2.00

{ The Singing Games and the Animal Bubble Books
"Miss Jennia Jones"—"The Farmer in the Dell"—"Lazy Mary"—
"Three Little Kittens"—"Three Little Pigs"—"Three Blind Mice" } 7-in. List
price \$2.00

H. A. WEYMANN & SON, INC.

1108 Chestnut Street Philadelphia, Pa.

VICTOR WHOLESALERS

YOUR OPPORTUNITY

THIS is Victor year and we can take care of your needs. Go out and sell—the Victor line includes a model to suit every taste. Be sure your stock is complete—then go to it.

The Talking Machine Company

Victor Wholesale Exclusively

"LET PHIL FILL 'EM"

1025 Arch Street

Philadelphia, Pa.

store at 103 North Ninth street, is now able to develop its plans for the expansion of business as a dealer in accessories, a full line of repair parts and the Good Luck mainspring, catering to the trade requirements, as a wholesaler. The old quarters at 123 North Tenth street will be continued as formerly, but the main offices of the firm will be confined to the greatly enlarged new quarters. Samuel Berman will manage the Tenth street store, while the new location will be under the supervision of Leo Marks.

Crown Co. Plans to Expand

The Crown Talking Machine Co. is planning to expand its business in a financial way in order to take care of stock extensions. It is the intention of the present owner, E. Berger, to incorporate the business after the first of the year and to increase the personnel. The Crown Co. has been engaged in the sale of talking machines and accessories, both retail and wholesale, for more than eight years, dealing in the Columbia, Victor, Vocalion and Okeh records and machines.

Berger Bros. Purchase Building

A new home has been purchased by the progressive Camden talking machine and music store, Berger Bros., 900 Broadway, dealers in Vocalion, Columbia, Victor and Okeh products. The new home is a three-story structure occupying the opposite corner from the present location at 845 Broadway and formerly was the original home of the firm eight years ago. The newly purchased quarters will be converted into a modern music store.

Personal visitations now are being made by John R. Leckey, manager of the Vocalion wholesale distribution in the Philadelphia territory, through the local firm of the Lincoln Business Bureau, 1011 Race street. Formerly Manager

Leckey confined his efforts to the inside sales, but now is making the rounds of the stores on the outside and has been very successful in developing the distribution of the Vocalion in this part of the country. Since the appearance of Irving Kaufman, who records for the Vocalion, at the newly opened Cafe Claridge on South Broad street here, for the past three weeks, his records have extensively increased in sales.

J. L. Martin in New Post

J. L. Martin, who for many years has been manager of the Victrola department of the G. W. Huver Co., is now managing the small goods department of the store. The Huver Co. for the first time in thirty years of business history has engaged in the retailing of musical instruments of this sort, having heretofore confined its sales to the piano and talking machine lines. Manager Martin will look after both departments.

C. J. Heppe & Sons Elect Officers

Stockholders of C. J. Heppe & Sons, retailers of pianos and Victor wholesalers, met in mid-October and elected the following officers: President and treasurer, F. J. Heppe; vice-president, R. Frank Lehman, and secretary and assistant treasurer, George W. Witney. The board of directors includes the officers and M. F. McDowell Heppe and Marcellus Heppe. The usual six per cent dividend was declared. During the month the Heppe company opened a radio department, featuring all the well-known makes.

To Open Victor Department

A Victrola department will be opened this month in the new central city store which made its debut to the Philadelphia trade in early November and will be known as Knabe warehouses, 1020 Walnut street. The new house will be controlled by David Jacobs, of the firm of

S. Jacobs & Son, 820 West Columbia avenue, but will be conducted as a distinct organization.

Estey Masquerade Ball

With Mrs. Therese M. Quimby, manager of the phonograph department of the Estey Co., as the charming hostess of a masquerade ball, the employes of the company and their friends were delightfully entertained on October 25 in Estey Hall with a program of dancing, games, and refreshments. Over one hundred guests were present and opened the evening's revelries with a grand march, followed by several numbers in the modern dances, and then adjourned to the refreshment booth to partake of the good things on a seasonable menu of Halloween-time dainties. From the New York headquarters President G. W. Gittins, Advertising Manager O. C. Stone and Archibald White journeyed to Philadelphia to participate in the gaieties. Among the local houses represented were Albert C. Weymann and W. J. McCormick, of the talking machine department of H. A. Weymann & Son, and F. M. Fox, of the Crispin Co., Salem, N. J.

F. W. Lockwood Entertains

Frank T. Nutze, special representative of the Eagle Radio Co., Newark, N. J., was the guest of F. W. Lockwood, distributor for the Eagle Radio Co. in Philadelphia during the recent Radio Show in that city.

Atwater Kent Sales Promotion

One of the newest pieces of literature emanating from the headquarters of the Atwater Kent Mfg. Co., in this city, is an attractive folder entitled "An Advertising Campaign That Will Create Thousands of Buyers. Why Not Sell Them What They Want?" and carried to the inside

(Continued on page 162)

JOBBERS

REPAIR PARTS

GRAPHITOLEO

ALBUMS

BRILLIANTONE

GILT EDGE

RENOL POLISH

TONE ARM FOR COLUMBIA AS PICTURED

Sample	\$1.75
Lots of 12	1.50
Lots of 100	1.00

JOBBERS

MOTORS

TONE ARMS

SOUND BOXES

ADDATONES

3-IN-1 OIL

ATTACHMENTS

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 161)

of the spread appears the entire Atwater Kent radio equipment, with illustrations of the complete line. Similar to other literature sent out by the Atwater Kent Co., a return postcard is included. The frontispiece visualizes the large group of national magazines in which the Atwater Kent message is being presented throughout the country, and shows at a glance the energetic method in which the Atwater Kent Co. is developing prospects for its dealers.

Everybody's Co. Okeh and Odeon Distributor

Everybody's Talking Machine Co., of this city, well known for its line of Honest Quaker main springs and complete line of repair parts, and which recently became a distributor for Okeh and Odeon records, reports good business in all departments. The offices of the company at local headquarters have been re-



J. A. Fischer



S. Fingrutd

modeled, providing for the maximum efficiency of the conduct of the increased business which it is handling. The Okeh and Odeon record department has been advantageously placed at the main entrance to the office where Philip Grabuski, one of the members of the firm, has installed his headquarters. Mr. Grabuski, who is general manager of this new record department, has given up traveling and will henceforth remain at the headquarters of the company. He is devoting particular attention to rendering service to dealers in Okeh records, and the enthusiastic commendations regarding Everybody's service, together with the increased orders being received and new dealers established, point to the popularity of Everybody's Talking Machine Co. as an Okeh and Odeon distributor.

J. A. Fischer, president of Everybody's Talking Machine Co., and S. Fingrutd, treasurer of the company, are giving their attention to the promotion of both ends of the business and the

Okeh and Odeon record department is bound to feel the effect of their intensive efforts.

Wilson Co. Buys Presser's Victor Interests

The J. R. Wilson Co., Victor retailer of this city, has purchased the stock and good will of the retail Victor division of the Theodore Presser Co., at 1711 Chestnut street, this city, and will continue the business of retailing Victor merchandise at this address. The J. R. Wilson Co. conducts four other Victor stores in this city and the addition of the fifth will add materially to the already good business being done.

Demand Continues Active

The Guarantee Talking Machine Supply Co., of this city, reports that the demand for talking machine repair parts is active. Business in all sections has shown a decided increase, with marked improvement noticeable in western Pennsylvania. This company has added the Red, White and Blue needle to the lines it distributes.

National Record Album Popular

The National Publishing Co., of this city, producer of the National record album, informs The World that this Fall season has seen greatly increased demands for its product. Business this year is comparable with that done in 1923 and a still further increase in business is expected as the season progresses.

New Pooley Models Popular

B. R. Stauffer, president of the Pooley Furniture Co., of this city, reports that the popularity of the new models of Pooley radio cabinets recently produced has exceeded all expectations. The factory is working night and day in order to fill the large volume of orders being received. These cabinets were the principal ex-



"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years
Have Proved
Outing
Portables
Are the
Best

Lincoln Business Bureau
1011 Race Street Philadelphia, Pa.
Outing Distributor

hibits at the New York and Philadelphia radio shows, and not only created considerable attention but developed a large number of orders. The new line of cabinets includes the model 600 R-2, an attractive cabinet of the William and Mary period, equipped with the Atwater Kent model No. 10 set, with space for batteries and a self-contained loud speaker. These cabinets are made in a variety of finishes. The next number, and perhaps the most popular of the line, is a somewhat larger cabinet in the English period, known as model 1100 R-2. The model de luxe of the line is the attractive 1200 R-2 in the Louis XVI period.

The Pooley Co. is also producing a cabinet to house the Federal set and an attractive combination Pooley console phonograph equipped with the Federal four-tube panel.

Thousands View Exhibits of Leading Radio Lines at Third Philadelphia Radio Show

Third Annual Show Held in the Quaker City Proves an Unqualified Success—Armory Crowded With Those Interested in Radio, Including Many Retailers—Broadcasting a Feature

PHILADELPHIA, PA., November 5.—The third annual Philadelphia Radio Show was held in the Second Regiment Armory, Broad street and Susquehanna avenue, from October 18 to 25, inclusive. Although situated some distance from the center of the city, it proved a decided success and drew immense crowds.

A feature of the show was the broadcasting

of the program furnished by the show orchestra, not only throughout various parts of the armory itself, but to all outside points. This feature was provided by the Radio Corp. of America.

Most of the well-known makes of radio receivers were found in the exhibits of the local distributors. A few of the manufacturers, however, were personally represented, such as the Radio Corp. of America, which had an attractive display of the RCA line prominently located in the center of the armory; the Sleeper Radio Corp., Henry Hyman & Co., Inc., manufacturers of the Bestone radio receiving sets; C. D. Tuska Co., the Splendor Electrical Co. and the Adler Mfg. Co.

Among the lines shown by distributors were:

The Garod Corp., of Newark, N. J., had an attractive exhibit of the Garod "V" and the Georgian in the booth of the K. S. Byrd Co., Philadelphia distributor.

The Atwater Kent line, with both its open and cabinet models in three, four and five tubes, was seen in the exhibits of a number of local distributors, such as Jones-Beach Co., J. H. McCullough & Sons and others.

The Pooley Furniture Co., of this city, had a large exhibit similar to the one shown in New York, featuring the Pooley line of radio cabinets to house the Atwater Kent open sets. Three models were shown, 600-R2, 1100-R2 and 1200-R2. A Pooley cabinet equipped with the Federal set was also included, as well as a model of the Pooley combination radio and phonograph.

In the exhibit of the Music Master Corp., of this city, was the now very familiar mammoth replica of the Music Master horn. The exhibit included the Music Master horn and the new cabinet model of the horn, the Music Master phonograph attachment and Music Master loop aerial. The Music Master Corp. also exhibited the various lines for which it is distributor, which included the RCA, Zenith, Work-Rite, Sleeper and Thermodyne.

The Haag Radeluxe Corp. was present with a new line of both radio and combination talking machine and radio cabinets, and the Radeluxe cabinet loud speaker as well. The combination cabinet differentiates from others on the market in that the horn is subdivided, one for radio and one for talking machine. The talking machine equipment is its own and Atwater Kent open sets are provided for radio equipment. Each combination cabinet is also equipped

(Continued on page 164)

THE PENN VICTOR DOG

Awaits your call to service in promoting Victor business and hopes to make you his friend.



MORE THAN 250,000 SOLD IN 1923

PENN PHONOGRAPH CO., Inc.

Victor Wholesale Only

913 Arch Street

Philadelphia, Pa.

Federal "Executive Service" —acclaimed by phonograph dealers

PHONOGRAPH dealers have been enthusiastic in their praise of the intensive, practical course in radio which Federal is giving to executives in each phonograph shop operating under the Federal Franchise.

Through this executive service, phonograph retailers are given the personal assistance of a Federal representative who not only instructs fully upon the operation of Federal equipment, but who also gives comprehensive lessons in the rudiments of radio so that the dealer is fully equipped to take his position as the counsellor of radio enthusiasts in his sales district. While this service is costly to Federal, it is entirely in keeping with the traditions of the organization.

For over a quarter century Federal has cherished its leadership in the field of electrical communication devices.

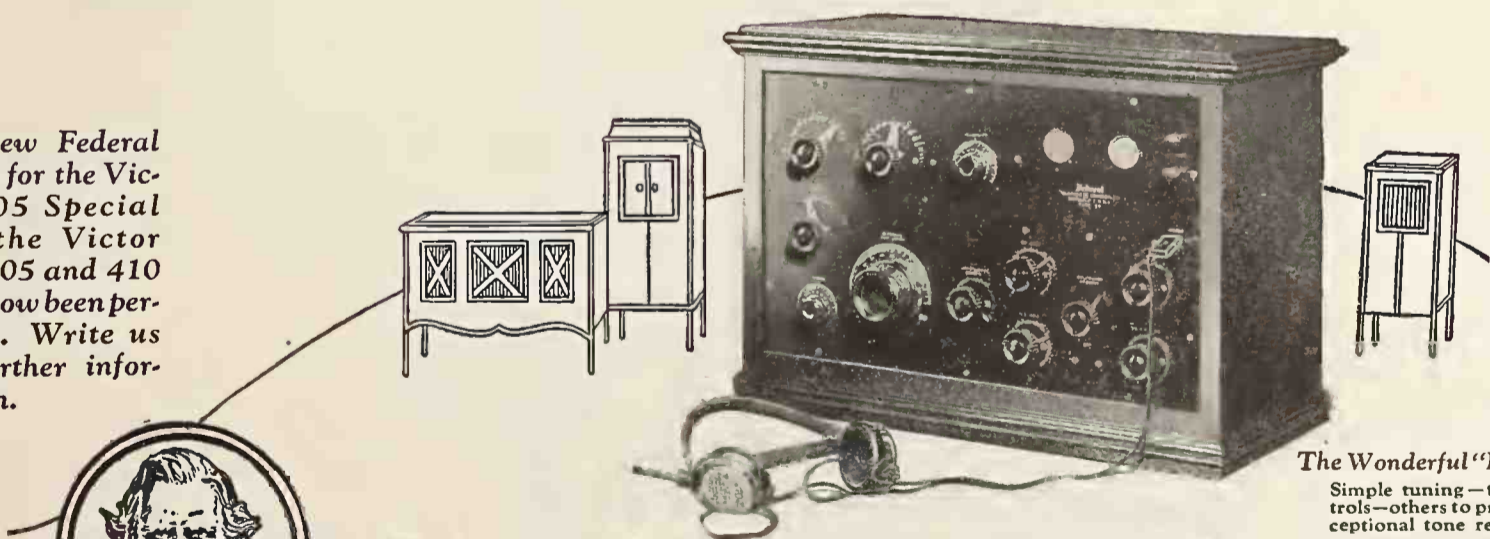
It came into the field of radio with definite ideals backed by an experience unlike that of any other radio manufacturer. It has constructed radio equipment which for beauty of design, simplicity of operation and exceptional tone qualities is second to none in the industry.

Therefore, it is fitting that Federal should now seek to enhance the value of its Federal Franchise by making each Federal dealer an authority on radio in his sales territory.

Phonograph dealers who have not already been instructed by the Federal representative are urged to write the nearest Federal branch office at once. Phonograph dealers who are anxious to gain the advantages offered through the Federal sales franchise and the Federal deferred payment plan are also invited to write us.

FEDERAL TELEPHONE AND TELEGRAPH COMPANY
BUFFALO, N. Y.
Boston New York Philadelphia Pittsburgh Chicago
 San Francisco Bridgeburg, Canada

The new Federal panels for the Victor 205 Special and the Victor 400, 405 and 410 have now been perfected. Write us for further information.



The Wonderful "Fifty-Nine"
Simple tuning—three controls—others to produce exceptional tone refinement.

Priced at
\$177

With headphones.

For Loop Reception (No 61)

\$46 extra

Federal

Standard **RADIO** Products

The Philadelphia Radio Show

(Continued from page 162)

with the Haag record file, a touch on a lever producing the desired record.

The Grebe Synchronphase made by the A. H. Grebe Co., Richmond Hill, L. I., was attractively displayed at the show by the Philadelphia Wireless Sales Co., local distributor.

The Multiple Electric Products Co., Newark, N. J., exhibited the Atlas line of loud speakers and phonograph units, as well as the line of phonograph attachment couplings.

The Del'Marmol Radio Phonograph Co., of this city, made an initial showing of the new Del'Marmol combined radio phonograph reproducer, which in one unit combines the talking machine and radio diaphragm. This permits the reporting of radio reception upon a blank record by simply resting the needle upon the record.

The De Forest line, including the De Forest Reflex radiophones, De Forest loud speaker and De Forest tubes, was attractively displayed in the exhibit of the Girard Phonograph Co., of this city, De Forest distributor. The display was attractively arranged and a feature was the De Forest D-12, reflex set.

The H. H. Eby Mfg. Co., of this city, which has a wide reputation in the radio field as the manufacturer of hinding posts, displayed the complete line of Eby engraved posts in all popular markings. The Eby line was also to be found in the exhibit of the Motor Parts Co., distributor.

The Bristol Co., Waterbury, Conn., displayed the four new Bristol Audiophone loud speaker models designated as Models S, J, Baby Grand and Baby. The Bristol Co. also exhibited the Bristol receiving set and one-stage power amplifier.

The Splittorf Electrical Co., Newark, N. J., featured the Splittorf R-100 receiver five-tube set, and also the line of Splittorf phonos, in both horns and cabinet, bead sets and radio parts.

The American Electric Co., Chicago, Ill., was present with the Burns radio reproducer and phonograph unit.

The Philadelphia Storage Battery Co. had an attractive display of the entire Philco line of both A and B batteries. Of particular interest were the Philco A batteries in glass cases and the B batteries in their beautiful mahogany cases. The Philco Storage Battery Co. also showed Philco chargers.

The Thompson neutrodyne line, manufactured by the R. E. Thompson Mfg. Co., of New York City, was shown at the exhibit of the Sayre-Level Radio Co., Inc., distributor. The exhibit included the Thompson Concert Grand, Grandette and Parlor Grand with the Thompson loud speakers.

The National Carbon Co., Inc., Long Island City, N. Y., had a complete display of Eveready batteries.

H. C. Roberts Electrical Supply Co., this city, distributor of the RCA line, had a particularly attractive exhibit which also featured Freed-Eisemann radio receivers, showing models NR-6, NR-20 and NR-12. Also FE-50 cabinet type loud speaker. The FE neutrodyne Victrola panel was also shown. The Gould Uni-power batteries,

both A and B, were also featured in the H. C. Roberts exhibit.

The Electric Storage Battery Co., this city, had an exhibit featuring the popular Exide line of batteries, both A and B, and the Exide rectifier.

The Adler Mfg. Co., of New York and Louisville, Ky., was on hand with the Adler Royal neutrodyne, featuring type 201-A. The exhibit drew much attention and was well attended. Robert Harris, factory representative of the company, with headquarters in Philadelphia, was in charge of the exhibit and no small credit for its success was due to his efforts.

The Heteroplex receiving set, which is one of Philadelphia's local products and attracting much attention, was featured in an exhibit of its own at the show. The model displayed in a glass case clearly visualized the hook-up of the instrument.

Trilling & Montague, local distributors, in addition to a wide line of radio parts, featured the Grimes Inverse Duplex set, made by David Grimes, Inc., New York City.

John L. Gately Drops Dead in Hotel in Nassau, N. Y.

Former Talking Machine Jobber Had Been in Ill Health for Some Time—Was Well Known in the Talking Machine Industry

ALBANY, N. Y., November 8.—John L. Gately, formerly an active factor in the Victor wholesale trade as a member of the Gately-Haire Co., for a number of years Victor jobber here, dropped dead in the Nassau Hotel, Nassau, N. Y., on Monday afternoon. Mr. Gately had been stopping at the hotel for several weeks and had recently been under the care of a physician.

Before organizing the Gately-Haire Co., which was dissolved several years ago, Mr. Gately was a traveler for the Victor Talking Machine Co. and had a wide acquaintance in trade circles. He was forty years old and a veteran of the Spanish-American War.

First Gabilowitsch Record Released by Victor Co.

The first exclusively pianistic record made by Ossip Gabilowitsch was released by the Victor Co. on November 7 and created much discussion in musical circles throughout the country. This world-famous Russian artist has an exceptionally large following by virtue of his position as leader of the Detroit Symphony Orchestra and

through his numerous appearances as soloist on the concert stage. This record couples Moszkowski's "In Autumn" with Schumann's "Novlette."

Announce Two Plans for Increasing Needle Sales

General Phonograph Corp. Introduces Automatic Reminder Delivery Bag and an Attractive Needle Display Case

The General Phonograph Corporation, New York, manufacturer of Okeh and True Tone needles, has just announced two plans for in-



Automatic Reminder Delivery Bag

creasing needle sales that are meeting with a cordial welcome by the trade. The first idea, designated as an "automatic reminder delivery bag," was originated by J. A. Sieber, advertising manager of the company. It consists of a small envelope attached to the back of a regular de-



New Okeh Needle Display Case

livery bag. The attention of the customer is immediately brought to focus on the little envelope by a large arrow and the words "Buy New Needles Now" stand out forcefully.

The second idea is a needle display case, which, according to Mr. Sieber, has many unusual features. "In the first place," said Mr. Sieber, "it is impossible for customers to help themselves, and, secondly, it has strong advertising value. Under the glass top sixteen packages of needles can be displayed and the blue and gold color of the case itself makes it stand out on the counter. Beneath the removable display tray is storage space for 180 packages of needles. We are giving these display cases to our dealers without charge on every purchase of 100,000 Okeh needles." Okeh dealers are now receiving a broadside which sets forth in detail the value of these two sales helps.

Good Victor Publicity

The Victor Talking Machine Co. recently sent to its dealers a bird's-eye view of the company's main plant at Camden, N. J. The picture is printed in colors and is suitable for hanging in the warerooms or for display in the store's windows. It is twelve inches high by thirty-three inches wide.

The "All-Year" Portable that sells and stays sold

The Portophone Franchise is a money maker and a business builder for your record department.

We are in a position to give exclusive territory to reputable dealers. Write for full particulars now and cash in on the big Holiday demand.

THE THOMAS MFG. CO.

Dayton, Ohio, U. S. A.

Established 1905



RADELUXE

PRODUCTS



“Speak for Themselves”



CLOSED



OPEN

Patents Allowed. Others Pending



Radeluxe Universal Radio Cabinet

with built-in loud speaker and battery compartment provided with movable shelf. Takes receiving sets up to 32 in. long, 10 in. high, 12 in. deep. Dimensions: 36 in. long, 48 in. high, 16 in. deep. A handsome cabinet in two-tone mahogany. **List price \$120.00**

RADELUXE

Equipped with Atwater-Kent Model 10 Receiving Set

ATWATER KENT

Combined Radio and Phonograph with Atwater-Kent Model No. 10. Receiving set and highest grade gold-plated phonograph equipment, playing all makes of records. Patented duplex horn gives finest tone quality for both radio and phonograph. No parts to change. A practical and handsome cabinet. Highest class workmanship. Two-tone brown mahogany.



Radeluxe Loud Speaker

Exceptional tone quality in a beautiful brown mahogany cabinet. Dimensions: 17½ inches long, 10 inches high, 10 inches deep. **List Price \$27.50**

Battery compartment in rear of cabinet. Size, 52 inches high, 42 inches long, 21 inches deep.

List Price, **\$450.00**
Without tubes or batteries.

A FEW
JOBBERSHIPS
OPEN

HAAG RADELUXE CORP., Estey Building, **PHILADELPHIA**

St. Louis Dealers Enjoy a Satisfactory Business as the Holiday Trade Starts

Overcome Obstacles and Sales Volumes Commence to Climb—Tie-up With Artists Aid Record Sales—Columbia Distributors, Inc., Open New Home—Famous-Barr Co. Holds Radio Show

St. Louis, Mo., November 7.—In spite of a number of factors which militated against good business during October, the sales totals of both the talking machine and radio business were satisfactory to dealers and showed an increase over September and compared favorably with October of 1923.

Tie-up With Current Events

The local branch of the Brunswick Co. took advantage of the visit of Al Jolson, popular comedian and Brunswick artist, to the White House, to impress on the Brunswick dealers the benefits of a tie-up with the publicity on the event. The company suggested that dealers mention the fact in their advertisements, and offered a specimen advertisement emphasizing

the mirth-inspiring qualities of this popular artist's recordings.

Columbia Opens New Quarters

The Columbia Distributors, Inc., have opened quarters at 1327 Pine street, in charge of A. B. Creal. C. R. Salmon, formerly with the Columbia offices here, has charge of the city territory, the same work that he did when with the Columbia Co. before.

Famous-Barr Has Radio Show

The second annual radio show of the Famous-Barr Co., given late in October in conjunction with the talking machine department, was a pronounced success. More than one hundred manufacturers were represented. There was continuous broadcasting. Manager Geissler's



'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

**4 Years
Have Proved
Outing
Portables
Are the
Best**

Marks Radio & Phono. Corp.
2215 Pine St. St. Louis, Mo.
Outing Distributor

talking machine forces co-operated by demonstrating the combination machines, and the show brought quite a lot of straight talking machine business.

Feature Victor Record Albums

The Kieselhorst Piano Co. has been doing some special advertising on the Victor Music Arts Library, containing the Schubert "Unfinished Symphony." Coupled with an attractive window display, a neat 5x7 card in tan and brown was mailed to the entire mailing list. The Stix, Baer & Fuller Victor department sent out personal letters concerning this set to the St. Louis Symphony subscribers.

Interesting News of the Month

Mrs. Margaret R. Moore, who left the Kieselhorst store last Spring to go to the Wurlitzer branch in East St. Louis, is back at Kieselhorst's.

The Aeolian Co. of Missouri has been having a special sale of the talking machines taken over when the firm bought out the Mengel Music Co.'s community store at Olive street and Boyle avenue. Victrolas, Brunswicks and Sonoras were included in the offerings. A. F. Mengel, who had conducted the business for several years, has taken a position with the Aeolian Co. of Missouri.

The recent appearance of Paul Whiteman and His Orchestra here stimulated the sale of Whiteman Victor records.

A. Niehaus, a talking machine dealer at Granite City, Ill., has filed a petition in bankruptcy in the Federal court at Springfield. He lists his liabilities at \$11,444 and his assets at \$8,974.

Tie-up With Artists' Appearances

The appearance of Herb Wiedoeft and His Cinderella Roof Orchestra of Los Angeles at the New Grand Central has been instrumental in popularizing to St. Louis dancers this latest of Brunswick dance orchestras. Dealers have tied up their windows and newspaper copy with the recordings made by the orchestra, with satisfactory sales results in records. Al Bernard and Russell Robinson, Brunswick artists, have been broadcasting from Station WCK and their records took a decided upward trend in sales.

Changes in Kieselhorst Co.

W. E. Locke, of New York, has been placed in charge of the radio department of the Kieselhorst Piano Co., succeeding Walter Herman, who resigned to go into another line of business. C. J. Schmitt, formerly of the main store force of the Kieselhorst Co., has been placed in charge of the branch store at 3111 North Grand avenue.

Geoffrey Manne With Brunswick Co.

Geoffrey Manne was recently added to the sales force of the phonograph division of the St. Louis branch of the Brunswick Co., replacing C. A. Reynolds, who resigned recently to enter another field of activity. Mr. Manne will cover territory comprising the Memphis, Tenn., district. Mr. Manne has been traveling this territory for the Edison Co. for some time. He is

(Continued on page 168)

The Artophone Corporation

A Very Profitable Proposition

The Okeh and Odeon Record Agency

THERE are a number of different fields open for the OKEH dealer. We call your particular attention to the following big selling types of records. We have a complete line which includes the most popular artists:

**Blues by Popular Negro Artists
Dance and Popular Song Hits
Hill Country Music
List of All Foreign Languages**

Rare Record Importations (Odeon Records)

Our stock is complete and we will give you **TWENTY-FOUR HOUR** service. Prepare now for a **BIG PHONOGRAPH** and **RECORD** trade this fall.

The Artophone Corporation

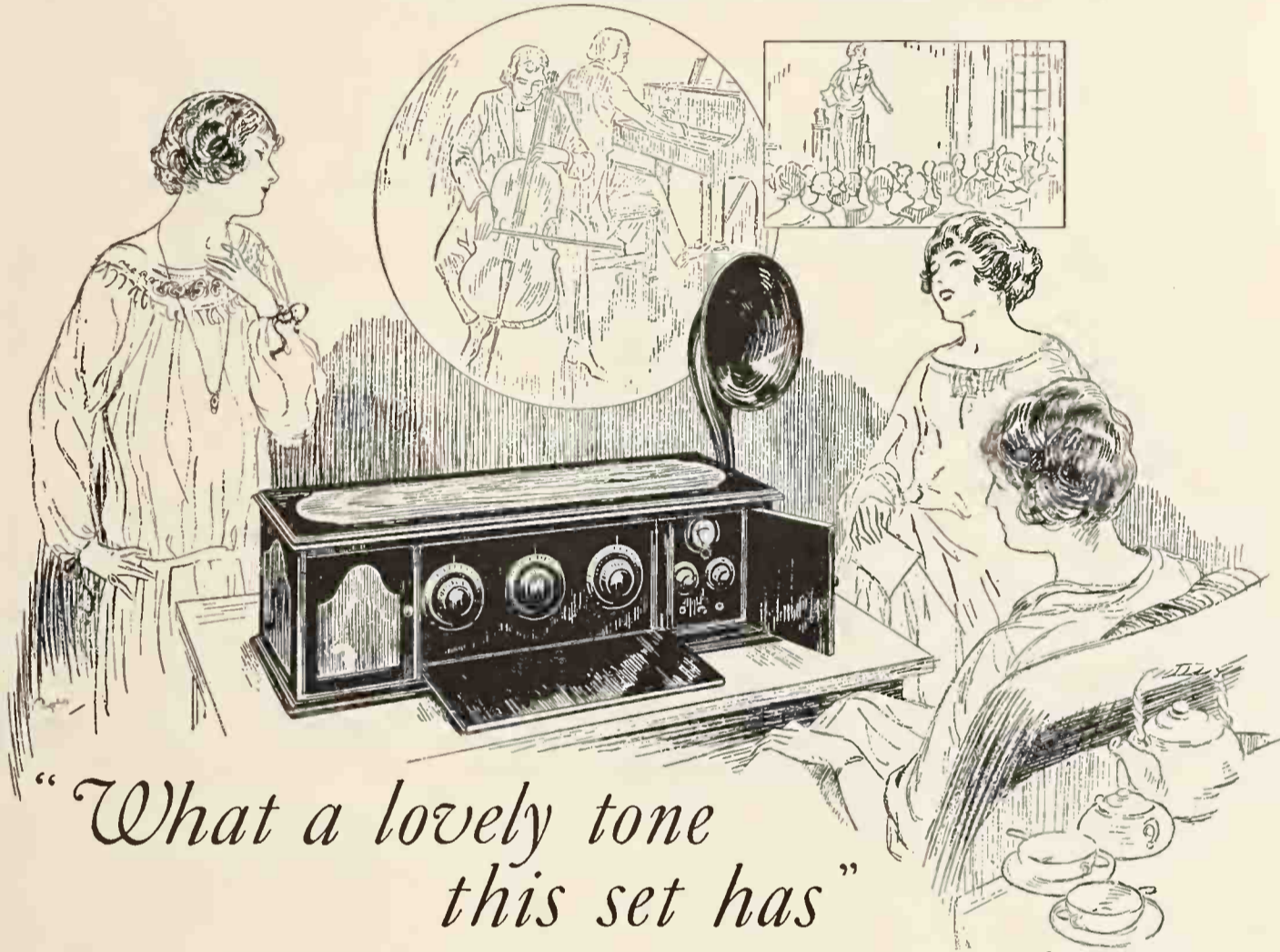
1103 Olive Street, St. Louis, Mo.
203-5-7 Kansas City Life Building, Kansas City, Mo.

*Complete stock of radio, phonographs,
phonograph supplies and accessories*



GILFILLAN NEUTRODYNE

Beautiful Radio Sets of Experienced Manufacture that the Music Trade can recommend with confidence



“What a lovely tone this set has”

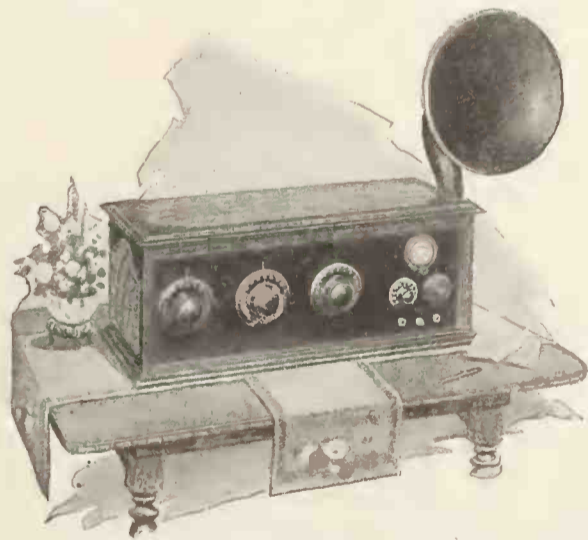
THE clear true tone of the Gilfillan Neutrodyne brings out the finer shadings of musical reproduction. With the aid of the finding chart anyone can tune in quickly without howls or squeals. Distant and difficult stations are easily brought in even while locals are playing.

The Gilfillan Neutrodyne is extraordinarily sensitive to faint signals and has an almost uncanny power of selectivity. This is especially desirable where many stations are broadcasting and the interference is great. The volume, clarity and ease of operation of these sets is a revelation. Gilfillan Neutrodyne cabinets are rich in finish and dignified in design. They will add to the charm of any interior.

We invite a comparison of the workmanship and performance of these sets with any others. Their excellence is due to the years of experience in the manufacture of radio equipment. Manufactured at three factories conveniently located to supply the music trade anywhere.

Send for Literature to Nearest Office

STYLE GN-1 In an artistic, American Walnut Cabinet; price without accessories **\$175**



STYLE GN-2 Same Neutrodyne construction and features in smaller cabinet; price without accessories **\$140**

GILFILLAN BROS. INC.

KANSAS CITY
2525 W. PENNWAY

1815 W. 16th Street, LOS ANGELES, CAL.

NEW YORK CITY
225 WEST 57th ST.



Unusual Publicity Material for Holiday Use Being Distributed by the Victor Co.

Colored Cut-outs and Lithographed Posters Provided for Artistic Christmas Window Displays—
Christmas Folder for Distribution to Prospects—Special Record Folder, Etc.

Within the past week or ten days, Victor dealers have received from the Victor Talking Machine Co. advertising material of a diversified and comprehensive character with which they can inaugurate their Christmas campaigns. No angle of the business has been overlooked and in the matter sent the dealers the appeal has been made to the owner of a Victrola, to the likely prospect who is interested in purchasing but who has not decided on any one model and, lastly, to those people who had not contemplated purchasing a talking machine but whose interest will be attracted by the desirability of the Victrola as illustrated and described in the publicity matter.

The window trim is the outstanding feature of the campaign. This consists of cut-outs with easel backs, of thirty-six famous Victor artists who make records for this company, of whom sixteen are represented individually and twenty in groups of from three to eight. The majority are in favorite operatic costumes and are lithographed in nine colors. Another part of the trim is a streamer, in an appropriate Christmas design, bearing the message "Victrola, the Christmas Gift that is New with Each Victor Record." Included with the material for the

window dressing is a four-page folder, describing in full three methods of effectively dressing the window. Illustrations are given and it is evident that any shape or form of window can use the material with the most satisfactory results.

The Christmas folder to be sent to prospects who do not own a talking machine is a gem of comprehensiveness. It contains illustrations of twenty-six models of Victrolas and pictures of a gallery of Victor artists, together with selling talks, prepared by experts and illustrations depicting the instrument in many settings. This folder is of a size that can be mailed in a sealed envelope under a two-cent stamp.

For the owners of Victrolas, a folder of Victor Christmas records has been prepared. This folder catalogs the leading records, appropriate to the Christmas season, and also lists the Bubble Books as being suitable for gifts to children. In its letter to dealers the Victor Co. also stresses the profit-making possibilities of pushing the new albums of the Music Arts Library series as Christmas gifts. Hangers, listing the leading Christmas records, for display in booths and in prominent places in the store, are included in the shipment of advertising matter.

St. Louis Trade Is Improving

(Continued from page 166)

possessed of wide experience in the talking machine field.

To Give Series of Children's Concerts

The St. Louis Symphony Orchestra will give a series of six children's concerts this season. The preparation for these concerts is made in the music classes in the public schools. Miss Blanche Rosebrugh, of the Victor educational department of Scruggs-Vandervoort-Barney, has been retained to give a special series of seven lectures in preparation for the concerts by the Community School.

Deeken Music Co. Opens Branch

The Deeken Music Co. has opened a third neighborhood Victor shop in St. Louis. The new store is located at 3593 West Florissant avenue, and is managed by Miss Ann F. Deeken.

Eight Victor Artists Give Concert

The Eight Popular Victor Artists gave their fifth annual concert to a St. Louis audience recently. The Victor dealers had been busy for two weeks selling tickets and advertising the coming of the artists. Much special advertising

was carried in the newspapers, about 1,400 lines of this being co-operative advertising. All dealers mailed special announcements to their customers and carried large window cards.

F. H. Brant, of the Artophone Corp., has returned from a trip through Northern Missouri.

A Trade Wedding

Mr. and Mrs. Tom Taylor surprised their many friends in St. Louis by announcing their marriage, which took place in Chicago several weeks ago. Mrs. Taylor was Miss Laura Williams, and was formerly a Victrola saleswoman at Kieselhorst Piano Co. and more recently an employe at the Victor Shop in Atlantic City. They are now at home in this city.

Third National Radio Show

(Continued from page 98f)

Marmol combined radio phonograph reproducer. This new reproducer combines in one unit the talking machine diaphragm and the radio loud-speaker unit. It also permits the recording of radio reception on blank records. C. J. Del'Marmol, inventor of the reproducer, and M. J. Del'Marmol, general sales manager of the company, were personally present to demonstrate the device.

Herbert-John Corp.

The Herbert-John Corp., New York, distributor for many standard radio products, showed some of the popular lines it represents, including Run-A-Radio, the Jewett super-speaker and the following sets: Zenith, Thompson, De Forest, Ton-A-Dyne and Malone-Lemmon. Herbert A. Weil, Jr., was in charge of the exhibit, assisted by Joseph Kerr, A. D. Robbins and A. F. Macoun.

Gross-Brennan Co.

The Gross-Brennan Co., New York, manufacturers' representative, displayed in its booth the products of the H. H. Eby Mfg. Co., Philadelphia, Pa., and the Beacon Radio Mfg. Co., Brooklyn, N. Y. The Stromberg-Carlson neutrodyne, for which this concern is the sales representative, was exhibited in an attractive booth, sponsored by John Wanamaker, New York, which handles this line as a retailer. Benjamin Gross and Herbert A. Brennan were in charge of the exhibit.

Knickerbocker Radio Co.

"True Blue" tubes, manufactured by the Brightson

Laboratories, Inc., were on exhibition in the booth of the Knickerbocker Radio Co., distributor of electrical goods. These tubes, which are marketed in attractive individual cases, were among the most prominent of the newer products shown during the week.

Royal Eastern Electrical Supply Co.

The Eagle neutrodyne receiver in period design cabinets was shown in a booth conducted by the Royal Eastern Electrical Supply Co., metropolitan distributor for the Eagle Radio Co. The Eagle multiple switch filament control, Eagle variable condenser and Eagle rheostat were also described and shown. S. Goodman, advertising manager of the Royal Eastern Co., assisted by R. Weil and W. Autenrieth, officiated.

Progressive Musical Instrument Co.

The Progressive Musical Instrument Co. attracted attention through the use as a background of a cross-word puzzle, the words of which comprise the various lines handled by this well-known distributing organization, including the Ware neutrodyne, De Forest tubes and sets, Garod sets and Philco and Exide batteries. The heading on the cross-word puzzle carried the caption "The dealers' puzzle solved." The idea was the work of Edward Biel, advertising manager of the company. The exhibit was under the management of Mr. Biel, L. Hunt, P. C. Fielder, J. Neurath, A. Maharem and J. Laning.

H. P. Baran & Co.

The David Grimes Inverse Duplex radio sets, Re-Vi-Vo batteries and the Silver Voice loud speakers were exhibited by H. P. Baran & Co. as distributor for these products. H. P. Baran, John W. Lindsey and Mrs. W. H. Harrison were in charge of the booth.

International Mica Co.

The International Mica Co., of Philadelphia, manufacturer of Imico mica diaphragms, exhibited its complete line of diaphragms in various sizes for use in loud-speaker units. L. H. Crabtree, general manager of the company, was personally in charge.

Nyrad Distributing Co.

Cass B. Riddle, general manager of the Nyrad Distributing Co., assisted by S. Semels, Otto Goldsmith, John Shephard and Harry Ansell, greeted the trade in the Nyrad Distributing Co.'s booth in which were shown Music Master horns, Atwater Kent, Pooley, Sleeper and Garod receiving sets.

Dual Loud Speaker Co., Inc.

The Charmitone loud singer, which has many unusual features, including the stethoscope attachment, was attractively displayed by the Dual Loud Speaker Co., manufacturer of this product. The Charmitone is made in two models and the company advertised it as an instrument that combines the loud speaker with the efficiency of the head phones. A. G. Ritchie and A. S. Hecht, members of the firm, as well as B. St. George, advertising manager, and H. Solonache, sales manager, were in attendance.

Wholesale Radio Equipment Co.

The Wholesale Radio Equipment Co., New York City, distributor of radio products, maintained a display principally devoted to the receiving sets that it distributes, although this company also is a wholesaler of accessories and parts. Magnavox, Gilfillan, Kennedy and the Grebe Synchronphase sets were exhibited in an attractive layout. The Magnavox line of loud speakers and tubes was also shown. M. Salzman was in charge of the exhibit, assisted by O. P. Graffen and the sales staff of the organization.

Twentieth Century Radio Corp.

The Twentieth Century Radio Corp., of Brooklyn, distributor of radio products and factory representative in New York and New England for the Garod Corp., manufacturer of Garod neutrodyne radio receivers, featured this company's products, together with those of the Allen D. Cardwell Co., for which it is factory distributor in New York State. The O'Neil Audiophone loud speaker, which is distributed by the Twentieth Century Radio Corp., was also on display. Grant Laying, vice-president of the company, was in charge of the exhibit, assisted by H. K. Kelley, engineer for the Cardwell Co.

H. B. Shontz Co.

The H. B. Shontz Co., New York City, distributor of radio and electrical products, displayed several models of the Mu-Rad receiving sets, including the Mu-Rad MA-20 and Mu-Rad MA-15. The MA-20 operates on ordinary house current, attaching the set to the electric light socket. The Shontz Co. also showed the Ful-Wave battery charger, a product of the Liberty Electric Corp. H. B. Shontz officiated, assisted by A. W. Howard, William Plews and W. H. Gridlestone.

Noyes Electrical Supply Co.

The Dayton Fan & Motor Co.'s Day-Fan receiving sets, Jewett speakers and the Brandola were among the exhibits shown by the Noyes Electrical Supply Co. in its exhibit.

POLY PLUG



A Wonderful Feature

of the PolyPlug—and only the PolyPlug—is the tension slot enabling the phone cords to be pulled and jarred without the slightest disturbance to the actual contact.

75c.

"WORTH IT"

Write for particulars

POLYMET MFG. CO.

70-74 Lafayette St. New York



THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

SHELTON ELECTRIC CO., 16 East 42nd Street, New York



An authentic telephone message recently received from a radio dealer in Greater New York. Name on request.

"I heard your Starr Quality Radio Set last night at the home of a friend. I have never heard anything like it. The tone is remarkable, so clear and so natural. I want to handle your line. Send your salesman to see me."

STARR EQUIPMENT CORPORATION
368 Hamilton Avenue Brooklyn, New York

STARR
QUALITY
Radio Receivers

Model D, Starr Quality Receiver, shown above, comes in an exquisitely finished cabinet of matched burl walnut. The B batteries and wiring are completely concealed. Retail list \$150.



STYLE NO. 400
List \$160
FIGURED MAHOAGANY
OR WALNUT
Height 34 3/4"
Width 36 1/4"
Depth 22 1/2"



Every dealer owes his customers quality and value equal to the cost. The Pooley Phonograph is acknowledged and recognized to be unequalled in the combination of these qualities.

- Fine Veneers
- Beautiful Finishes
- High Grade Cabinet Work
- Mechanical Perfection
- Liberal Discounts to Dealers

The Greatest Phonograph Value Obtainable for the Money

C. L. MARSHALL COMPANY, Wholesale Distributors
514 Griswold Street
Detroit, Mich

Pooley Phonographs, Pooley Phonograph and Radio Combinations, Pooley Radio Cabinets and Outing Portables.

Holiday Activities Are Increasing the Sales Volume in the Detroit Territory

Christmas Clubs Bringing People Into the Stores—Detroit Edison Shop Celebrates Its Tenth Anniversary—Wide Interest in Scheduled Appearance of Record Artists—The News

DETROIT, MICH., November 8.—Each day shows a slight improvement in talking machine business, taking the industry as a whole. Some dealers report a good increase in sales over a year ago at this time, while others say the holiday boom has not yet started. Quite a number of dealers who are featuring their "Pay \$1 and Join our Christmas Club" say it is bringing in a lot of people who would not otherwise buy. All dealers are optimistic, however, and believe that there will be a brisk demand sometime before the holidays and as long as it comes they don't mind whether it is sooner or later.

Detroit Edison Shop Anniversary

The Detroit Edison Shop last month celebrated its tenth year in business in the City of Detroit. Thomas A. Edison sent a telegram of good wishes, which was prominently displayed in the window and reproduced in all the company's newspaper ads. The store took on a sort of "Celebration Month" and Manager Sweeney stated that October was one of the best months the store ever had, from the standpoint of business. H. B. Alling, general manager, of the store as well as The Phonograph Company of Detroit, which is the Edison distributor for this territory, came to Detroit ten years ago and still occupies the same positions. As an indication of the confidence he has in the line, he has renewed the lease of the quarters on Woodward avenue for another term of years, at an annual rental considerably in excess of \$35,000.

Charles Grinnell Optimistic

Charles Grinnell, manager of the Victor wholesale department of Grinnell Bros., reports a

splendid year so far, with indications that the remaining months will bring the total sales for 1924 to a record breaking point. Mr. Grinnell is in an excellent position this year to handle State business, having already in stock a tremendous number of every style of Victor machine, so that dealers can have goods immediately upon ordering.

In the local drive for funds for the Detroit Community Fund, which takes care of local charities for the year, C. A. Grinnell, president of Grinnell Bros., donated \$1,200.

Artists to Appear Here

The Eight Popular Victor Artists, who are on a recital tour, will make their appearance in Detroit some time this month, and the advance seat sale indicates a big crowd. Dealers are planning tie-ups.

Monthly Business Gains

Edward K. Andrew, manager of the J. L. Hudson talking machine department, reports an excellent year so far and says there is no doubt that sales will be considerably ahead of 1923. Every month has shown a substantial increase. The Hudson store handles the Victor, Brunswick and Cheney lines, and is doing a good business with radio equipment, separate and in combination with phonographs.

S. E. Lind Co. Pushing Royal

Sam Lind, of the S. E. Lind Co., distributor of the Royal line of phonographs and radio, is having no difficulty whatever in selling the line both in the city and State. Mr. Lind is concentrating his efforts on the talking machine trade, (Continued on page 172)

SPRINGS

VICTOR	
1 1/4"x.022x17', bent each end.....No. 6543	\$.57
1 1/4"x.022x18' 6" marine ends.....No. 3014	.58
1 1/4"x.022x17' bent arbor.....No. 5362	.57
1 1/4"x.022x13' bent arbor.....No. 5423	.50
1 1/4"x.022x9' bent arbor.....No. 5427	.42
1 1/4"x.022x9' bent each end.....No. 6542	.42
1"x.020x13' 6" marine ends.....No. 2141	.32
1"x.020x15' marine ends.....No. 3335	.35
1"x.020x15' bent arbor.....No. 5394	.38
1"x.020x15', bent at each end.....No. 6546	.43
COLUMBIA	
1"x.028x16' crimp arbor, new style.No. 20009	.67
1"x.028x10' Universal.....No. 2951	.34
1"x.028x11' Universal.....No. 2951	.36
1"x.030x11' hook ends.....	.45
1"x11' for motor No. 1.....No. 1219	.35
HEINEMAN	
1"x.025x12' motors, Nos. 33 & 77.....	.35
1 3/16"x.026x19', also Pathé.....	.75
1 3/16"x.026x17'.....No. 4	.59
MEISSELBACH	
7/8"x10' motors, Nos. 9 & 10.....	.29
1"x9' motors, Nos. 11 & 12.....	.31
1"x16' motors, Nos. 16, 17 & 19.....	.49
2"x.022x16', rectangular hole, 18k10.....	1.20
SAAL-SILVERTONE	
1"x.027x10', rectangular hole.....No. 144	.42
1"x.027x13', rectangular hole.....No. 145	.48
1"x.027x16', rectangular hole.....No. 146	.58
BRUNSWICK	
1"x.025x12', rect'gular hole, regular.No. 201	.43
1"x.025x18', rect'gular hole, regular.No. 401	.53
KRASBERG	
1"x12' motor 2A.....	Pear-shaped and .45
1"x16' motor 3 & 4.....	Rectangular holes .55
1"x18' new style.....	on outer end .60
EDISON	
1 1/4"x.028x25' regular size disc motors.....	1.25
1"x.032x11', Standard.....	.55
1 5/16" Home.....	.70
1 5/16"x18' type A 150, old style disc.....	1.28
1" Amberola 30-50-75.....	.56
1 1/16", B 80.....	1.15
SUNDRIES	
1"x.025x9', pear-shaped Stewart.....	.34
1"x.025x16', Sonora, Style 30.....	.52
25/32"x.026x10', P.S. Swiss Motors & Pathé	.36
1 1/4"x.025x17' round hole, Mandel.....	.75
3/4"x.022x9', pear-shaped small motors....	.26
1"x.025x16', pear-shaped hole or rect.....	.50
7/8"x.023x10', marine ends, Heln. Col., etc..	.29
3/4"x.025x10', marine ends, Heln. Col., etc..	.27
5/8"x.020x9', marine ends.....	.21
1/2"x.020x9', marine ends.....	.18
Victor Gov. springs, No. 1729.....per 100	.95
Victor Gov. balls, n/style, No. 3302...each	.07
Victor-Columbia Gov.sp.screw washers, 100	.72
Columbia Gov. springs, No. 3510...per 100	.95
Columbia Gov. ball, lead, flat and spring..	.08
Columbia Gov. ball, new style & spring...	.08
Turntable felts, wool, green, 10", 15c; 12"	.18
Terms, 2% cash with order.	

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

ROYAL PHONOGRAPH-RADIO



SPANISH No. 30

WOLVERINE PHONOGRAPHS
THE CAMP-FONE
CAMP'S DAILY DOZEN
REDUCING RECORDS

S. E. LIND, Inc.

Manufacturers and Wholesale Distributors

2765 West Fort Street
DETROIT, MICH.

Tel. West 2161

VOCALION RED RECORDS

YOU'LL KNOW IT BY ITS COLOR



YOU'LL BUY IT FOR ITS TONE

FIBRE, VOCALION
BRILLIANTONE,
PETMECKY and
GILT EDGE NEEDLES

DYNERGY

The Radio Receiver Without Batteries
House Current Furnishes Power—Plug into Light Sockets



this is all you need

"And, dear, isn't it wonderful? No more batteries, and ruining of your rugs and furniture. Just turn on the light switch."

"Yes, and my home looks clean again and you have no more upkeep expense and I, too, love to operate the Dynergy because it is so simple to tune, and the tone so clear and sweet. Dynergy is certainly marvelous. How happy I am."



D. C.\$185
A. C.\$235

Without Tubes and Speaker.
In Mahogany and Two-Tone
Dupont Leather.

**Buy DYNERGY—and U Buy a Power-House
Buy Batteries—and U Buy Trouble!!**

There are but two radio receivers to buy:

1. The Battery set—that needs A, B or C batteries;
2. The Electric set—that needs no batteries at all, that works from your electric light socket, like your electric iron or other attachment.

When purchasing your radio have that in mind, and remember—Batteries dissipate, fade out, need replacement, re-charging, upkeep expense, and cause annoyance and disgust. They make of your home a work-shop, spoil your rugs and furniture, and require you to be, become or hire an electrician. Why invest your money—whether it be \$50 or \$500—in a battery set, which is full of nuisance and continual expense? There is only one electric radio—DYNERGY.

DYNERGY is *dynamo energy*, not energy from dying batteries. DYNERGY gives you steady service, constant joy, and a real radio, with ability at all times, at any place, to obtain sweet, clear tone, immense volume and distant and selected stations out of the air and into your loud speaker, at a cost of less than half a cent per hour.

DYNERGY means "First Cost—last cost." DYNERGY is a complete five tube set, not a unit or attachment. DYNERGY is a musical instrument you or a child can operate; it is not a technical struggle. Women love Dynergy, and detest batteries. DYNERGY is basic, permanent, built to last a lifetime; it is not a temporary affair, like a battery set, hastily to be discarded. Customers do not hesitate to invest in Dynergy.

Manufactured by

DYNAMOTIVE RADIO CORP.

47 Ninth Avenue, New York

UNDER LEVENBERG INVENTIONS

The greatest appeal to put radio in the home is Dynergy. Over 20,000 sold in 3 months. Thousands of delighted users in homes and stores throughout country.

Dealers and Jobbers should communicate immediately with distributor in their territory, or with the factory direct.

Distributors

Western Dynergy Radio Corp.
Executive Offices, 320 Broadway, N. Y. C.
For States of Illinois, Wisconsin and all States West of Mississippi River to Pacific Coast.

National Dynergy Radio Co.
Executive Offices, 61 Whitehall St., N. Y. C.
For all other States.

Capitol Distributing Co., Inc.
25 W. 18th St., N. Y. C.
For States of New York, New Jersey and Pennsylvania.



'One handle handles it'
Outing
TRADE MARK

'Master of Movable Music'

**4 Years
Have Proved
Outing
Portables
Are the
Best**

C. L. Marshall Co.

514 Griswold St. Detroit, Mich.
Outing Distributor

Holiday Activities in Detroit

(Continued from page 170)

as he says "the present dealers in phonographs should have first choice at radio." He contends that the radio is really a department that goes hand in hand with the phonograph dealer. "Of course, if the phonograph dealer is going to keep away from radio then we distributors will have to look for other channels of distribution for our product, but I am first going to the regular phonograph dealer and giving him every opportunity and I believe this is the attitude of other firms handling combination machines," he added.

Brunswick Shop Launches Drive

Manager Quinn, of the Brunswick Shop, has started a very active sales and advertising campaign and is out for record business from now until holiday time. Mr. Quinn believes that the bulk of the new business will come from the combination phonograph and radio machines. He has fitted up the basement for display and demonstration purposes and this new department is certainly attracting a lot of people. Sales have been good for the past thirty days on the higher-priced sets, and Mr. Quinn says the only thing that can keep the store from creating a record in sales is not being able to get the combination machines fast enough to meet the demand.

Ends Successful Trade Trip

Louis J. Unger, general manager of Reflexo Products, Inc., returned recently from an extensive trip covering the country as far as Omaha, Neb., and a return swing through the Southern territory to New York. Mr. Unger called upon wholesalers and retailers in the interest of Reflexo products in all the principal cities en route and returned, not only with a satisfactory volume of orders, but with an optimistic report on the attitude of those in the trade on general conditions.

Eagle Radio Co. Issues Informative Handbook

The Eagle Radio Co., Newark, N. J., has issued a handbook for the owners of Eagle balanced neutrodyne radio receivers. The contents include a foreword thanking purchasers for their patronage, which is closely followed by a reproduction of the Eagle warranty which assures Eagle owners a year's guaranty under normal use and service. Illustrations of the model "B" receiver in both table and console cabinet are shown and the exclusive Eagle features are reproduced and described. These include the multiple switch filament control, ball-bearing die cast condenser and the Eagle rheostat.

There are several pages of instructions for installation, operation and care of the Eagle sets. The causes of all troubles are covered and suggested remedies are given. By closely following the questions and answers it is possible for the novice to get the very finest clear full-tone reception.

There are two pages of favorable comment by Eagle owners. The book concludes with a lengthy list of broadcasting stations of the United States, their call numbers, wave lengths, etc., and two pages for logging stations.

Atwater Kent Dealer Helps

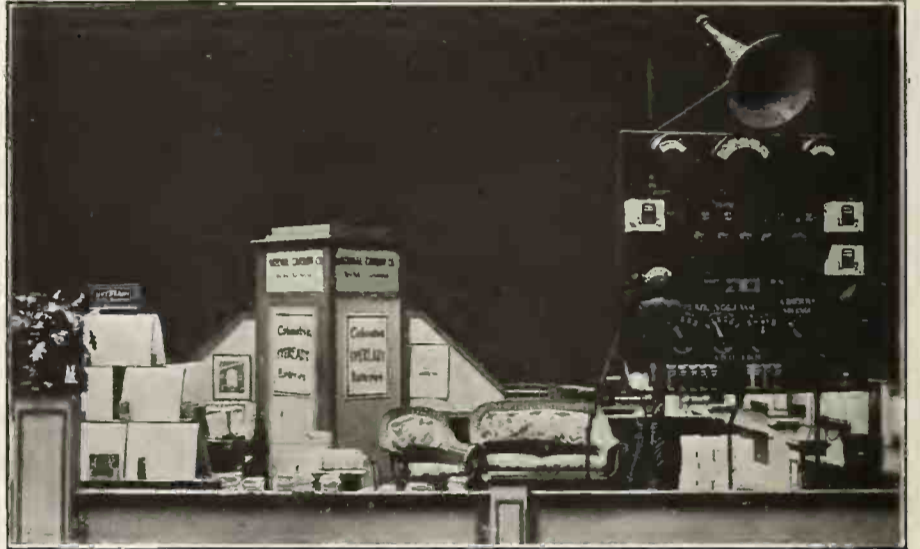
A new series of dealer service material has emanated from the headquarters of the Atwater Kent Mfg. Co., Philadelphia, Pa. An attractive four-page folder in colors for redistribution to prospects, entitled "A Land Lubber's Log," has been prepared. An eight-page folder of electrotyped advertisements in various sizes for dealers' use is now ready, as well as a fourteen-page booklet on dealer helps, which includes warehouse display material. This material is very effective and dealers handling the line can use it with profit.

A Popular Bristol Model

The Bristol Co., of Waterbury, Conn., manufacturer of the Audiophone Loud Speaker, is particularly featuring model "C," which is cabineted. It recently issued an attractive folder in colors on this new model. It has the same unit that has made the Audiophone line so popular in the past, and is encased in genuine mahogany.

National Carbon Exhibit at Radio World's Fair

One of the most interesting exhibits at the recent Radio World's Fair in Madison Square Garden, New York, was the booth sponsored by the National Carbon Co., Long Island City, N. Y., manufacturer of Eveready radio batteries and a complete line of batteries for other purposes. This company for the past few years has been an outstanding figure in educating the public to a proper appreciation of radio and its carefully planned exhibits at the various radio shows have attracted universal attention.



Fine Exhibition of the National Carbon Co. at Radio Fair

During the course of the Radio World's Fair interesting lectures were given regarding the economical use of batteries, and these lectures were broadcast to radio fans everywhere. In the foreground of the booth there was shown a large panel board telling in detail how "C" batteries can be used to decrease the power utilized by "B" batteries. H. A. McMullen, of the National Carbon Co.'s advertising division, was in charge of the exhibit.

New Special Record Listing

The first fifty records featured by the Victor Co. in its standard record sales plan inaugurated some months ago, have been listed together in a special sheet under the caption, "Victor Records Which Should Be in Every Home." This listing will prove particularly convenient for the dealer and continue to keep before the public those records featured in the weekly campaigns.

Opens New Store

ASHLAND, KY., November 6.—A branch of the Summers & Son Music Co., which operates a number of music stores through this State, has been opened here recently. This is the sixth branch store of the company, which is one of the most successful in this territory.

Have You Prepared for what promises to be the best Radio year in the history of the industry?

DISTRIBUTORS FOR

Run-a-Radio	Morrison Units
De Forest Reflex Sets	Ward-Leonard Chargers
De Forest Vacuum Tubes and Accessories	Rectigon Chargers
De Forest Loud Speaker	Eagle Chargers
R. E. Thompson Neutrodyne	Jewell Meters
R. E. Thompson Magnaphone	International Meters
Resas Tone-a-Dyne Receiver	Sterling Meters
Zenith Receivers	Na-ald Accessories
Jewett Super Speakers	Mareo Accessories
Jewett Parkay Cabinets	Duplex Condensers
Eveready Batteries	Peerless Phones
Westinghouse Batteries	Festrite Hydrometers
Neidich Batteries	Fleron Insulators
Dymac Phones & Talkers	Radio Cabinets of Various Types
Vemco Phonograph Units	

WE are in a position to give YOU the utmost in expert service, sales and merchandising assistance, in addition to offering you nationally advertised quality merchandise at best discounts. It will pay you to have our representative call.

JOSEPH A. KERR,

A. D. ROBBINS and A. F. MACOUN

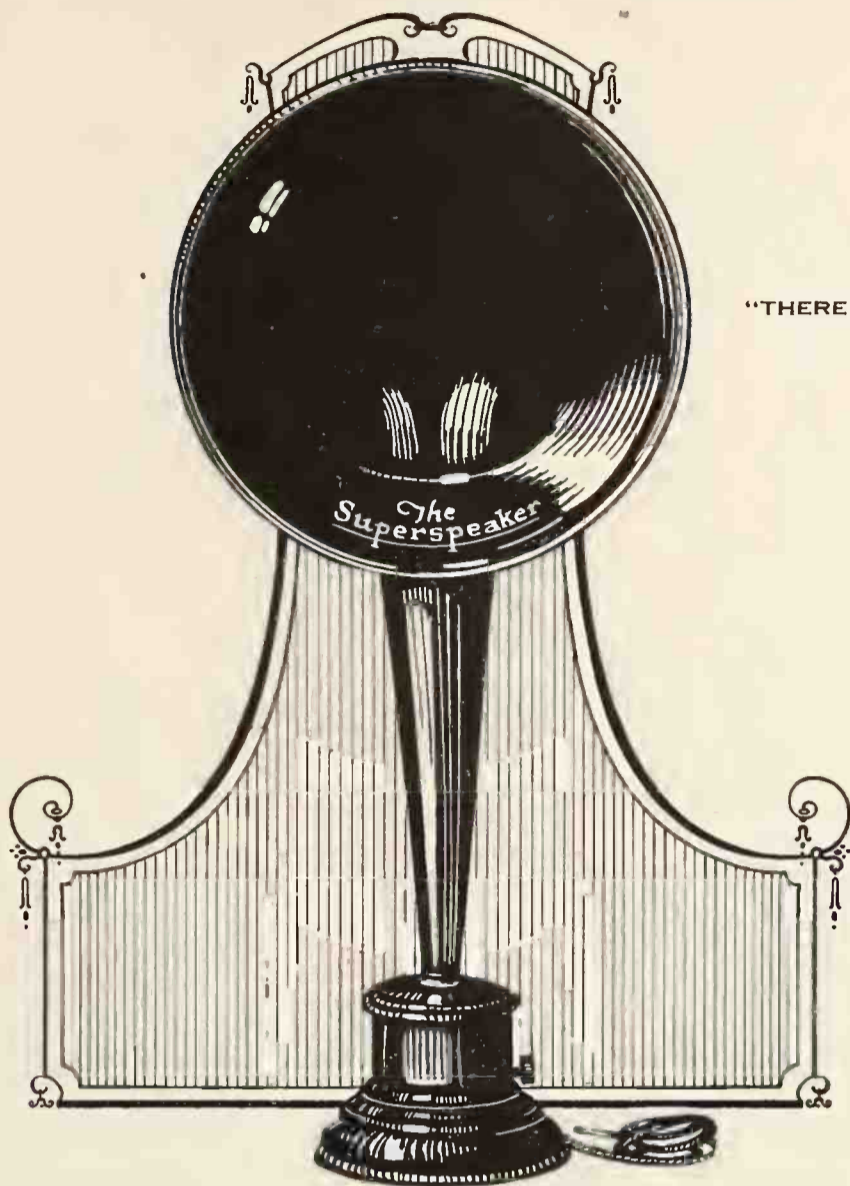
Special Representatives to the Phonograph Trade

THE HERBERT-JOHN CORPORATION

Office Telephone
Longacre 1200

560 Seventh Avenue, New York City

Service Telephone
Morningside 3984



"THERE IS NO SUBSTITUTE FOR THE BEST"

ANNOUNCEMENT

Jewett's Open Door Policy is in Full Force

To avert all possible misunderstanding, and to make Jewett Sales Policy a matter of public record everywhere, we hereby announce that all Jewett Superspeaker distributors are—and always have been—free to handle as many other types of loud speaking devices as their business judgment may dictate.

Jewett dealers are similarly encouraged to handle other lines as well.

This open door policy is helpful, we have found, to all concerned. For the Superspeaker sells best when sold in competition. The broader the competition, the more striking is always its superiority.

Such a sales policy is, in our belief, the only path to permanent success.

Should there come a time when any Jewett product cannot meet and beat its competition, we will surely replace it with a product that can.

Distributors who can merchandise, but who find themselves handicapped by products on which manufacturers fear competition, and demand exclusive representation, are invited to get in touch with us regarding the Jewett franchise.

The

JEWETT RADIO & PHONOGRAPH CO.
5660 TWELFTH STREET DETROIT, MICHIGAN

Superspeaker

Trademark
Registered

HAPPENINGS IN THE DOMINION OF CANADA

Manufacturers Meet With the Canadian Freight Association to Discuss Rates

Application for Revision of Rates on Phonograph Shipments to British Columbia Refused—Canadian Radio Trades Association Meets in Toronto and Elects Officers—The News

TORONTO, ONT., November 8.—A meeting was held recently to consider the question of freight rates on phonograph shipments to the Province of British Columbia when a deputation of the members of the Canadian Phonograph Manufacturers' Association journeyed to Montreal and appeared before the Transcontinental Committee of the Canadian Freight Association. S. J. Cook, of the McLagan Phonograph Corp., president of the Association, outlined negotiations that had been going on for some time with the Freight Association, and emphasized the fact that the apparent concession granted, viz., a minimum weight of 24,000 pounds, brought no relief, and urged upon the meeting the need of an influential deputation going to Montreal to present claims to the railway representatives. The conference partook of a round-table discus-

sion, at which members of the phonograph industry were granted a most courteous hearing, but at this writing it is learned that the Canadian Freight Association has denied the phonograph men's application.

The annual meeting of the Canadian Radio Trades Association was held recently at the Prince George Hotel, this city. The business session was preceded by a dinner. The election of officers for 1924-25 resulted as follows: President, J. D. Ford; vice-president, S. C. Thornton; second vice-president, B. E. Carey, Hamilton; secretary, Herbert Lewis; treasurer, J. M. Van Atter, of the Carter Radio Co., Ltd. Executive Committee: B. L. Leech, H. Lightbown, S. B. Trainer, C. F. Eaton and H. E. Pollock.

An important appointment to the sales staff

of Musical Merchandise Co., Ltd., has just been made in placing J. F. Bain in charge of Ontario sales of Brunswick phonographs, records and Brunswick-Radiolas, with headquarters in this city.

A recent trade visitor to Toronto was Louis Unger, of the Reflexo Products Corp., of New York, who takes in the leading towns and cities in the Dominion twice a year.

E. L. Gramlich, of the Brunswick Co., Chicago, was among late trade visitors here, where he visited his firm's Canadian factory and sales organization, the Musical Merchandise Co., Ltd.

E. A. McMurtry, general manager of the Columbia Phonograph Co., Ltd., is at present visiting Columbia dealers in the principal cities of the Western provinces.

The Brunswick Co., Toronto, is marketing the Brunswick-Radiola and the standard Radiola sets, made by the Canadian General Electric Co.

The Q R S Music Co. of Canada, Ltd., exclusive distributor in Ontario for De Forest-Crosley Radiophones, is putting out some powerful and effective radio advertising of the result-producing kind.

Trade in Montreal Territory Continues to Improve as the Holidays Draw Near

Victor Talking Machine Co. of Canada, Ltd., Working Nights to Meet the Growing Demand—C. W. Lindsay, Ltd., Adds Radiola—Layton Bros. Enlarge Department—Month's News

MONTREAL, CAN., November 7.—Victor Talking Machine Co. of Canada, Ltd., this city, is working overtime, three nights of each week being devoted to an effort to overtake the demand for Victrolas. Present indications give promise of even greater activity being necessary, and it will not be surprising to see every night in the week devoted to increased production of Victrolas for the ever-growing demand.

C. W. Lindsay, Ltd., has added to its stock of radio sets the Radiola in all styles. The popularity of radio in the home has reached a point where the selection of an outfit is of interest to every member of the family. To facilitate such a selection the firm has provided a department where every member of the household can enjoy a demonstration in strict privacy.

During the recent visit to Montreal of H. R. H., the Prince of Wales, Layton Bros., Ltd., supplied the royal suite at the Ritz-Carlton Hotel with a Radiola Super VIII, also a Victor model No. 410.

Owing to the wonderful development of their radio department Layton Bros., Ltd., are devoting their entire mezzanine floor to this end of the business, and alterations are now in order. When completed a number of booths will be available for demonstration purposes, as well as a large recital hall to be used also for the same purpose. They will concentrate their sales efforts on De Forest, Crosley and RCA sets.

The singing of Miss Ruby Green, Victor

("His Master's Voice") artist, at the Palace Theatre, Montreal, recently, proved a strong attraction.

An interesting talk on the Musical Appreciation Movement was delivered by Mrs. Wadlington Mason, of Toronto, recently of the Columbia Phonograph Co.'s educational department, at the annual convention of the Provincial Association of the Protestant Teachers of Quebec.

Brown's Talking Machine Shop reports a heavy call for "Sportmanship," "His Master's Voice" record, by H. R. H., the Prince of Wales.

Billboards of C. W. Lindsay, Ltd., emphasizing Sonora phonograph quality will shortly appear in choice locations throughout the city of Montreal.

The recent radio show held in Montreal, under the auspices of the Montreal District and Radio Club, was a most successful event as viewed from every point. It is roughly estimated that over 80,000 visitors attended the show.

Activities of the Trade in Winnipeg Territory

WINNIPEG, MAN., November 7.—The Winnipeg Piano Co., Ltd., in a half-page newspaper advertisement recently announced its appointment

as an authorized Brunswick dealer, and invited the public to the opening of its new Brunswick department.

The J. J. H. McLean Co., Ltd., has arranged with the Manitoba Government Telephone Co. to broadcast a series of concerts over the radio this season.

George Brennand is severing his connection with the Hudson's Bay Co., Calgary, Alta., to take charge of the radio division of Motor Sales, Ltd., Calgary.

"The Retail Handbook" a Volume of Much Value

New Book by Walter S. Hayward Offers Practical Advice and Suggestions on All Matters Relating to Conduct of Retail Business

In "The Retail Handbook" by Walter S. Hayward, the McGraw-Hill Book Co., Inc., New York, is publishing a volume that should prove of great interest and considerable practical value to the retail merchant in any line of business, whether he is a beginner and seeks elemental knowledge of retail practice, or whether he is well established, but in a frame of mind to profit by sound advice in business matters.

In the 600 or more pages comprising the volume there is offered detailed information on the location, layout and equipment of the store, the organization of the sales staff, together with their training and remuneration, suggestions on buying, pricing, stock control, turnover and general salesmanship, window and storeroom display, advertising in its various phases, credits and collections, service to customers, financing and accounting, etc. All the various subjects are carefully captioned so that the desired information may be found readily.

In presenting his facts regarding the conduct of a retail store Mr. Hayward does not depend upon theories, but outlines methods of various sorts that have been worked out successfully by merchandising concerns of recognized standing, and throughout, the volume impresses the reader with the practicability of the ideas presented. It is a volume that should find a permanent place in the retail dealer's library for it will help him with many of his problems.

Alterations, increasing the floor space, have been completed in the store of the Pacific Music Co., Modesto, Cal.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



The Starr Piano Company

STARR PIANOS for over half a century have represented highest ideals of craftsmanship. Each Starr Made Grand, Playerpiano 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.

Entire Baltimore Trade Optimistic Over Outlook for Busy Holiday Season

Wholesalers Expect Largest Holiday Business in Years—Complete Lines on Hand Insure Dealers
Diversified Stocks—Zenith Jobbers Dined—Trade Members Pass Away—The News

BALTIMORE, Md., November 10.—Phonograph retailers and wholesalers here report business for the past month as either holding its own or slightly ahead of the same period last year, and generally speaking are optimistic over the outlook for the holiday trade. W. C. Roberts, manager of E. F. Droop & Sons, Inc., Victor distributors, and incidentally the only talking machine wholesaler in Baltimore who has not taken on a line of radio, made the following statement regarding the outlook:

"I am looking for the biggest holiday business in the history of the firm, not excepting the peak of 'wartime prosperity' when we could not get the goods, for the reason that for the first time in years the jobber has a complete line of machines on hand and is in a position to supply the demands of the trade. The demand so far shows an unmistakable trend toward the higher-priced machines. Record sales have also been remarkable, especially of Red Seal records. Christmas buying started up a little later this year than usual, but orders have been coming along in very good shape since and, while dealers are buying speculatively, they are buying more frequently and are carrying a more complete line of both machines and records than has been the case for a number of years."

W. H. Swartz, vice-president of the Columbia Wholesalers, Inc., is another jobber with a message of cheer. He stated: "Phonograph sales in the biggest part of the three States which the Columbia Wholesalers cover during the past month have been ahead of October, 1923, and business seems to be about evenly split between sales of machines and records. Orders for the holiday trade are coming in

in very good shape and the outlook is bright.

"The demand for the \$125 and \$150 consoles keeps up and at the same time the upright machine is selling better to-day than last year, although the console is outselling the upright among our dealers. The new models are proving very popular. We are almost daily receiving applications for Columbia franchises and during the past month have turned down six in the city of Baltimore, feeling that the city is very well covered with the existing thirty-three Columbia dealers here.

Add Columbia

"New accounts opened by the company during the past month include the Wilson Music Shop, Gay and Asquith streets, this city, which has just opened a fine store; W. F. Shrively, Fairly, Va.;

Ellis Music Shop, Brunswick, Md.; Brawner's Music Shop, Winchester, Va., and Milnes' Music Shop, Lynchburg, Va.

"Our dealers report big sales on the new series of 'Master Works' records, consisting of the wonderful symphony recordings made by English orchestras."

Brunswick-Radiola Shortage

C. F. Shaw, manager of the local Brunswick agency, reports business as being fully up to expectations and a large shortage on practically all types of the Brunswick-Radiola, which has made a big hit in this territory. "We had

applications for numbers of machines for use Election night that we were unable to fill," said Mr. Shaw, "but in co-operation with a number of Brunswick dealers managed to serve a large number of prominent hotels, clubs and theatres. Christmas trade, while a little late starting up, will be up to that of last year."

Zenith Co. Host to Distributors

One of the outstanding features of the Baltimore Radio Show, held here recently, was a dinner given on Thursday, October 23, by the Zenith Radio Corp. to the sales force of the Joseph M. Zamoiski Co., distributor of Zenith products in this city, and one of the leading local concerns.

Addresses were made by Joseph Zamoiski, head of the company, and by representatives of



Distributors at Dinner Given by Zenith Radio Co.

the Eastern office of the Zenith organization. Mr. Zamoiski pledged his company to the Zenith grade "A" distributorship.

Cohen & Hughes Report Improved Conditions

Cohen & Hughes, Inc., Victor distributors, find that as the season progresses the volume of orders for Victor merchandise is correspondingly increasing, comparing very favorably with the business records of last year. Record business is very brisk and substantially ahead of the previous year.

The radio division of Cohen & Hughes, which is conducted practically as a separate business with separate management and sales staff, also reports good business in this field. A representative line of well-known sets and accessories together with specialized service rendered to the dealer has made this department of Cohen & Hughes very popular in the territory they cover.

Members of the Trade Pass Away

P. E. Hofferbert, Sr., proprietor of the music shop at 3133 Greenmount avenue, died at his home on November 1. He was 62 years of age and was well and favorably known to the trade.

William H. Frick, one of the pioneer talking machine dealers of the city, was another victim of the grim reaper this month. He was engaged in the talking machine business at 1051 South street.

Radio Show Unqualified Success

The Radio Show, October 18 to 25, which was held under the joint auspices of the Fifth Infantry, Maryland National Guard, and the Radio Board of Trade of Maryland, was an unqualified success from every angle. The Show itself was one of the largest ever held in this section of the country.

As a starter the broadcasting station WEAR, formerly operated by the Baltimore News, was purchased and operated during the week from the armory. The big night of the Show naturally was Wednesday night, when Roxie and "His Gang" came down from New York and took charge of the program for the evening. The list of exhibitors, in part, follows: Amsco Products Co., Atwater-Kent Co., L. F. Brach Mfg. Co., Bristol Co., Cohen & Hughes, Inc., Columbia Wholesalers, Inc., De Forst Radio Tel. & Tel. Co., H. H. Eby Mfg. Co., Freed-Eisemann Radio Corp., Jewett Radio & Phonograph Co., Magnavox Co., Music Master Corp., National Carbon Co., Polymet Mfg. Co., Radio Corp. of America, Radiolamp Mfg. Co., Sanders & Styman Co., Ware Radio Corp., Pooley Furniture Co., Inc., Dual Loudspeaker Co.

One of the big features of the Show was the
(Continued on page 178)

Prestige and VICTOR

To be a Victor dealer is half the battle.
Victor products inspire confidence—and
confidence means sales.



BALTIMORE

WASHINGTON

"Noted for Service"

RADIO REPRODUCER

Better Than a Loud Speaker!



CLARAVOX products need no introduction to the phonograph trade. In two short years they have become internationally known and recognized as the finest devices for the accurate reproduction of recorded sound.

AND NOW

the CLARAVOX RADIO REPRODUCER is again demonstrating the superior reproducing qualities of Claravox products in the field of radio.

A CLARAVOX RADIO REPRODUCER will be forwarded to reputable dealers on five days' trial.

The Claravox Company
Youngstown, Ohio

CLARAVOX

CLEAR VOICE



In Radio Service and Quality



are the principal requirements in a jobber

The following names represent the best quality merchandise on the market today.

DEFOREST	FEDERAL	BURGESS	KING
FADA	BALDWIN	BRACH	CARTER
CROSLEY	ATLAS	WESTON	THOROLA
MAGNAVOX	PHILCO	APCO	

The following names represent the best jobbing service obtainable in the trade.

COLUMBIA WHOLESALE, Inc.

L. L. Andrews Wm. H. Swartz

205 W. Camden St. Baltimore, Md.

Exclusively Wholesale

Effective Joseph W. Jones Radio Mfg. Co. Publicity

The Joseph W. Jones Radio Mfg. Co., New York, manufacturer of the Joseph W. Jones radio sets and parts, issued recently an effective two-colored broadside giving the trade an idea of the publicity which it is using to feature these products. Advertising is being used in several popular radio magazines and in various newspapers, and a series of window and counter display cards has also been prepared for dealers handling this line. All of these activities are under the personal direction of Col. S. H. Mapes, general sales manager and assistant to the president of the company.

Among the newspapers carrying advertising featuring this line are the leading daily papers in New York, Philadelphia and Boston, and the copy makes a direct appeal to radio fans. Full pages are also being used in Radio News and Popular Radio, and the campaign is proving a decided success.

Interesting Record Data for Brunswick Dealers

Starting with the November release of records the Brunswick Co. is inaugurating a plan which should stimulate the record sales of those dealers who take advantage of the manufacturer's co-operation. This plan is in the form of explanatory notes concerning each record released,—newsy, authoritative features of the composition, the artist who records the number and of the composer. The company feels that the public will buy more readily from the dealer or salesman who shows a familiarity with the product which he is selling.

The Dunlap Music Store, Ossining, N. Y., now located at 135 Main street, is planning to move into larger and better-appointed quarters at 149 Main street, about the first of next month.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF THE TALKING MACHINE WORLD, published MONTHLY, at NEW YORK, N. Y., for October 1, 1924.

State of New York, County of New York, ss.
Before me, a Notary Public, in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to the law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Edward Lyman Bill, Inc., 383 Madison avenue, New York City; Editor, J. B. Spillane, 383 Madison avenue, New York City; Managing Editor, J. B. Spillane, 383 Madison avenue, New York City; Business Manager, Lee Robinson.

2. That the owner is: (If the publication is owned by an individual his name and address, or if owned by more than one individual the name and address of each, should be given below; if the publication is owned by a corporation the name of the corporation and the names and addresses of the stockholders owning or holding one per cent or more of the total amount of stock should be given.) Edward Lyman Bill, Inc., Caroline L. Bill, Edward Lyman Bill, Raymond Bill, Randolph Brown, Carleton Cbace, Lee Robinson, J. B. Spillane, B. B. Wilson, all located at 383 Madison avenue, New York City; Edward Van Harlingen, 209 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

J. B. SPILLANE.
Sworn to and subscribed before me this 1st day of October, 1924.
Wm. A. Low, Notary Public, New York County, No. 619, Register No. 5466. Certificate filed in (Seal) Queens County No. 3920. (My commission expires March 30, 1925.)

Baltimore Business Improving

(Continued from page 176)

appearance of Miss Baltimore, who won the beauty contest in this city last Summer and who represented Baltimore in the Atlantic City contest, at the Atlas booth, where she acted as hostess and each night presented to some fortunate visitor one of the Atlas loud speakers.

Gotham Victor Dealers Meet

The Metropolitan Victor Dealers' Association held its regular monthly meeting at the Café Boulevard on Wednesday, November 5. The feature of the meeting was a discussion of means to expedite the collection of instalment accounts. Following the meeting, the members visited the Third Annual Radio Exposition at the Grand Central Palace.

Fire recently damaged the Davis, Burkham & Tyler Co. store, Wheeling, W. Va.

Victor Folder Features Old-Time Fiddlin' Tunes

Popularity of That Type of Music With Record Buyers Prompts Listing of a Number of Selections in a Special Folder for Dealers

The old-time fiddler has come into his own again with the music loving public and this fact is reflected in the demand for records of the music of the old fiddlers. The Victor Talking Machine Co. has taken cognizance of public interest to issue an attractive four-page folder for dealer distribution with a cover design showing the fiddler presiding over the old-time barn dance and a caption of "Olde Time Fiddlin' Tunes."

In the folder are listed four records by Fiddlin' Powers and family, three records by A. C. (Eck) Robertson, and two Southern mountaineer songs on a record by Vernon Dalhart with fiddle accompaniment. The back of the folder is used to call attention to a negro spiritual record by ex-Governor Taylor of Tennessee and his Old Limber Quartet, and two novelty records.

Davega Stores Feature Agfa

Agfa Products, Inc., producer of Agfa films, reports that increasing numbers of talking machine dealers are adding Agfa roll films and pack films as a side line to the merchandise which they carry. Aside from the sales profits, dealers are finding that film sales bring many prospects regularly into the warerooms. One of the best known chains of retail talking machine stores to recently take on Agfa films were the Davega stores in New York City, every one of which carries this product. From the reports of reorders that have been received it would seem that the line is proving profitable.

Improved Type of K-E Loud Speaker and Phono. Unit

The Kirkman Engineering Corp., New York City, is producing an improved type of K-E loud speaker and phonograph unit which is proving very popular. H. M. Linter, general sales manager of the company, reports that the remarkable performance of this speaker has resulted in many new dealers and distributors.



Phonographs
Consoles
Art-Cabinets
Radio-Speakers

TRADE MARK

Reg. U. S. Pat. Off.



MODEL D
RADIO-ART-CABINET

For Atwater-Kent, Freed-Elsman and other sets

COLUMBIA MANTEL CO.

175-177 Powers St. Brooklyn, N. Y.

Real Merit Wins—The "Recordion" has it



*A Winner
for Xmas*

- 1. Priced Right*
- 2. Wonderful Tone*
- 3. Good to look at*

A Straight "Tip" on the Carryola Master

Big Christmas sales of the Carryola Master are sure! Carryola is priced to appeal to the big majority of buyers. It plays like a big costly cabinet machine. It "looks like a million dollars." It's the ideal portable phonograph for quick turnover—a real money-maker.

The Carryola Master has built up an enviable nation-wide reputation. Leading dealers throughout the country are handling it—featuring it strong. They know the Carryola proposition is without an equal—right in every way!

Consider these facts: The Carryola Master is sold only through recognized channels. The company behind it is firmly established, financially strong, progressive. The Carryola Master merchandising plan is complete. Makes sales—it's a winner.

The Carryola Master is built right throughout. It's the only portable with the Add-A-Tone Reproducer, famous for big volume and clear tone. The Silent Motor is used—easy-winding, quiet, plays in excess of two selections, plays all records. Sturdy, 3-ply veneer case is covered with Genuine Du Pont Fabrikoid. Nickered trimmings; felt protectors. Fully equipped. Wonderful value. Sells fast. You can't beat it for Christmas sales.

Send for the Carryola Master proposition today!

THE CARRYOLA COMPANY OF AMERICA

547 Clinton Street

Milwaukee, Wis.



The

New York Sales Office:
37 West 37th Street

San Francisco Sales Office:
57 Post Street

CARRYOLA MASTER

Talking Machine and Radio Men, Inc., Meet at Palace

November Session of Local Dealers' Organization Held in Connection With National Radio Show—R. W. Lawrence and E. S. Fink Speak

The monthly meeting of The Talking Machine and Radio Men, Inc., was held in the auditorium of the Grand Central Palace on Thursday, November 6, during the progress of the National Radio Exposition and attracted a very substantial attendance, both of those present at the show in various capacities and those who came for the meeting alone.

After the handling of the usual routine matters there was introduced Richard W. Lawrence, president of the Bankers Commercial Securities Co., New York, who explained to the dealers the facilities offered by his company for the financing of radio instalment paper. Mr. Lawrence told in detail of the method by which the dealer could finance his instalment business and pointed out the advantages of discounting with established finance companies a certain percentage of that paper to provide liquid capital for carrying on activities. In view of the increasing tendency to sell radio outfits on instalments Mr. Lawrence's talk was particularly pertinent.

Another speaker was Evert S. Fink, secretary of the Ware Radio Corp., New York, who made an excellent address on the sound principles of merchandising adopted by his company. He stated that the Ware Corp. regarded the music merchant as a logical outlet for better-grade radio apparatus and that its sets were designed and finished to go into stores where the highest class of trade is handled. Mr. Fink stated it was the policy of his company to confine the distribution of its products to those music merchants of the better class who were inclined to maintain prices and do business on a legitimate basis.

Mr. Fink also took occasion during the course of his talk to explain briefly the product of his company and the manner in which it is manufactured, and he described what it is designed to accomplish in radio reception.

President Irving Kurtz, of the Association, presided at the meeting, and, as usual, kept things moving smoothly and rapidly. The usual monthly luncheon was omitted owing to a desire to hold the meeting in the Grand Central Palace.

"Look Below the Surface" Window Attracts Public

E. C. Fisher & Co. Attract Attention to Line Through Unusual Window

BATTLE CREEK, MICH., November 5.—E. C. Fisher & Co., Sonora dealers here, are attracting con-



E. C. Fisher & Co.'s Effective Sonora Display

siderable attention to this line of phonographs through the medium of excellently conceived window displays. The accompanying illustration shows a recent display which was somewhat unusual. The slogan "Look Below the Surface" was the theme of the display, which showed the various parts of a Sonora.

Amos E. Russell Describes His Impressions of Europe

Talking Machine and Radio Man Called Upon to Address Kiwanis Club and other Organizations Regarding Recent Experiences Abroad

TROY, N. Y., November 10.—Amos E. Russell, formerly active in the talking machine field in this city and most recently connected with the Joseph W. Jones Radio Mfg. Co., as special sales representative, has been called upon to make several addresses here before the Kiwanis Club and other organizations regarding his observations during an extended tour of Europe which he made last Summer, in the course of which he attended the convention in London of the Advertising Clubs of the World.

Positive Proof That Advertising Really Pays

Results of a Test Prove Most Illuminating and Convincing to Skeptics

To settle an argument as to whether it pays to handle advertised goods or not, a survey was conducted. Two similar articles, one advertised and the other unadvertised, were placed on sale at the same price in a hundred quality stores, says Tom Dreier in Forbes Magazine. No attempt was made by the store clerks to influence the decisions of the customers. What actually happened was this:

87.6 times a customer bought advertised merchandise.
6.3 times the customer purchased unadvertised merchandise.

8.8 times the customer bought non-preference. And further, when the unadvertised merchandise was priced lower of the two:
60.6 times the customer bought advertised merchandise.
24.2 times the customer bought unadvertised merchandise.
12.2 times the customer bought non-preference.

To Market Teletone Products in Music Field

Teletone Co. Opens New Manufacturing and Distributing Quarters in New York—Planning Big Publicity Drive in Interest of Line

In preparation for an aggressive campaign directed toward the merchandising of its products to the phonograph dealer and throughout the music trade generally, the Teletone Co., of America, has opened extensive new manufacturing and distributing quarters at 449 West Forty-second street, New York. Here, in addition to splendidly lighted factory space, the concern will have its executive offices and artistically arranged demonstration studios, covering in all 55,000 square feet of floor space.

Heretofore the company has been located at 7 East Forty-fourth street, where it has been perfecting its instrument, and developing a product aimed to appeal, through efficiency of performance and distinction of cabinet design, to the most discriminating buyer. The head of the organization is R. Richard Spira, who can be regarded as something of a veteran in the youthful radio industry, and has already, though a young man, been associated with some of the leading concerns.

The radio set of the Teletone Co. represents perfected standard circuits. Through radio frequency varying from two to five stages of amplification a high degree of selectivity is attained, ample volume and particularly clear musical tone. The leading unit in the line is a Tudor cabinet of individual design enclosing a five-tube set, which is controlled by only two dials. This set has proved exceedingly popular among New York dealers, and Mr. Spira states that the reorders from dealers are coming in at a highly satisfactory rate. A strong sales force is being developed by the company and there are now men in the field covering a radius of 500 miles around New York.

The Teletone Co. has embarked on a wide-spread advertising campaign, using newspaper, magazine, trade paper and other publications in presenting its product to the trade and consumer. The company plans to greatly extend its publicity activities and will shortly announce a national display of Teletone posters, painted signs and other advertising mediums.

**NATHANIEL
BALDWIN
RADIO
PHONO-SPEAKER**

**Uses the
Phonograph
for Radio
Amplification**

NATHANIEL BALDWIN INC.
Radio-Speakers, Headphones, Units, Phone-Speakers
EASTERN DISTRICT SALES OFFICE
227 Fulton Street New York City, N. Y.
Visit Booth No. 82 at the National Radio Exposition
Grand Central Palace, Nov. 3 to 8 inclusive.

WELCOME!!

TO THE RADIO FOLD

The New

TELETONE

RADIO RECEIVER

(FIVE TUBES)

In Handsome Period Cabinet

TOMORROW'S RECEIVER CREATED TODAY

TELETONE Features

IMPORTANT
 ☐ DRY CELL OR STORAGE BATTERY TUBES MAY BE USED—

- ☐ all accessories encased in the cabinet—
- ☐ no visible wires—horns, etc.—
- ☐ beauty of the room unmarred—
- ☐ an indoor aerial around the picture moulding or behind draperies — suffices — insuring perfect reception—splendid volume—
- ☐ MODULATOR eliminates all microphonic noises producing exquisite tonal beauty—
- ☐ in design and structural superiority

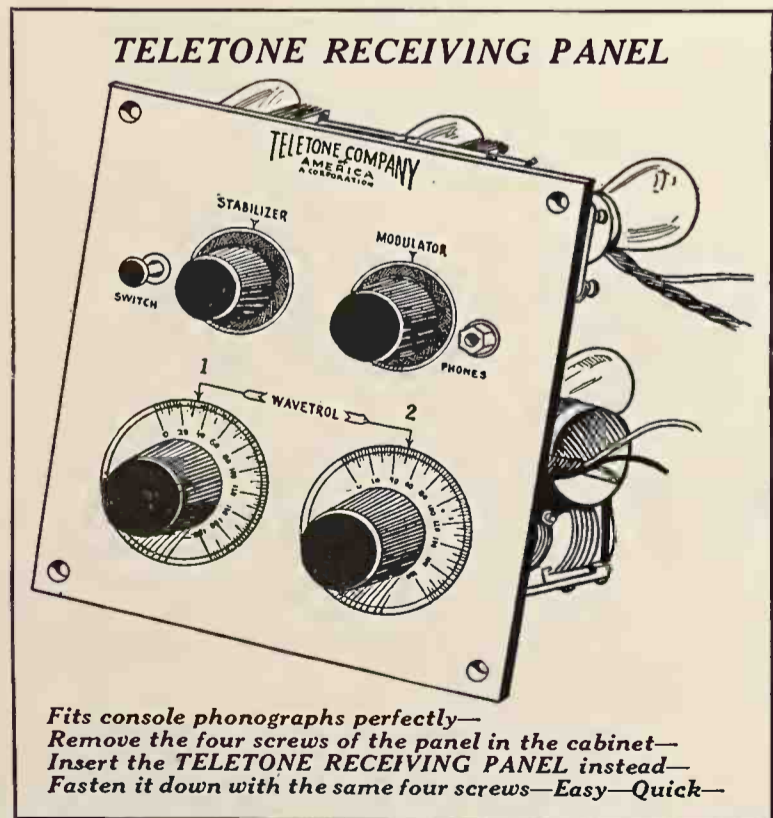
STANDS ALONE

- ☐ for advanced mechanical principles—

UNEQUALLED

- ☐ selectivity extreme—
- ☐ simplicity of operation—
- ☐ consistency of control obtained—
- ☐ each setting of the two tuning dials gives the desired station

INSTANTLY—



© T. Co. of A. MCMXXIV

Created by a group of Engineers with an enviable record of Radio achievements

Teletone Tudor
 40"x27"x18"
 Solid Walnut

List Price
\$225.00

Special Horn and Loud Speaker Unit included

*Two Stages Tuned Radio Frequency —Detector—
 Two Stages Audio Frequency Amplification*

MUSIC DEALERS!!

- ☐ the ADVENT of the TELEPHONE spells an EVENT for you—
- ☐ install one in your store—then note with delight unprecedented sales follow—

A BEST SELLER for 1924-1925—

- ☐ call — phone — write — wire for details
- IMMEDIATELY—**

An Intensive Advertising Campaign Has Begun!
 In all the leading newspapers and magazines Teletone advertising will regularly appear.
 Posters on street corners will display Teletone features.
 Cuts and mats—window displays, etc., furnished to Teletone dealers. The cooperation of the finest radio organization in America can be counted upon by Teletone dealers.

TELETONE COMPANY
 of AMERICA
 A CORPORATION

RADIO

R. Richard Spira
 President

Sales Rooms
 and Factory
 449 W. 42nd St.
 New York

Telephone
 Penn 7860-1-2
 Cable Address
 TELEPHONE

F. K. Dolbeer, Sales Manager of the Victor Co., Reviews Business Outlook

Gives Some Optimistic Views on the Business Outlook as Well as Pertinent Suggestions to Retailers Regarding Merchandising Policy in a Statement Issued to the Trade

F. K. Dolbeer, sales manager of the Victor Talking Machine Co., Camden, N. J., reviews the present business situation in a statement just sent to the trade, under the caption "A Forward Look with Timely Suggestions." It reads:

"A prosperity wave which may exceed all records in this country's economic history seems to have started as the direct result of the recent election.

"Prior to November 4, it was apparent that business was holding back in fear of what might happen. Factories were running cautiously, wholesale houses were keeping just ahead of their diminished orders, department stores and most other retail houses were buying from hand to mouth.

"The bugaboo of our national election is now behind us. The depressing effect of uncertainty is removed with the result that we may safely anticipate that every factory in the country will be flooded with orders, that railroads will release orders that were being held for equipment and construction work, that all of this demonstrates supreme confidence on the part of everyone, that prosperity is on its way and that the danger of stagnation or worse has been averted.

"It now remains for each and everyone to do his part, the manufacturer to supply the goods, the wholesaler to see that they are properly distributed, and last and most important, the retailer to see that the buying public are permitted to make their purchases easily,

among pleasant surroundings, and are accorded fair and courteous treatment.

"Kindly permit just a few suggestions for merchandising:

"We believe in building customers for tomorrow instead of merely a sale for to-day.

"We sell quality goods only, carefully avoiding merchandise that is built to sell on price alone.

"We do not attempt to confuse the customer by handling too many makes or brands.

"We recognize the value of outside sales effort—not making the mistake of depending on customers to come into the store.

"We do not consider a sale completed when the instrument is delivered to the buyer, but go further and see that a real service is rendered to the customer.

"We believe in using advertising effectively.

"We keep the store attractively arranged, clean and orderly, with attractive window displays at all times, and keep the store looking businesslike.

"We talk quality instead of price when closing a sale.

"If our trade will do what is now expected of them the results will prove to be mutually satisfactory and profitable."



Five-tube Tuned Radio Frequency Set \$120.00

The Powerful Coast to Coast *SUPER* CLEAR-O-DYNE

L OUD speaker signals that will fill your house over distances of 3,000 miles in good radio weather! The greatest selectivity that is possible in any set. Stations always come in at the same settings—a child can get distance!

Solid mahogany cabinets and gold finished panels—a set that harmonizes with the richest furnishings.

You can't buy more in any radio set! At the astonishingly low price of \$120.00 this is the greatest purchase in radio today!

Clear-O-Dyne is a sensation. It is going big. Quick deliveries on your orders.

Clear-O-Dyne Model 70.....	\$ 75.00
Clear-O-Dyne Model 71.....	90.00
Clear-O-Dyne Model 72 Console.....	135.00
Clear-O-Dyne Model 80.....	120.00
Clear-O-Dyne Model 82 Console.....	190.00

Other Sets from \$60.00 up



The Super Clear-O-Dyne in a console cabinet, \$190.00.

THE CLEAR-TONE RADIO COMPANY
CINCINNATI, OHIO



Increased Production of Audiophone Speakers

The O'Neil Mfg. Co., West New York, N. J., manufacturer of the O'Neil Audiophone, has in recent weeks increased production of its loud speakers considerably. This company, which was formerly a manufacturer of loud speakers and other signal devices for such exacting duty as used on railroads, has, it is stated by an officer of the company, made considerable progress in the development of what is described as "A heavy duty speaker."

During a recent address before some distributors and dealers of the O'Neil Audiophone, the following features of this instrument were pointed out:

"The actuating mechanism of the Audiophone consists of a large permanent magnet, the electrical impulses of which influence what the manufacturers call a 'three-way control balanced armature', which in turn actuates an India mica diaphragm. The air gap can be regulated by an adjustment on the exterior of the base.

"The secret of the Audiophone's heavy duty capacity is this 'three-way control balanced armature'. Other important features of the Audiophone are the laminated electro-magnet (voice core) to intensify the magnetic field, space wound coil with extra heavy enameled wire, layer insulated, vacuum treated and impregnated with wax, and a heavy diecasting assembly plate which resists self-contained vibrations."

Four New Dynergy Radio Distributors Appointed

The Capitol Distributing Co., New York, factory distributor for the Dynergy radio sets, made by the Dynamotive Corp., New York City, announces the appointment of additional distributors for the line. They are as follows: Allied Electric Co., Pittsburgh, Pa.; Cord Tire Sales Co., Washington, D. C.; Leary L. Walker, Detroit, Mich.; Champion Electric Co., Philadelphia, Pa. These appointments are the result of a flying trip recently made by Ira Greene, president of the Capitol Co., through the Eastern territory. Mr. Greene left again for another trip during the early part of the week, this time through upper New York State and the Middle West.

The Terafone Radio Corp., New York, was recently incorporated at Albany, with a capital stock of 1,000 shares of common stock of no par value. The incorporators are C. W. Williamson, F. L. R. Satterlee and A. J. Ford.



Of Course It's a **CROSLEY** Better-Costs Less Radio

This strikingly portrayed message of Crosley quality and Crosley value is reaching millions of people throughout the United States and helping to sell them Crosley radio receivers. Appearing in general magazines such as The Saturday Evening Post and American, in farm publications, in radio papers, in technical journals and newspapers, the forceful Crosley messages are reaching every type of human nature that is a radio prospect.

Get Your Share of the Crosley Business

If you are a Crosley dealer, you are getting a big share of the business that the quality of the instrument and the advertising create. If you are not a Crosley dealer, it will pay you to become one as soon as possible.

Crosley Franchise—a Valuable Asset

So complete is the Crosley line, so well and favorably known, that it satisfies the radio wants of everyone at a price within the reach of all.

Starting with the one-tube Armstrong Regenerative Receiver at \$14.50, without accessories—\$22.25 with tube and head phones—the lowest priced regenerative set on the market, and equivalent in reception to many two-tube receivers. Then as more volume is desired, it can be added to at a very low cost.

Or, your customers can purchase the three-tube Crosley Trirdyn Regular, which has come through the summer period of comparatively poor reception with colors flying—for only \$65. In Special Mahogany cabinet to house necessary accessories—\$75, or the beautiful new Crosley Trirdyn Newport as shown herewith—\$100. The combination of one stage of tuned radio frequency, with regenerative detector and reflexed amplification, has proven beyond a doubt that the features of selectivity, volume and ease of operation can be obtained with three tubes better than heretofore has been possible with five tubes. We believe that no other set on the market combines these features so well incorporated in the Trirdyn.

In addition there is the Crosley 51, the two-tube Armstrong Regenerative Receiver that became the biggest seller in the world in just twenty-four days, price \$18.50. This set will at all times bring in local stations on the loud speaker and distant stations under fair receiving conditions. Distant stations can at all times be heard with ear phones. The three tube Armstrong Regenerative Receiver Crosley 52, that brings in distant stations with loud speaker volume under practically all conditions, price \$30, and the Crosley 50 and 51 in portable cabinets at \$18 and \$25.

These receivers, each in its own class, though assuring as good or better reception than any other instrument of the same number of tubes, are by far the least expensive ever offered to the public.

**BEFORE YOU BUY—COMPARE. YOUR CHOICE WILL BE A CROSLEY
For Sale By Good Jobbers Everywhere**

Crosley Regenerative Receivers are licensed under Armstrong U. S. Patent 1,113,149

Prices West of the Rockies—Add 10%

Write for Complete Catalog

THE CROSLEY RADIO CORPORATION

Powel Crosley, Jr., President

1126 Alfred St.

Cincinnati, O.

Crosley Owns and Operates Broadcasting Station WLW

**Crosley
Head Phones
Better—Cost Less
\$3.75**



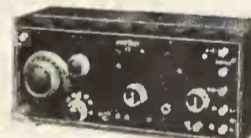
**Crosley One Tube
Model 50, \$14.50**

With tube and Crosley Phones \$22.25



Crosley Two Tube Model 51, \$18.50

With tubes and Crosley Phones \$30.25



Crosley Three Tube Model 52, \$30.00

With tubes and Crosley Phones \$45.75



Crosley Trirdyn Regular, \$65.00

With tubes and Crosley Phones \$80.75



Crosley Trirdyn Special, \$75.00

With tubes and Crosley Phones \$90.75



Crosley Trirdyn Newport, \$100.00

With tubes and Crosley Phones \$115.75

**Mail
This
Coupon
At Once**

The Crosley
Radio Corp'n.
1126 Alfred St.
Cincinnati, O.

• Mail me, free of
charge, your catalog
of Crosley receivers
and parts.

Name _____

Address _____

Prizes Awarded to Winners in Starr Gennett Record Window Display Contest

Dealers in All Parts of the Country Competed in Contest Which Was Won by Murphy Music Co., Mulberry, Kan.; Neft Melody Shop, Los Angeles, and Grunden's, Harrisburg, Pa.

Enthusiasm is running at a high pitch among Gennett record dealers with the announcement by the Gennett record division of the Starr Piano Co. of the prize winners in its national window display contest. Announcement of the window display contest was made the early part

M. J. Murphy, of the Murphy Co., said: "The idea of using regular records to spell out the name Gennett records was a novelty to the community. We used 228 records to make up the whole display. We had a rambler of roses running over the top and down the sides of the



M. J. Murphy Music Co.'s Display Which Won the First Prize

of last month by F. D. Wiggins, head of the Gennett record department of the company, to all Gennett dealers that three prizes would be awarded to the dealers who submitted pictures of window displays which best featured Gennett records. Gennett dealers were permitted to send in any number of different displays. Small as well as large ones were given consideration.

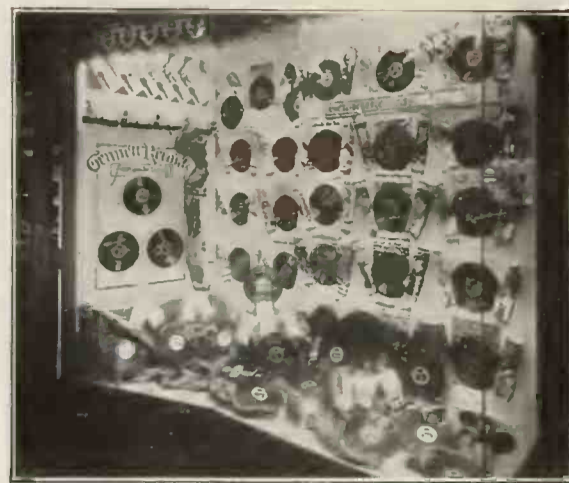
Of the hundreds of pictures sent in the first prize was awarded to the Murphy Music Co., Mulberry, Kan. This display stood out in a most attention-compelling way and attracted attention from hundreds of passers-by.

background and this, together with the ferns and flowers, produced a most artistic effect, we thought. Many came in to congratulate us, and school children would stand and spell out the letters. Of course, it is impossible to tell how many Gennett records we sold from the special interest created by our window, but we know it has done our business a world of good."

The second prize was awarded to the Neft Melody Shop, Los Angeles, which effected an interesting window by means of Gennett records and sheet music. The sheet music of the melody on each record was used as a background to the

record. This, with an effective velvet drape in the foreground, produced a most pleasing result.

A somewhat smaller display, but one which caused much local comment, was awarded third



Window of Neft Melody Shop prize. This was the window of Grunden's, at Harrisburg, Pa., who used five Gennett records as the center of as many daisies. Above the records was the sign, "A Few Daisies in Late Gennett Records."

These pictures do not do justice to the original displays, of course, but give an idea of the interest and effort shown by enterprising Gennett dealers who propose to make the season a big one. The Gennett record department is well pleased with results of the contest and with the enthusiasm shown.

Another window contest will immediately be announced for a display appropriate to the



Grunden's Display

Christmas season. Prizes for this event will be larger than the first, on account of the special significance an event of this kind means to the trade at this time of year.

New Model Victrola

The Victor Talking Machine Co., Camden, N. J., has just announced a new model upright Victrola to be known as No. 107. The new design has several practical advantages which should appeal to the buying public, among which are: it makes possible a large cabinet without the impression of oversize; gives a large amplifying chamber, with corresponding excellence of results; increased filing space is provided, being equipped with ten albums, giving a capacity of one hundred records. In addition, there is a convenient drawer for accessories and a new container for Tungs-tone Styli.

The list price for the new model is \$200. First deliveries of the instrument will be available in about seven weeks. For some months production will be confined to mahogany finish.

New Government Booklet on Measuring a Retail Market

WASHINGTON, D. C., November 8.—How to give the consumer what he wants is discussed in "Measuring a Retail Market," the third of a series of pamphlets dealing with retailers' problems, just issued by the domestic commerce division of the Department of Commerce. The object of the pamphlet is to show merchants what factors to consider in attempting to analyze their possible markets.

The Tube With the
UNCONDITIONAL GUARANTEE

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

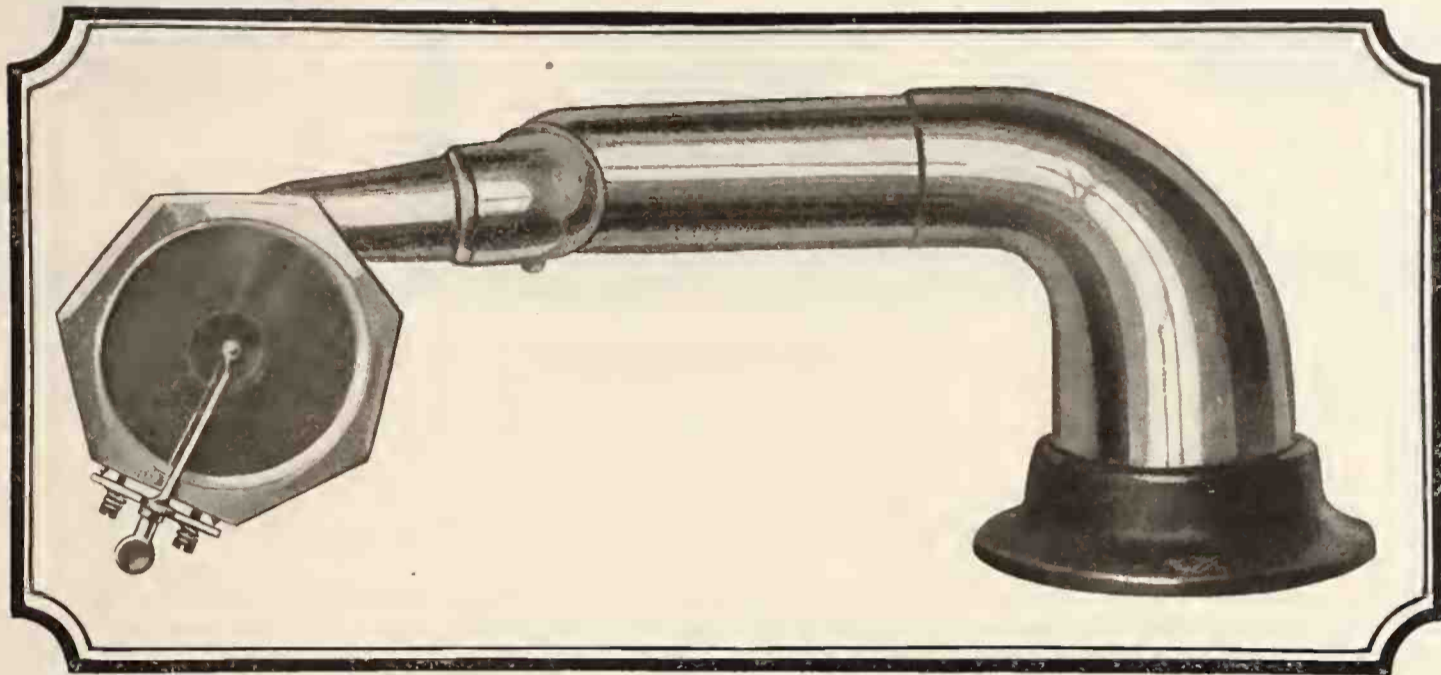
The VOLTRON GUARANTEE

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

VOLTRON SALES COMPANY
 227 Fulton Street New York City, N. Y.

VOLTRON MANUFACTURING COMPANY, Newark, N. J.

The Sign of  Good Tone Arms



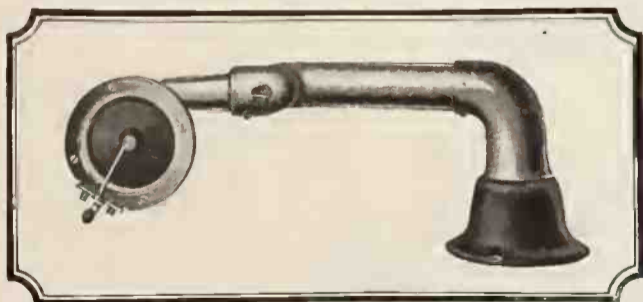
**The Proper Tone Arm Means
More Phonograph Sales For You**

IT is an acknowledged fact that the tone arm and reproducer are the most vitally important parts of a phonograph.

For sweetness and clearness of tone EMPIRE TONE ARMS are conceded by more than fifty phonograph makers to be unequalled.

Nothing we could say about EMPIRE TONE ARMS would be so convincing as actual comparative tests—and we invite you to make these tests on the instruments you build and sell. EMPIRE TONE ARMS will win you on merit alone, and their decidedly low prices will interest you.

Sample tone arms and quotations will be furnished upon request.



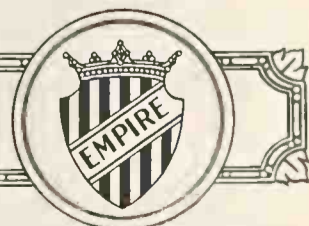
Empire No. 10
Tone Arm



Empire Combination
Radio Phono Tone Arm



EMPIRE PHONO PARTS COMPANY
2261 EAST FOURTEENTH STREET - CLEVELAND





**"PRINCE
OF
WAILS"**

*The Brightest, Snappiest and
Latest FOX TROT Sensation
Superb Dance Rhythm!*



**"COLD
COLD
MAMMAS"**
(Burn Me Up)

*A Red-hot Rip-roaring
FOX TROT in the
Characteristic 'Blues' Style*



**"NO
WONDER"**
(That I Love You)

*A Discovery and a Delight!
A Coaxing FOX TROT Melody You
Can't Stop Hearing Over And Over Again.*

© 1924 LEO FEIST Inc. YOU CAN'T GO WRONG WITH ANY FEIST SONG

Justin Ring Now Director of Okeh Laboratories

New Recording Head Well Known as Musical
Director and Composer

Otto Heineman, president and founder of the General Phonograph Corporation, New York, announced recently the appointment of Justin Ring as director of the Okeh recording laboratories. Mr. Ring, who has been identified with the Okeh organization for many years, occupying the post of musical director, is a pianist and composer of note and has won particular success as an arranger of melodies for phonograph recording. Mr. Ring brings to his new position an intimate knowledge of every angle of recording, and his ability as a musician will be utilized to excellent advantage in the future lists of Okeh recordings.

Outing Co. Appoints New Distributor in St. Louis

Marks Phono & Radio Corp. Plans Lively
Portable Campaign in This Territory

The Outing Talking Machine Co., Mount Kisco, N. Y., manufacturer of Outing portables, has announced the appointment of the Marks Phono & Radio Corp., 2215 Pine street, St. Louis, as an Outing jobber. This company, although comparatively new in St. Louis jobbing circles, has already won pronounced success, and the addition of the Outing portable will give the concern a chance to develop portable business in its territory. The Marks Phono & Radio Corp. consists of M. Marks and Louis Marks, both of whom have been associated with the phonograph industry for many years and are natives of St. Louis. The company has been representing the Adler Mfg. Co. for some time past and has accomplished splendid results with these products.

Brendonne Corp. in Trouble

W. Hamilton Cole, head of the Brendonne Corp., was recently the complainant and the Brendonne Corp. the defendant in an action brought before the Chancellor of the State of New Jersey, in which James J. Bowers was appointed custodial receiver. There will be a hearing on November 18, at which the corporation's creditors and stockholders may show cause why the Brendonne Corp. should not be declared insolvent and a receiver appointed.

Dictogrand

The Articulating
True Tone
LOUD SPEAKER

F. B. Shiddell Brunswick Manager in Quaker City

Well-Known Member of Trade Takes Charge of
Brunswick Co.'s Philadelphia Branch

Harry A. Beach, Eastern sales manager of the phonograph division, has announced the appointment of E. B. Shiddell as manager of the company's Philadelphia branch. This branch is under Mr. Beach's direction and is one of the most important branches in the Eastern territory.

E. B. Shiddell needs no introduction to the phonograph industry, for he is one of the veterans of the trade and has been identified with prominent organizations for many years. For a number of years he was associated with the Columbia Phonograph Co., Inc., in important managerial positions and was also connected with the General Phonograph Corp. as manager of the New York division. He is generally recognized as an exceptionally capable wholesale executive, whose thorough knowledge of dealer problems well fits him for his new work as Philadelphia Brunswick manager.

The A-C Dayton Radio Receiver Widely Popular

Herewith is shown the A-C Dayton XL-5, a popular priced receiver manufactured by the A-C Electrical Mfg. Co., Dayton, O., which has met with remarkable popularity among radio, electrical and music dealers in the United States and Canada.

The XL-5 is a five-tube set using tuned radio-frequency, a detector and audio-frequency am-



A-C Dayton XL-5

plification, belonging to the three-dial central type with the three radio-frequency transformers tuned with variable condensers. The transformers are of special design and are one of the set's outstanding features.

Exceptionally clear reception and consistently satisfactory performance are claimed for this set. A handsome mahogany cabinet of conventional design adds to its salability.

De Forest Stock Oversold

The issue of 75,000 shares of De Forest Radio Co. voting trust certificates was greatly oversubscribed on the day that the subscription books were opened. The certificates were offered at \$21 per share and were eagerly snapped up by the public.

Farrand-Godley Speaker Introduced to the Trade

The Farrand Mfg. Co., Newark, N. J., has, in addition to a new receiving set, a loud speaker known as the "Farrand-Godley Speaker." This is a diaphragm type of new design.

C. I. Farrand devoted six years of experimental research to this type of speaker, and states that "one of its particular features is the



Farrand-Godley Speaker

marked improvement in reception of the beautiful low tones of the 'cello, the piano and bass instruments, the low organ chords, as well as the orchestration, which is the background of all music."

The Farrand-Godley speaker is now being shipped to distributors in various parts of the country just as rapidly as production permits. Its introduction in dealer circles in some territories is now being made.

Rankin Popular With Trade

Cy Rankin, representative of the Capitol Distributing Co., wholesale radio distributor, New York, is cited as an exponent of active dealer co-operation. He has only been a short time in the radio business and made his debut in this field with the Capitol Co. Through the initiative he displayed while calling upon dealers he established a host of friends throughout the trade and earned for himself the appellation of "The Man With No Enemies." Mr. Rankin will often roll up his sleeves and help the dealer wait on the retail trade, and many times is phoned at his home as late as midnight by dealers placing rush orders.

The Liberty Radio Stores Corp., Wilmington, Del., changed its name to Duray Radio Corp.

IN THE MUSICAL MERCHANDISE FIELD

Building Larger Musical Merchandise Business by the "Old Customer" Route

The Retailer Who Depends Entirely for Success on New Customers Is Losing Sight of His Greatest Source of Steady Profits Through Repeat Business, Says Frank V. Faulhaber

The object of the foresighted music dealer is not alone to make a lone sale, losing sight of the new customer; retaining a hold on him—that is important! And how many dealers are doing it? How many music dealers are getting all the business they feel should be possible? Is every new customer being made the most of, encouraging him or her to call often, bringing, perhaps, friends? Important queries, these!

Some Important Data

What have been the results in the past? Just how many new customers are you attracting each week, and what per cent repeat? Certainly, if we neglect to keep some form of records of these customers we are doing business in the dark. An effort should be made to obtain the name and address of every new customer, making of him or her a friend for the store.

Sales in certain lines may lag. Perhaps violins. Very well. If you collect the names, addresses of patrons, together with other specific data, you will realize to a nicety a given percentage of the customers upon whom you can place figurative fingers, who have purchased violins and similar instruments in the past. Now comes an important question: How many of these specific customers returned following their original purchases? Can you tell? And those who have stayed away—what are the reasons? Has ever any attempt been made to ascertain just why certain of these stay-aways ceased buying? Would it not profit the store greatly to know truly the reasons? And could not, through the suggested effort, a way be paved for further possible sales, many sales that else would never materialize? Let us ponder these questions. Let us determine whether not more business can be attracted through concerted efforts, making the most of every new customer, so all will be eager to call at the music store.

Using Customers in Sales Promotion

Gather names and addresses. When time irks, and jacking up of sales is hinted, let us see what some of the salesmen can do. There is the telephone. Get in touch with Mr. Bell, who bought a violin quite some time ago. Find out from him just how the instrument pleases. This is interested attention that will appeal to new customers and impel comments like: "Well, those people are more interested than merely selling a violin to me. Better keep them in

mind." And this reasoning is the kind the retailer should try to develop.

And, further, if this customer, same as with the others, has been immensely pleased, we have sufficient ground to warrant expectation of further trade from, and also through, him. Has this contention no base? Very well; then we call attention to the violin strings, music and books of a kind that should interest this new customer. Surely by telling about your goods this way more sales will come along!

Make the Phone Work

As suggested, much of this work can be accomplished by way of the phone. Possibilities, however, stop not here. When occasion justifies certain salesmen can call upon the new customers and find out further information of help to all. If you and the store do the best to make the new customer a bigger musical enthusiast, what are you not accomplishing? And the customer, on the other side, will naturally want to keep in line with the music store manifesting all the consideration, for his benefit.

Value of Adjusting Complaints

At such times, of course, when a new customer finds fault with a musical instrument, or with the store, its service, or for any other reason, timely adjustments should and can be made. The new patron who stays away because indifferent service was accorded by a salesman places a finger on a flaw, a flaw to which properly might be given attention. The fewer flaws and faults there are the better it will be for prospects, for customers—for the store!

So you see what possibilities there are in keeping a string on your new patrons. Consider, also, the friends of these new customers. One violin has been purchased; the transaction, in every way, has proved satisfactory. Upon adequate probing, we may find that Mr. Bell has a friend who is also a violinist; should there not be another sale in the offing? There may be any number of reasons deterring an inquiry by the friend; however, right here there is an opportunity that the store should not overlook. Get in touch with Mr. Bell, then strive to get an interview with friends who are prospective customers. All this will entail a little extra effort, yet much of this effort can be

exercised when the opportunity is timely, when else time in the store would drag. Find out when it is most convenient to get in touch with the various new customers, and with their friends, then avail yourself of every opportunity. This will keep the store more busy, and that is what is wanted; it brings in that extra business.

Sales-letters should have a place here, too. Tactful querying will prove fruitful of many leads that will bring sales often immediately; later follow-ups can be made, by phone, personal letters and by personal calls. Make the most of every new customer.

Harmonica Featured in Victor Record and Radio

The Hohner harmonica has been featured in a novel manner by both the talking machine and radio recently. The first phonograph record of the new Hohner chromatic harmonica has been produced by the Victor Co. on a record called "Hayseed Rag." Borah Minevitch, famous vaudeville Hohner harmonica artist, played the selection at the opening program of WGBS, the new Gimbel (New York) broadcasting station. Mr. Minevitch was accorded a prominent place in the program. His playing brought many applause cards from those listening in.

Two New Buescher-Equipped Orchestras Reach New York

Two new Buescher-equipped orchestras recently joined those in New York, to whose playing thousands are dancing nightly. This is the Vernon-Owen Orchestra, which is playing at the Rosemont, Brooklyn's leading dance palace, and Dave Harman and His Orchestra at the Cinderella Ballroom, New York. Both of these orchestras were outfitted by the same dealer, the Euclid Music Co., Cleveland, O., whose retail sales of Buescher instruments promise to climb up near the two hundred thousand dollar mark the current year.

New King Accounts Opened

CLEVELAND, O., November 8.—A number of new accounts for the King line of saxophones and band instruments were opened recently by L. B. Dolan, traveling representative of the H. N. White Co., manufacturer of King instruments. Among the new King representatives are the Dayton department store in Minneapolis and the Mickel Music House, Omaha, Neb.

AT the New York Hippodrome, the month of October, the feature was the Vernon-Owen Orchestra, of Cleveland, makers of Gennett Records. Edison sought them out and they made a series of Edison records under the name of Hotel Winton Orchestra.

In every city the leading hotel, cafe, theatre and vaudeville orchestras use Buescher Band Instruments and Saxophones. There is a never-ending procession of touring orchestras for the dealer to hook up with—besides all the great recording orchestras.

The window material we give you features all the big record orchestras. Let us show you the natural tie-up between your record stock and our instruments—and how each helps you sell more of the other.



"Ohio's Own Orchestra"—The Vernon-Owen Orchestra of Cleveland

BUESCHER

BAND INSTRUMENT CO., G-93 Buescher Block, ELKHART, INDIANA

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 187)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST


For Holiday Sales

There will be a big demand as usual for Hohner Harmonicas for Christmas Sales. Feature them NOW.

Ask Your Jobber

M. HOHNER 114-116 East 16th Street
New York City

HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Conn National Advertising of Benefit to Dealers

Band Service Department of the Company a Material Aid to Retailers

National advertising of a type which is of immense benefit to the trade is being utilized by C. G. Conn, Ltd., Elkhart, Ind., manufacturer of Conn band instruments. An admirable example of this type of publicity recently appeared in the form of a double-page spread in the Saturday Evening Post. The advertisement was in colors and the appeal was a human interest one, a large band playing in an auditorium, showing the parents of one of the members of the band listening to the playing. The picture was captioned "Our Boy." The reading matter told of the benefits of encouraging the development of musical talent in children.

From the dealer's standpoint, one of the most important features of the advertisement was the invitation to organizations and institutions to use the band service department of the company for advice and assistance in forming musical organizations. This message read: "School supervisors, Rotarians, Kiwanians, Lions, Legionnaires, lodges and others are invited to write our band service department for advice and

assistance in organizing and developing bands and orchestras. The benefit of our long experience is at your disposal without obligation."

As a very large percentage of the business accomplished during the year by band instrument dealers is through the action of some such civic organization which recognizes the benefit of bringing to the fore the latent musical talent in the youth of the community, the dealers should co-operate in every way with giving wide publicity to the above advertisement, which is being enlarged by the advertising department of the Conn organization and being distributed to Conn dealers to be used as window posters.

D. Erthein With Progressive

David Erthein recently joined the sales staff of the Progressive Musical Instrument Corp., wholesaler of musical merchandise, New York. Mr. Erthein is well equipped for his new position, having a wide experience in the musical merchandise field, principally in the retail end of the business, which, in the opinion of A. W. Landay, head of the concern, will make him very valuable in rendering service to the dealers. Mr. Erthein is covering the New England territory.

Armour & Co. Announce New Music String Cabinet

Attractive Display Cabinet Facilitates Sales and Has Many Advantages

An improved method of music string selling that will interest dealers all over the country is announced by H. O. Gable, manager of the



Armour String Display Cabinet string department of Armour & Co., who have evolved a new music string display cabinet that is a distinct improvement in this field. Handsomely made of mahogany, piano finish, it combines decorative beauty and unusual utility.

It stands twenty-two and one-half inches high, twenty-five and three-quarter inches wide, and twelve inches deep. The face, slanting back at an angle of about 60 degrees, contains a beveled plate-glass front, disclosing a tray containing twelve glass tubes, showing, full length and flat, a choice collection of selected violin strings. The glass tubes are three-quarters of an inch in diameter and twenty-three inches long, with metal screw caps. These tubes, all appropriately labeled, provide the most desirable method for carrying a stock of violin strings.

The top of this cabinet does not lift, as in old-fashioned cases. Instead you open the door at the side, and by means of a handle slide the tray out as far as you like, pull the tube you want a little further, unscrew the cap and take out the strings you wish. At the rear of the cabinet is a special compartment for taking care of coiled and various other strings.

They are giving this cabinet to the trade on an attractive free offer in conjunction with a very suitable selection of assorted strings.

Trademarks for Harmonicas

WASHINGTON, D. C., November 8.—Applications for the registration of a number of new trademarks for harmonicas have been received from M. Hohner, Inc., New York, and include the following: "Goliath," "X-L-O," "Drum Major," "Lucky Strike," "Happy Days," "Attaboy," "Spear," "Uncle Sam," and "Jolly Pal."

"Drumming Up" A Business



No business is self-sustaining—it requires the earnest effort of push and pull with a mixture of sound sense and the sincere endeavor to render good service to make any business profitable.

Ludwig Drums and Accessories lend themselves so admirably to this combination that they are the leader in the field and the chosen favorite of thousands of prosperous dealers.

Write us today for the necessary information regarding Ludwig Drums and their profit making possibilities.

Ludwig & Ludwig

World's Largest Drum Manufacturers

1611 No. Lincoln Street

Chicago, Ill.



Illustrating "Magic Wonder"
Tenor Banjo Outfit No. 50.

The "Magic Wonder"

—Meets With Tremendous Success Everywhere

This super-value tenor banjo outfit is the subject of conversation the country over. It is one that the alert music dealer has been seeking, knowing of its ready market and dynamic appeal. To the dealer as well as the public, the price and quality of the "Magic Wonder" Outfit are the features that give it that unprecedented popularity.

This unit, with its extension resonator tenor banjo and its fine quality carrying case, is priced so that the MUSIC MERCHANT may satisfy most any pocketbook. There is no exaggeration in the statement when we say that the "Magic Wonder" Tenor Banjo Outfit far surpasses anything of its kind that the music industry has ever known. The many wide-awake music dealers—men having many long years of experience—are generous in their praise of the "Magic Wonder" Outfit—and that is because it is the most practicable up-to-the-minute, handsome, and profitable offer in the market today.

Description

Eleven inch laminated Rock Maple Rim, built up of layers to a thickness of $\frac{5}{8}$ of an inch, with an outside veneer of Birdseye Maple. Equipped with a special flange hoop attached to the rim underneath the Calf Head which adds materially to the quality of tone and prevents over-tones which are so apparent in many instruments. The neck is easily and quickly adjustable to the desired angle by means of a frog attached to the dowel stick. Neck is of genuine Rock Maple, in three pieces, natural finish with a contrasting center strip of ebony. Ebonized fingerboard with pearl position dots—head piece and heel faced or veneered with ebony. Imitation Ivory Patent Pegs and first quality strings.

CASE—Center Opening Style, three-ply veneered wood shell, walrus grain keratol covered, full flannel lined, nickel-plated clasps, hinges, spring lock and trimmings. Round leather handle.

"MAXITONE" RESONATOR AND TONE AMPLIFIER made entirely of heavy gauge aluminum, burnished top with circular openings through which the tone passes. Back in dull matted finish. This Resonator improves the quality of the tone and greatly adds to the volume and enhances the appearance of the Banjo. It can be attached and detached in a moment's time.

Complete Outfit \$24.50

(Subject only to 2% 10 days, Net 30 days)

C. BRUNO & SON, INC.

SOLE DISTRIBUTORS

351-353 FOURTH AVENUE

NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 188)

P'mico.
Musical Merchandise of Quality
 New Catalog Showing Splendid Values
Write for your copy today!
Progressive
 MUSICAL INSTRUMENT CORPORATION
 319 Sixth Ave., New York

Buescher-Equipped Orchestra to Make Big Concert Tour

Opportunity for Dealers to Make Profitable Tie-ups With Appearances

Rehearsals are now in progress, program notes are being arranged, and the itinerary is being worked out for a nation-wide concert tour to be undertaken by Harry Yerkes' Concert Orchestra, of thirty-three pieces, early in 1925. The personnel of the concert orchestra will be recruited from the various Yerkes orchestras, all of which have been in the public eye, through their recording and broadcasting activities. Harry Yerkes will personally direct the concert orchestra. Heretofore it has been Mr. Yerkes' custom to train and direct his orchestras and send them on tours under competent leaders.

As is the case with all Yerkes orchestras, the

concert unit will be completely Buescher equipped, and it is expected that Buescher dealers in the cities and towns visited will take advantage of the opportunities offered for a profitable tie-up.

Features of the program to be given include a jazz symphony by well-known musicians, and a talk on the upward trend of American music by a professor of music from one of the leading American universities.

Interesting New Issue of the "Voice of the Vega"

The Vega Co., of Boston, Mass., manufacturer and wholesaler of stringed and brass instruments, has just published a new issue of "Voice of the Vega," with an attractive cover in green. Its forty pages are filled with Vega news. In the foreword it is pointed out that the "Voice of the Vega" is published for the purpose of giving due praise to artists and organizations using the Vega banjo. Following the opening story on "The Banjo of To-day," the interesting fact is brought out that the Vega banjo is now used by artists recording for the Victor, Brunswick, Columbia, Edison, Vocalion, Okeh, Gennett, Pathé, Banner, Regal, Grey Gull, American and Federal records, as well as by the Columbia Gramophone, "His Master's Voice," and Vocalion Gramophone companies in England. Following this is page after page devoted to photographs and the description of the various artists and organizations featuring the Vegaphone banjo, all too numerous to mention. There is also illustrated the Vegaphone banjo autographed by the Prince of Wales.

In addition to featuring the Vegaphone and Vega line of banjos, some space is given to the mention of other Vega products, the Vega strings and Vega trumpets, both of which are big sellers in the leading musical merchandise establishments.

Juvenile Band Founded by Samuel Stephens Celebrates

NORRISTOWN, PA., November 3.—Samuel Stephens, proprietor of the Stephens Music House, Victor retailer of this city and Conshohocken, Pa., was the organizer and director of the Stephens Juvenile Band of sixty boys which celebrated its tenth anniversary the early part of last month. In this connection Mr. and Mrs. Samuel Stephens entertained the members at their home. During the ten years since the organization of this band many changes have taken place in its personnel and many of the former "juveniles" brought their wives with them to the affair. The original roll was called and each attendant was presented with a photograph of the band taken ten years ago. A full evening's entertainment was planned replete with reminiscences. Mr. Stephens was surprised with the presentation of a handsome gold watch and chain. Mr. Stephens is also founder of the Stephens School of Music and for twenty years was director of music at the State Hospital at Norristown.

Entire Bruno Line Moving in a Satisfactory Manner

C. Bruno & Son, Inc., New York City, wholesalers of musical merchandise, report that the season so far is running substantially ahead of the same period of last year. The entire line is moving well. One of the numbers that is proving particularly popular at the present time is "The Magic Wonder" tenor banjo outfit. This instrument has a Maxitone resonator and tone amplifier and has proved to have a particularly strong sales appeal. F. W. Kling, of the Bruno organization, states many dealers are already featuring this outfit as a leader for the holiday season.

Only Conn Can Give You These Profit Points



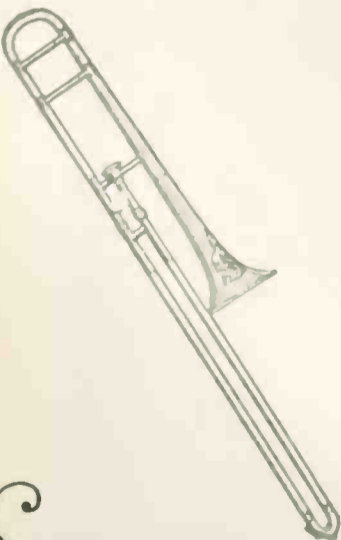
Supreme quality instruments, used and endorsed by the world's greatest artists;

Prestige that comes with leadership—Conn is largest in the industry, the only maker of every instrument for the band;

National Advertising on a gigantic scale never before heard of in connection with band instruments, including double pages in color in the Saturday Evening Post;

Now is the time for you to cash in on these profit opportunities. The months ahead will be "big business" months for Conn dealers.

Write now for complete information on available territory and details of our proposition to dealers.



C. G. CONN, Ltd.

1152 Conn Building

Elkhart, Ind.

CONN
 WORLD'S
 LARGEST MANUFACTURERS
 OF HIGH GRADE BAND AND
 ORCHESTRA INSTRUMENTS



CULTIVATE YOUR MUSICAL BUMP

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 190)

The Most Prominent Banjoists Are Playing Weymann Instruments



FRED C. BUCK
Banjoist and Arranger

"Waring's Pennsylvanians"
and His

Weymann Orchestra Banjo

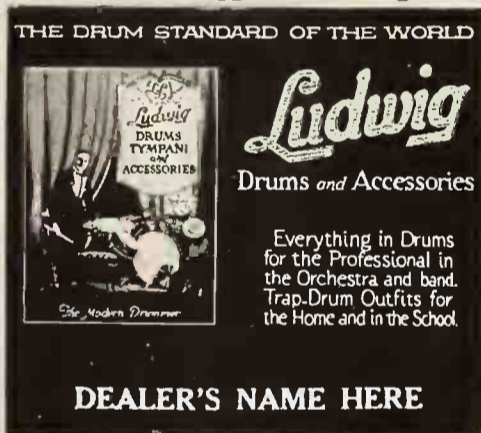
Write for Agency

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

**Ludwig & Ludwig Send
Dealers Picture Slides**

Dealers Furnished by Drum Manufacturers
With Fine Advertising Slides for Theatre Use

CHICAGO, ILL., November 6.—Ludwig & Ludwig, Inc., manufacturer of drums and drummers' accessories, 1611 North Lincoln street, is pushing plans for a most aggressive selling campaign



Ludwig & Ludwig Theatre Slide

during the Fall and Winter seasons and working hard with its dealers to make this campaign a success. Among the dealer helps being forwarded to Ludwig representatives is an effective advertising slide featuring Ludwig products for use in motion picture theatres. The slide has a picture of an orchestra drummer with a complete equipment of Ludwig drums and traps. It is in color and shows up prominently when displayed. It is furnished free to the dealer and his name and business address are imprinted on the slide.

Conn Instruments Popular

George M. Bundy, president of H. & A. Selmer, Conn distributor, 119 West Forty-sixth street, New York, states that Conn saxophones and band instruments are becoming more and more popular in and about New York. Mr. Bundy is also head of the New York Conn Co., which wholesales and retails Conn instruments. A large percentage of New York dance and theatre orchestras are now Conn equipped, this including the symphony orchestras of the Rialto and Rivoli theatres, two of the largest motion picture theatre orchestras in the world, attesting to the popularity of these instruments.

**Development of Leedy Co.
Told in Newspaper Story**

Indianapolis News Tells How U. G. Leedy Built Huge Business of Which He Is Head

INDIANAPOLIS, IND., November 7.—An interesting article entitled "The Big Chief" recently appeared in the Indianapolis News, devoted to a review of the development of the Leedy Mfg. Co., one of the largest manufacturers of drums and drummers' supplies in the world. U. G. Leedy, president of the concern, was "the big chief," and the article interestingly told how, at the close of the Civil War, he became interested in drums, and how he developed the business from a small beginning in 1900 up to the present time, with eighteen departments, making 1,000 drums and accessories which are being distributed by retail musical instrument dealers in all parts of the world.

**Hohner Harmonicas Prizes
in Radio Voting Contest**

Contestants in Radio Broadcasting Program Receive Harmonicas and Hohner Accordions Given by W. J. Haussler, of M. Hohner

A novel feature which resulted in an increase in harmonica publicity and accordingly an increase in harmonica sales was conducted recently by KFNF broadcasting station, of Shenandoah. Twenty-five contestants broadcast and listeners-in were invited to vote for the performer thought most skillful. Each of the contestants received a Hohner harmonica and the first three place winners were awarded Hohner accordions, donated by William J. Haussler, general manager of Hohner, Inc., New York City. The interest in the contest on the part of radio fans as manifested by the number of votes sent in was widespread.

A Leedy

Drum Department

IN YOUR STORE

MEANS

REPEAT BUSINESS

**"THE SATISFIED DRUMMER
ALWAYS COMES BACK"**

The "POPULAR" outfit at \$40.00 retail is only one of seven wonderful sellers at prices from \$25 to \$100.

Leedy helps the dealer with,—newspaper ads—mats and electros—cuts of all items—broad-sides for mail and counter use—display cards—catalogs, etc.

WRITE TO US.



***Leedy* Mfg. Co.**

**INDIANAPOLIS
INDIANA**

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 191)

Leedy Mfg. Co. Introduces New "Reliance" Bass Drum

Dealers will no doubt be interested to know that the Leedy Manufacturing Co. is now introducing a new model of bass drum called the "Reliance" designed for dealer distribution.

George H. Way, the Leedy sales manager, says: "In offering the new "Reliance" bass drum to the trade, the Leedy Manufacturing Co. feels that it has accomplished something that will be welcomed by every dealer, for it is putting on the market a bass drum that has all the appearances of the highest grade instrument at a price below anything yet offered.

"This drum has the same superior quality of pressed steel rods that are used in the higher priced models and the shell, finished in dark mahogany, is constructed on the laminated principle. The reinforcing hoops are heavier than any used by the makers of the laminated type of drum; the counter and flesh hoops, in natural finish, are of high-grade workmanship while the heads are of an excellent grade.

"This model is now ready for distribution in all sizes and we discontinued starting November 1 our present 'Special' and 'Reso-Tone' models. This will put the Leedy line of bass drums in perfect shape for the dealer, i. e., two models, the 'Standard' and the 'Reliance.'"

Institute of American Jazz Established in England

"Deah Ol' Lunnon" likes Yankee jazz so well that a college of syncopation, sponsored by Paul Specht, exclusive Columbia artist, noted dance orchestra king and radio artist, of New York, has just been established in the English metropolis for the purpose of instructing British musicians in the gentle art of American "dance-otation," according to word just received here. The new school is located at Grafton House, Golden Square, W. 1., London, and is under the management of J. Fenston, Ernest Collins and H. Lewis. It is known as Paul Specht's Institute of Rhythmic Symphonic Syncopation and the instructors are all American musicians. Three of these teachers, Harl Smith, Everitt Davidson and William Haid, all of New York, recently sailed for England.

This \$25 Cabinet—FREE

**Make
100%
Profit**



This Beautiful Cabinet is 22½ inches high, 25¾ inches wide, and 12 inches deep; in mahogany piano finish. Has 12 glass tubes.

Special Combination Offer

Armour's MUSIC STRINGS

You will make 100% by taking advantage of this Special Combination Offer of the most complete and varied assortment of straight length high-grade gut and wound strings ever assembled in a case; and you get this \$25.00 Dis-

play Cabinet and 12 Glass Tubes—FREE.

Assortment Costs -----\$ 51.75
Assortment Retails at-----103.50
PROFIT on Assortment...100%

Send Today for Complete Details

ARMOUR AND COMPANY

MUSIC STRING DEPT.
CHICAGO

7971

Outlook for Fall Bacon Banjo Business Is Bright

GROTON, CONN., November 8.—The plant of the Bacon Banjo Co., Inc., of this city, is very busy filling Fall orders. David L. Day, general manager of the company, reports that it has been necessary to increase the working force of the organization to keep up with demands. Mr. Day states that all prospects indicate a very satisfactory season for Bacon banjos. During the past year many dealers have taken on the line.

Ludwig & Ludwig, 1611 North Lincoln street, Chicago, Ill., who recently introduced the new Planet banjo peg have issued a folder on tuning the banjo, illustrating the new device.

Hohner Official Harmonica of U. S. Marine Band

Capt. William H. Santleman, well-known leader of the U. S. Marine Band, has authorized the adoption of the Hohner harmonica as the official harmonica of this well-known band. It is said that the Hohner harmonica was selected in recognition of the fame of the Hohner "Marine Band" harmonica and its importance in the musical field. Every member of the organization is the owner of a Hohner harmonica.

Ludwig Drums on Exhibit

Ludwig & Ludwig had one of the most interesting exhibits in the whole musical section at the Illinois Products Exposition at the Furniture Mart last month. Not only was an extended display made of the latest product but there was an historical section which attracted wide attention.

Among the objects of interest were the Ludwig & Ludwig drums used by the Illinois troops in France, and the famous "Eagle" drum, said to be the army drum of the northern forces in the Civil War.

There was also a German drum captured in 1918 by George N. Malstrom. Wm. Ludwig, president of Ludwig & Ludwig, was in charge.

An attractive display of gold band instruments recently occupied a window of the John Wanamaker New York store.

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

**Do You Get Your Share of the Profit
in Band Instruments?**



OR are you buying various lines only on demand and on a low margin? If you want a small goods department that pays well investigate our proposition to dealers. We offer full dealer protection and satisfactory margin on the finest line of Brass Instruments in America, nationally advertised and featured by extensive direct-mail campaigns. Ample territory given to dealers who are willing to sell. Write for our proposition.

THE H. N. WHITE CO.
5215-57 Superior Ave., Cleveland, O.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 192)

Prizes Are Awarded to Winners of Band Contests

Handsome Bronze and Silver Trophies Presented to Winners in State School Band Contests in Illinois, New York and Ohio

Winners in the State School Band Contests held in Illinois, Ohio and New York have been presented with handsome bronze and silver trophies which have been donated by the National Association of Band Instrument Manufacturers toward the promotion of the campaign for



Band Contest Trophy

school bands through state contests. The Illinois, Ohio and New York contests were organized and promoted by the National Bureau for the Advancement of Music in co-operation with the Committee on Instrumental Affairs of the Music Supervisors' National Conference. In addition to the bronze and silver trophies, the Band Instrument Manufacturers' Association has also supplied bronze tablets for the bands winning first and second prizes, and silver and bronze medals for the individual members of the bands.

Nation-wide interest in the School Band Contest was aroused in June, 1923, by the monster band tournament held in Chicago in connection with the convention of the Music Industries Chamber of Commerce. Promotion of this activity was placed in the hands of the National Bureau for the Advancement of Music to be systematically developed because of the wide experience of the Bureau in furthering musical movements in general, and particularly because of the Bureau's established position with educational authorities, whose earnest support of the movement was essential to its success and its further expansion.

The Ohio, Illinois and New York contests

were held directly under the auspices of the joint committee, and in the first two states have already led to the formation of school band associations, which will soon be ready to assume a large share of the responsibility for the contests and for the propaganda for instrumental music in the schools. Among the other states which have been holding band contests, and in some of which the Committee co-operated, are Wisconsin, Michigan, California, Indiana, Iowa, Kansas, Missouri, Nebraska, North Dakota, Montana and Oklahoma. It is hoped that ultimately the contests will be held in every state in the Union, with sectional contests for the state winners, and finally a big national contest.

Landau's Music & Jewelry Store, Hazleton, Pa., recently supplied the Colonial Band, of Kelayres, Pa., with thirty-one Conn band instruments. The cost of the equipment runs over \$3,000.

BACON BANJOS
 Played by Leading Musicians and Orchestras
 Sold by Representative Music Merchants
BACON BANJO CO., Inc.
 GROTON, CONN.

Adds Weymann Line

PORTLAND, ORE., November 5.—The Seiberling-Lucas Music Co., one of the leading music houses of this city, was recently appointed distributor in this territory for the Weymann banjo. This aggressive firm plans an extensive campaign in the interest of the Weymann line.

Vega Banjos



SALES POSSIBILITIES

VEGA esteem and popularity are not mere coincidences. They have been built up on the solid bases of quality and superiority. That the great majority of eminent banjo players in this country are using the VEGA banjo indicates a choice founded on experience.

A VEGA banjo in your window will mean that your door will open constantly and close often on a satisfied customer.

The American youth looks on the banjo as the wish of his heart. And the popularity of the banjo is increasing daily. Can you, then, rationally close your eyes to its sales possibilities?

Write for Complete dealer proposition.

THE VEGA CO.

155—R Columbus Ave.

Boston, Mass.

General Prosperity in the New Orleans Territory Reflected in Good Business

Decided Improvement in Business During Last Month Leads to Expectation of Busy Holiday Season—Maison Blanche Opens Radio Department—Plan Erection of Broadcasting Station

NEW ORLEANS, LA., November 7.—Nothing but satisfaction is expressed by the talking machine dealers in this territory as regards the business accomplished during the past month. With general business conditions favorable, the demand for both instruments and records has been up to par, and there is every reason to believe that the check-up for November and December will surpass the sales totals for October by a good margin.

Promising Outlook for Philip Werlein, Ltd.

John A. Hofheinz, manager of Philip Werlein, Ltd., Victor wholesaler, in commenting on the condition of the trade at the present time, states: "Business has shown a decided improvement in the past thirty days and we have every reason to believe that we will have a normal Fall and Winter business with good sales prevailing well into Spring. True, there have been some crop failures in certain sections, but as a whole cotton is showing up splendidly and good prices are prevailing. Thousands of dollars are being spent in construction work which takes in new homes and business edifices and also includes many miles of road building, thus stimulating payrolls. In certain parts of Louisiana new oil fields have been discovered, adding to prosperity and enlarging the purchasing power of the public for the talking machines.

"Record demand is on the increase and with the concert season opening throughout this entire territory, with some of the world's best artists appearing, dealers are certain to do an excellent business in the better class of records."

Good Outing Demand Continues

The Junius Hart Piano Co., local representative for the Outing Talking Machine Co., reports that the Outing portable continues to meet with popular favor and there has been no diminution in the public demand for this instru-

ment. Dealers had evidently expected a falling-off in the demand for the Outing as many orders are received by phone, indicating that the dealers have allowed their stocks to run out, and rush orders are becoming common.

Ahead of Same Season a Year Ago

The L. Grunewald Co., Inc., is enjoying a brisk business in both talking machines and records with the totals of each branch for the month ahead of last year and with the prospects of a continued good business exceptionally bright. Radio sets are also finding a ready market. This store carries the Radiola and Freed-Eisemann lines.

Opens Radio Department

The Maison Blanche recently opened a radio department carrying the R.C.A. line, Atwater-Kent, Brunswick-Radiola, Magnavox and other leading makes. The department will be managed by J. D. Moore who also supervises the music department, which adjoins the radio display rooms. Mr. Moore is planning several features in connection with the new department.

Plans to Add Radio

Richard W. Ortte, 310 Magazine street, is most optimistic over the prospects of a continued good business, basing his opinion on the excellent business done during the past few months in both talking machines and records. Mr. Ortte contemplates adding a radio department in the very near future.

Broadcasting Station to Be Erected

A survey of atmospheric conditions is being made by engineers of the Western Electric Co. and the A. T. & T. Co., preparatory to the erection of a large broadcasting station in the Maison Blanche Co. building. The new station, which will be one of the largest in the South, will be operated by the Maison Blanche Co. and the Saenger Amusement Co., which operates

theatres throughout the South. The opening of this station will undoubtedly stimulate the sale of radio sets, as the resources of the Saenger Co. will assure excellent programs.

Factory Is Rushed to Meet Philco Battery Demand

PHILADELPHIA, PA., November 6.—The Philadelphia Storage Battery Co., of this city, is receiving an exceptionally large share of the radio battery business in this country. This is particularly true in the talking machine field, to which the company has particularly catered. Long before the advent of radio Philco batteries were well known from coast to coast. To meet the demands of radio the Philadelphia Storage Battery Co. has produced an efficient and particularly attractive "A" storage battery enclosed in a glass case. The increasing use of the storage batteries has led this company to produce a type of "B" battery that is fit to be placed in the music or living room of any residence. These "B" batteries are attractively encased in mahogany, with a piano finish. In both the "A" and "B" batteries ascending and lowering balls are used, which indicate at a glance whether the battery needs recharging or not, and do away with testing by means of a hydrometer. The demand for the Philco line has resulted in capacity operation at the factory of the company.

Luckey-Platt Open New Store

POUGHKEEPSIE, N. Y., November 11.—The monster new store of Luckey, Platt & Co. will be formally opened with appropriate ceremonies on Monday, November 17. This new establishment is the result of a growth of more than fifty-five years. It contains four and a half acres of floor space and is made up of forty-five departments, of which the phonograph department is an important one. A radio department, carrying a complete line of all leading makes of receiving sets, will be a feature of the new store.

How Quality Created a Wide Prestige for the Artistic Duo-Vox Line

When, some years ago, the Bush & Lane Piano Co., of Holland, Mich., engaged in the talking machine business, a wave of interest flashed through the trade, as the company's record in the manufacture of high-grade pianos

with its many features, including its special-made tone chamber and the Duo-Vox feature consisting of the two reproducers, one for hill and dale and the other for lateral cut records.

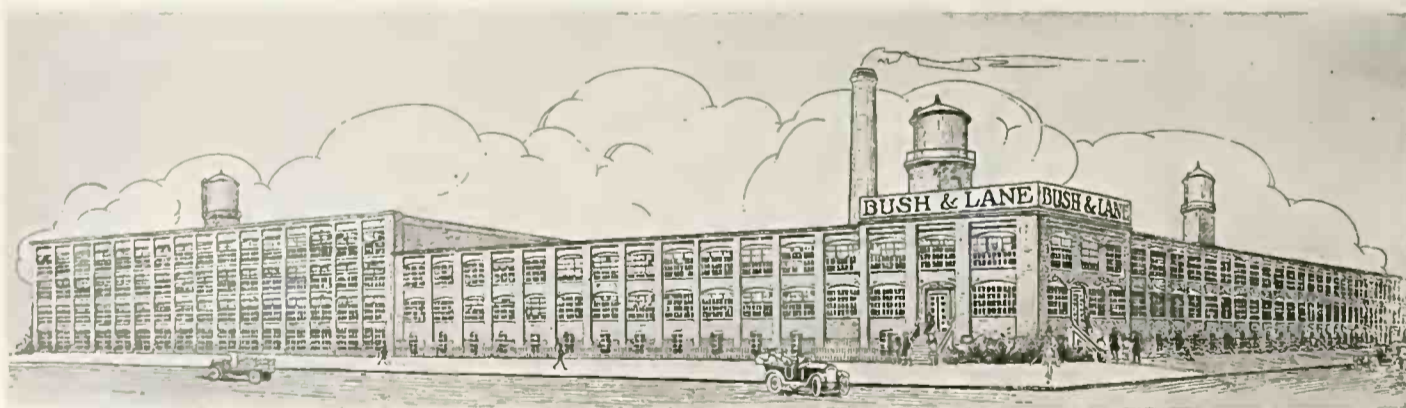
While the two upright models still retained

A word regarding the plant in which the Duo-Vox is made may be of interest. It was originally organized for making the very finest pianos and player-pianos. It is built along the most modern lines and later there was added a new block of buildings of the same construction, in which the Duo-Vox department is located.

Walter Lane, the president and general superintendent of the plant, has been known for years as a very fine piano maker and designer, exceptionally good on case work, beautiful veneers and fine finishing of all sorts. His skill has been strikingly evidenced in the production of the Duo-Vox and surrounding himself

from the first with a corps of experts capable of carrying out his plans for the ideal of the instrument of which he dreamed.

The Duo-Vox is produced in an environment of finest musical tradition and all the mechanical equipment and skill for making the finest and most artistic product.



presaged architectural and tonal accomplishments in any line of musical instruments which it might decide to produce.

The line of upright models which were put on the market more than justified the expectations entertained for them and the progress was rapid, leading up to the beautiful Duo-Vox of to-day,

are suggestive of the first models put out, a proof of the designers' foresightedness and wisdom, the dominant numbers of the line are now of the console type and are marked by the artistic distinctiveness which characterizes everything emanating from the Bush & Lane plant. The recently added radio combination models are in every way up to the Bush & Lane standard.

AUTOMATIC LID SUPPORT
Finished in Nickel and Gold
Samples on request

Patented Dec. 9, 1910; Oct. 25, 1921;
Nov. 7, 1922. Canada Applied.

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

COTTON FLOCKS
.. FOR ..
Record Manufacturing
THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.

MOTORS
Ready for Delivery
Double Springs; play two 10-inch Records; suitable for Portable Phonographs. Sample, \$3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for \$100. Sample, \$5.75.
MERMOD & CO., 16 East 23d St.
N. Y.
Telephone Ashland 7395



ZENITH
“Long Distance” RADIO
TRADE MARK

**FOR DEALERS IN LOUISIANA
and MISSISSIPPI**

WE have a dealer proposition for live wire successful retailers in these two states that will build profits, prestige and permanent good will. The plan has proven a decided success and is well worth consideration.

**Zenith Needs No Introduction to
the Trade or Public**

Zenith sells on performance and stays sold through enduring performance. Manufactured to meet the most exacting requirements, merchandised in such a way that the dealers franchise is valuable and advertised to the public through every worth while medium.

**Zenith Representation Means
Your Success**

Write or wire today for our dealer plan. The Zenith franchise is open to progressive, dependable dealers only.

WOODWARD WIGHT & CO., Ltd.
New Orleans, La.

Zenith jobbers in Louisiana and Mississippi.

Many Edison Artists Are Now on Tone Test Tours

Campaign to Continue Throughout the Winter Season—May Enlarge Scope of Tone Tests by Addition of Other Famous Artists

The Edison artists who are now giving tone tests throughout the country and who will continue to do so throughout the entire Winter season include the following groups: Elizabeth Spencer and Lucille Collette; Glen Ellison and Alta Hill; Collins and Harlan and William Reed; Betsy Lane Shepherd and Jacques Glockner. The tone test concerts are being given in local music halls under the auspices of the local Edison dealers and the Edison jobbers. The concerts are being given during the Fall season in jobbing territories of Boston, New York, Trenton, Atlantic City, Pittsburgh, Albany, Chicago, Indianapolis, Detroit and Syracuse. Other artists may be added to the tone test campaign at a slightly later date and, ac-

ording to present plans, the tone tests will continue throughout the entire year, as the Edison company regards them as the greatest direct selling method which has ever been conceived for the promotion of phonographs and artistic music with the American public.

Victor Record Sales Plan

The Victor standard records suggested for receiving special sales attention during the week of October 31 were "Elegie" and "Ave Maria," voice and violin, by Caruso and Elman, and the "Serenade" of Schubert, coupled with the "Serenade" of Titi, both played by the Neapolitan Trio, harp, violin and flute. In its letter to the trade announcing these records the Victor Co. gives some sales hints that merit the dealer's consideration. The first is that a customer who insists on hearing a record through can always be sold and, secondly, that even the impatient customer can be made to listen. The letter also suggests methods of demonstrating the records to impress customers.

Comment on the Misuse of Brilliantone Co.'s Trademark

Under the heading of "Misuse of Trade-mark of Prominent Firm" there appeared in a recent issue of the "Financial and Commercial World," an interesting article regarding attempts which have been made to misuse the well-known Brilliantone trade-mark. This article follows:

"It was a poor commendation of the ability and integrity of various members of the phonograph needle industry to impel the Brilliantone Steel Needle Co. of America, Inc., to announce the fact that instances had been discovered in which cheap competitors have misused the 'Brilliantone' trade-mark of the company in the marketing of an inferior needle. Such practices as this will be found in almost every industry, where small manufacturers unable to win success by their own efforts seek to make sales by misrepresentation. We take the pleasure of warning dealers throughout the country to report at once to the Brilliantone offices at 370 Seventh avenue, New York, any instances where this misrepresentation has been practiced.

"The Brilliantone is recognized as the superior steel needle, and is manufactured by the W. H. Bagshaw Co., of Lowell, Mass., and of which the Brilliantone Steel Needle Co. of America, Inc., is authorized distributor. The fact that others have tried to take advantage of the popularity of the Brilliantone needle is a sincere form of flattery, but a costly one, nevertheless, to the manufacturer and distributor. We applaud the stand of these organizations to prosecute to the fullest extent of the law anyone who infringes upon the rights of the companies."

Baldwin Co. in Effective Tie-up With Edison Artist

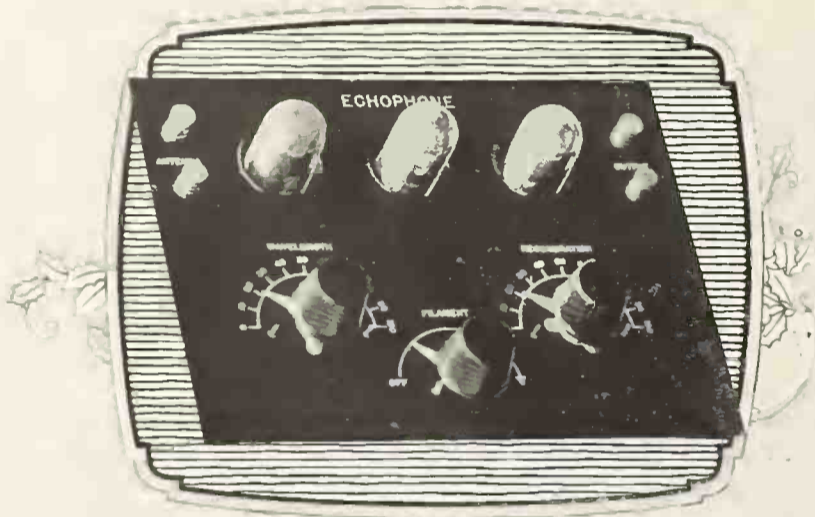
The Baldwin Piano Co., of Louisville, Ky., ran a very effective window display tying up with the appearance of Claudia Muzio in concert in Louisville, in October. The entire background of the window consisted of a colored drapery with "Muzio" in large gold letters across the top of the back hanging. In the center of the background was a laboratory model of the new Edison with a tall piano lamp on each side. On the left was a poster calling attention to the concert appearance of Muzio and also to her Edison records. At the right was a life-size colored portrait of the artist. Under the front of the window were her records and small cutouts featuring this famous artist and her records.

Tribute to Paragon Sets

A remarkable testimonial was recently received in the form of a letter from England by the Adams-Morgan Co., Inc., Upper Montclair, N. J., manufacturers of Paragon radio receiving sets, according to J. B. Renwick, sales manager of the company. An extract reads as follows: "I am writing to congratulate you upon your magnificent receiver, Paragon Type R.D.5, presented to me by WNAC, Boston, for receiving them from here. I receive America every night now. Last Friday I received fifteen U. S. stations and concluded with two musical selections from KGO, Oakland, Cal. The distance is 6,000 miles and a real credit to your marvelous instrument."

New Roemmele Bros. Branch

CYPRESS HILLS, N. Y., November 4.—A branch music store has just been opened at 9325 Jamaica avenue, by Roemmele Bros., who for many years have conducted a general music business in Richmond Hill. This concern handles the Duo-Art, the Aeolian line of pianos and Vocalion Red Records. Charles Sheaffer, for the past four years manager of the Richmond Hill store, has been placed in charge.



The Super-Volume 3-Tube Regenerative



Increase Christmas Talking Machine Sales With This Powerful RADIO Unit

YOU can make bigger profits on your phonograph this season by equipping each machine with the Echophone "V-3" Radio Panel.

The workmanship and beautiful finish of this Panel are in keeping with the cabinetry of the finest makes of talking machines on the market. The opportunity (afforded by the exceptionally low price of this Panel) of securing both a radio and a phonograph at little more than the cost of the phonograph alone is obviously something Christmas shoppers are bound to appreciate!

Compactly constructed, the Echophone "V-3" Panel fits practically any size machine of console or upright design. It arrives completely wired and may be readily installed. Manufacturers provide space for such radio units in their cabinets. So all you need do is put the Panel in the machine, display the combination radio-phonograph—and ring up your profits!

The Echophone "V-3" Unit, a 3-tube regenerative (licensed under Armstrong Patent No. 1113149), is nationally famous for its loud speaker reception of stations 1,500 to 2,000 miles distant, its clear undistorted reproduction of high and low tones, its exceptional selectivity, easy two-dial tuning and economical dry battery operation.

Complete details and prices—which are just now especially attractive—furnished on request. Write today. Address:

The Armac Radio Company, Agents
1120 N. Ashland Ave., Chicago, Ill.

Manufactured by The Radio Shop, 1120 N. Ashland Ave., Chicago, Ill.
Long Beach, Cal. Sunnyvale, Cal.

Handsomely Finished

Exceptionally Low Priced

Complete—Ready to Install



Echophone V-3

A 3-tube regenerative set of exceptional volume and tone. Operates on dry cell batteries. Complete in handsome Adam Brown cabinet with space for all batteries. Without tubes or batteries.

\$50.00

ECHOPHONE

Storage Battery Results at Dry Cell Cost

These JOS. W. JONES Sets tune right in on your sales program

As we size things up the idea today of the talking machine dealer in the radio business is to sell a radio receiver that has the quality the radio fan insists on when he buys a high grade set.

—a radio receiver that will help to establish your store as a dependable place to go for radio—a receiver that will add to your prestige while it is bringing sales and profits.

Then, to offer the set properly encased in an appropriate phonograph cabinet that will help sell the set to particular buyers and give you what really amounts to two sales in one—the sale of the set and the sale of the phonograph and cabinet.

This is the sound radio merchandising program that talking machine dealers everywhere are following right now in dealing with buyers who want a high grade combination outfit—and it is proving to be a winning policy.

The JOS. W. JONES 5-Tube Receiver and the JOS. W. JONES 4-Tube Receiver with one-dial control are the sets that are giving the dealer this opportunity.

The panel of the 5-Tube Set is made to fit any Victor Console Cabinet. The 4-Tube Set comes in the impressive cabinet illustrated at the right. Or the panel only may be purchased to fit other suitable cabinets.

The JOS. W. JONES 5-Tube Receiver provides perfect control plus simplicity of operation. It is non-regenerative. It is a two-circuit loose coupled set employing two stages of radio frequency, detector and two stages of audio frequency.

The 5-Tube panel is 15¼ in. by 17¾ in. Highly selective, but so simple a novice can operate it. Only two dials. Control of the coupling permits elimination of all undesired stations and a volume control from the softest murmur to the most powerful reception. Tunes out all local interference and brings in DX on a loud speaker. No distortion. Permits absolute logging of all stations heard.



The Jos. W. Jones Vertical Model, 4-tube Set, with One Dial Control, shown in our Model R-1 Cabinet

List Price: \$195

without tubes, batteries, headphones or aerial equipment.

This vertical-panel set, with one tube less than the other, offers greater simplicity—one dial does the trick—yet equally satisfying performance. In a recent test, this set pulled in 32 stations (local and DX) between 8.20 p. m. and midnight.

A single control receiver using one step of radio frequency, a detector and two steps of audio frequency. The uni-dial control tunes in local and DX stations with equal facility. Adapted to operate with all types of tubes and batteries. Pure tone quality—marvelous volume.

The cabinet is 41 in. high; 23½ in. wide; and 15½ in. deep. It comes in a beautiful mahogany or walnut, and is the only cabinet with built-in loud-speaker horn of sound-board spruce bell.

Projects the sound out at the top of cabinet at ear level—with the lid deflecting the sound waves forward—producing head-phone quality in loud-speaker volume.

All dials at elbow height. Gastight partition; ventilated—no corrosion. Batteries and charger accessible.

JOS. W. JONES
TRADE MARK.

Jos. W. Jones Radio Mfg. Company, Inc.

Formerly Radio Improvement Co.

40-42-44-46 West 25th St., New York

Headed by Jos. W. Jones, for 28 years a successful engineer and builder of precision instruments.

Branch Offices:

BOSTON
99 Bedford St.

CHICAGO
53 W. Jackson Blvd.

PHILADELPHIA
1011 Chestnut St.



**List Price for
Panel only: \$125**

*without tubes, batteries,
headphones or aerial
equipment.*

Jos. W. Jones 5-Tube Receiving Set shown as it appears in a Victor 410 Console Cabinet. This panel is made to fit any of the new Victor Consoles.

How Live Retailers Are Profiting in a Big Way Through Unusual Advertising

W. Bliss Stoddard Tells How the Progressive Dealers in Albany, Ore., Banded Together and Put Over a Co-operative Ad Drive—Honolulu Dealer's Ads Stimulate Christmas Business

No merchant need fear that every line of every one of his ads would not be read if he practiced the co-operative style adopted by a progressive bunch in Albany, Ore., with Hall's Music Shop as the leading spirit. Now that most merchants are starting their holiday advertising, a plan such as is described below would be particularly effective in any town.

Co-operative Ad Drive

A page was divided into twenty-four sections of uniform size, in each of which the individual advertiser made mention of such items as he saw fit. Somewhere in the body of these twenty-four ads were inserted the names of twenty citizens who were subscribers of that particular newspaper. Some ads contained two names; some, one; some, none. A different list of names was inserted each day, and these were distributed among different ads. Consequently, in order to see if his name had been published the reader had to scan every ad from start to finish—thus becoming daily better acquainted with the lines carried by each of the merchants. Each day the first five people who found their names in the ads and notified the paper, either by calling or telephoning, received a trade check good for one dollar's worth of merchandise at any of the stores participating; while the next fifteen received each a record from the Hall Music Shop. These records were some which had been in stock for some time, but were still perfectly good, and by sending them out free, with their compliments, attention was drawn to their large stock of phonographs and records—especially as with each record was enclosed a list of new releases, and also a suggestion that a phonograph would make a Christmas gift enjoyed by the entire family and suggesting that it could be secured on the easy payment plan, and delivered in time to furnish music for the holidays.

"In addition to giving out these phonograph records we took one of the spaces in the paper," said the manager, "using it to call attention to our portable phonographs and suggesting that even though Summer was past money could be saved by purchasing one of these portable machines now, and having it ready for next Spring when the camping season begins.

"We handle cut flowers as well as music and do a big holiday business in our combination flowers and record boxes. 'The Message of the Violet' takes on an added charm when nested in a bed of fragrant violets; while 'Hearts and Flowers,' 'My Love Is Like the Red, Red Rose,' 'My Irish Rose,' 'Forget-me-not' and many others lend themselves to floral surroundings and are purchased in large numbers by sentimental swains."

The music dealers of Honolulu, T. H.—the

isle of music and song—can give suggestions to their mainland colleagues when it comes to selling the idea of phonographs for Christmas gifts. The Bergstrom Music Co., Ltd., Honolulu, decked its store not only with the red and green of the New England Christmas, but with the orange leis worn on all festive occasions by their own people, so that the salesroom presented a carnival appearance early in the season and got people in the buying mood even before the Thanksgiving pig and turkey had been eaten. They likewise ran a series of ads, each of which purported to be a little conversation between friends, husband and wife, grandma and grandson, etc., all on the subject of phonographs and records. One of the best related WHAT MRS. KEENE TOLD MRS. DEAN: "My dear, for the first time in my life I got a Christmas present that I really wanted. You see, I picked it out myself! Bob received a good bonus this year, and that blessed husband turned it all right over to me. Naturally, I wanted to buy something we both would enjoy. He loves music, too, so I decided on a Virola. We bought it at Bergstrom's—model 405, I believe. It gives an 'air' to our living-room, and you can't imagine how much genuine pleasure there is in having music to entertain us whenever we are in the mood."

Red Seal Record Derbies Started by Standard Co.

Prizes to Be Awarded by Standard Talking Machine Co. to Sales Persons in Pittsburgh and Suburbs Who Turn in Largest Sales

PITTSBURGH, PA., November 11.—The Standard Talking Machine Co. has launched two Red Seal record "derbies" which will end on the evening of December 13. Prizes will be awarded to the sales persons who turn in the largest number of sales of Red Seal records for the period. The one derby includes the dealers in Pittsburgh proper and the other, dealers in the suburban and outlying towns in the territory. T. T. Evans, who is in charge of the plans for the two derbies, states that considerable interest is being taken in them by the Red record dealers. The contest started November 8.

Austin Wylie's Orchestra Stimulates Record Demand

Vocalion Recording Orchestra Appearing in Vaudeville in Ohio Has Developed a Strong Demand for Its Recorded Numbers

CLEVELAND, O., November 12.—Sales of Vocalion records bearing selections played by Austin Wylie and his Vocalion recording orchestra have grown to immense proportions in this city and vicinity during the past few days owing to the personal appearances of that popular organization at Keith's Palace Theatre, where the program was made up chiefly of recorded numbers.

For several days full-page advertisements were carried in the local newspapers with Vocalion dealers co-operating in presentation of the copy. Manufacturers of the instruments used by the orchestra and their representatives also carried space on the page, and the whole announcement attracted wide attention.

Austin Wylie and His Orchestra have arranged to appear in a number of vaudeville houses in various cities of Ohio, and Vocalion record dealers anticipate profiting substantially.

The Knox Electric & Radio Co., Schenectady, N. Y., was recently incorporated at Albany. Capital stock is 200 shares of preferred stock at \$100 per share, and common stock, 500 shares of no par value. The incorporators are J. E. and E. H. Knox and G. M. D'Wen.

An Old, Old Swindle in a Brand New Radio Dress

Gang of Sharpers Operating in New York "Repossess" Radio Outfits From Innocent Customers Without Due Process of Law

A couple of weeks ago a large department store in New York shipped out on a bright Saturday morning some thirty radio receiving sets to be delivered to retail purchasers, the idea being that the service men would follow up the deliveries promptly and make the necessary installations so that the receiving sets might be put into operation on the following Sunday.

Having completed deliveries the truck returned to the store with all receipts duly signed, and was sent out on other work. Some hours later telephone calls began to come in from customers who wanted to know when they were to receive their outfits. A checkup showed that the radio set had been delivered and signed for. "But a man from your store came and took it away again," was the reply in every case.

Investigation showed that a band of crooks had followed the delivery truck, watched each delivery carefully, and no sooner had the truck turned the corner on its way to another stop than one of the crooks entered the home and said to the woman: "I am from Smith's Department Store. We just left a radio set here, but find that there was an error made and that it belongs to a lady several blocks away. Your outfit is on another truck which will be along in another half hour or so." The crook then took the machine and disappeared.

In the course of a single day this one store lost nine radio receiving sets through the operations of the gang, and none has yet been recovered. It is true that the store held the customer's receipt, but it was felt wiser to make good the loss than to stand on technicalities and perhaps lose a regular patron.

Reports have come from other dealers of individual losses sustained through the same type of swindle, which in itself is as old as the hills. Having been duly warned, it would be well for dealers to attach to all packages labels advising customers to turn over their radio sets to no one not properly armed with a letter from the store itself, just as merchants of silverware and jewelry attach a similar warning to their packages.

The scheme appears to work particularly well when the delivery wagon bears the name of the retail store in a conspicuous place on the side. Armed with the name, the crook finds it a simple matter to approach the housewife.

Edison Holiday Dealer Help

The advertising department of Thos. A. Edison, Inc., has prepared an attractive booklet for distribution by Edison dealers during the Holiday Season. It is entitled "A Gift As Beautiful As Christmas" and features, in two colors, three models of the New Edison, the advantages of the New Edison as a Christmas gift and the budget plan of purchase.

A. B. Sauer Co. Chartered

LORAIN, O., November 7.—The A. B. Sauer Music Co. has just been organized to take over the phonograph business of the George A. Clark Co., of this city. The company will have a capital stock of \$35,000, and its officers will be A. B. Sauer, A. H. Pistel, A. E. Schneider and S. L. Sauer, all of whom were former employees of the Clark concern.

W. A. Hanft With Wanamaker

William A. Hanft was recently appointed wholesale radio sales representative for the John Wanamaker New York store. Mr. Hanft was formerly connected with the New York offices of the Brunswick-Balke-Collender Co.

RADIO

DEALERS

WRITE FOR FREE CATALOG

Lowest Prices on Standard Sets ^AND ^DParts

Every merchant should have our big bargain wholesale catalog showing hundreds of high grade standard radio sets and parts. Lowest wholesale prices. Same day shipment. Complete stock always on hand. Write now for our free catalog No. 11-A. Use your letterhead.

JOBBER AND DISTRIBUTORS

WESTERN RADIO

138 W. LAKE ST. CHICAGO



\$10

*Immediate
Delivery!*



Loud Speaker

NOW with a 12 inch bell

The Highest Class ten dollar Loud Speaker on the market.

A non-resonant horn of fibre in beautiful crystal mahogany finish.

A 12 inch bell of graceful appearance. Stands 23 inches high.

Wonderful TONE. Tremendous volume without distorting or blasting.

Dealers: Write at once to any of the following distributors

PROGRESSIVE MUSICAL INSTRUMENT CO., 319 Sixth Avenue, New York.

YAHR & LANGE,
207 East Water Street, Milwaukee, Wis.

HOWARD PIANO CO.,
618 South Salina Street, Syracuse, N. Y.

H. D. TAYLOR & COMPANY,
99 Oak Street, Buffalo, N. Y.

KIEFER-STEWART CO.,
Georgia and Capital Sts., Indianapolis, Ind.

MUSICAL SUPPLY & EQUIPMENT CO.,
221 Columbus Avenue, Boston, Mass.

OHIO MUSICAL SALES CO.,
2067 East 9th Street, Cleveland, O.

H. A. McRAE & CO., Inc.,
137 River Street, Troy, N. Y.

LUCKER SALES COMPANY,
17 South Sixth Street, Minneapolis, Minn.

AMERICAN RADIO CORPORATION,
3-11 North Central Avenue, Baltimore, Md.

RETAIL PRICE
West of the Rockies
\$10.50
CANADIAN PRICE
\$14

Factory Representatives:
PACIFIC STATES COMMERCIAL CO., 443 South Tedro Street, Los Angeles

Canadian Representatives:
THE OTTO HIGEL CO., Ltd., King and Bathurst Streets, Toronto

HALLIWELL ELECTRIC COMPANY, Inc.

General Offices and Factory
115 FOURTH AVENUE, NEW YORK

HALLIWELL — MAKERS OF THE FINEST ELECTRICAL APPARATUS FOR MORE THAN A HALF CENTURY

Reprinting Edison World Ad for Use of Dealers

Publicity Features New Edison Artists and Is Suggested for Use in Window Display

A two-color reproduction of the two-page advertisement of Thos. A. Edison, Inc., which appears in the November issue of The Talking Machine World, is being reprinted for the use of Edison dealers as a window display. It is a striking piece of publicity, both from an illustration and copy standpoint, and features Charles Frye's Million Dollar Pier Orchestra, which organization has recently been signed up by the Edison company. The first records of these artists have already been released.

Another window display worked up by the advertising department of the Edison company, for the use of dealers, is a poster showing Helen Davis giving a tone test at the Million Dollar Pier in Atlantic City. In the same display are featured the mammoth New Edison which was used as the Edison float in the Atlantic City Pageant, Charles Frye's Million Dollar Pier Orchestra, the Million Dollar Pier, the Hotel Traymore, and other "bits" of Atlantic City, including the surf.

About twenty-five complete newspaper advertisements of various sizes have been prepared for the use of Edison dealers during the Christmas season. Stereotypes and mats of the illustrations used in these are being supplied by Thos. A. Edison to dealers. The copy features, for the most part, direct comparison of the new Edison with the living artists, side by side comparison with other makes of phonographs, the appropriateness of the new Edison as a holiday gift and the budget plan of purchase.

Among the recent visitors to the Edison headquarters in Orange was R. B. Alling, manager of the Phonograph Co., of Detroit, Edison jobber in that city.

Gross-Brennan Appointed Echophone Distributor

The Armac Radio Co., of Chicago, manufacturer of Echophone radio receivers, has announced the appointment of Gross-Brennan, Inc., 342 Madison avenue, New York, as distributor for these sets in New York. This association should be profitable to both the manufacturer and distributor, for it provides dealers in New York territory with a well-known product merchandised by a firm that has enjoyed considerable experience in both the radio and talking machine fields. Echophone products have attained considerable popularity and are now being merchandised by representative dealers. The line comprises moderately priced receiving sets that have a number of distinctive constructional and sales features.

Song by Edison Executives Released on a Record

Among the recent selections released by Thos. A. Edison, Inc., is "Italian Rose." The music and lyrics of this number were composed by Arthur Walsh, music director of the Edison company, and A. Paganucci, who is also a member of the music department of the Company. "Italian Rose" is being published by Joe Morris, Inc., and was released as an Edison record during the current month.

Brunswick Co. Declares Fifty Per Cent Dividend

The Brunswick-Balke-Collender Co. declared this week a stock dividend of 50 per cent on its common stock, payable November 17 to stock of record November 12. For the week prior to the announcement the stock advanced forty-seven points on the strength of buying in anticipation of dividend action.

J. Raymond Smith Co. Moves to New Building

Prominent San Francisco Music House Now Occupying New Four-Story Concrete Building With 15,000 Feet of Showroom Space

SAN FRANCISCO, CAL., November 6.—The J. Raymond Smith Co., one of the established music houses of this city, recently held the formal opening of its new building at 1506-1510 Fillmore street, adjoining the former location of the company and giving it much greater facilities than in the past.

The new structure is a four-story concrete building designed and constructed especially to meet the needs of the music house. It contains 15,000 square feet of showroom space, which has become necessary to handle the business of the company in its musical and radio lines during the past year.

Special invitations to customers and prospects were issued in connection with the opening, and some hundreds of people attended the ceremonies.

K. E. Davis Now Brunswick Co.'s Radio Technician

H. A. Beach, sales manager of the Eastern phonograph division of the Brunswick Co., New York, has announced the appointment of K. E. Davis as radio technician for this division. Mr. Davis has been identified with the radio industry for quite some time, and acquired his technical knowledge in the employ of the General Electric Co. He will devote his time to working in close co-operation with Brunswick dealers in the development of Brunswick-Radiola business and in handling any technical problems that may arise. He will be assisted in this work by Henry Zeigler who will also be in charge of general phonograph repair service.

A Good Leader for the Holiday Trade



Patented December 11, 1917

Talking Machine Cabinet



SETTING
VICTROLA
INTO
CABINET



SOUND DOORS
OPEN FOR
PLAYING

The Lundstrom "Converto" Cabinet converts the small "Victrola" IV or VI into a handsome cabinet type, completely enclosing the machine. It takes the place of a stand and provides a dustproof record rack for 60 records. It revives interest in records. It helps you meet low-price competition in cabinet machines and gives you a good profit.

Price to the trade

\$7.50

Oak or Mahogany Finish

Write for Folder W

The C. J. Lundstrom Manufacturing Co., Little Falls, N.Y.

DYNERGY

NEEDS NO BATTERIES



PLUGS INTO ANY LIGHT SOCKET

this is all you need

DYNERGY. The marvelous Radio Set that needs **NO BATTERIES.** Operates from any electric light socket (AC or DC current) at cost of less than 1/2 cent per hour. Dynergy excels in Tone, Volume, Distance, etc. The most practical and attractive Radio receiving set ever offered.

Burns Loud Speaker



Unequaled in Volume, Clarity and Beauty. A dependable Loud Speaker which speaks for itself. The surprising clearness and naturalness make the Burns Loud Speaker a continued source of pleasure.

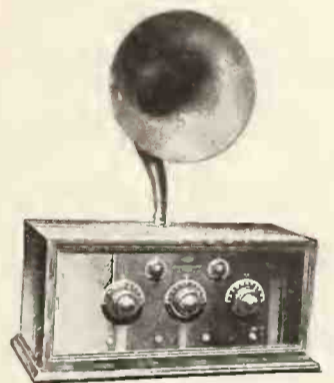
A Firm Is Judged by the Products It Sells

The Capitol Distributing Company represents radio manufacturers whose business design is **QUALITY** —not quantity.

The approval and high esteem for our products by leading department stores and prominent music merchants favorably reflect upon their quality. Thousands who visited our exhibit at the National Radio Exposition unanimously acclaimed our products to be the leaders of the show.

Due to the great demand for our products, especially at the approaching holiday buying season, we urge all dealers to communicate with us **NOW.** Phone or wire your requirements without further delay, and be prepared for the greatest buying season in the history of the radio business.

The New Murdock



A 5-tube Neutrodyne Receiver, including Loud Speaker. 1925 Model. Supreme in performance and appearance. Unique design. This New Murdock represents Radio at its best.

The Engler S.D.V.



A 5-Tube Radio Set of exceptional merit. Colonial Period cabinet. In addition to its intrinsic values, it is very moderately priced.

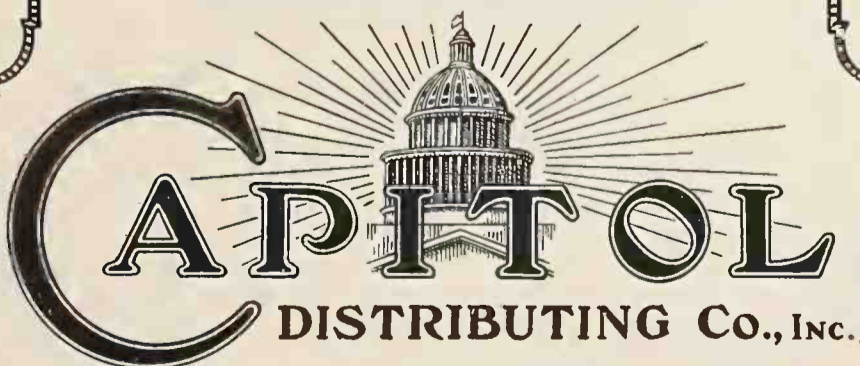
Distributors for:

- | | |
|--------------------------|--------------------------|
| Dynergy | Burns Loud Speakers |
| Murdock Neutrodyne | Philco Storage Batteries |
| Engler S.D.V. Receiver | Bright Star Batteries |
| Ambler-Holman | Murdock Phones & Plugs |
| Charmitone Loud Speakers | Ultra-Handy Chargers |
| Ethovox Loud Speakers | Marion Loops |
| Gothic Loud Speakers | N. & K. Products |

The Ambler-Holman



A 5-Tube Radio Set which brings the magic of the air into fine homes. In addition to splendid tonal qualities and volume, it possesses a wide range of pick-up. Walnut cabinet of Period design. A practical set, free from fads.



WHOLESALE RADIO
 25 West 18th Street NEW YORK CITY
 Telephones Chelsea 5171-5172

Plans Are Completed for New Jewett Factory

DETROIT, MICH., November 6.—The Jewett Radio Phonograph Co., of this city, has just announced a radical expansion of its manufacturing facilities. This expansion takes the form of a new factory and general headquarters in the Northern outskirts of Pontiac. Plans for the first unit have been completed by Fischer Bros., architects, and construction work will begin immediately on the company's five and one-half acre tract near Sylvan Lake. The building will be of fire-proof construction and each unit will be two stories, 50 by 200 feet in size. The plant will be devoted exclusively to the manufacturing of the company's radio products.

As soon as the Pontiac factory is finished the Jewett general offices will be moved there from the twelfth street Terminal building in this city where they have been located during the development period of the company. The Pontiac plant will not displace the large factory which is now being operated at Allegan but will take over work on new products of the company with a special reference to a radio set which will be marketed early in 1924.

Joins Music Master Staff

Announcement was recently made of the appointment of H. N. McMenimen, well known in the talking machine circles, as wholesale radio manager of the Music Master Corp.'s distributing interests. Russell Hunting, Jr., has also been added to the Music Master's staff.

Mother of E. C. Rauth Dies

The friends of Edwin C. Rauth, vice-president of the Koerber-Brenner Co., St. Louis, Mo., have learned with regret of the recent death of his mother.

Cheney Sales Co. Opens

The Cheney Sales Co., Omaha, Neb., recently held the formal opening of its store at 315 South Seventeenth street. The new establishment is under the management of H. H. Heintzelman and features the Cheney line of phonographs and Vocalion records, which it is bringing before the public in an effective manner through advertising, etc.

Vocalion Record Demand Shows a Healthy Growth

Business in Most Sections of the Country Somewhat Better Than for Corresponding Period Last Year—Dance Records Most Popular

O. W. Ray, general manager of the wholesale Vocalion record division of the Aeolian Co. who returned to his desk recently, after a few days spent at Atlantic City recuperating from the effects of a cold, reported that the record demand was showing a very satisfactory increase during the Fall and that Vocalion record business in most sections of the country showed a noticeable improvement over trade for the corresponding period of last year.

Dance records are in particular demand, there being a very substantial run on the Austin Wylie's Orchestra records in the Middle West and on the Ben Bernie Orchestra records in the East. The set of seven records bearing the complete recordings of Beethoven's Ninth Symphony are enjoying a surprisingly large demand for records of this high type, and the wisdom of presenting this ambitious work to phonograph owners has been proved by results.

William Phillips Granted Patent on New Tone Arm

William Phillips, president of the Wm. Phillips Phono-Parts Co., New York City, reports having just received word from his patent attorneys that favorable official action had been taken by the Patent Office at Washington on his patent application covering his phono-radio tone arm. He states that broad and dominating claims are allowed.

R. R. Wilson Wins Contest

The sales contest conducted by the distributing division of the General Phonograph Corp., 15 West Eighteenth street, New York, among the members of the sales force, resulted in a large number of new accounts being opened and a most satisfactory sales total for the month of October. The contest, which was in the form of a series of baseball games, with each salesman representing a team, lasted the entire month and aroused the enthusiasm of the sales force and the dealers. R. R. Wilson was the winner of the contest.

McArthur & Co., Boston, Install Radio Department

New Department to Be Under Manager of Music Division of Old Established Music and Furniture House—Featuring Excellent Line

BOSTON, MASS., November 6.—Arthur McArthur & Co., well-known music and furniture house in Adams Square, and probably one of the oldest merchandisers in this territory, have recently added a radio department to their musical department. This department is under the direct supervision of the manager of the music division and an extensive line of receivers is being handled.

The management of this department made a very extensive study of the business before deciding on the lines the store would feature, and is satisfied that the lines which are being carried represent the best known and fastest selling merchandise.

Among the lines being carried are RCA, Atwater-Kent, Freed-Eisemann and the Brunswick Radiola. Complete receivers are being featured, and receivers are being merchandised in a fashion which makes it a part of the furnishings when a suite is purchased.

Timmons' Larger Business Compels Addition to Staff

C. A. Malliett, general sales manager of the Timmons Radio Products Corp., Philadelphia, reports that the staff of that organization has been substantially enlarged to take care of the steadily increasing business of the company. E. B. Loveman, formerly with the Watson Stabilator Co., of Philadelphia, and familiar with the conduct of business in the radio field, has been appointed business manager. F. C. Selby, who has been appointed trade promotion manager, was for many years connected with the Philadelphia Bulletin, and as an experienced newspaper man is familiar with trade promotion from its various angles. E. Rohrback has been added to the sales staff to represent the interests of the Timmons Corp. in the mid-West.

The Timmons line now includes the various models of Timmons talkers both cabined and for installation, as well as phonograph attachments and the B-Liminator, a substitute for the "B" battery.

Ogren Co. Chartered

ROCKFORD, ILL., November 1.—The A. G. Ogren Music Co., 415-17 Seventh street, has been incorporated with Ivan Lutzhoff as an officer of the company. Mr. Lutzhoff has been associated with A. G. Ogren and G. L. Brundine, the other proprietors of the business, for the past three years. The Ogren establishment is one of the oldest music firms in the city and deals in pianos, phonographs and records.

Levis Purchases Balcom Co.

Through the purchase of the Balcom Music Co. the Levis Music Stores secured the exclusive representation for Rochester, N. Y., and vicinity of the Vocalion line of phonographs and records, together with other Aeolian-made instruments. Practically all of the Balcom organization have joined the Levis staff, making the Levis Music Store one of the largest in western New York.

Sampson Co. Opens Branch

FILER, IDA., November 6.—A branch store of the Sampson Music Co., of Boise, has just been opened in the Ripley Building on Main street here. This concern handles the Gulbransen and Chickering lines of pianos, as well as Victrolas and records. The new branch will be operated by the following salesmen: W. E. Patterson, P. H. Porter and J. E. Lind.

Dulce-Tone

Radio Talking Machine Speaker

Protect Your Volume
of Record Sales

LEADING talking machine engineers agree that Dulce-Tone attains a new standard of radio reproduction. Never before has the true volume of the incoming signal been combined with the full tonal quality of the talking machine.

Two models to fit all talking machines except "hill-and-dale" reproducers. Retail price complete with 6-foot phone cord, \$10.

Dulce-Tone helps you sell talking machines by perfectly adapting ALL the fine qualities of talking machine reproduction to radio. It protects your record sales—because it does not necessitate the removal of or

tampering with any of the talking machine's reproducing parts. Simply place the needle on the Dulce-Tone reed as illustrated, plug in and tune the radio as usual.

Dulce-Tone is not an attachment. It is safe to use with the finest talking machines—Victor Jobbers sell Dulce-Tone.

Let Dulce-Tone forge a powerful link between your present talking machine business and the added profits of radio. Write for details.

THE TEAGLE COMPANY
1125 OREGON AVENUE CLEVELAND, OHIO



ORSENIGO

RADIO and PHONOGRAPH



IN every industry there is a leader, and throughout the talking machine and radio industries, ORSENIGO cabinets are recognized as standards of perfection in workmanship and design.

ORSENIGO cabinets lend an atmosphere of refinement to the home that is incomparable. There is real pride of possession among owners of ORSENIGO phonographs, and beauty of appearance combined with exceptional tone quality provides the dealer with quality instruments at moderate prices.

ORSENIGO products are now being manufactured completely equipped with phonograph mechanism or as phonograph and radio combinations. They are a worthy addition to the lines being merchandised by the most successful dealers.

The ORSENIGO COMPANY, Inc.

383 Madison Avenue
at 46th Street

New York City

Factory: Long Island City, N. Y.

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

Clarence Williams Hit Finding a Ready Sale

Clarence Williams Music Co., 1547 Broadway, New York City, has one of the most active catalogs in its history. This firm, which specializes in snappy blue and jazz numbers, has six active sellers. They include "Everybody Loves My Baby," "Cast Away on the Island of Love," "Cake Walking Babies From Home," "Pickin' on Your Baby" and "Santa Claus Blues."

These numbers are having sales in all parts of the country. The first two numbers have been featured by the Clarence Williams Trio, composed of Eva Taylor, Clarence Todd and Clarence Williams, who, among other methods of publicity, frequently broadcast these numbers over WHN, New York City.

"Santa Claus Blues" is by Gus Kahn and Charley Straight, with a special arrangement by Aaron Thompson, of the Clarence Williams Co. This number, although recently released, is already a big seller and its popularity should increase. All of the above numbers are recorded by the leading talking machine-record and music-roll manufacturing organizations.

"Everybody Loves My Baby" is being featured by the Fooshee Sisters in "Artists and Models" now playing at the Astor Theatre, New York, and by popular vaudeville headliners.

Al Jolson and Ray Miller Guests of the President

Brunswick artists were well represented at the breakfast given by President and Mrs. Coolidge at the White House recently to more than thirty members of the theatrical profession. The Brunswick artists included Al Jolson, famous



Al Jolson and Ray Miller With the President

musical comedy vaudeville star and Ray Miller and His Orchestra. Al Jolson was the feature at the festivities on the lawn at the White House and in addition to singing several selections in his own inimitable way, gave a humorous monologue that the President thoroughly enjoyed. Ray Miller and His Orchestra were very much in evidence, and contributed materially to the success of the gathering.

Drive for Radio Business Averages a Sale a Day

ST. PETERSBURG, FLA., November 7.—The Radio Specialty Co., of this city, which is featuring the results. During the Summer months, when the demand for radio seemed to have dropped off,



Federal radio products, has been staging an energetic drive for business, with excellent

W. H. Burke, general manager of the company, reports a sale of a Federal set a day.

Century Music Co. Buys "Norwegian Cradle Song"

Gabriel Morel's International Success Now Becomes a Regular Part of the Century Edition —American Version Preserves Characteristics

The Century Music Co. recently acquired Gabriel Morel's international success, the "Norwegian Cradle Song." This number, which has sold over a million copies in other parts of the world, will be made a feature addition to the Century line during the coming season.

In purchasing the American publishing rights the Century Music Co. realized that any song that sold a million copies outside of the United States would, properly exploited, have a tremendous sale here.

The "Norwegian Cradle Song" is composed of three separate, distinctive melodies, all of them sweet, alluring and attractive. The American arrangement of the number is so simple that none of the melodious strains are lost in the piano copies now off the press, which are expected to be very popular.

Columbia Adds to Sales Force

J. Brands, formerly of the executive department of the Columbia Phonograph Co., and George Baker recently joined the sales force of the wholesale department of that company. Mr. Brands will cover the up-State territory.

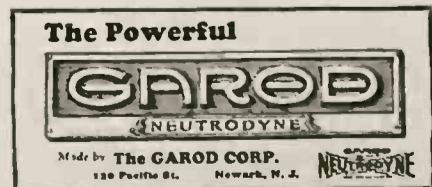
Sheet Music Sales Show Marked Increase in Ohio

CANTON, O., November 4.—Greatly increased sheet music sales are reported at leading Canton music shops in recent weeks, compared to a year ago, it was learned this week. The gain in this line of merchandise is said to be fully 20 per cent.

Popular sheet music has the call in local shops, and although competition is more keen this Fall than previously, due to the recent opening of several new stores, sales have failed to slump and indications are that this phase of music store merchandising will be brisk right up to the holidays.

Among popular numbers now the best sellers are "Eliza," "My Sweetheart," "Charley, My Boy," "June Night," "Moonlight Memories," "Just Little You," "Oh, Peter," "When the One You Love Loves You" and "Doodle Doo Doo."

Leo Feist, Inc., has issued some special advertising material on two of its newest songs, "Dear One" and "Eliza." "Dear One" is a love song with a melody that is proving quite popular in recent weeks, and with the present campaign inaugurated by the publishers it should achieve high sales totals during the months to come. "Eliza" is a fox trot by writers who have been responsible for several huge successes during the past few seasons, namely, Gus Kahn and Ted Fiorito.



GLEANINGS *from the* WORLD *of* MUSIC

Reason for Sheet Music "Come Back" and the Vital Need for Adjustment

Return of Activities in the Sheet Music Field Develops New Problems—Dance Vogue Largely Responsible—Overproduction of Good, Salable Popular Numbers—Co-operation Needed

With the return of activity to the sheet music counters of the country following the opening of the Fall season, there has been a tendency on the part of publishers, distributors and dealers to take stock and adjust themselves to what undoubtedly is a new situation.

That sheet music has come back, and this in a most healthy way, is without question. That it has even been more active than was anticipated or predicted is also generally accepted. On the other hand, both publishers and dealers are operating under changed conditions, and while the business is most active there has been added a new problem that merits thought and attention.

Problems of Overproduction

It was never thought likely that popular publishers would see an era when there would be an overproduction in which there were all too many hits, near-hits and worth-while numbers. Overproduction we have had with us before, but never accompanied by numbers of good salable character, most of which rightly should have a wide sale. Such is the present situation. There are too many numbers and a goodly proportion of these are far above being what are termed in the trade "dogs."

Herein lies a difficult problem, for not only is there a wealth of material of wide popularity being produced, but practically every publishing house has, in addition, many other meritorious manuscripts which have all the earmarks of potential hits.

It is quite difficult to remedy such a situation. All of the numbers that have achieved success in either song or dance form are being properly exploited. The music-buying public is responding and purchasing music, but with such a diversity of good numbers the volume on individual numbers is not as large as it should be, although in the aggregate the sales totals are quite heavy for the season.

Dance Vogue the Reason

Undoubtedly the cause of the present wealth of material, aside from the fact that the writers are producing good material, is the vogue and popularity of dance music. In many instances these dance successes are apart from the song catalogs of the houses that publish them. In the older days this was not so. To a great extent a song was accepted for its possibilities

and shortly thereafter, when it had further proved itself, it was issued in dance form. Today numbers are often accepted for their dance properties and shortly after lyrics are produced to give the number added value.

Filling a Demand

The modern dance orchestra requires a lengthy list of material in order to not only make itself popular but to avoid too frequent repetition. So the issuance of many numbers is merely filling a demand. The dance orchestra is quite voracious. Furthermore, with the great number of orchestras now playing to capacity audiences the popular number in its dance

Census Figures Show Gain in Value of Sheet Music

4.1 Per Cent Increase in Value of Sheet Music Printed and Published in 1923 as Compared With 1921—\$14,024,672 Total

WASHINGTON, D. C., November 6.—That the phonograph and player-piano have by no means put sheet music "out of the running" is indicated by the report just issued by the Census Bureau showing that the value of music printed and published in 1923 was 4.1 per cent greater than the value in 1921. The report shows 109 establishments to have been engaged in this industry last year, with products of a total value of \$14,600,973, as compared with 107 establishments and a production of \$14,024,672 in 1921.

Establishments which both printed and published music reported a production valued at \$4,457,308 last year, a decrease of 12.6 per cent as compared with 1921, when \$5,101,919 was reported. On the other hand, music published by establishments which have their printing done elsewhere totaled \$10,143,665, an increase of 13.7 per cent over 1921, when it was stated to be \$8,922,753.

Of the 109 establishments reported in 1923 forty-eight were located in New York, seventeen in Illinois, ten in Massachusetts, eight in Ohio, seven in Pennsylvania and four in Missouri. The total number of persons engaged in the industry was 2,816 last year, an increase of 17 per cent over the 2,406 reported in 1921, and salaries and wages were \$4,713,298, an increase

form has a much shorter life than was the case some years back.

Adjustment Needed

The situation calls for adjustment. It will not, however, be easily solved. Publishers, like most other business executives, are prone to operate along the line of least resistance. This is particularly true when there are quick profits to be made in that direction. No one publisher could by limiting production add to the health of the situation, and it is hardly likely that any unanimous action can be arranged in the near future. The drawback that operates against any get-together plans are present profits. After a lean period during the late Fall and most of the Summer it is hardly to be expected that there will be a rush to mend the situation. There are good profits under present conditions and no one is quite sure that proposals so far advanced are going to cure a situation which, while profitable, is not the most acceptable.

of 12.5 per cent over the \$4,187,584 reported in 1921. Cost of materials, including fuel and containers, was \$2,251,078 as compared with \$2,016,311 in 1921, an increase of 11.7 per cent.

Leo Feist Numbers at Top of the Selling List

The Leo Feist, Inc., ballad, "The Pal That I Loved Stole the Gal That I Loved," is proving one of the surprise offerings of the Fall season. In some sections of the country this number is leading all competitors in sales figures. It is quite unusual for a ballad to assume such quick prominence. From a lyric and melody standpoint the number has wide appeal and the early recognition it has received has induced its publishers to put an intensive sales drive and publicity campaign behind it. The number is by Ed Nelson and Harry Pease of "Peggy O'Neill" fame.

Drive on "Worryin' Blues"

The Sam Fox Publishing Co., Cleveland, O., is making a special drive on "Worryin' Blues," the number that achieved national distinction by being played by Philip Spitalny and His Orchestra for Victor records. This song, with a lyric by Gus Kahn and music by Stubby Gordon and Philip Spitalny, is not only popular on the dance floors of the country, but has been used in many vaudeville programs by leading vaudevillians throughout the country.

"YOU CAN'T GO WRONG WITH ANY 'FEIST' SONG"

"ELIZA"
A tune that'll surprise ya!
The New Fox Trot Hit
by GUS KAHN and TED FIORITO
and it's G-double-O-D--GOOD!

"JUNE NIGHT"
(GIVE ME A JUNE NIGHT
THE MOONLIGHT AND YOU)
A beautiful Melody with an
Irresistible Fox trot rhythm.
Scored an Immediate Success!

"Don't Blame It All On Me"
Seddy Moses Latest
and Greatest Song
A FOX TROT BALLAD

"MAY TIME"
Predicted as big a
hit as 'Linger Awhile'
and by the same writer
VINCENT ROSE

DOODLE DOO-DOO!

HONEST and TRULY | SOMEWHERE in the WORLD | WAITTIL YOU SEE MY GAL | When Lights Are Low

© 1924 Leo Feist, Inc.

SING OUR HITS!	<i>The Big Six from the Home of Blues</i>	PLAY OUR HITS!
“EVERYBODY LOVES MY BABY, BUT MY BABY DON’T LOVE NOBODY BUT ME”		
“KISS ME SWEET” Fox-Trot. By the writer of Sister Kate.	A Delightful Waltz Ballad Have you ever been “CAST AWAY” (on the Island of Love?)	“Mama’s Gone, Goodbye” The Biggest Dance Tune of the Season.
The King of Strut Tunes “Cake Walking Babies” (From Home)		
SANTA CLAUS BLUES		
CLARENCE WILLIAMS MUSIC PUBLISHING CO., 1547 Broadway, New York City, N. Y.		

**European Plans of Lopez
Discussed at Luncheon**

Popular Orchestra Leader Guest of Honor at Luncheon Tendered by His New Managers

Vincent Lopez, the well-known orchestra director, who has become nationally famous through his recordings made for Okeh records and through the widespread publicity he has received, together with "His Hotel Pennsylvania Orchestra," as radio artists, is to further extend his musical activities. This was announced at a recent luncheon held at the Friars' Club, at which Vincent Lopez was the guest of honor. The luncheon was tendered to Lopez and his many newspaper friends by his new managers, William Morris and S. Hurok. William Morris and S. Hurok have added Lopez to the list of international stars of the stage and operatic and concert fields now under their joint direction, which include Sir Harry Lauder, Anna Pavlova, Feodor Chaliapin and numerous other notables.

Following the luncheon Mr. Morris made a short address in which he pointed out the popularity Mr. Lopez has achieved in the dance and orchestra field. He also outlined the plans of his present managers to further capitalize his widespread popularity and to greatly extend his

musical activities. Mr. Lopez made a short address in which he roughly sketched the opening program of his first orchestral concert appearance at the Metropolitan Opera House on Sunday afternoon, November 23.

Following his appearances in the United States Lopez is to tour the larger centers of Europe. It is planned, however, to have his appearances in European capitals of limited duration, so that his absence from the United



Vincent Lopez

States will be, at the most, in six-week periods. This will conserve and add to his steadily increasing popularity in the United States and make it possible for him and his organization to keep their record releases up to date.

New Musical Production

"Polly," a musical version of "Polly of the Circus," was recently produced in San Francisco by Thos. Wilkes, who is producer and responsible for the success of "Topsy and Eva." The music is by Hugh Felix and lyrics by Frederic Martens. The outstanding songs are "Rumble" and "All the World Is Loving." The music is published by Leo Feist, Inc.

Phil Ponce Moves

Phil Ponce Publications have moved from the Roseland Building to the Hilton Building, 1595 Broadway, New York City. Mr. Ponce, head of the company, has associated with him in his new offices, which are in a prominent location, Merle Kendrick, the well-known arranger. The Ponce organization is at present featuring the Spanish novelty, "Lady of My Cigarette," and a comedy number called "Oh, My, Yes," both of which are reported to be selling rapidly.

**Organ Big Feature in
New York Hippodrome**

Frederick Kinsley, Hippodrome Organist, Builds Rapid Popularity Among Audiences of Big Vaudeville Theatre

When Keith's took over the Hippodrome Theatre, New York City, one of the new features that was added was a pipe organ, so to-day at every performance in the Hippodrome an organ solo takes some part in the program. This mammoth house, seating 5,000 people, lends itself admirably to organ renditions and proves an attraction of importance. Indeed, the organ as an entertaining medium has in recent years been given more and more recognition.

An organ can be of the utmost importance in any theatre's program, as some of the better motion picture photoplay houses have shown. The prime requisite for the best use of the organ is the selection of the organist; all too many of the smaller motion picture houses seemingly fail to realize this and their programs suffer accordingly.

When Keith's installed an expensive organ they went over the whole field of popular organists in an effort to get the very best. They succeeded in getting Frederick Kinsley, who has given the Hippodrome's patrons organ recitals of distinction. Recently Mr. Kinsley played "Haunting Melody" as a solo, with the result that his rendition was repeatedly encored. The program was only one of many similar effective organ programs which have added immensely to the Hippodrome as a place of superior attraction.

Prior to joining the Hippodrome staff Mr. Kinsley had long training as a public organist. His work included many concert engagements and he is recognized as one of the national figures in this field.

Leo Fall, the Austrian composer, recently arrived in New York City on his first visit to the United States. He will be here to witness the production of his comic opera, "Madame Pompadour."

**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

THE WALTZ BALLAD BEAUTIFUL



"Where The Dreamy Wabash Flows"

The Lyric is a gem, and its Fox Trot Melody makes it a delight to Dancers.

Everybody's Playing Them!

"DOODLE DOO DOO"

THE SONG AND DANCE HIT
Its lively rhythm and catchy chorus made it instantly popular.

"You Can't Go Wrong With Any FEIST Song"

"SING A LITTLE SONG"

A SUNSHINE FOX TROT

When You're Blue, Here's What To Do—
Sing Yourself A Little Song!

"When Lights Are Low"

The Most Charming
Waltz Hit of the Year

"MOONLIGHT MEMORIES"

A NEW WALTZ HIT BY VINCENT ROSE,
WRITER OF "LINGER AWHILE," WITH LYRICS
BY DOROTHY TERRISS, WHO WROTE "THREE
O'CLOCK IN THE MORNING" AND "WONDERFUL ONE"

Who Is Responsible for Retail Stock Turnover

A. Golding, Advertising Manager of Hearst Music Publishers of Canada, Ltd., Discusses This Most Important Question

From the despatch of music from the publisher's plant to the tinkle of the cash-register bell is quite a distance—the distance that represents rate of turnover.

For years the music dealer has been preached to and offered all sorts of help. He has been told how other dealers in other towns turn over their stocks so many times a year. He appreciates all this, but now he is beginning to realize that the publishers really have a more definite responsibility than just talk, that shows the value of turnover as a profits builder.

The dealer is quite right. There is a definite

responsibility belonging to the publisher in helping the dealer sell his music and stimulating turnover along the following lines:

1. Correct selling methods.
2. Discriminate production.
3. Adequate consistent advertising.

Analyzing the proposition along these lines the responsibility becomes obvious. The "Sell Him or Die" policy is still very prevalent; and the fact that a sale is not a sale unless it gives complete satisfaction has been lost sight of and forgotten. The result is that the dealer is still being oversold and made to buy more than he can reasonably sell in a certain length of time, and consequently with the stuff staring him in the face makes a very poor prospect on a return trip.

The Hearst Music Publishers of Canada, Ltd., do not look upon the dealer as a man to be sold as much sheet music as his racks will hold. We are not as much interested in how much he buys

as we are in how much he can sell. We always think of him in terms of his selling capacity.

We gauge demand by careful analysis and increase this demand by adequate consistent advertising, and at no time do we permit any of our dealers to carry burdensome stocks.

One reason for this attitude is simply because we realize that the most essential link in the disposal of any product and particularly sheet music is the dealer, who, should wrong selling methods be applied, cannot help but reflect upon the publishers and adversely affect their output.

With regard to turnover it would be expedient to emphasize the fact that \$100 turned over ten times a year gives more profit than \$1,000 turned once; therefore, discretion should be used both in buying and particularly in selling. Shelf-warmers should be most severely eschewed by both dealer and publisher, and efforts concentrated on those publications which move quickly.

A New Ballad Sensation
By the Co-Writer of "The World Is Waiting For The Sunrise"

Moon Dream Shore

—Pronounced the Logical Successor

All the world will soon be fox-trotting to this enchanting melody.

First introduced by
Vincent Lopez and
his Hotel Pennsylvania Orchestra
with phenomenal
Success

Published by
Sam Fox Pub. Co.
CLEVELAND AND NEW YORK

"DIXIE'S FAVORITE SON"

A "High brown" Comedy
Blues Fox Trot

"The PAL THAT I LOVED"

(STOLE THE GAL THAT I LOVED)

A Story Ballad with
a sympathetic Waltz
Melody

"BURNING KISSES"

ORIENTAL IN ATMOSPHERE
WITH A SINGULAR NEW
FOX TROT RHYTHM.

"Haunting Melody"

A beautiful Waltz Song
with a melody of
haunting sweetness

"You can't go
wrong
with any
'FEIST' song"

©1924 LEO FEIST INC.

Ralph Pollock's Orchestra in Big Dealer Tie-up

Plays to Large Crowds in Consolidated Co.
Warerooms Featuring Sam Fox Numbers

Ralph Pollock and His Orchestra, now touring the Middle West, have played to enthusiastic audiences in all the cities which this organization has visited. One of the features of the appearances of this musical aggregation in different cities is the hook-up and co-operation given to trade activities. An instance of this was recently shown in Salt Lake City, where the Consolidated Music Co. arranged for the orchestra, which was then appearing at the Victory Theatre, to also play in its warerooms.

Reproduced herewith is a photograph of the large crowds which gathered in front of the Consolidated Music Co. while the Pollock Orchestra was giving a program in the store. This was a wonderful advertisement for the store and added recognition and prominence for the orchestra, as the store sold hundreds of player rolls and talking machine records in which this musical combination was interested. The numbers in this instance featured were several songs from the Sam Fox Publishing Co.'s catalog, including "Rosita," "A Japanese Sunset," "Nola" and "There Is No One Like You."

This method of having visiting musical combinations arrange a program in the retail stores is a move that should be encouraged. The advertising from such bookings cannot be overestimated, and the immediate sales that are made while the orchestra is performing undoubtedly pay the cost of the appearance, and later sales should be created over a fairly long period.

Ralph Pollock is famous for the wonderful stage settings given in the presentation of popular hits. His orchestra has proved a big drawing card throughout the West. At present it is playing an indefinite engagement at the American Theatre, Denver, Col., all of which shows it pays to hook up those who sell the music.

Whiteman Features Feist Number in Concert Tour

"When the One You Love Loves You" of
His Own Composition Is Popular

Paul Whiteman and His Orchestra, now touring the country playing concert engagements, is featuring among other popular numbers a song written by himself, entitled "When the One You Love Loves You." This fox-trot is sung in all his programs by Morton Downey, who appears as soloist with this musical aggregation.

Whiteman's concert engagements have proved among the most important of this season's offerings. His appearance in every city where he has conducted has brought forth packed houses of music lovers, with the result that the numbers he renders, including his own "When the One You Love Loves You," are among the most popular sellers in the localities visited by his organization. The above song is published by Leo Feist, Inc.

"Bianca" one-act grand opera by Henry Hadley, will be produced this season by the Chicago Civic Opera Co. The score and libretto of this work are published by Harold Flammer, Inc., of New York.

"From Song to Symphony" New Ditson Publication

New Book by David Gregory Mason a Manual
of Music Appreciation Based on Second Year
of Federation Course

The Oliver Ditson Co., Boston, Mass., is the publisher of "From Song to Symphony" by Daniel Gregory Mason, author of "From Grieg to Brahms," "Beethoven and His Forerunners," "The Romantic Composers," "Great Modern Composers," "A Guide to Music," etc.

"From Song to Symphony" is a manual of music appreciation based on the second year of a study course in music understanding adopted by The National Federation of Music Clubs. The first year of this course is covered in "The Fundamentals of Music" by Prof. Karl W. Gehrken of Oberlin College, Oberlin, Ohio, who is the author of "Music Notation and Terminology," "Essentials in Conducting," "Introduction to School Music Teaching," etc. The book for the third year, to be issued on or about May, 1925, will be entitled "Musical Instruments," the author of which is Dr. Edgar Stillman Kelley of the Western College for Women, Oxford, Ohio, composer, lecturer and author of "Chopin the Composer." The fourth year book, which will be published late in 1925, or early 1926, is called "Epochs in Musical Progress," a manual of musical history, by Prof. Clarence G. Hamilton of Wellesley College, Wellesley,



Crowd Before Consolidated Music Co.

Mass., author of "Outlines of Music History," "Sound and Its Relation to Music," "Piano Teaching—Its Principles and Problems," "Music Appreciation Based Upon Methods of Literary Criticism," etc. All of the series are, or will be, published by the Oliver Ditson Co.

"From Song to Symphony" is a text book for the two year study course in music understanding and presents the chief types of musical art in their sequence from the folk song to the fully developed symphony of the modern period. It is one of a series of books which together with the program of the National Federation of Music Clubs is doing much for the cause of musical development in America. "From Song to Symphony" is clear and concise and takes the reader step by step through the periods of various phases of musical development. It is an instructive and interesting volume.

BROKEN DREAMS

THE
WALTZ BALLAD
OF ENCHANTING
BEAUTY AND CHARM

HEARST MUSIC PUBLISHERS.
OF CANADA LIMITED

• *Our Mutual Problems* •

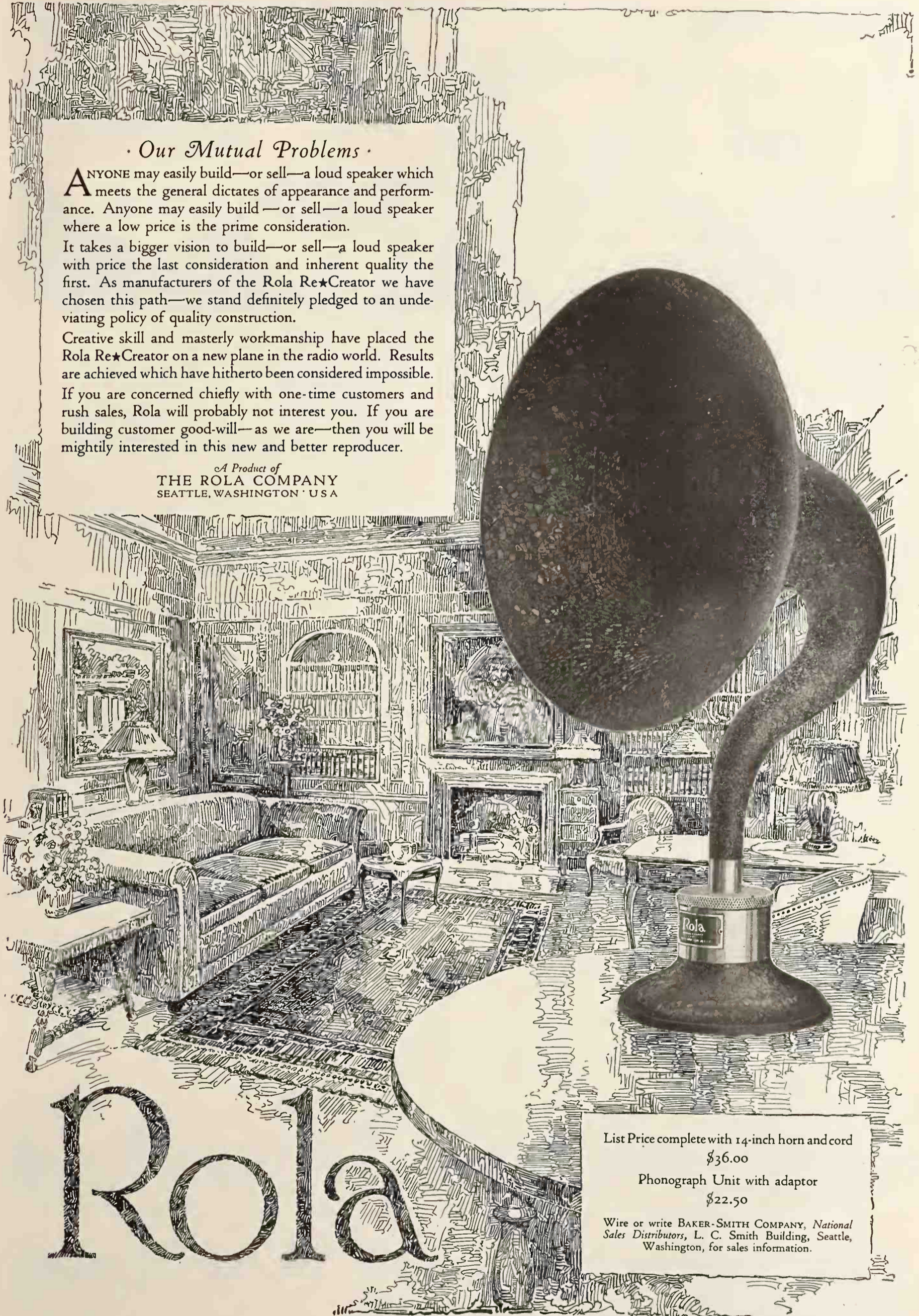
ANYONE may easily build—or sell—a loud speaker which meets the general dictates of appearance and performance. Anyone may easily build—or sell—a loud speaker where a low price is the prime consideration.

It takes a bigger vision to build—or sell—a loud speaker with price the last consideration and inherent quality the first. As manufacturers of the Rola Re★Creator we have chosen this path—we stand definitely pledged to an undeviating policy of quality construction.

Creative skill and masterly workmanship have placed the Rola Re★Creator on a new plane in the radio world. Results are achieved which have hitherto been considered impossible.

If you are concerned chiefly with one-time customers and rush sales, Rola will probably not interest you. If you are building customer good-will—as we are—then you will be mightily interested in this new and better reproducer.

A Product of
THE ROLA COMPANY
SEATTLE, WASHINGTON · U.S.A



Rola

List Price complete with 14-inch horn and cord
\$36.00
Phonograph Unit with adaptor
\$22.50

Wire or write BAKER-SMITH COMPANY, National Sales Distributors, L. C. Smith Building, Seattle, Washington, for sales information.

"You Can't Go Wrong With Any 'FEIST' SONG"

*The New
Fox-trot Hit!*

DEAR ONE

*There's an irresistible
swing in this tune—
It'll "get you" the first
time you hear it.*

Bring Back Those

Rock-a-bye Baby Days

A Dixie Lullaby
Fox Trot

"DOO WACKA DOO"

*Something Absolutely New
and Different!
A real Novelty
Fox Trot*

"I Made A Hit With KIT-KIT-KITTY"

And Kit Made A Hit With Me

Another
"Peggy O'Neil"
Waltz Ballad

© 1924 LPO FEIST Inc.

Oregon Dealers and Jobbers Planning Formation of a Radio Trade Association

Trade Recognizing Importance of Radio as Adjunct to Music Business—Entire Trade Optimistic Over Business Outlook—Alterations at Sherman, Clay Branch—Other News of the Month

PORTLAND, ORE., November 3.—The big question of the day being discussed by local music dealers is radio. Thirty-five jobbers and dealers in radio equipment recently met and voted unanimously to form an Oregon Radio Trade Association. A committee of five, including G. F. Johnson, of the G. F. Johnson Piano Co., was appointed to recommend a constitution and by-laws and to nominate officers and a directorate. H. H. Princehouse, of the McCormick Music House; L. D. Heater, phonograph and radio jobber; Cliff Neilson, manager of the phonograph and radio departments of the Wiley B. Allen Co., and G. F. Johnson were the music trades representatives present at the first meeting. Many more of the music dealers are expected to join before the next meeting.

The local Sherman, Clay & Co. store is making extensive alterations to make room for the new radio department. A full line of the products of the Radio Corp. of America, the Crosley Radio Corp. and Gilfillan Bros., Inc., has been stocked. A. M. Briggs is in charge of the department.

The wholesale department of the Brunswick Co., A. R. McKinley, district manager, reports the closing of the October business, the first year of the consolidation of the Pacific Northwest wholesale branches, that the move was most satisfactory, with the volume of business transacted far beyond that of former years. E. S. Ross, expert radio man with the Brunswick Co., reports the following Portland stores having installed a complete line of Brunswick-Radiolas: Wiley B. Allen Co., the Bush & Lane Piano Co., Edwards Furniture Store, Hyatt Music Co., Meier & Frank Co., Beaver Pharmacy, Phoenix Pharmacy and the Irvington Pharmacy.

Randall Bargelt, local wholesale manager of the Columbia Phonograph Co., announces that Seattle has been made a factory branch, with the Pacific Northwest distributing point in Seattle, instead of San Francisco as in the past. W. H. Lawton has been appointed branch manager for Washington, Oregon and Idaho. The arrangement meets with the approval of all the local Columbia dealers as service will be speeded up to a great extent.

E. A. Bargum, Pacific Northwest traveling representative out of Portland Edison headquarters, just completed a complete circuit of the Edison dealers in eastern Washington and the territory about Seattle, where he instituted several new Edison accounts. Due to the recent rains Mr. Bargum reports a feeling of optimism among the music merchants in general and found business particularly flourishing in western Washington. Arthur Gabler, manager

of the Edison Phonographs, Ltd., for the Pacific Northwest territory, reports that large shipments of Edison phonographs are moving in by way of rail and water from the factory, but in spite of this there will be a material shortage for holiday deliveries, on both the London and Baby consoles as the demand for these two models is daily increasing. Mr. Gabler reports a splendid amount of booking of Edison phonographs for December and anticipates that both November and December purchases will exceed by 20 per cent those of 1923. New and attractive holiday Edison literature will soon be distributed by Mr. Gabler to the dealers and they have all commented that they expect their sales to take an upward bound immediately following the national election and all are preparing their stocks to meet these improved conditions. Edison dealers visiting Portland the past month were George C. Will, of Salem, Ore.; Thomas Young, of Pendleton, Ore., and Sanford Adler, of Baker, Ore.

The Powers Furniture Store, exclusive Victor dealer, has completed extensive improvements to its department and now has one of the most attractive, complete and exclusive Victor departments in Portland. A. F. Erickson has built up a splendid Victor business since taking charge over a year ago.

The Meier & Frank phonograph and radio department featured an exhibit at the annual Pacific Northwest Livestock Show, held in Portland November 1 to 8, inclusive. The full Brunswick-Radiola line was on exhibit and demonstrations were given each afternoon and evening. Wm. Hodecker, manager of the Meier & Frank department, was assisted by E. S. Ross, of the Brunswick wholesale department. The Meier & Frank store featured a beautiful window display of the Brunswick-Radiola line which drew many interested customers.

Cliff Neilson, manager of the Wiley B. Allen Co., reports the smaller sets of the Brunswick-Radiolas meeting a big demand and they expect to do a tremendous Christmas business in both the combination and separate Radiolas. He reports excellent October business, despite the lull before election.

The Wm. Wood Pipe Organ Co., Inc., has opened for business in Hillsboro, Ore., and will deal in pipe organs, pianos, phonographs, etc.

H. J. Ebert, manager of the Victrola department of Sherman, Clay & Co., reports business so flourishing that he has found it imperative to add another salesman, Lee G. Simmons, to his department.

L. D. Heater, Pacific Northwest distributor of the Strand console, Portophone, Okeh and Odeon records, is making an extensive trip of

the Pacific Northwest territory and sends in substantial orders for his many lines. Mr. Heater is going into the radio business quite extensively and has added to his line for distribution among the dealers the following radios: Thompson five and six-tube neodyne sets, the full line of Strand radio models, the Dietrickson one, two and three-tube sets, the Nyaccoflex in the two-tube combination portable set and the five and six-tube portable sets. Mr. Heater reports a big sale on all radio equipment and reports the Music Master loud speaker in big demand. Wm. Gohnesse, in the radio department, is an expert in his line and gives Mr. Heater valuable assistance.

Charles Soulé, manager of the Starr Piano Co., reports excellent business in the Starr phonographs and Gennett records throughout the entire Pacific Northwest territory. Gennett records are increasing in demand, and the field is widening with every month's business. A record of unusual beauty and one that met with many orders from Portland dealers is the charming Golden Bird record, "O Sole Mio," played by Lorraine Evon on her violin, accompanied by her golden bird. This artist appeared in person in Portland last year and created quite a sensation and her recording of "O Sole Mio" and "The Herd Girl's Dream" has found a big sale by all who had the pleasure of hearing her in person. Duke Yellowman and His Irene Castle Orchestra have made a knockout record of "Follow the Swallow," and Mr. Soulé reports very large orders for this recording.

Glen Oswald's Serenaders is the latest Portland orchestra to be added to the list of Victor artists. This organization is a Portland product, playing at the local Winter Garden for several years, when several months ago they were called South to fill an engagement at the Cinderella Roof Garden at Los Angeles and the next thing Portland knew another one of its favorite orchestras was announced Victor artists. Their recording was done at the Oakland Victor branch and "Oh, Peter," and "You Go Your Way and I'll Go Mine" is their initial recording released in October. These young charges left Portland equipped with a full set of King instruments, purchased at the local Sherman, Clay & Co. store, and likewise the local department takes a share of the glory in their success, just as the local Seiberling, Lucas Music Co. takes in George Olsen's orchestra, equipped with a full set of Buescher instruments purchased from them before leaving Portland for New York. "Follow the Swallow" and "Biminy," the Victor record by George Olsen and His Music Makers, is proving the most popular of any of his records since he joined the Victor ranks.

A branch of the Jesse French Piano Co. will be opened shortly at Dothan, Ala. A full line of phonographs, pianos, records and sheet music will be carried. The new establishment will be under the management of J. H. Cumbus.

Here's Your Market!

(5 out of every 8 on the street would buy a good portable phonograph)



The Swanson Jr.

\$25.00 List
(In Far West \$27.50)

Here's your Portable! **Swanson Jr.**

Has the strength and tone quality of cabinet machines. A value that amazes!

Weight, 12½ lbs. Case measures 12¾ by 11 by 6½".
Most compact portable phonograph on the market

Distributors of the Swanson Jr. Portable

- Chicago: Lyon & Healy, Wabash Ave. and Jackson Blvd.
Cheney Talking Machine Co., 24 N. Wabash Ave.
Consolidated Talking Machine Co., 227-229 W. Washington St.
- New York City. General Phonograph Corp., 15 W. 18th St.
- Buffalo.....Wm. A. Carroll, 803 Bramson Bldg.
- Cleveland.....Record Sales Co., 1965 E. 66th St.
- Detroit.....Consolidated Talking Machine Co., 2957 Gratiot Ave.
- Cincinnati..Columbia Distributors, Inc., 224 W. 4th St.
- St. Louis.....Artophone Corp., 1103 Olive St.
- Kansas City.....Artophone Corp., 804 Grand Ave.
- Minneapolis.....Consolidated Talking Machine Co., 1121 Nicollet Ave.
- Portland, Ore.....L. D. Heater, 357 Ankeny St.
- New Orleans.....Junius Hart Piano House, 123 Carondelet St.
- Richmond, Va...Richmond Hardware Co., 101 S. 14th St.
- Atlanta.....A. J. Wismer, 218 Barnett St.

Some exclusive territory still open for reliable jobbers. Write or wire



Consolidated Talking Machine Co.

227-229 West Washington St.

Chicago, Illinois

Enthusiasm Is the Keynote of Selling, Says Horning, of Stix, Baer & Fuller

Manager of the Phonograph Department of Big St. Louis Department Store Tells How He Has Built Up a Big Volume of Sales in Handling the Sonora Line

Enthusiasm is the keynote of selling, according to E. S. Horning, manager of the phonograph department of Stix, Baer & Fuller, one of the largest Sonora dealers in St. Louis, Mo. Writing in "The Sonora Bell," for October, Mr. Horning states as a principle that the salesman must be first sold on the product before attempting to sell the consumer.

Mr. Horning's Sonora sales records bear ample witness to the efficacy of his methods. He has a wide experience in the phonograph business. He conducted his own store in Boston for a number of years. His remarkable merchandising activity attracted the attention of Stix, Baer & Fuller and led them to make him a proposition to manage their phonograph department. Thoroughly believing in the policy of handling quality merchandise, Mr. Horning took on the Sonora line and has made an unqualified success with it.

"All phonograph sales are in proportion to the enthusiasm created for the instruments which are presented," says Mr. Horning. "The product must first be sold to the sales people before they, in turn, can present it to the public properly.

"The one big problem of a sales manager is his difficulty in organizing his sales producers to the point where they are thoroughly enthused about the products he plans to sell. Many managers have had the experience of buying instruments in which they thoroughly believed, but have found, that for some unknown reason the instruments failed to respond to sales efforts.

"After analyzing the situation, it has been found, if the instrument is a quality product, that it has been due entirely to the sales manager's negligence in failing to properly present the merchandise to his organization. In this period of phonograph manufacturing, there is no reason for any reputable house having merchandise below a standard. With this type of merchandise, you are so situated that you can truthfully advertise and base all statements upon honesty of product and meet competition fairly. While it is true that the daily newspapers are the most powerful form of advertising, it is also admitted and proved that personal contact with the customer is the paramount sales producer.

"All phonographs are sold by comparison, for the public has been educated to a great extent to the qualities of instruments manufactured. In this modern period of sales effort, it is true that qualities play an important part in sales. But one must not overlook the decorative values of the instruments which are now being manufactured, as the customer is vitally interested in the particular style that will best fit into his home environment.

"It is very fortunate that the larger stores, especially the department stores, are in a position to picture for their organizations conditions which assist them materially in getting results. However, the proprietor of the smallest phonograph store can do the same by observation, study and contact with fellow merchants. A good phonograph salesman should have a fair knowledge of interior decorating and be in a position to discuss the types of instruments that fit with the different types of period furniture which is now being manufactured. More and more consumers are demanding musical instruments of a decorative value.

"A new situation in selling is here and we are now training our salesmen in the selling of radio to the customer. As the radio is a form of entertainment, it is logical that it should seek its position as a combination with the phonograph. The organization that lacks in vision as to this fact will find itself somewhat discouraged in sales results.

"Service to the customer is the big issue; not by talking, but by actually doing. In view of

intensive competition, it is important for an organization to be individualistic and creative. Standard modes of ethics are always characteristic of well-organized concerns, but if one wishes to obtain the greater results, it is important that new ideas, ways and means of selling be inaugurated at all times. These new ideas are found within your own organization, if



E. S. Horning

proper personal contact is maintained. Always listen to your employes' ideas.

"The manager who overlooks the potential gray matter of his employes is overlooking one of the greatest assets obtainable. Sonora products have a reputation that is worthy of the highest consideration on the part of everyone who represents the line. There is no need for misrepresentation in any form, at all times your advertising can contain absolutely truthful statements, and a customer can always be assured of receiving dollar for dollar value and utmost satisfaction.

"A good line of quality phonographs, plus enthusiastic presentation by your salesmen, plus sound belief in the line, yourself, and a determination to put it across in a big way, is certain to add up to a sum total of unqualified success; this year and all others to come."

Robert Martin's Orchestra Becomes Edison Artists

Among the new musical organizations which have been signed up to record for Thos. A. Edison, Inc., are Robert Martin's "I'll Say She Is" Orchestra, which is appearing regularly in the New York play by the same name, and Billy Wynne's Greenwich Village Inn Orchestra. Both of these organizations have obtained widespread popularity with radio audiences and their first Edison records will soon be released.

Phonograph Repair Parts

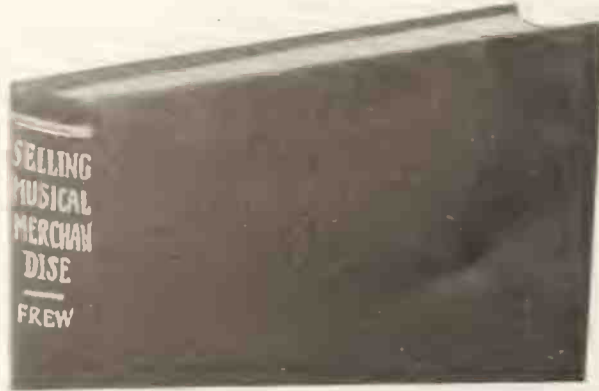
We carry a full line of repair parts for every motor made. Sixty-eight different types of main springs

Write for a catalog showing our complete line of parts and supplies

ATLAS PHONO-PARTS CO.

728 Atlantic Ave., Brooklyn, N. Y.
Phone, Nevins 2037

Difficult repair work given prompt attention



SELLING MUSICAL MERCHANDISE

By J. R. FREW

This is a practical book that describes the methods pursued by a successful music dealer in conducting his musical merchandise departments. It covers every routine problem incident to establishing and operating a department devoted to band and orchestra instruments.

This branch of the music industry has had a very prosperous year and an excellent opportunity awaits other dealers who take it up. It requires a small investment, gets quick turnover, involves no risk and, in addition to being highly profitable itself, increases the sale of talking machines, records, etc., and helps make a given store the music center of its community.

READ THE CONTENTS of THIS PRACTICAL BOOK

Chapter	From the Publisher. Introduction.
	PART I
	THE PROBLEM OF BUYING
I.	Buying in General.
II.	Importance of Quality in Buying.
III.	Where to Buy.
IV.	Future Buying.
V.	Buying for Special Sales.
VI.	Some Don'ts for the Buyer.
	PART II
	THE PROBLEM OF PUBLICITY
VII.	Advertising in General.
VIII.	Space or Display Advertising.
IX.	Advertising by Personal Contact.
X.	Advertising Through Service.
XI.	Direct and Mail Advertising.
XII.	Advertising Through Musical Attractions.
	PART III
	THE PROBLEM OF MANAGEMENT
XIII.	Management in General.
XIV.	Stock Display.
XV.	The Care of Stock.
XVI.	Inventory and Sales Analysis.
XVII.	The Question of Credit.
XVIII.	The Repair Department.
XIX.	The Value of Co-operation.
	PART IV
	THE PROBLEM OF SELLING
XX.	Selling in General.
XXI.	The Sales Organization.
XXII.	Psychology of Salesmanship.
XXIII.	Collective Selling.
XXIV.	Organizing a Band or Orchestra.
XXV.	The Used Instrument Problem.
	PART V
	INSTRUMENTATION
XXVI.	Musical Organizations and Their Instrumentation.
XXVII.	The Principal Instruments of the Band and Orchestra Described.
	APPENDIX
	List of Principal Musical Merchandise Products

Edward Lyman Bill, Inc.,
383 Madison Avenue, New York.

Enclosed find \$2.00—check—money order—cash—for which you will please send me "Selling Musical Merchandise". Postage prepaid.

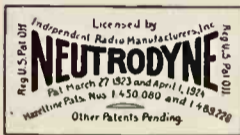
Name.....

Address..... City.....

Murdock Five Tube Neutrodyne!

\$100.⁰⁰

**Built-in Loud Speaker
Compartment in
Cabinet for "B"
Batteries**



An Important Announcement

THIS is one of the most important announcements that we have made in our 20 years of radio manufacturing experience—a Murdock Neutrodyne with built in loud speaker to list at \$100. You will find that there is a demand from your customers for a high quality set at a reasonable price. The Murdock Five Tube Neutrodyne will meet that demand. When you have heard how clearly it reproduces

and when you have seen the lasting workmanship and rich cabinet design, you will wonder how we are able to put it out at that price.

We are advertising the Murdock Neutrodyne in magazines and leading newspapers and furnish dealers with other selling helps. We suggest that you get in touch with your jobber or write us for further information.

WM. J. MURDOCK CO.

416 Washington Ave.,

Chelsea, Mass.

Branch Offices:

NEW YORK

SAN FRANCISCO

CHICAGO

SEATTLE

LOS ANGELES

MURDOCK RADIO PRODUCTS

Standard since 1904

Electradyne, Batteryless Radio Set, Introduced

Foreign & Domestic Electrical Commodities, Inc., Announces the Addition of Two Models, With Unique Features, to Its Line

Jobbers and dealers handling radio products will be interested to learn that the Foreign & Domestic Electrical Commodities, Inc., New York, manufacturer of the popular Eagle charger, has added several products to its line, which give every indication of becoming as successful as this charger. The Eagle charger was introduced to the trade several years ago, and is now recognized as one of the standard chargers in the industry. It is being merchandised by jobbers and dealers everywhere, and its various distinctive features have made a particular appeal to talking machine jobbers and dealers. The merchandising of a successful charger has been successfully accomplished by phonograph dealers as a whole who realize that this product is an absolute essential in the radio industry.

The two new products introduced by the Foreign & Domestic Electrical Commodities, Inc., are the Electradyne, a complete set that uses the house lighting circuit instead of A batteries and the Fordec, a successful B battery eliminator that has stood severe tests under



The Electradyne

exacting conditions. The Electradyne has many unusual features in addition to the fact that no A batteries are used. The set is operated on A C only, but the manufacturers are emphasizing the fact that ninety-six per cent of the house lighting current in this country is A C. The radio-power unit used in the set has been tested and approved by the Fire Underwriters' Laboratories, and the set includes a built-in loud speaker. The cabinet is solid mahogany, with a wooden horn and the Electradyne is being merchandised through representative jobbers.

The Fordec, which eliminates the use of the B batteries, is also built for A C and works on the detector tube as well as the amplifier without hum. Jobbers and dealers handling the Fordec are using to advantage the fact that this B battery eliminator can use tubes which light but do not oscillate. It is stated that the Fordec has an output sufficient to perfectly handle standard five-tube neutrodyne sets, and this B battery eliminator is also being merchandised through jobbers.

The president of the Foreign & Domestic Electrical Commodities, Inc., is W. P. Barnhart, well known in the automobile field and previously connected with several prominent automobile concerns in executive and sales capacities. Mr. Barnhart at the present time has substantial interest in the automobile field, but is devoting the greater part of his time to the executive administration of the Foreign & Domestic Electrical Commodities, Inc.,

Maurice McCarthy, formerly general sales manager of the Eagle Carburetor Co., and widely known in the radio and electrical fields, is vice-president of the Foreign & Domestic Electrical Commodities, Inc., with headquarters at the company's Western offices, 11502 Madison avenue, Cleveland, O. Mr. McCarthy will be in

charge of Western sales, and his thorough knowledge of merchandising conditions in the radio and electrical fields insures his success in his new work.

H. H. Southgate, formerly connected with the automobile industry in executive posts, is vice-president of the company, in charge of Eastern sales. Mr. Southgate has already accomplished splendid results in this important territory and is working in close co-operation with the jobbers and dealers handling the company's products.

J. H. Rubin, president of the Phototype Engraving Co., Philadelphia, associated with several other well-known industrial concerns and active in Philadelphia business circles, is treasurer of the company. Paul Barnhart, formerly connected with the automobile industry, is secretary of the Foreign & Domestic Electrical Commodities, Inc.

Concerts at Victor Atlantic City Showrooms Popular

The concerts given each evening at the showrooms of the Victor Talking Machine Co. on the boardwalk at Atlantic City, N. J., continue to rank high in popular favor. The showrooms and auditorium have established themselves as being among the stellar attractions at this seaside resort and thousands of visitors from every section of the country have had demonstrated the Victrola and Victor records as a means of entertainment and education. The explanatory talks given with the concerts have proved to be a popular feature. As typical of the concerts given each evening, the following, chosen at random from the programs for the past month, are interesting: October 15, "Why Is Jazz?" October 22, "From Vaudeville to Grand Opera"; October 29, "Famous Victor Artists as Composers"; October 30, "The Halloween Spirit in Music"; November 4, "Is America Musical?" November 11, "Armistice Day—Music of the Great War."

Once each week an operatic is given, with the most famous operatic artists being heard through the medium of Victor records. Other popular programs are those devoted to one type of artists, such as, "An Hour With the Greatest Baritones and Tenors" and "The Greatest Violinists and Cellists."

Series of Successful Tone Tests Concluded

An extensive tone test season has just closed in the district served by the Phonograph Corp. of Manhattan, Edison jobber located in Orange, N. J. Elizabeth Spencer and Lucile Collette were the artists who appeared in over twenty cities located in eastern Pennsylvania, New Jersey, western Connecticut, and metropolitan New York. They started at Phillipsburg, N. J., on October 20 and closed in Woodhaven, N. Y., on November 14. The audiences were of representative size in each community and in Wilkes-Barre and Scranton exceeded 1,200. By special request of the local Edison dealers, matinee concerts were also given in Honesdale, Pa., Carbondale, Pa., and Newburgh, N. Y.

Traveling in Interest of Starr Equipment Corp.

F. Clifford Estey, vice-president and general sales manager of the Starr Equipment Corp., Brooklyn, N. Y., manufacturer of Starr "Quality" radio receivers, left this week for an extensive trip in the interest of the Starr line. Mr. Estey is an enthusiastic worker, and in the comparatively short time he has been connected with this organization he has been instrumental in opening a substantial number of new trade outlets for the merchandise. From reports emanating from the headquarters of the company the Starr receiver is proving particularly popular with the talking machine trade.

Adler Mfg. Co. Introduces the Royal Loud Speaker

The Adler Manufacturing Co., with factories at Louisville, Ky., and executive offices in New York, N. Y., has just placed on the market the Royal loud speaker, and this instrument is attracting wide attention. It was displayed for the first time at the recent Radio Exposition in New York, and the company was congratulated upon the attractiveness of the speaker and its tone quality.

The Royal loud speaker is a cabinet instrument with the Adler loud speaking unit, and has the same horn construction as is used in the Royal phonograph. The lid lifts and an adjustable unit is one of the distinctive features of the speaker. The Adler Mfg. Co. is arranging for a good-sized factory production on this speaker, and this instrument rounds out the company's line, which now consists of Royal phonographs, Royal neutrodyne sets, phonograph combination and loud speaker.

Excellent Wm. A. Kaun Music Co. Publicity

MILWAUKEE, Wis., November 6.—The Wm. A. Kaun Music Co., Sonora dealer, of this city, believes in letting the public know of the mer-

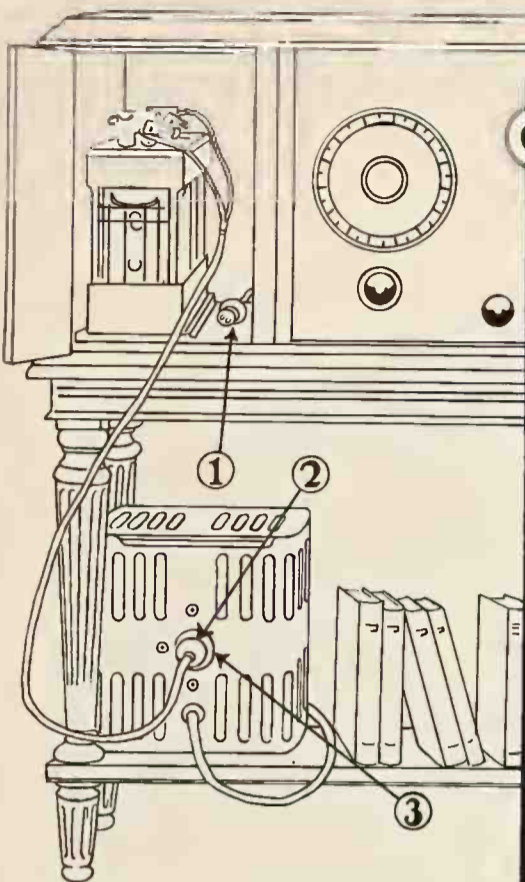


Sonora Sign on Wm. A. Kaun Co.'s Building chandise it handles. The accompanying illustration shows the building occupied by this live merchandiser, and conspicuous, surmounting the building, is the huge Sonora sign, which can be seen for blocks.

R. C. A. Has Big Income

For the third quarter of the year to October, the Radio Corp. of America reports gross income from sales, communications and other income of \$11,183,379. After deducting \$9,983,095 for expenses and depreciation, there remains an estimated surplus of \$1,200,284.

Hopley & Peck, music dealers of Tekamah, Neb., have rearranged their store in the Masonic Temple Building in order to install a radio department, which will be under the direction of Dugan Lewis.



Philco "A" Battery on Charge

To connect the battery to the receiving set just pull out plug (2) from receptacle (3) of the Philco NOISELESS Charger and push into receptacle (1). (You can operate Philco "B" batteries in the same convenient fashion.)

Philco Double Charger for 6-volt "A" batteries and all "B" batteries. Consumer Price.....\$15.00
 Philco Single Charger for dry-cell tube "A" batteries and all "B" batteries. Consumer Price, \$9.75
 Prices include plugs and receptacles (1), (2) and (3).



Philco Type UD 44 Battery for low-voltage Peanut Tubes, Consumer Price - - - - \$8.00



Philco "B" Battery

Storage "B" batteries are essential for clear and distant reception. Philco "B" Batteries stay clean and dry. Charge without disconnecting a single wire. Use a Philco Charger and "B" Charging Panel (\$2.75).

With de luxe mahogany-finish case with cover (48 volts). Consumer Price.....\$20.00
 With handsome mahogany case without cover (48 volts). Consumer Price, \$16.50



Philco "A" Battery Type UD86
 For standard 6-volt tubes. Acid-tight glass case. Built-in Charge Indicator. Consumer Price.....\$16.00



Philco "A" Battery
 Mahogany case type for standard 6-volt tubes. Consumer Price....\$14.50 up
 Charge Tester—permanently mounted in filler cap—\$1 extra. It tells how much charge is left in the battery at any time. Avoids fussing with a hydrometer.

A Philco Rechargeable "Dry Cell-Replacement" Battery

A Philco "dry-cell replacement" storage battery gives better reception at much less expense than dry cells even on dry cell tubes. There is no appreciable drooping in reception from the start to finish of a discharge.

Dry-cell voltage falls continuously from the very day the cell is manufactured, whether it is used or not.

Storage battery voltage stays within 12 per cent of maximum at all times and can be restored to maximum at any time by recharging.

Recharging with a Philco NOISELESS Charger means merely pulling a plug from the radio socket and pushing it into the charger socket. No wires to change. No worry about getting positive and negative mixed.

This Philco "dry-cell replacement" battery has other big advantages. It has a built-in Charge Indicator that tells at a glance how far the battery is charged or discharged. *Exclusive acid-tight sealing*

makes it practical for use inside your finest radio cabinets.

It delivers strong, non-rippling current without hum, roar or buzz—an absolute essential for clear radio reception.

This Philco Type UD44 operates either UV199 or WD11 type tubes. It occupies only the same space as three dry cells but easily replaces six dry cells as used on multi-tube receivers.

Like all Philco Rechargeable Radio Batteries, it is Drydynamic—shipped to you CHARGED but absolutely DRY. Just as easy for you to handle as talking machine records and radio tubes. No charging equipment needed.

Philco makes storage batteries for both the "A" and "B" Circuits of all types of radio sets—whether using dry-cell tubes or storage-battery tubes. Philco Sales Engineers will gladly assist you in designing special equipment, if needed. Order from your wholesaler, or fill out the coupon below and mail.

Philadelphia Storage Battery Company
 Philadelphia



DRYDYNAMIC RADIO BATTERIES

JOBBERs and DEALERs—Philco has brought radio batteries out of the cellar and put them in the living room. Our new Radio Manual tells how. Fill out coupon below and we will mail you a copy.

Name

Street City

State Jobber Dealer (T)

Many Atlanta Retailers Add Radio Departments

Late News From Atlanta Shows Demand for Cabinets With Radio Panel—Important Changes in Trade During Month

ATLANTA, GA., November 10.—Talking machine dealers in this territory who until recently had been reluctant about adding radio departments to their stores but who within the past month were converted to the profit-making possibilities of radio are Bames, Inc.; Ludden & Bates Piano Co. and the Humes Music Co., of Columbus, Ga. Because of this dealer interest in radio there has been a marked demand for the Victrola models to accommodate radio panels, reports J. F. Cordy, manager of the Elyea Talking Machine Co., Victor wholesaler. While this company has not tied up exclusively with any particular radio product for installation in the Victrola, it has a connection with the Gilfillan Co., which manufactures the Gilfillan neodyne.

J. D. Sparks, manager of the Brunswick department of Mather Bros., reports an active demand for the Brunswick-Radiola, which is limited only by his ability to get the goods. This store made a special feature of getting the

election returns by radio. So many took advantage of hearing the returns that four Brunswick-Radiolas were used on the main floor and an overflow gathering was served by two more of these instruments on the floor above.

M. E. Lyle reports a splendid demand for the new products of the Manufacturers' Phonograph Co. which have to do with radio. The Strand-Timmons loud speaker unit for utilizing the phonograph horn as a loud speaker and the various models of cabinets for housing radio sets are in great favor.

Mrs. Pitts, for many years a member of the sales force of the Cable Piano Co., has resigned and entered the employ of Phillips & Crew Piano Co.

H. J. Ivey, manager of the talking machine department of the Cable Piano Co., announces the addition of T. H. Burson to his local sales force.

J. P. Riley, manager of the Atlanta Phonograph Co., has just returned from a three weeks' auto trip through Florida. Mrs. Riley accompanied him.

B. T. Kidd, who represents M. E. Lyle in the Carolinas, was a recent visitor to Atlanta. Mr. Kidd spent several days in the city going over plans to get the Carolina dealers the goods they are ordering. The new model No. 6 Strand upright is especially popular.

LeRoy Webb & Co. are now fully settled in their new quarters on Pryor street. The location is central, the space ample, and the facilities, with a bank of six Unico booths, permits of the utmost in record service. The company is featuring Sonoras and Strands, along with the Victor line.

The Elyea Talking Machine Co., Victor distributor, has recently added C. A. Powers to its sales force as traveling representative in the south Georgia and South Carolina territory. Mr. Powers is well known because of his long experience in the Victor line, and is well equipped to aid Victor dealers in planning sales campaigns, etc.

Park W. Willis, Jr., mechanical engineer of the Victor Talking Machine Co., held an important conference with the managers and service men of the Atlanta Victor dealers on October 29. Mr. Willis is now visiting Victor dealers throughout the Southeast. These conferences are proving most beneficial.

The Elyea Talking Machine Co has added a service expert to its staff, in the person of G. D. Elyea, who has just returned after a visit of several weeks to the Victor factory in Camden.

The Smith Music House, Blytheville, Ark., was recently sold to J. D. Pope, Searcy, Ark., who plans an opening sales drive.

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.

POSITION WANTED: Repairman, on all makes, 12 years' experience, wishes position as outside service man, on whole or part time. All references. Address "Box 1458," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED: Man of wide experience desires position with high-grade music house as phonograph salesman or department manager. Capable of producing results and can furnish first-class references. Address "Box 1460," care The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Salesmen familiar with selling records and musical merchandise to department store trade. Address "Box 1455," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Who wants an expert phonograph repair man, all makes, any part? Construct and handle your radio troubles. Still learning. Sales experience. Address "Box 1456," care The Talking Machine World, 383 Madison Ave., New York City.

WANTED — Salesmen on commission to handle a new portable phonograph in local and adjacent territory. Must be experienced in phonograph and accessory field and have best of references. Reply by letter, Room 1110, 1 West 34th St., New York City.

WANTED—Active agent for the sale of mica diaphragms. High-class gentleman with A No. 1 references. Address "Box 1444," care The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Salesman to travel out of Chicago for old, established and reliable company, manufacturing phonographs and attachments. Must be experienced and acquainted with the music trade. Give references and full data in first letter. Reply strictly confidential. Address "Box 1457," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED — Radio executive with extensive sales and some designing experience will make change for \$6,000 yearly. Address "Box 1459," care The Talking Machine World, 383 Madison Ave., New York City.

REPAIR PARTS and PROMPT REPAIR SERVICE

—for—

Madison, Carnival, Parlonette, Ambassador and other IMPORTED PHONOGRAPHS at lowest prices.

F. WATERS

31 Arden Street New York City

FOR SALE

Up-to-date going talking machine retail shop. Established 14 years. Handling standard line, also radio, in Philadelphia. \$20,000 cash needed. Particulars on request. Address "Box 1462," care The Talking Machine World, 383 Madison Ave., New York City.

OPPORTUNITY FOR PIANO MANUFACTURER

Good opportunity for piano concern. Old established music house located in the heart of the business section in Buffalo, N. Y. Will rent space for the sale of pianos to a reliable piano concern. Address Music Trade, "Box 1461," The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

Interest in a well established music business to person who can invest as much as \$2,000 cash and take charge as manager, as I have other business that requires my time. E. P. Burton, Hamlet, N. C.

WANTED—Resident salesmen with following among music trade to sell highly efficient radio set and complete line of parts. Representation desired in following cities: Buffalo, Cleveland, Pittsburgh, Philadelphia, Boston, Washington, Baltimore, Atlanta, New Orleans and other populous centers. A real future for men of the right calibre. Write Box B. D., Room 416, 38 Park Row, New York City.

FOR YOUR CHRISTMAS TRADE

Eveready and Automatic Portable phonographs.

Models retailing at \$15, \$20, \$25. 50% discount for samples. 10% extra in dozen lots.

Fulton Talking Machine Co., 253 Third Ave., New York City

FOR SALE

500 single and double spring motors, tone arms and sound boxes. Samples, \$3.50 up to \$6.00 per set. Suitable for table phonographs and portables. 200 Columbia tone arms and sound boxes, \$3.50 per set. Fulton Talking Machine Co., 253 Third Ave., New York City.

WANTED

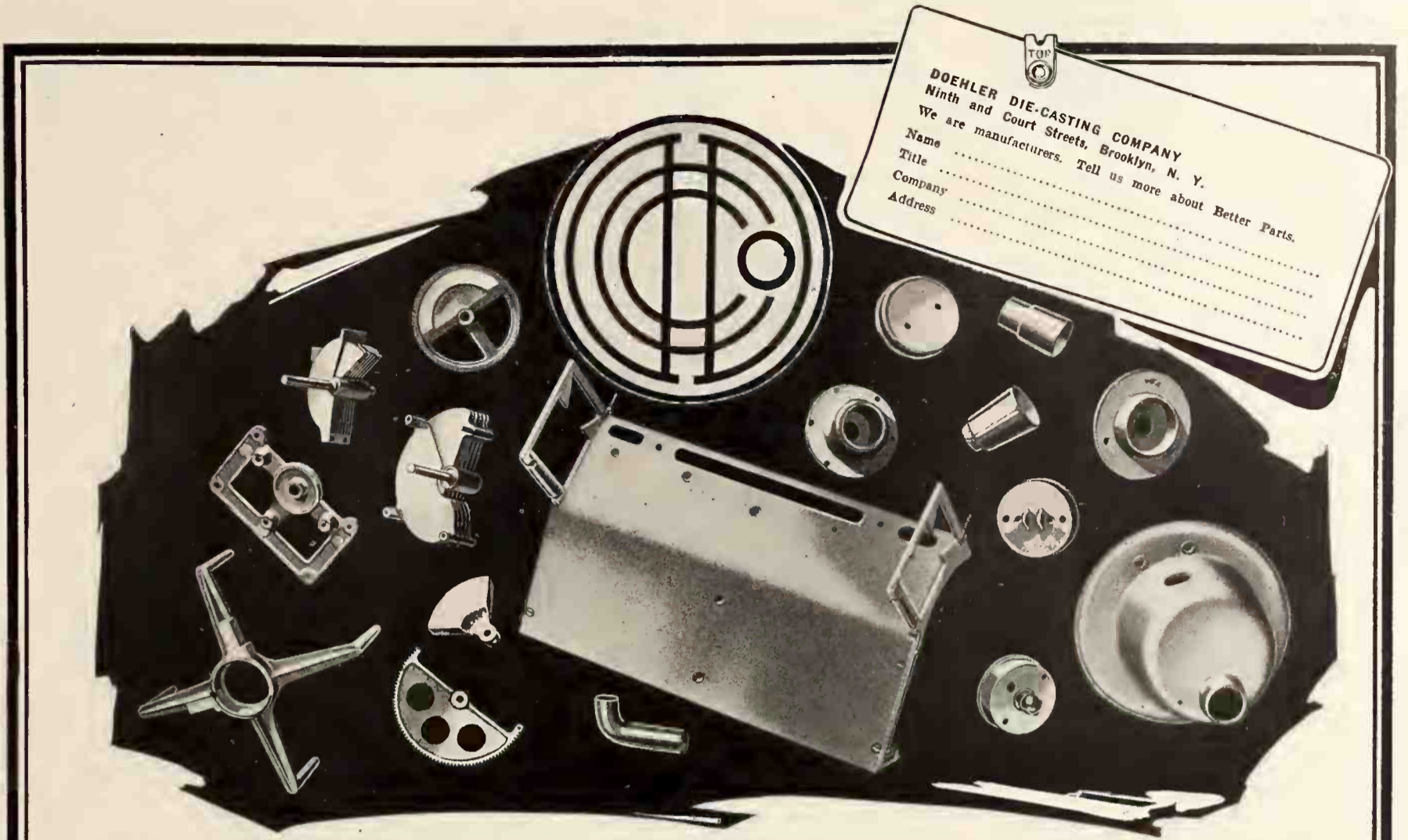
Wide-awake salesmen calling on the music, piano and phonograph trade in any part of the United States. Can easily make five hundred dollars a month. Must have established trade. This is a side-line commission proposition. Will allot exclusive territory. Sales will increase rapidly. Commission paid on all repeat orders. This is no experiment. Several salesmen are now making big money. This proposition will not interfere with your present work. Write today before the best territory is taken. Address "Box 1423," care The Talking Machine World, 383 Madison Ave., New York City.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

FOR SALE

Victrola and radio store in flourishing town of 45,000 about 40 miles from New York. Doing a good and increasing business with excellent prospects. Other interests demand owner's entire time. Address "Box 1453," care The Talking Machine World, 383 Madison Ave., New York City.



Better Parts for Better Radios

Contributing 18 years of metallurgical and engineering experience to the production of parts for radio units, Doehler Die-Castings are being recognized as the same standards of excellence in this field as for years they have been in other important industries.

Hundreds of thousands of Doehler Die-Castings have been economically used in the manufacture of

- | | | | |
|----------------------|--------------------------|-------------------|---------------------|
| Loud Speakers | Head Phones | Condensers | Amplifiers |
| Variometers | Phono Attachments | Mountings | Tube Sockets |

We will welcome an opportunity to place our experience and facilities at your service, in making Better Parts for Better Radios.

Sign and mail the coupon above.

DOEHLER DIE-CASTING CO., BROOKLYN, NEW YORK
 Plants at Brooklyn, N. Y.—Toledo, O.—Pottstown, Pa.—Batavia, N. Y.

DOEHLER
 The World's Largest Producer of
DIE - CASTINGS



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY MANAGER

All Branches of the Trade Busy as the Peak of Seasonal Activity Is Reached

Efforts of All Factors of the Trade Responsible—Drop in Record Prices Stimulates That Branch of Business—Record Exchange Question Again Comes Up at Association Meeting

LONDON, E. C., November 3.—The talking machine industry is now right on the crest of the wave of seasonal activity. All sections of the trade are busy and it would seem that, despite the rise and fall of business in other industries consequent upon political and economic movements, the gramophone and record trade maintains an increasing flow of business. This is partly due to the efficiency of the trading conditions framed within the trade some years ago and which made possible the working of a price-maintenance scheme, and, in part, is also due to the very keen competition between the manufacturers of all grades. The publicity indulged in by the leading companies has in recent months been larger than at any time in the trade's history. There is a very decided tendency, too, on the part of the daily and weekly press throughout the country to devote more and more space in the editorial columns to music propaganda, and attention is frequently drawn to the valuable aid afforded by the gramophone to music study. "His Master's Voice" Co. has for some years past kept its own staff of educational lecturers, and the Federation of British Music Industries, in addition to inaugurating lectures throughout the country, has secured, through its publicity department, editorial space of ever-increasing dimensions. The beneficent results of all this propaganda are more immediately felt by the gramophone industry.

Reduction in Prices of Records

Competition in the production of cheaper records received a decided fillip by the announcement of the Acolian Co. in connection with the Vocalion records, which it manufactures. From October 1 a new classification is introduced; from that date only two kinds of records being issued, both in double-sided form. The celebrity series will be called the Pink Label section, and all other colored labels will form one class, and be issued at a uniform price. The prices now announced show a big reduction, amounting to from 60 to 70 per cent. They are as follows: Celebrity, Pink Label series, twelve-inch, 5/6; ten-inch, 4/. All other colored labels, twelve-inch, 4/6; ten-inch, 3/.

The company assures the trade of its intention to maintain the high standard of recording

which has always characterized its records. In a new catalog just issued all records previously issued as single-sided are now listed under new double-sided numbers.

Alfred Graham & Co.'s American Plans

Alfred Graham & Co., the patentees and manufacturers of the Algraphone gramophones and the Amplion loud speakers, inform me that owing to the continued expansion of the Amplion business here and the extraordinary development of their overseas trade, they have organized a special overseas section under the management of J. M. Richard, until lately the commercial manager of the Marconiphone Co. A subsidiary company has also been formed and is now in being as the Amplion Corp. of America, with offices at 280 Madison avenue, New York. This company is entirely controlled by Alfred Graham & Co., and will import for the time being, ultimately manufacturing completely, the Amplion loud speakers. A very big business is also being done on the Continent of Europe through the Compagnie Continentale Amplion, which has associated companies or agencies in every European country.

Gramophone Dealers' Association Meets

The annual general meeting of the Gramophone Dealers' Association was held at the end of September, when, apart from the election of new officials for the year, the very vexed problem of the unsalable and surplus record formed the chief item of the agenda. Ernest E. Squire was elected president for the ensuing year, with Gerald C. Forty and F. F. Stokes as vice-presidents. In regard to the record exchange question, a vigorous campaign is to be conducted during the next few months to secure the support and co-operation of every dealer so that the Association's proposals to the manufacturers will go forward with the backing of the whole retail trade. The dealers' resolution is as follows: "That dealers be entitled to return up to 10 per cent of their purchases, and receive in return a credit for two-thirds their value. Returns to take place twice yearly, at times to be fixed by the manufacturer."

The offer last made by the Manufacturers' Association, at Buxton Conference in May, 1923, would have satisfied these demands but in one respect. Instead of a credit for two-thirds of

the 10 per cent returned biannually, the manufacturers offered an exchange of records equaling 6 2/3 per cent, the dealer to lose 3 1/2 per cent. In pressing for a credit of 6 2/3 per cent, the dealers urge that all exchange systems are unsatisfactory for the following reasons: (1) The records are not deleted from the manufacturer's catalog until long after they are "dead," at any rate in some parts of the country. (2) The system even of a one-to-one exchange obliges the dealer to place a larger order for records than he actually needs, and at a most inconvenient time of the year.

It is further urged that exchange systems are unsatisfactory as dealers hold back their orders for records that should be in stock, with the result that the efficiency of their service suffers, the manufacturers also being deprived of what would otherwise be a steady demand, and the public being unable to readily obtain the records they require.

Sterno Opens Branch in Liverpool

Significant of the progress and increasing favor of Homochord records and Sterno gramophones is the fact that the Sterno Mfg. Co. has opened a new provincial branch at Duke street, Liverpool, affording dealers in the Northwestern district and Ireland a more ready access to its products, and I understand that shortly it is the company's intention to establish branches in important centers throughout the provinces generally.

Max Strauss a Visitor

The demand for high-grade machines in this country is said to have occasioned the visit of Max Strauss, head of the Berlin firm of Carl Lindstrom, A. G., who has just completed a fortnight's stay, during which time he completed arrangements with the Parlophone Co., of City road, for the manufacture and supply of a number of models of the best quality, to be marketed here as Parlophone models.

Gramophone Co. Featuring New Machine Type

As I reported last month the Gramophone Co. has now launched its new machines with the pleated diaphragms, dispensing with sound box, tone arm and horn. A successful demonstration was given at the Piccadilly Hotel on October 22 before a number of prominent musicians and press men, when W. Manson, manager of the English branch, read a number of messages from leading artists and musicians, all of whom regard the new instrument as a tremendous advance in the art of reproduction. The diaphragm is the patent of M. Louis Lumière, the famous French scientist, who first accidentally discovered the peculiar acoustic

THE VULCAN MAIN SPRING HAS
A WORLD WIDE REPUTATION
FOR RELIABILITY.
SEND FOR OUR NEW MAINSPRING
LIST

MANUFACTURED BY
J. STEAD & CO. LTD.
MANOR WORKS,
SHEFFIELD ENG.



FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 214)

Hornless, Table Grand, Upright and Horizontal Cabinet Grands

Actual Manufacturers Export a specialty

REX GRAMOPHONE COMPANY
59 Chiswell Street, LONDON, E. C., England
Cable Address "Lyrecodisc, London"

properties of the pleated diaphragm. Handling an ordinary circular paper fan one day, he noticed that when striking the center the sound of the blow was greatly magnified. Applying the principle to the gramophone he evolved a suitable type of diaphragm and then placed his invention in the hands of the Gramophone Co., Ltd., for development. The consensus of critical opinion here is that the new machines possess a powerful tone and are more faithful in quality to the original than anything so far evolved. Tremendous advertising and publicity campaigns are being conducted by the Gramophone Co. in connection with the new invention.

Columbia Activities

The Columbia Graphophone Co., as in former years, is stimulating retail activity by a further series of window display competitions, offering hundreds of pounds in prizes during the months of October, November and December to dealers making the best displays of Columbia records and the new Grafonola.

On October 15, in the Chancery Division, the Columbia Co. applied for and was granted an injunction restraining a dealer, Henry Murray, of Croydon, from selling Regal records below the fixed prices and infringing the company's rights in respect to its letters patent.

The company has just celebrated the first anniversary of the introduction of the New Process records and the new Columbia Grafonola. It claims that millions of the new records have been sold, and that the success has made pos-

sible the production of a number of complete orchestral symphonies and other ambitious works.

Plans for British Industries Fair

The preliminary announcements have just been made of the British Industries Fair, to be held, as in former years, at the White City, Shepherd's Bush. The fair is the eleventh of the series and will be held from the 16th to the 27th of February, 1925. A special music section will again be organized by the Federation of British Music Industries.

Mme. Galli-Curci's Records Make Reputation

The visit of Madame Galli-Curci to this country has occasioned that amount of publicity usually only given to visits of Royal personages. The reputation built up for her by the "His Master's Voice" Co.'s recordings of her voice was such that months ago, when her recital for October 11 was announced, the whole of the 10,000 seats in the Albert Hall were sold.

Introduce Ingenious Stop

The British Polyphon Co., Ltd., maker of the well-known Dulcetto gramophones, has just introduced a new and ingenious gadget to its models in the form of an auto-gramophone stop. This works in conjunction with a goose-neck tone arm, permitting, as the sound box is lifted, a wire passing through the arm and elbow to the motor, to actuate a small spring which engages a brake directly acting on the governor.

Record Elgar's "The Dream of Gerontius"

Recordings of the standard classics and musical masterpieces of late have been extremely prolific, and students of every form of musical art can now obtain in permanent form examples of practically all the finest composers' compositions. The latest big achievement here is the production by the Edison Bell Co. (J. E. Hough, Ltd.) of Elgar's masterpiece, "The Dream of Gerontius." It holds eight double-sided velvet-face records, the complete set being issued in a handsome album retailing at 45/ inclusive.

Avoiding the "Handling" Annoyance by Customers

In busy establishments highly polished instruments are often finger-marked by customers, spoiling the appearance of the display and very often necessitating frequent repolishing in order that the machines may be shown to the best advantage. One dealer has solved the problem by having neat little signs printed which read as follows: "Please do not handle merchandise." These signs are placed on the instrument so that anyone standing before it cannot help but see them.

Another customer-annoyance which sometimes causes loss to dealers is the carelessness of customers in placing records on the turntable of the instrument. This is especially so where the patron is permitted to handle several records at a time. They permit the records to rub against each other with the result that they become scratched, making perfect reproduction impossible. Here, too, several dealers have overcome this trouble by signs asking customers to be careful to avoid marring records.

Landon-Gleckner Music Co. Opens in Williamsport, Pa.

WILLIAMSPORT, PA., November 6.—The Landon-Gleckner Music Co., just formed here, has been formally opened at 427 Market street with a complete line of music goods. Ernest E. Landon, one of the partners in the business, has been head of the piano department in the Megahan & Megahan store for the past thirteen years. Byron L. Gleckner, the other proprietor, is a professional musician and will have charge of the small goods department. The store will have a radio department, in charge of Kenneth Breon, a graduate of the Radio Engineering College, New York.



"Hear Caruso on the Pixie Grippa, it will astonish you"

A Miniature Gramophone at a miniature price but with a giant voice

The Pixie Grippa is a tiny gramophone; it only measures 7½ in. x 4¼ in. x 10½ in., and only weighs 6½ lbs., and yet it plays 12 inch records with all the tone, depth, and detail of a big machine. The Pixie Grippa is a triumph of manufacture. Every part is constructed on scientific lines, and is strong and durable and capable of really hard wear in the home or on the journey anywhere. It has no loose parts and all the working parts are hidden and the delicate mechanism of the sound box is securely encased. The Pixie Grippa has a Secondary Amplifying Horn which effects a 20 per cent. increase in tone, so that it will fill the largest room with great ease.

This Machine has been truly named "The Wonder of Wembley." Customers from every part of the world have insisted on purchasing this machine in preference to all other portables at the British Empire Exhibition.

The World's patents on this machine are now in process of completion and the Patentee is prepared to consider proposals for manufacture in U. S. A. and Canada under license terms.

PRICE	{	In Leatherette case.....	£2 9 6	\$12.50
		In Oak Case.....	2 15 0	13.50
		In Solid Oak case.....	3 5 0	15.00

Sample Machine Prepaid Post free by parcel post all countries except Australia and New Zealand.

Trade Discounts available in cases containing 48 machines
Size 42 x 33 x 25=23 cubic feet

Sole Patentee

H. J. CULLUM

Perophone, Ltd.

76-8 City Road, E. C.

LONDON, ENGLAND

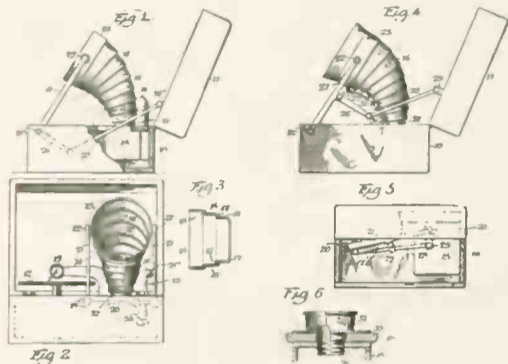
Cables, PEROWOOD, LONDON



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., November 8.—Collapsible Horn. Frank Minutillo, New York. Patent No. 1,509,763.

This invention relates more especially to collapsible horns and the object is to afford a means for extending and opening the horn or collapsing and storing the same within a box or cabinet, and in connection with a graphophone, so that when the containing box is closed and the device is inoperative the horn, made of telescoping sections, is collapsed. But as the



lid of said box is raised certain novel mechanism automatically connects the sections and elongates the horn for the amplification of the sound.

Figure 1 is a side view of the improved horn and its operating mechanism. Fig. 2 is a front view of the same. Fig. 3 is a fragmentary sectional view. Fig. 4 is a side view of the cabinet open with modified mechanism. Fig. 5 is a similar view with the cabinet closed and partly in section. Fig. 6 is a detailed sectional view.

Amplifier. Henry K. Sandell, Chicago, Ill. Patent No. 1,509,567.

The present invention relates to improvements in amplifying devices and more particularly in amplifiers intended for use in connection with vibrating diaphragms, such as those of phonograph sound boxes, etc.

Figure 1 is a vertical section view through an amplifier embodying the invention. Fig. 2 is a



horizontal view on the line 2-2 of Fig. 1. In accordance with the present invention, the amplifier is constructed in such a manner as to substantially eliminate resonance and prevent the production of vibration of the amplifier itself and resultant interference with the amplification and propagation of the sound waves which it is desired to amplify.

Turn-table for Phonographs. Ray B. Whitman, Bridgeport, Conn., assignor to the Columbia Phonograph Co., Inc., same place. Patent No. 1,508,632.

This invention has for an object to provide a turn-table for phonographs which may be made from sheet metal, and which may be conveniently pressed to shape and formed by a minimum of simple manufacturing operations.

Another object is to provide a turn-table, which will possess the combined characteristics of lightness, strength, and rigidity, and in which all tendency to warp or bend, due to strains, atmospheric conditions, or other causes, is entirely eliminated.

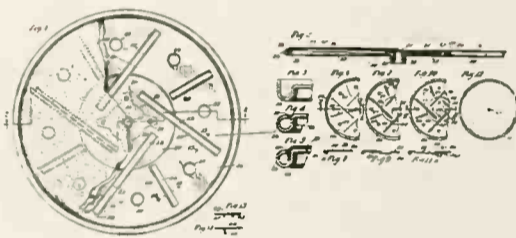
Still another object is to so strengthen and reinforce the turn-table by means of ribs formed integral with the sheet metal structure as to re-

sist strains along all diameters and chords of the turn-table.

A further object is to provide improved means for securely attaching the fabric covering to the upper surface by efficient manufacturing methods, and to enclose the edge of the covering, so that it will be protected against wear and detachment due to rough handling. To this end, an improved form of flanged strengthening-rim is provided, which, in addition to its function of strengthening the turn-table and maintaining its flat disc-form, encloses and protects the edge of the fabric covering.

A still further object is to prevent the transmission through the turn-table of sound generated at the record, and to eliminate all extraneous vibrations; this, in order that proper sound reproduction may obtain.

In the drawings—Figure 1 is a plan view of a turn-table, according to one embodiment of the invention, a portion of the fabric covering being



removed to clearly illustrate the body of the turn-table; Fig 2 is a vertical sectional view of same, taken along the irregular line 2-2 of Fig. 1; Fig. 3 is an enlarged detail sectional view of the rim portion of the turn-table, and showing the same partially bent to shape, this being the first formative step; Fig. 4 is a similar view, and showing the rim-flange completed, or after the final formative step; Fig. 5 is a similar view, showing the fabric covering finally positioned within the rim-flange; Fig. 6 is a fragmentary plan view, showing the first formative step in constructing the turn-table plate-portion; Fig. 7 is a sectional view thereof, taken along the diameter 7-7 of Fig. 6; Fig. 8 is a fragmentary plan view, showing the second formative step; Fig. 9 is a sectional view thereof, taken along the irregular line 9-9 of Fig. 8; Fig. 10 is a fragmentary plan view, showing the third formative step, in which the center-bearing, for engaging the turn-table spindle, is attached; Fig. 11 is a sectional view thereof, taken along the irregular line 11-11 of Fig. 10; Fig. 12 is a plan view of the completed turn-table with the fabric covering attached; Fig. 13 is a sectional view along the line 13-13 of Fig. 1; and Fig. 14 is a sectional view along the line 14-14 of Fig. 1.

Phonograph Attachment. Thomas H. Campbell, Temple, Texas. Patent No. 1,509,540.

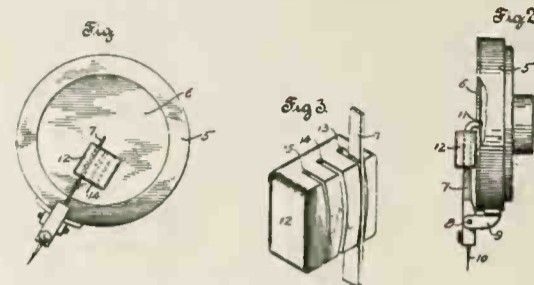
This invention relates to an attachment for phonographs and more particularly to a tone modifier to be secured to the needle bar of a phonograph sound box or reproducer whereby the transmitted vibrations are affected and the tone produced modified.

It is the general object of the invention to provide a simple and serviceable tone modifier for a phonograph.

In the preferred form of the invention the tone modifier is formed of a block, preferably of metal. One or more grooves are formed in the block, which grooves are adapted to fit over and engage the needle bar of an ordinary reproducer or sound box. Each groove in the tone modifier block is of irregular shape, preferably curved, so that when the groove is fitted over the needle bar the latter will be slightly deflected and the tone modifier will be frictionally held thereon.

Figure 1 is a front elevation of a sound box or reproducer having a tone modifier applied

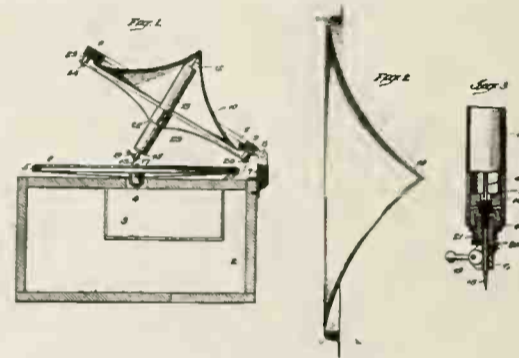
to the needle bar. Fig. 2 is a side elevation of the parts shown in Fig. 1, a part being broken away to show the diaphragm and adjacent end of the needle bar. Fig. 3 is a perspective view



of a tone modifier showing somewhat diagrammatically a fragment of a needle bar in place.

Phonograph. George B. Burch, New York; assignor to Leslie Stevens, Glen Ridge, N. J. Patent No. 1,506,160.

This invention relates to a new and useful improvement in phonographs and the object is to provide a simple device of this class which

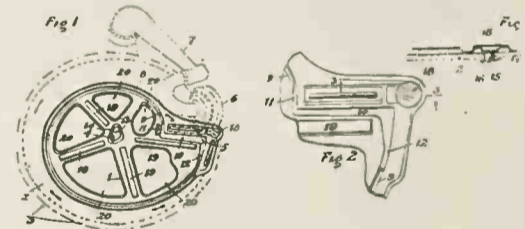


will be simple in construction and accurate and reliable in operation.

Figure 1 is a sectional view of a structure embodying the invention; Fig. 2 is a sectional view of a diaphragm; Fig. 3 is a view, partially in section, showing the needle and some attached and connected parts.

Repeating Device for Phonographs. Robert W. Nicholls, Palisades Park, N. J., assignor to the Gold Seal Co., same place. Patent No. 1,510,241.

This invention relates to repeating devices for phonographs. The object of the invention is



to provide a self-contained device of this class which can be used on a phonograph with certainty and convenience and without any change or modification in the phonograph.

Figure 1 is a perspective view of one embodiment of the invention, a portion of a phonograph of the disc type, being shown in dotted lines. Fig. 2 is an enlarged detailed view of a portion of the apparatus. Fig. 3 is a sectional view, taken on the line 3-3 of Fig. 2, looking in the direction of the arrows.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently
REPAIR PARTS FOR ALL MACHINES

ANDREW H. DODIN

28 Sixth Avenue New York
TELEPHONE, SPRING 1194

LESLEY'S PATCHING VARNISH

Dries in 10 seconds; flows without showing a lap; making an invisible and permanent repair
SEND \$2.50 U. S. A.
for our No. 24 Touch Up Outfit, consisting of 1 pint varnish, set of stains, polish and instructions,
Parcel Post Prepaid to Any Country
Lesley's Chemical Co. Indianapolis, Ind.

- Las Golondrinas (The Swallows) (Vega-Palmerin)—Cancion—Tenor, Orch. Accomp., Joe Moriche 10
- SOUTHERN RECORDS—VOCAL**
- 14896 Smoky Mountain Blues (Nennsteil), George Reneau 10
- (Blind Musician of the Smoky Mountains)
- Red Wing George Reneau 10
- (Blind Musician of the Smoky Mountains)
- 14897 The C. & O. Wreck George Reneau 10
- (Blind Musician of the Smoky Mountains)
- Jessie James George Reneau 10
- (Blind Musician of the Smoky Mountains)
- FIDDLING**
- 14867 Soldier's Joy—Accomp. by Uncle Dave Macon 10
- Banjo Sid Harkreader
- Love Somebody—Accomp. by Uncle Dave Macon 10
- Banjo Sid Harkreader
- 14888 Old Granny Rattle-trap—Hoe-down—Accomp. by Banjo Picker, Uncle "Am" Stuart (Old-time Fiddler) 10
- Dixie (with variations)—Hoe-down, Uncle "Am" Stuart (Old-time Fiddler) 10
- RACE—VOCAL**
- 14902 Sinful Blues (Tom Delaney)—Accomp. by Piano and Cornet Lena Henry 10
- Family Skeleton Blues (Spencer Williams)—Accomp. by Piano and Cornet Lena Henry 10
- 14903—Texas Man Blues (Moore)—Piano Accomp., Monette Moore 10
- I Wanna Jazz Some More—Blues (Tom Delaney)—Accomp. by Piano and Cornet, Monette Moore 10

Odeon Records

- RECORDED IN EUROPE**
- 3112 William Tell—Overture—Part I (Rossini), Dajos Bela and His Orch. 12
- William Tell—Overture—Part II (Rossini), Dajos Bela and His Orch. 12
- 3113 William Tell—Overture—Part III (Rossini), Dajos Bela and His Orch. 12
- William Tell—Overture—Part IV (Rossini), Dajos Bela and His Orch. 12
- 3114 Christmas Cantata (Mueller) Chorus with Orch. Accomp.—Under the direction of Arthur Barth, Oratorio Society 12
- Cradle Song of the Shepherds of Bethlehem ("Sleep Holy Babe")—Chorus with Pipe Organ Accomp.—Under the direction of Arthur Barth Oratorio Society 12
- 3115 Christmas Song With Variations ("Come Little Children")—Pipe Organ Solo Paul Mania 12
- Silent Night and O Sanctissima—Pipe Organ Solo Paul Mania 12
- 5044 Symphonie Pathetique (P. Tschaikowsky) 1st Movement, Part I—Symphony Orch., Dr. Weissmann and the Orch. of the State Opera House, Berlin 12
- Symphonie Pathetique (P. Tschaikowsky) 1st Movement, Part II—Symphony Orch., Dr. Weissmann and the Orch. of the State Opera House, Berlin 12
- 5045 Symphonie Pathetique (P. Tschaikowsky) 1st Movement, Part III—Symphony Orch., Dr. Weissmann and the Orch. of the State Opera House, Berlin 12
- Symphonie Pathetique (P. Tschaikowsky) 1st Movement, Part IV—Symphony Orch., Dr. Weissmann and the Orch. of the State Opera House, Berlin 12
- 5046 Symphonie Pathetique (P. Tschaikowsky) 1st Movement, Part V—Symphony Orch., Dr. Weissmann and the Orch. of the State Opera House, Berlin 12
- Symphonie Pathetique (P. Tschaikowsky) 2nd Movement: Allegro con grazio (5/4), Part I—Symphony Orch., Dr. Weissmann and the Orch. of the State Opera House, Berlin 12
- 5047 Hungarian Rhapsody No. 2—Part I (Fr. Liszt) Symphony Orch., Dr. Weissmann and the Orch. of the State Opera House, Berlin 12
- Hungarian Rhapsody No. 2—Part II (Fr. Liszt) Symphony Orch., Dr. Weissmann and the Orch. of the State Opera House, Berlin 12

Okeh Records

- VOCAL RECORDS**
- 40193 I Hear You Calling Me (Harford-Marshall—Tenor, with Orch. Bruse Wallace 10
- Sing Me to Sleep (Bingham-Greene)—Contralto with Orch. Helen Clark 10
- 40194 That's How the Shannon Flows (From Chauncey Olcott's Irish Comedy "Macushla") (Brennan-Ball)—Tenor, with Orch. Gerald Griffin 10
- What an Irishman Means by "Machree" (Donnelly-S. J. and G. H. Gartlan)—Tenor, with Piano Accomp. by Justin Ring. Gerald Griffin 10
- 40196 I'm Nine Hundred Miles from Home—Fiddling Solo—Vocal Chorus (Recorded in Atlanta), Fiddlin' John Carson 10
- I'm Glad My Wife's in Europe (John Carson)—Fiddling Solo—Vocal Chorus (Recorded in Atlanta) Fiddlin' John Carson 10
- 40202 No One Knows What It's All About (Rose-Woods)—Tenor-Baritone Duet with Orch. Accomp., Happiness Boys (Billy Jones-Ernest Hare) 10
- That's Georgia (Little-Gillespie-Shay)—Baritone with Orch. Earl Rickard 10
- 40203 Blue-Eyed Sally (Bernard-Robinson)—Baritone with Orch. Al Bernard 10
- Let My Home Be Your Home (Bernard-Robinson)—Baritone, with Orch. Al Bernard 10
- 40204 It Ain't Gonna Rain No Mo' (Wendell Hall)—Fiddling and Singing (Recorded in Atlanta), Fiddlin' John Carson and His Virginia Reelers 10
- Alabama Gal (Won't You Come Out Tonight?) Fiddling and Singing (Recorded in Atlanta), Fiddlin' John Carson and His Virginia Reelers 10
- DANCE RECORDS**
- 40188 It Ain't Gonna Rain No Mo' (Wendell Hall)—Fox-trot, with Singing Chorus (Recorded in Atlanta), Jack Linx and His Society Serenaders 10
- Doodle Doo Doo (Kassel-Stitzel)—Fox-trot, (Recorded in Atlanta), Jack Linx and His Society Serenaders 10
- 40189 Louisiana Swing (Piron)—Fox-trot, Piron's New Orleans Orch. 10
- Sittin' on the Curbstone Blues (Clark-Schafer-Calvin)—Fox-trot, Piron's New Orleans Orch. 10
- 40190 My Dream Girl (Introducing "If Somebody Only Would Find Me") (From the Musical Comedy "The Dream Girl") (Victor Herbert)—Medley Waltz The Yellow Jackets 10
- Georgia Lullaby (Cordray)—Waltz, The Yellow Jackets 10
- 40191 Dreary Weather (Boland-Winegar)—Fox-trot, Ace Brigode and His Fourteen Virginians 10

"THE ROLL OF HONOR"

OUR POLICY

Stimulate the sale of players by encouraging greater use of home players, through the simple expedient of providing the best player rolls at the lowest uniform price.

UNITED STATES MUSIC COMPANY
 2934-2938 West Lake Street, Chicago 122 Fifth Avenue, New York



Sell U. S. Rolls—You'll Sell More Players!

- Kiss Me Good-night (Bernie-Stevens-Gillette-Olson)—Waltz, Vocal Chorus by Bruce Wallace, The Yellow Jackets 10
- 40192 How Come You Do Me Like You Do? (Austin-Bergere)—Fox-trot (Recorded in Atlanta), Jack Linx and his Society Serenaders 10
- Brown Eyes (De Droit)—Fox-trot, Johnny De Droit and His New Or. Jazz Orch. 10
- 40199 Me and the Boy Friend (Monaco)—Fox-trot, Vocal Chorus by Billy Jones, Vincent Lopez and His Hotel Pennsylv. Orch. 10
- Dreamer of Dreams (Florito)—Waltz, Vocal Chorus by Billy Jones, Vincent Lopez and His Hotel Pennsylv. Orch. 10
- 40200 When I Was the Dandy and You Were the Belle (Handman-Dreyer)—Fox-trot, The Lanin Orch. 10
- My Best Girl (Donaldson)—Fox-trot, The Lanin Orch. 10
- 40201—Rock-a-Bye My Baby Blues (Hill-Yoeli)—Waltz (Recorded in Atlanta), Warner's Seven Aces (B. H. Warner, Dir.) 10
- Love Time (Wyly) Fox-trot (Recorded in Atlanta), Warner's Seven Aces (B. H. Warner, Dir.) 10
- INSTRUMENTAL RECORDS**
- 40197—Missouri Waltz (Knight-Logan-Eppel) Harmonica Solo E. F. "Poss" Acree 10
- Chicken Reel—Harmonica Solo, E. F. "Poss" Acree 10
- 40206 Mandylyn Quadrille Medley (Baltzell)—Violin Solo John Baltzell 10
- John Baltzell's Reel (Baltzell)—Violin Solo, John Baltzell 10
- 21024 Leinster Reel Violin Solo, Piano Accomp. by Susan Peters Patrick J. Gaffney 10
- Willie Walsh's Jig—Violin Solo, Piano Accomp. by Susan Peters Patrick J. Gaffney 10
- RACE RECORDS**
- 8161 Pleading Blues (Sara Martin-Sylvester Weaver) Contralto Solo with Guitar-Banjo Accomp. by Sylvester Weaver Sara Martin 10
- If I Don't Find My Brown I Won't Be Back at All (Sara Martin-Sylvester Weaver)—Contralto Solo with Guitar Accomp. by Sylvester Weaver Sara Martin 10
- 8162 Nobody Knows the Way I feel This Mornin' (Tom Delaney)—Contralto Solo Accomp. by Clarence Williams' Harmonizers, Margaret Johnson 10
- Absent-Minded Blues (Tom Delaney)—Contralto Solo Accomp. by Clarence Williams' Harmonizers Margaret Johnson 10
- 8163 Construction Gang (Butterbeans and Susie)—Contralto-Baritone Duet Accomp. by Joe Oliver—Cornet, Clarence Williams—Piano, Butterbeans and Susie 10

- A to Z Blues (Butterbeans-R. Arthur)—Contralto-Baritone Duet with Piano Accomp. by Clarence Williams Butterbeans and Susie 10
- 8164 Emancipation Day in Georgia (Horace George)—Vocal Trio Accomp. by Instrumental Trio Charles Tyrus-Effie Tyrus-Horace George 10
- The Meal Is Low in the Barrel Blues (Horace George-Edward Stevens)—Clarinet Solo, Singing Chorus with Piano Accomp. by Clarence Williams Horace George 10

- Gennett Lateral Records**
- NEW CHRISTMAS RECORDS**
- 5571 Joy to the World (Watts-Handel)—Accomp. by Sterling Brass Quintet Gennett Mixed Quartet 10
 - Hark! The Herald Angels Sing (Wesley-Mendelssohn)—Accomp. by Sterling Brass Quintet, Gennett Mixed Quartet 10
 - 5572 It Came Upon the Midnight Clear (Scars-Willis)—Unaccomp. Gennett Male Quartet 10
 - While Shepherds Watch Their Flocks (Tate-Tansur)—Unaccomp. Gennett Male Quartet 10
 - 5573 Star of the East (Cooper-Kennedy)—Duet, Orch. Accomp. Mandel and Kreutz 10
 - God Rest Ye Merry Gentlemen Criterion Quartet 10
 - 5574 Medley—Sacred Night, Holy Night—O Faithful Pine—Good King Wenceslas Trinity Orch. 10
 - Holy Ghost, With Love Divine Gennett Trio 10
 - 5575 Jingle Bells Criterion Male Quartet 10
 - Small Songs for Small Singers—Tenor-Lewis James
 - GREEN LABEL RECORDS**
 - 10096 Bells of the Sea (Lamb-Solman)—Baritone, Orch. Accomp. Frederic Baer 10
 - Friend O' Mine (Weatherly-Sanderson)—Baritone, Orch. Accomp. Frederic Baer 10
 - 5537 Old Timers' Waltz—Waltz—Part I, Lieut. Matt's 106th Infantry Band 10
 - Old Timers' Waltz—Waltz—Part II, Lieut. Matt's 106th Infantry Band 10
 - VIOLIN AND PIANO**
 - 5567 Pop! Goes the Weasel, Frank Quinn, Violin; Eddie Geoghan, Piano Acc. The Flogging Reel—Reel, Frank Quinn, Violin; Eddie Geoghan, Piano Acc. 10
 - LATEST DANCE HITS**
 - 5555 That's Georgia (Little-Gillespie-Shay), Bernie Cummins and His Orch. 10
 - Lonely Me (Maley-Finch-Britt-Stept), Bernie Cummins and His Orch. 10
 - 5565 Tia Juana—Fox-trot (Conley-Rodernick), Wolverine Orch. 10
 - Big Boy—Fox-trot (Milton Ager), Wolverine Orch. 10
 - 5568 Nancy—Fox-trot (Black-Moret) Vocal Chorus, (Continued on page 220)

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

- Just Like You Took My Man Away From Me, Mamie Smith and Her Jazz Hounds
17058 Good Time Ball. Mamie Smith and Her Jazz Hounds
17064 Workhouse Blues, Susie Smith and the Choo Choo Jazzers
17067 Death Letter Blues, Helen Gross and the Choo Choo Jazzers
17066 Believe Me Hot Mama, Josie Miles and the Choo Choo Jazzers
17065 Lenox Avenue Shuffle, Texas Blues Destroyers
17061 Gambling Dan, J. Rosamond Johnson
17057 Freight Train Blues, Josie Milles and the Choo Choo Jazzers
17062 Chicago Monkey Man Blues, Helen Gross and the Choo Choo Jazzers
17060 Hard-Hearted Hannah, Rosa Henderson and the Choo Choo Jazzers
17056 Worryin' Blues, Millard Thomas and His Chicago Novelty Orch.
17059 My Lord's Gonna Move This Wicked Race

U. S. Music Co.

- Hawaiian Moon of Mine-Waltz-Lawler-Coxe, Played by Robert Billings
Dear One-Fox-trot-Fisher-Richardson-Burke, Robert Billings
Oh, For a Pal Like You-Waltz-Harold Dixon, Harold Dixon
Sweetest Little Rose in Tennessee-Waltz-Cal De Vull, Cal De Vull
Cicero Blues-Waldron-Baskett, Eubie Jones
No One Knows What It's All About-Fox-trot-Rose-Woods, Clare Winters
When I Was the Dandy and You Were the Belle-Fox-trot-Ruhy-Handman-Dreyer, Clare Winters
Come Back to Me (When They Throw You Down)-Waltz-Rose-Donaldson, Harold Wansborough
Honest and Truly-Waltz Ballad-Fred Rose, Harold Wansborough
Forward March-With Lyrics-Wm. F. Hoffman, Wm. F. Hoffman
The West, a Nest and You-Waltz-Yoell-Hill, Yoell-Hill
I Miss You Most at Gloaming-Waltz-Nobles-Harrison-Rose, Nobles-Harrison-Rose
Full of Pep-March with Lyrics-II. Luebttow, Jr., II. Luebttow, Jr.
Too Tired-Fox-trot-Little-Sizemore-Shay, Lee Sims
I'm Satisfied-Fox-trot-Yellen-Pinkard, Lee Sims
Haunting Melody-Waltz-Russell-Spier-Shloss, Russell-Spier-Shloss
Some Other Day (Some Other Girl)-Fox-trot-Kahn-Jones, Kahn-Jones
In Sweet Onion Time-Fox-trot-Duncan-Coslow, Eubie Jones
Bring Back Those Rock-a-bye Baby Days-Fox-trot-Christy-Silver, Clare Winters
The Slave of Love-Fox-trot-Blake-Sissle-Robert Billings, Blake-Sissle-Robert Billings
Rose Marie-Fox-trot-Harbach-Hammerstein-Friml, Harbach-Hammerstein-Friml
Between the Dances-Waltz-McHugh-Dubin-McConnell, Harold Wansborough
Go' Long, Mule-Novelty Fox-trot-Creamer-King, Horace Prell
My Best Girl-Fox-trot-Walter Donaldson, Lee Sims
Southern Rose-Fox-trot-Terris-Mayerl, Lee Sims
Copenhagen Blues-Davis-Melrose, Eubie Jones
Will There Be Any Stars-Hymn-Jno. Sweney, E. Marston
Wonderful Words of Life-Hymn-P. P. Bliss, E. Marston
America, the Beautiful-Hymn-J. A. Ward, E. Marston
Open My Eyes, That I May See-Hymn-Chas. H. Scott, E. Marston
Brighten the Corner Where You Are-Hymn, E. Marston
Take the Name of Jesus With You-Hymn, E. Marston
More About Jesus-Hymn, E. Marston
Safe in the Arms of Jesus-Hymn, E. Marston
Lord I'm Coming Home-Hymn, E. Marston
Where He Leads Me-Hymn, E. Marston
More Love to Thee-Hymn, E. Marston
Jesus Paid It All-Hymn, E. Marston
My Jesus, I Love Thee-Hymn, E. Marston
My Jesus, As Thou Wilt-Hymn, E. Marston
The Son of God Goes Forth to War-Hymn, E. Marston
Joy to the World-Hymn, E. Marston

AUTO-ART

- These Rolls for Standardized Reproducing Tracker Bar
INSTRUMENTAL ROLLS
Title Composer Played by
Badinage-Victor Herbert Cora Mel Hatton
Valse Caprice, Op. 74, No. 7-Cyril Scott, Roger Le Mar
Last Hope-Gottschalk Ivan Petrikoff
Danse Negre-Cyril Scott, Roger Le Mar

LIBRARY EDITION

- WORD ROLLS
La Paloma-Song-English Lyrics, Robert Billings
LIBRARY EDITION

MUSIC ONLY

- Title Composer Played by
Badinage-Victor Herbert Cora Mel Hatton
Valse Caprice, Op. 74, No. 7-Cyril Scott, Roger Le Mar
Last Hope-Gottschalk Ivan Petrikoff
Danse Negre-Cyril Scott, Roger Le Mar
Humoresque-Dvorak, Robert Billings

Juvenile Merchandise as a Business Builder 4
Progress of Columbia Phonograph Co., Inc., Since Its Reorganization 6
Selling Your Public the Holiday Gift-Music Idea 8
Now That Election Is Over, Let's Get to Work 10
Great Benefit Derived From Dealers' Meetings 10
Emphasizing Name Value in Merchandising 10
Complete Decade of Service and Achievement 11
Timely Comments on the Trade-In Problem 11
Selling Radio on a Provable Fact Basis 12
How Goran Brothers Cater to the Foreign-Born 14
A Collection System That Really Operates 16
Uphold Radio Manufacturer's Guarantee 19
Increasing Sales by the Suggestion Route 20
Canvassing the Foreign Communities Is Profitable 20
Taking "Chance" Out of Radio Retailing 22
Retailers Co-operate in Unique Ad Drive 24
Radio Window Displays as Holiday Sales Lure 26
Making Light Act as "Silent Salesman" 32
Important Considerations in Selecting Radio Lines for Retail Distribution 34
Extensive Educational Work of the Victor Co. 35
Factors Leading to a Machine Sale a Day 38
Campaign to Protect the Radio Industry 43
Sonora Co. Protects Name Against Infringement 50
Broadcasting Demonstration in Aeolian Hall Show Window 54
Southern Retailers Hear Interesting Talks by Victor Executives at Several Meetings 62
Instructive Talks Feature Eastern Sales Conference of Brunswick Dealers 74
Featuring the Musical Possibilities of the Talking Machine 82
Important Executive Changes in De Forest Co. 86
Radio Convention Under Auspices of Curtis N. Andrews a Huge Success 91
Third National Radio Show Held in New York 98e-98f
H. C. Cooley Tells of Outing Portable Expansion 114
Court Hands Down an Interesting Radio Decision 120
Geo. E. Brightson Now President of New Radio Tube Manufacturing Organization 126
Victor Co. Adds to Art Library Record Series 128
Important Trade Topics Discussed in Mid-West Point of View, as Well as Comprehensive Chicago Correspondence 132-151
Harvesting an Extra Crop of Holiday Profits Through the Sale of Portables 152
Passing of Election Clears Business Atmosphere and Business Outlook Is Bright in New England 153-155
Holiday Buying of Dealers Starts in Quaker City Territory, and a Shortage Is Probable 159-162
Unusual Publicity Material for Holiday Use Is Distributed by Victor Co. 168
F. K. Dolbeer, Sales Manager of Victor Co., Reviews Business Outlook 182
Prizes Awarded Winners in Starr-Genett Record Window Display 184
Building Larger Musical Merchandise Business by the "Old Customer" Route 187
Drive for Radio Business Averages a Sale a Day 204
Reasons for Sheet Music "Comeback" and the Vital Need for Adjustment 205
 Census Figures Show Gain in Value of Sheet Music 205
Latest Patents of Interest to the Talking Machine Trade 216
Advance List of Talking Machine Records for December 217-220

CORRESPONDENCE FROM LEADING CITIES

Cleveland, 68-Atlanta, 70-Toledo, 78-Denver, 80-Cincinnati, 84-Richmond, 88-Buffalo, 90-91-Milwaukee, 96-Kansas City, 98-Pittsburgh, 99-Louisville, 108-Brooklyn, 110-Indianapolis, 112-Minneapolis, 116-Salt Lake City, 118-Akron-Canton, 122-Los Angeles, 124-Chicago, 133-151-Dallas, 151-Boston, 153-155-San Francisco, 156-Philadelphia, 159-162-St. Louis, 166-168-Detroit, 170-172-Dominion of Canada, 174-Baltimore, 176-178-New Orleans, 194-Portland, 210-News From The World's European Office, 214-215.

New Radio Department

HARTFORD, Wis., November 1.-Mrs. J. P. Smart has recently opened the Smart Music Shoppe on the second floor of the Hepe Cash Store, and will handle phonographs, records and radio.

SOUTHERN VICTOR WHOLESALERS
The Corley Company
RICHMOND VIRGINIA

TEST IT.
OUR VICTOR Record Service
has a reputation for efficiency.
Suppose you try it.
E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
204-6-8-10 CLAY STREET, BALTIMORE, MD.

Buys Out the Bahr Co.

QUINCY, MASS., November 1.-The entire stock and fixtures of the Bahr Music Co., at 1603 Hancock street, have been purchased by the Beal & McCarthy Music Co., and the store has been reopened under the changed management. The Beal & McCarthy firm, which handles the McPhail piano, was established in 1880 by the late J. Q. Beal and now has three stores, the others being at Rockland and Brockton. The success of the firm is attributed by the proprietors to the popularity of the McPhail piano.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

INDEX TO ADVERTISERS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A

A-C Electrical Mfg. Co. 50
 Adams-Morgan Co., Inc. Insert following page 50
 Adler Mfg. Co. 55
 Aeolian Co. 44, 45
 Ajax Record Co. 144
 Alter & Co., Harry 138
 Alto Mfg. Co. 136, 140
 American Elec. Co. 75
 American Mica Works 50
 American Radio & Research Co. 98d
 American Specialty Co. 98j
 American Talking Machine Co. 110
 Amsco Products Co. 64
 Andrea, F. A. D. 127
 Andrews, Curtis N. 91
 Andrews Radio Co. 107
 Armac Radio Co. 196
 Armour Co. 192
 Artophone Corp. 166
 Atlas Phono. Parts Co. 212
 Atlas Plywood Corp. 26
 Atwater Kent Mfg. Co. 52, 53
 Audak Co. 25

B

Bacon Banjo Co. 193
 Baker-Smith Co. 209
 Baldwin, Inc., Nathaniel 180
 Baltimore Phono. Distributing Co. 61
 Barnhart Bros. & Spindler 142
 Belknap Hdwe. Co. 108
 Berlin, Inc., Irving 204
 Best Mfg. Co. 92
 Blackman Talking Machine Co. 98a
 Blood Tone Arm Co. 148
 Brach Mfg. Co., L. S. 22
 Brighton Laboratories Insert following page 122
 Brilliantone Steel Needle Co. 93
 Bristol Co. 34
 Broadcaster Corp. 149
 Bruno & Son, Inc., C. 87, 189
 Brunswick-Balke-Collender Co. Insert following page 42
 Buehn Co., Louis 159
 Buescher Band Instrument Co. 187
 Buffalo T. M. Co. 90
 Bush & Lane Piano Co. 121

C

Capitol Distributing Co. 201
 Carryola Co. of America 179
 Chappell-Harms Co. 206
 Charmaphone Co. 59
 Cheney Talking Machine Co. 17
 Chicago Radio Show 102
 Chicago T. M. Co. 131
 Claravox Co. 177
 Claremont Waste Mfg. Co. 20
 Classified Want Ads. 212d
 Clearstone Radio Co. 182
 Cleveland T. M. Co. 6
 Cohen & Hughes 118, 176
 Cohocs Envelope Co. 96
 Colonial Radio Corp. 85
 Columbia Mantel Co. 178
 Columbia Phonograph Co., Inc. Insert following page 34 71, 113
 Columbia Wholesalers, Inc. 178
 Commercial Investment Trust, Inc. 130
 Conn, Ltd., C. G. 190
 Consolidated Talking Machine Co. 138, 141, 211
 Continental Radio & Elec. Corp. 78
 Corley Co. 221
 Cowan Co., James 88
 Crosley Radio Corp. 183

D

Dayton Fan & Motor Co. 98g
 De Forest Radio Co. 49
 Del'Marmol Radio Phono. Co. 157
 Ditson & Co., Chas. H. 153
 Ditson Co., Oliver 153
 Dodin, Andrew H. 216
 Doehler Die Casting Co. 213
 Doerr-Andrews-Doerr 61
 Domino Record Corp. 65
 Droop & Sons Co., E. F. 221
 Dual Loud Speaker Co. 19
 Duo-Tone Co. 86
 Dynamotive Radio Corp. 171

E

Eagle Radio Co. 125
 Eastern Talking Machine Co. 155
 Eby Mfg. Co., H. H. 75
 Edison, Inc., Thos. A. 33, 37, back cover
 Eight Popular Victor Artists 12
 Eisemann Magneto Corp. 117
 Emerson Radio & Phono Corp. Insert following page 74
 Empire Phono Parts Co. 185
 Eisman & Co., Arthur C. 152
 Eschle Co. 99
 Everybody's Talking Machine Co. 13
 Excel Phonograph Mfg. Co. 136

F

Farrand Mfg. Co. 27, 28, 29, 30
 Federal Tel. Mfg. Corp. 163

Feinbau M. A. G. 31
 Feist, Leo, Inc. 186, 205, 207, 208, 217
 Fletcher-Wickes Co. 145
 Florine, Carl 80
 Foreign & Domestic Electrical Commodities, Inc. 46, 106, 114
 Fox Pub. Co., Sam 207
 Freed-Eisemann Radio Corp. 109

G

Garod Corp. 204
 General Phonograph Corp. Inserts following pages 18 and 58 74, 82
 General Phonograph Corp. (New York Distributing Division) 66
 General Phonograph Corp. of New England 154
 General Phonograph Mfg. Co. 16
 Gibson-Snow Co., Inc. 61
 Gilfillan Bros., Inc. 167
 Golden Gate Brass Mfg. Co. 22
 Goldschmidt Corp., Th. Insert following page 82
 Gray & Co., Walter S. 156
 Greater City Phonograph Co. 61, 108
 Grebe & Co., Inc., A. H. 63
 Grimes, Inc., David W. Insert following page 90
 Guarantee T. M. Supply Co. 161
 Guden & Co., H. A. 24
 Gulbransen Co. 23

H

Haag Radelux Corp. 165
 Hall Mfg. Co. 142
 Halliwell Elec. Co. 199
 Hearst Music Pubrs. 206, 208
 Herbert-John Corp. 172
 Hoch & Co., Edw. G. 116
 Hohner, M. 188
 Horton-Gallo-Creamer 153
 Hyman & Co., Henry 103

I

Illinois Phono. Corp. 61
 Ilsley, Doubleday & Co. 96
 International Mica Co. 98
 Iroquois Sales Co. 90, 91
 Italian Book Co. 118

J

Jewel Phonoparts Co. 115, 134, 135
 Jewett Radio & Phono. Corp. 173
 Jones Radio Mfg. Co., Jos. W. 197
 Junod & Co., L. 126

K

Kennedy Co., Colin B. 15
 Kent Co., F. C. 51
 Kiefer-Stewart Co. 61
 Kimball Co., W. W. 133
 Kimberley Phono Co. 33
 Kirkman Engg. Corp. 94
 Kor-Rad Corp. 98
 Kraft, Bates & Spencer, Inc. 155
 Krasco Mfg. Co. 140, 150

L

Lakeside Supply Co. 136
 Latham Co., E. B. 57
 Leedy Mfg. Co. 191
 Lesley's Chemical Co. 216
 Lincoln Business Bureau 162
 Lind, Inc., S. E. 170
 Long Island Phonograph Co. 61, 111
 Ludwig & Ludwig 188
 Lundstrom Mfg. Co., C. J. 200

M

Magnavox Co. 76, 77
 Manufacturers' Phono. Co. 98h
 Marks Radio & Phono Co. 166
 Marshall Co., C. L. 170, 172
 Mercury Radio Prods. Co. 73
 Mermod & Co. 194
 Minelli Phono Co. 8
 Moore-Bird & Co. 61
 Morrison Laboratories, Inc. 20
 Multiple Elec. Products Co. 83
 Mu-Rad Laboratories 129
 Murdoch Co., Wm. J. 42, 212a
 Musical Instr. Sales Co. 48
 Musical Products Distr. Co. 69
 Mutual Phono. Parts Mfg. Co. 67

N

National Co. 124
 National Publishing Co. 18
 Newport Radio Co. 112
 New York Album & Card Co. 4
 New York T. M. Co. 131

O

Ohio Musical Sales Co. 61, 68
 Ohio Rubber & Textile Co. 32
 Ohio Talking Machine Co. 84
 Oro-Tone Co. Insert Back Cover
 Orsenigo Co. 202
 Outing Talking Machine Co. 158

P

Pathé Phono. & Radio Corp. 95
 Peabody & Co., Henry W. Insert following page 122
 Pearsall Co., Silas E. 21
 Peckham Mfg. Co. 194
 Peerless Album Co. 9
 Penn Phono. Co. 162
 Perfect Record Co. 98c
 Perophone, Ltd. 215
 Peter Pan Gramophone Co., Ltd. Insert following page 66
 Philadelphia Badge Co. 160
 Philadelphia Storage Battery Co. 212c
 Phillips Phono. Parts Co., Wm. 116
 Phonomotor Co. 72
 Pitts Co., F. D. 152
 Pittsburgh Phono. Distr. Co. 61
 Playertone T. M. Co. 81
 Plaza Music Co. 39
 Plywood Corp. 72
 Polk Co., Inc., James K. 61, 70
 Polymet Mfg. Corp. 168
 Pooley Co. 40, 41
 Progressive Musical Instrument Co. 190

Q

Q R S Music Co. 104, 105

R

Radio Corp. of America 79
 Radiomaster Corp. 143
 Reichmann Co. 137
 Reflexo Products Co. 32
 Regal Record Co. 97
 Reinhardts, Inc. 61
 Rene Manufacturing Co. 174
 Rex Gramophone Co. 215
 Royal Elec. Labs. 38
 Rudell, J. E. 98

S

Sanders, Inc. 99
 Schloss Bros. 126
 Schwab, Inc., Harold M. 118
 Shelton Electric Co. 168
 Sherman, Clay & Co. 11
 Silent Motor Corp. 35
 Sleeper Radio Corp. 98b
 Smith Co., C. D. 61
 Sonora Phonograph Co., Inc. Inside front cover, 60, 61, 80
 Southern Drug Co. 61
 Specialty Trading Co. 122
 Star Machine & Novelty Co. 194
 Starr Equipment Corp. 169
 Starr Piano Co. 14, 175
 Stead & Co., Ltd., J. 214
 Steinert & Sons Co., M. 154
 Sterling Roll & Record Co. 84
 Stromberg-Carlson Tel. Mfg. Co. 156
 Stylus Bar & Mfg. Co. 92

T

Talking Machine Co., Philadelphia 161
 Talking Machine Supply Co. 170
 Targ & Dinner Music Co. 148
 Teagle Co. 202
 Teletone Co. of America 181
 Texas-Oklahoma Phono. Co. 151
 Texas Radio Sales Co. 151
 Thomas Mfg. Co. 164
 Thompson Mfg. Co., R. E. 89
 Tonks Bros. 123
 Tonofone Co. 144
 Triangle Radio Supply Co. 88

U

Udell Works 56
 United Mfg. & Distr. Co. 146, 147
 United States Music Co. 219

V

Val's Accessory House, Inc. 26
 Van Veen & Co. 68
 Vega Co. 193
 Victor Talking Machine Co. Front cover, 5, 7
 Vincennes Phono Co. 128
 Vitrola T. M. Co. 139
 Voltron Co. 184
 Voluma Products Co. 54

W

Walbert Mfg. Co. 145
 Wall-Kane Needle Mfg. Co. 62
 Walthall Music Co. 61
 Ware Radio Corp. 119
 Wasmuth-Goodrich Co. 100, 101
 Western Radio Mfg. Co. 198
 Westphono, Inc. 47
 Weymann & Son, H. A. 160, 191
 White Co., H. N. 192
 Williams Music Pub. Co., Clarence 206
 Wil-Mer Corp. 61
 Wolf Mfg. Inds. 43
 Woodward, Wight & Co. 195

Y

Yahr & Lange Co. 61

Z

Zenith Radio Corp. 98i
 Zimmermann-Bitter Con. Co. 120

ORO-TONE No. 100 COMBINED Recording, Reproducing and Radio EDISON ATTACHMENT



Showing how easy it is to record with the new Oro-Tone No. 100 recording, reproducing and radio attachment.

Unsurpassed

1. In simplicity and ease of operation—can be attached and removed instantly.
2. Gives astonishingly true tone reproduction. With slight practice every word becomes clear and distinct.
3. This No. 100 Attachment also plays all records on the Edison Phonograph, including the records it records.
4. As a means for closing Edison sales this No. 100 Attachment will prove a tremendous help.

Read the five advantages given below.

SAMPLE ON 30 DAYS' APPROVAL

SEND for one of these new No. 100 Oro-Tone Combined Recording, Reproducing and Radio Attachments on 30 days' approval. Give it a trial. Note how easy it is to attach. How clear and distinct the recorded tone. How astonishingly simple it is for anyone to record a song, a speech, a reading. How keenly the public is interested.

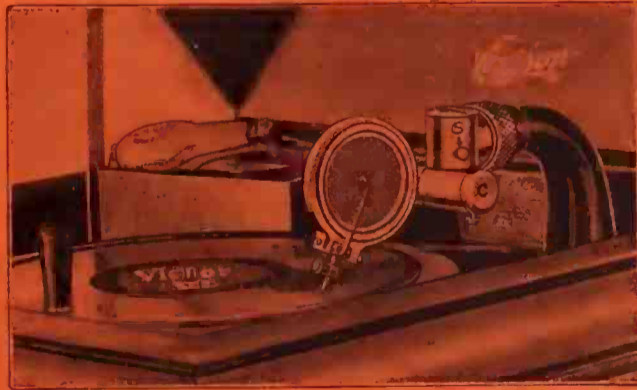
To all of our present customers, and to every Edison Dealer we sincerely recommend this new No. 100 Attachment for the following reasons:

1. It will help you to close more Edison phonograph sales. The No. 100 Attachment enables anyone to play all records on the Edison. The Oro-Tone self-adjusting reproducer gives a marvelously clear, beautiful tone.
2. You will find splendid sales of this recording attachment among those to whom you have already sold Edison phonographs. Simply calling their attention to the excellence of this recording attachment and the pleasure to be derived from it will make the sales.
3. You will have a steady sale of the Pathé records used with this attachment. These records

can be covered on both sides. Recording requires no careful adjustments. A child can operate the attachment.

4. The unusual pleasure which this sure-fire recording device will give Edison owners will result in much valuable publicity for your store and therefore new prospects and more sales.

5. The radio attachment permits any radio set to be attached by simply removing the radio cap C. The phonograph can then be used as a loud speaker.



* * * PLAYS ALL RECORDS

The small cut herewith shows how Victor, Brunswick, Columbia, and other makes of needle records may be played with this new Oro-Tone No. 100 recording, reproducing and radio attachment. Easy to change needles. The complete outfit consists of attachment, recording horn, sapphire recording needle and one Pathé recording record.

* * * PRICES AND TERMS

Nickel Finish	\$ 8.50
Gold or Antique Bronze (Oxidized)	10.50
Pathé Aluminum Recording Records25

(40 per cent Discount to Dealers)

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George Street Chicago, Ill.

Ask your Edison Jobber for a Sample

CHARLES FRY & HIS ORCHESTRA EDISON ARTISTS



They're on their way!

—straight from Atlantic City to your living room

Fry's Million Dollar Pier Orchestra now records exclusively for Edison.

Dance-lovers all over the country know them and their rhythmic syncopations, —and will come to you for their records.

Hear Their First Record:

No. 51406—Blue Evening Blues
Copenhagen Blues

THOMAS A. EDISON, INC.
ORANGE, NEW JERSEY

Look on pages 36 and 37 of this issue.

Jobbers of the New Edison, Edison Records, the Edison Diamond Amberola and Blue Amberol Records

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Edison Phonograph Distributing Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—Edison Phonograph Distributing Co.

INDIANA
Indianapolis—Edison Phonograph Distributing Co.

IOWA
Des Moines—Hirger & Blum

LOUISIANA
New Orleans—Dallas & Mearns Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Ever Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Orange—The Phonograph Corp. of Manhattan.

NEW YORK
Albany—American Phonograph Co.
New York City—J. F. Blackman & Son. (Amberola only).
Syracuse—Frank E. Bolway & Son, Inc. W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

CANADA
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).