

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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



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

The best-known trademark in the world
designating the products of the Victor Talking Machine Co.

Sonoradio

CLEAR AS A BELL



THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Phonograph
and Radio
All in One



Model 242

\$235

Cash In On The Demand For This Model

Built into a Sonora Phonograph of high quality is a Neutrodyne radio set of pronounced superiority, extreme sensitiveness and selectivity. This is the first three tube neutrodyne to be built and the first to operate on dry batteries.

Batteries are completely enclosed, and besides the space for record albums adjoining the battery compartment, there is space below the horn for extra records.

Sounds from both radio and phonograph are reproduced through the famous Sonora tone passage with all wood, laminated horn.

Sales in quantity will follow the displaying of this exceptional value, as well as the many other salable models in the Sonora line. Let us tell you about the Sonora selling plan, prices and discounts. Write today.

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

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

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. 1,460,080 dated March 27, 1923, and No. 1,489,228, dated April 1, 1924, and other patents pending

The Talking Machine World

Vol. 20. No. 12

New York, December 15, 1924

Price Twenty-five Cents

Victor Talking Machine Co. Announces Modification of Record Release Plan

New Plan, Which Becomes Effective January 2, Includes Weekly Release of Timely Records Only With Monthly Supplementary Release, Consisting of Standard and Red Seal Numbers

The Victor Talking Machine Co. on December 3 announced the general modification of its plan for new record issues that should prove of distinct interest to both Victor wholesalers and dealers, in that it is based upon a close observation of existing weekly record release systems as well as suggestions offered to the company by the members of the trade.

The new modified plan, which becomes effective with the new record issue of Friday, January 2, provides for the weekly issue each Friday of two or three timely records only, supplemented by a monthly issue of new records on the last Friday of each month which will include in addition to the current weekly issue a selected list of standard and Red Seal numbers, together with listings of all weekly records issued since the last supplement. A number of records to be issued monthly will be issued on the basis of sales possibilities.

The advertising of the Victor Co. in the newspapers will continue to present the new weekly issues, and at the proper time also the monthly releases. An attractive window card listing new records will be supplied each week to dealers and there will also be issued a monthly hanger similar to the one now in use. This monthly hanger will list the monthly releases as well as the weekly releases of the period. The weekly mailing card featuring new records will be discontinued, but ready-made advertisements suitable for post-card printing will be furnished to those dealers who desire them.

The entire new, or modified, record release plan was outlined to the trade by the Victor Co. in a special letter reading in part as follows:

"The plan of issuing new records on Friday of each week has been in operation a sufficient length of time to prove its practicability and advantages. Our observations and the opinions of the trade communicated to us through our representatives lead to the conclusion that the plan can be made more effective, and simplify the problems of the dealer by the following modifications, which will be made effective with the new record issue of Friday, January 2.

New Records Each Friday

"The weekly issue of Friday will consist of two or three timely records only. These will be records having a general sales appeal and timeliness. If any selection or selections become popular in your community prior to the date set for general issue, we shall be glad to give careful consideration to requests for advance shipment.

Monthly Issues

"There will be a monthly issue of new records on the last Friday of each month, unless the first of the following month falls on Friday, in which case the latter will become the opening sale date for the monthly issue.

"This monthly issue will include the current weekly issue of two or three timely records and a well balanced list of standard and Red Seal numbers, together with listings of all weekly records issued since the last monthly supplement.

"The number of records issued monthly will be determined on a basis of sales possibilities, bearing in mind the best interests of the trade.

Newspaper Advertising

"The newspapers in which we regularly advertise will contain suitable advertisements of new record issues on Thursday and Friday of

each week. This weekly advertisement in addition to strong presentation of the new records will, from time to time, also feature—in certain cities—such records previously issued as may then have particular popularity in those respective localities.

"The advertisement which appears simultaneously with our monthly issue will list all records it contains and in addition will include all records presented in the general weekly issues of the previous month.

Trade Service

"The present schedule of advance notices of new issues and the shipment of sample records will not be disturbed.

"The weekly mailing card, featuring new records, will be discontinued, but for those dealers who have found a weekly mailing of notices of the new issues indispensable we will supply

"Bob" MacClellan to Cover Southwestern Territory

For the Radio Division of the Th. Goldschmidt Corp., of New York City

J. B. Price, sales and advertising manager of the radio division of the Th. Goldschmidt Corp., New York, N. Y., manufacturer of the N & K loud speaker, head phones and phonograph units, announced this week the appointment of



"Bob" MacClellan

"Bob" MacClellan as district manager for the Southwest territory, with headquarters at the company's executive offices, 15 William street, New York. Mr. MacClellan is now visiting the trade in Missouri, Kansas, Oklahoma, Texas, Louisiana and Arkansas, and the results of his work to date are very gratifying.

In connection with his activities in the Southwest territory Mr. MacClellan will visit jobbers in all of the leading trade centers, paying particular attention to furthering the interests of music jobbers handling the N & K products. He will also call upon the leading dealers, giving them all of the time necessary in behalf of the profitable merchandising of the N & K lines. Mr. MacClellan is co-operating with the jobbers to excellent advantage, devoting considerable time to the jobbers' sales organizations in order to give the wholesaler every possible form of service and assistance in building up a profitable, permanent business.

in the usual way ready-made advertisements suitable for postal card printing.

"An attractive window card listing the new records will be supplied each week. This card will be of convenient size so that it can be packed and shipped with records.

"A monthly hanger similar to the one in use at present will be supplied. This will list the new monthly records and recapitulate the weekly records issued during the previous month.

"We will continue to issue each month an attractive supplement to the catalog which will be shipped at the time of the monthly issue. This will list the new monthly records and will also feature the preceding weekly records with annotations. It will also contain a recapitulation of all records issued subsequent to the last general catalog as at present."

In presenting the modified plan the company expresses belief that it will simplify the dealer's problem both in the ordering and exploitation of new records, and also increased sales, through giving him the timely records at weekly intervals and affording him a full month in which to exploit standard and Red Seal selections.

Brunswick Co. Takes Over Boston Wholesale Branch

Kraft, Bates & Spencer Discontinue Distribution of Brunswick—Factory Branch to Be Maintained—Harry L. Spencer in Charge

BOSTON, MASS., December 8.—The important news in talking machine circles this month is the announcement that beginning the first of the new year the business of Brunswick machines and radiolas will be handled by the Brunswick-Balke-Collender Co., of Chicago. This means that the well-known Boston house of Kraft, Bates & Spencer, which had been jobbers for the Brunswick line for a number of years, will discontinue handling the talking machines, records and radiolas of this big Chicago concern and the Brunswick-Balke-Collender Co. will thereafter maintain a direct factory branch at 80 Kingston street, which has been the address of the Kraft, Bates & Spencer Co. for nearly two years past. This new branch will be under the personal supervision of Harry L. Spencer, who has long been with the Kraft, Bates & Spencer concern and is the elder son of the senior member of the firm. He is thoroughly conversant with the Brunswick business. Boston, it seems, is the only city in the country in which the Brunswick Co. has not operated its own branch. It is understood that as an incident to this change the firm of Kraft, Bates & Spencer will cease to function as a phonograph wholesaler.

New Edison Distributing Company in Kansas City

On December 1 announcement was made of the formation of the Edison Phonograph Distributing Co., of Kansas City. This concern has been organized to conduct the Edison jobbing business formerly done by the Phonograph Co. of Kansas City, and Shulz Bros., of Omaha, Nebr. The new jobbing organization will make its headquarters exclusively at Kansas City and will be operated as a subsidiary of Thos. A. Edison, Inc., with Clarence L. Smith as acting manager. Mr. Smith was assistant manager to the former manager of the Kansas City company and has had considerable experience and success as a traveling representative for the Edison business in the Middle Western territory to be served by the new company.

Right Slant on Phonograph-Radio Selling

H. D. Berkeley Emphasizes Need for Constructive View of Talking Machine and Radio Merchandising Where Both Are Featured

One of the fundamental reasons why some dealers have cause to complain of slackened demand for talking machines is because of their failure to put really constructive sales effort behind the moving of these instruments. It is not that these dealers are failing to wage aggressive campaigns to increase their business, but the entire organization, built up through a number of years to sell the talking machine, has been shifted to push the sale of other products, producing an unbalanced plan of promotion.

The Problem of Radio

It is conceded beyond the question of a doubt that the logical place to sell radio sets is the talking machine store. The experience of the past has shown that the talking machine dealer has, through years of experience in the merchandising of musical instruments, built up an organization that is admirably fitted to sell receiving sets. The mistake made, however, is the premise of some retailers that radio will cut into their talking machine business; that every sale of a radio set means the possible loss of a talking machine sale. Influenced by this belief, they either fail to do anything to stimulate an interest in the sale of talking machines or else do so in a half-hearted fashion that naturally fails of results. In brief, they "auto-suggest" themselves into bad business.

The Constructive View

Another class of dealers, however, view the radio situation in a different light. They see it as an instrument vastly different from the talking machine and one which is supplementary to it and can be merchandised without detriment to the lines which they are selling. They accepted the radio, not with fear and trepidation,

but with open arms, as an instrument with a place in the home, with a different appeal than those instruments which they were selling, and established their radio departments as separate units, neither dependent on, interlacing with or in any way connected with the talking machine department. The new department was regarded in the proper light—a welcome addition to the merchandise carried. But these dealers did not regard the radio as the successor to the talking machine, as many dealers, unconsciously perhaps, but erroneously view it. They feel that both the talking machine and the radio have a definite place in the home and they plan their campaigns accordingly. That they are right in this surmise is proved by the great popularity of the combination unit.

Radio Added to Console Popularity

It is true the introduction of radio into the music trade field has influenced the buying public's selection to the point where the console model, which is radio-adaptable in that a radio panel can be inserted at any time, is far more in demand than the upright model. H. D. Berkeley, manager of the talking machine department of Bloomingdale's department store, New York, reports that his sales for November are most satisfactory and are in advance of last year. He attributes this condition to the fact that the store has continued the same methods of vigorously pushing the talking machine as were employed in former years. The only difference the introduction of radio has made is that practically the entire display of hundreds of phonographs on the floor are of the console type, many with provision for radio.

Mr. Berkeley, in discussing the opinion which

some people have that the radio is superseding the talking machine, stated that the dealers are in a large measure to blame. He pointed out that many dealers, through constant association with the instrument, have lost their sense of values and look upon the talking machine as a matter of course.

Use Imagination to Get Proper Slant

"Suppose," he said, "the radio receiving sets had come into popular usage before the invention of the talking machine, and for twenty years the public were accustomed to having their music entertainment via the air. Then, the announcement of the phonograph was made. The people were informed through advertisements and through the papers of this marvelous new device, by means of which a flat disc placed on the machine would give in the home the music of all the great artists of the world, vocalists, instrumentalists, orchestras, etc., and the disc could be played at any time and would last indefinitely. The machine was complete in that it required nothing but the putting on of a record and at no time would any outside factor interfere with the enjoyment of the programs which could be heard.

"Wouldn't such a situation," continued Mr. Berkeley, "create just as much of a stir in the trade as has the radio, and yet the radio would continue to enjoy its popularity and possess features which could not be taken over by the new instrument. By viewing the matter in this light the dealer who fears for the talking machine business might get a new slant on the situation and see that each instrument has its own virtues, neither of which can be usurped by the other."

NYACCOFLEX
R. 2.



Dealers write your jobber for details or address

A Needed Addition to Your Radio Line

Many good prospects cannot afford the high priced sets NOW.

Get the little fellow's business, too.

A Nyaccoflex sale means a satisfied customer plus a prospect for future sales.

Nyacco Radio (Reflex) Receiver

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 Nyaccoflex Radio-Phonographs



New York Album & Card Co., Inc.

New York: 23-25 Lispenard Street

Chicago: 415-417 S. Jefferson Street



Victrola No. S 215 (Special), \$160
Mahogany, oak or walnut

You can quickly equip a Victrola with whatever radio set you prefer

The four Victrola models shown here are specially designed to provide for the installation of radio equipment. Practically all Victrola instruments can be adapted to radio installation with ease.

Such a combination is the best possible solution of the dealer's radio problem, for it enables him to furnish the Victrola with the radio set the customer prefers, and permits him to handle the radio sets he prefers.

The radio equipment may be placed under the left lid which raises, exposing a removable panel. A panel extending across the entire rear of the instrument is also removable, revealing ample space for radio apparatus.

In the present state of radio reception, experimentation holds a large part of the radio owner's interest. The Victrola-Radio combination has absolute flexibility, does not restrict the "radio-fan" to any one set even after it is installed, and allows him plenty of opportunity for changes in, and additions to, his set.



Victrola No. S 405 (Special)
Walnut, \$265; electric, \$305

Victrola No. S 400 (Special)
Mahogany, \$265; electric, \$305

Victrola No. S 410 (Special)
Mahogany, \$315; electric, \$355

Real Victrolas are marked Victrola



Victrola

Victor Talking Machine Company, Camden, N. J.

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

Brunswick Co. Announces Purchase of Vocalion Record Division of Aeolian Co.

Deal Closed by P. L. Deutsch Goes Into Effect January 2—To Maintain Separate Organization to Merchandise Vocalion Records—New York Aeolian Retail Stores to Handle Brunswick

The Brunswick-Balke-Collender Co., Chicago, announced, on December 1, the purchase of the Vocalion record division of the Aeolian Co., New York. This important deal was closed by P. L. Deutsch, vice-president of the Brunswick-Balke-Collender Co. and the guiding spirit in the company's phenomenal progress the past six years. The new arrangement goes into effect January 2, and in his announcement Mr. Deutsch said:

"The Brunswick Co. has, for a long time, felt that a large market exists for a high quality record such as the Vocalion, outside of, or additional to, the channels through which Brunswick records are now being sold.

"The demand for Brunswick records has been greater than could be met in being merchandised only through regular Brunswick dealers. Owing to the desire of the Brunswick Co. to protect those dealers through limited distribution policies governing Brunswick products the wide span of opportunity for the Brunswick record could not be covered.

"Necessarily, a product selling from 75 cents to \$2.00 should be given wider distribution than that of higher-priced products, such as Brunswick phonographs and Brunswick-Radiolas, if full advantage of the demand is to be taken. Therefore, in confining the distribution of Brunswick records to the Brunswick phonograph dealers a great existing market could not be reached for such a product. The Vocalion record has been selected as the only record of sufficiently high quality which the Brunswick Co. cared to sponsor and present in addition to the Brunswick record.

"We wish to express, in a definite way, the high regard we have for this fine record, and for the distinguished company which has brought it to its present state of perfection—a company whose prestige in the music field pre-dates the phonograph industry. In taking over the recording and manufacturing of the Vocalion record and its firm name we will be guided by the same excellent principles which have been used in the past by the Aeolian Co. We will continue much the same policies of distribution through jobbers, amplified by the best merchandising and advertising facilities at the

command of the Brunswick Co. A separate selling organization, to carry out the Vocalion merchandising plans, will be maintained in order to do justice to this excellent record.

"The complete line of Brunswick phonographs, Brunswick-Radiolas, and Brunswick records will be extensively merchandised



P. L. Deutsch

through the Aeolian Co.'s retail stores, inclusive of Aeolian Hall on Forty-second street, New York City."

W. H. Alfring's Statement

In a chat with The World, W. H. Alfring, vice-president and general manager of the Aeolian Co., New York, commented as follows upon the consummation of the Brunswick-Vocalion arrangement: "We are pleased to announce that all of the retail stores controlled by the Aeolian Co. in Greater New York will merchandise Brunswick products, including Brunswick-Radiolas, all details concerning these arrangements, as well as the sale of our Vocalion record business, taking effect January 2, 1925.

"For some time past we have recognized the

fact that the phonograph record industry calls for a steady program of expansion, which is absolutely necessary to keep pace with standard competition. After considering all these facts, however, the Aeolian Co. believed it advantageous to its organization to withdraw from the record field in order to permit of expansion and development with the products which have made our company internationally famous—pianos, reproducing pianos and player-pianos. It was solely for this reason that we decided to dispose of our Vocalion record business.

"Our policy will provide for a very important expansion in the manufacturing and marketing of all our piano products, and this applies particularly to Duo-Art activities. As is generally known, the demand for Duo-Art reproducing pianos has increased tremendously during the past few years, and our manufacturing facilities must be enlarged in order to keep pace with this demand. With the sale of our Vocalion record business we have now concentrated our activities in such a way that in the manufacturing field we will make pianos, reproducing pianos, player-pianos and music rolls, and in our retail sales department we will merchandise, in addition to these products, Vocalion phonographs, radio products, records, etc. We will also continue to make Vocalion phonographs, as heretofore."

The control of the Vocalion record and its continuance through a separate division of the Brunswick organization represents one of the most important developments in the record industry in recent years. The fact that the Brunswick Co. will market the new Vocalion record through the existing Vocalion agencies and along independent lines of distribution, distinct from Brunswick, is an interesting solution to the problem of keeping the two names separate. In Brunswick's announcement to its organization of retail dealers it is pointed out that the acquisition of the Vocalion record in no way affects the vigor with which Brunswick records will be marketed.

This new arrangement brings under the colors many new artists of world renown, such as Rosa Raisa, May Peterson, Colin O'More, and others. In the popular music field there will be many favorites continued on Vocalion records, such as Ben Bernie and His Hotel Roosevelt Orchestra, Ben Selvin's Orchestra, Ambassador Orchestra, Bar Harbor Society Orchestra, Irving Kaufman, popular tenor, and many others.

Since making this announcement the Brunswick-Balke-Collender Co. has received thousands of letters and telegrams of congratulation from the trade everywhere, and the importance of the deal is keenly appreciated by all factors of the phonograph industry.

W. A. Hurd Joins Forces of F. A. D. Andrea, Inc.

Connected With Merchandising Department—Duties Consist of Dealer Co-operation and Editing Dealer House Organ

F. A. D. Andrea, Inc., manufacturer of Fada neodyne radio receiving sets, recently announced the addition of W. A. Hurd to its personnel. Mr. Hurd was formerly merchandising specialist of the Western Electric Co. and more recently associate editor of a radio publication. By virtue of his past experience he has been able to study at close range the problems in regard to the sale of radio. Mr. Hurd will be connected with the company in its merchandising department, his function being to add to the merchandising activities and supervise the publication of a monthly dealer house organ, entitled "Fada Sales." He will also add to the general plan of fostering dealer sales by more effective and closer co-operation of Fada national advertising with the local efforts of all dealers, thus forming an important link in the sales promotion plans of the retail trade.

"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.

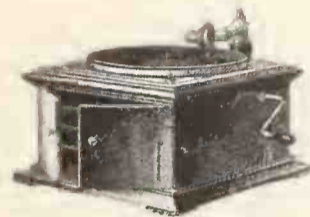
Wholesalers of Victor Products
CLEVELAND, OHIO



Victor supremacy is the supremacy of performance

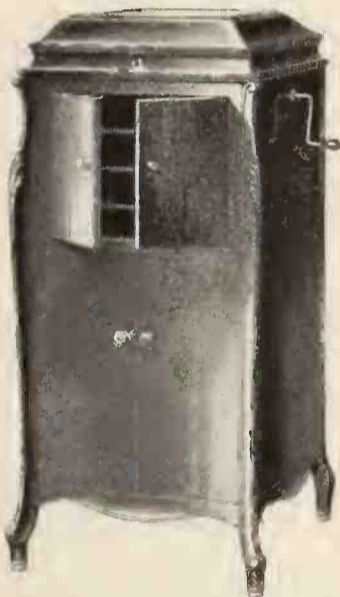


Victrola IX, \$75
Mahogany or oak



Victrola VI, \$35
Mahogany or oak

Victor history is one continuous series of great musical achievements. Each successive accomplishment marking another step forward in the progress of dealers in Victor products.



Victrola No. 111
\$225
Electric, \$265
Mahogany, oak or walnut



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



Victrola No. 215
\$150
Mahogany, oak or walnut
Victrola No. S 215 (Special) \$160
Specially designed to accommodate any radio receiving set



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



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

Victrola

TRADE MARK

REG. U.S. PAT. OFF.

Victor Talking Machine Company, Camden, N. J.

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

What Creates a Big Retail Sales Volume?

The Successful Sales Promotion Methods of Montalvo's, of New Brunswick, N. J., Provide a Concrete Answer to This Question

What makes a retail dealer successful? Is it advertising? Canvassing? Store location? Salesmanship and business ability? All of these requisites contribute, but no single one of them will bring maximum business to the retail store. For example, out on Long Island not very far from New York City's shopping district is a talking machine dealer who concentrates entirely on canvassing. He does an excellent business, but his location warrants an even greater sales volume, which advertising alone can produce. Not far distant is another dealer who does a fair business—in this case advertising is the only medium used to secure trade. In this particular instance canvassing and outside sales effort would bring the sales up a considerable degree.

Montalvo's Uses All Methods

Montalvo's New Gift Shop and Temple of Music, New Brunswick, N. J., is one of the few retail talking machine dealers who utilize all of the approved methods of securing business. The store has built up a mailing list of 6,000, and a constant stream of record supplements, direct mail literature of the most constructive kind, is sent out. Five outside salesmen, each supplied with a motor car, are constantly canvassing the city and its environs for business, and they are getting results. In addition to advertising in the local papers, the out-of-town newspapers regularly carry the publicity of Montalvo's, with the result that the firm draws trade from a territory within a radius of twelve miles of the store. The store itself has not been neglected in this scheme of sales promotion. Ramon Montalvo, Jr., who is head of this enterprise, which has been in existence since the year 1900, believes in modern merchandising methods and equipment, and as a result his large store is a model in this respect. The first thing that strikes the eye on entering the store is the musical merchandise department, with its attractive and well-stocked wall cases and the glassed display and service counters. Then comes the gift department, in which are displayed in artistic surroundings a complete line of art objects. Next there is a large record department, stocked with approximately 15,000 Victor and Edison records. The talking machine department consists of a spacious display room, showing the Victor and Edison lines to advantage. There are record, phonograph and radio demonstration rooms and a specially decorated room for the kiddies. The store and stock are remarkably complete, which is why the people about New Brunswick prefer to visit it.

Montalvo's Publicity

Mr. Montalvo believes in originality in advertising and some of his publicity is of interest

because it shows how small space can be used to great advantage in securing business through the columns of the local newspapers. This is especially important to dealers whose advertising appropriation is limited. A clever publicity stunt which has attracted the public's attention consists of what Mr. Montalvo calls "readers." A few of these are reproduced herewith to show

There are several fundamental principles of retail business management and sales promotion which combined are vital factors in aiding the retail talking machine dealer to reach the pinnacle of success. Rarely does a single retailer use all of them and as a result progress is retarded. Montalvo's, however, has succeeded in making rapid progress through the application of these merchandising factors, and, consequently, the story of the methods by which this live dealer is making his store the most popular in his city as well as drawing trade from a wide territory surrounding New Brunswick should prove of practical value to all retail talking machine dealers who are not now enjoying the sales volume which the extent of their territory warrants.

the manner of presentation of the product in an interesting and unusually effective way:

VICTOR ALBUM FREE WITH SET OF RECORDS

The Victor Company announces through Montalvo's, 107 Albany street, a series of beautiful numbers complete in album form. The set consists of "Symphony in B Minor" and "Quintette in E Flat Major," each complete.

"RADIO RAY" SAYS THE COST IS VERY SMALL

Don't be without the pleasures of radio when the cost is but a few cents an hour and when you figure how many can enjoy the music and speeches. The cost per person is practically nothing. Write, phone 2280 or call at Montalvo's, 107 Albany street, for further proof.

Another of these "readers" brings out an important point in Montalvo's methods of doing business, namely, interest charge on sales. This is usually added to the cash price of the instrument and the total price appears on the tag attached to the machine. This reader follows:

HERE'S BEST RADIO NEWS OF SEASON

A complete four-tube outfit delivered to your home ready for you to listen in on the best entertainment for only \$25 down, balance \$125 on special terms, or \$135 cash—that's the whole story, except this latest outfit is obtainable only at Montalvo's, 107 Albany street.

Result-Producing Direct Mail

In addition to the above and other newspaper and church bulletin publicity, the concern does

considerable direct mail sales promotion, which has proved very profitable from the standpoint of the number of customers and prospects which it has brought into the store.

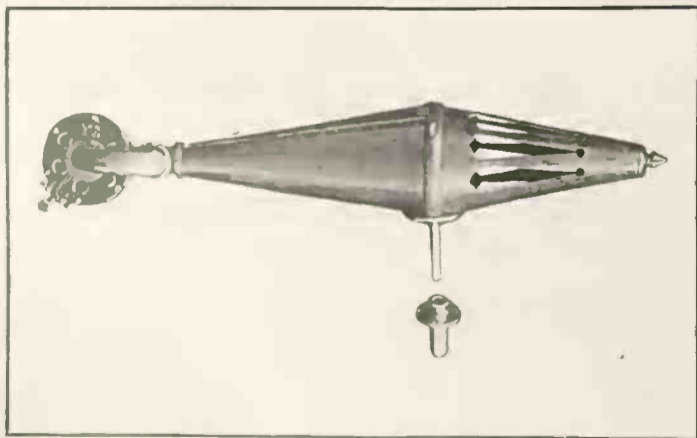
One postal card sent to 5,000 of the people on the mailing list brought 132 people into the store on November 8. In order to provide a check on the results, announcement appeared on the card that the person bringing the card to the store together with a stated sum of money would receive an electric torch. This card was sent out to bring people into the store following remodeling and expansion of both the store and stock. These people not only visited the establishment, but they made purchases. Typical of the buying was a sale of merchandise valued at \$16 to one woman. That shows how a dealer can use direct mail to get business. Other direct mail publicity of the post card type has been found productive of business, and consequently this is an important part of the general advertising campaign carried on by Montalvo's. During the next year Mr. Montalvo plans to set aside 10 per cent of the gross income of the business for advertising purposes.

Service as Prestige Builder

Service is recognized at this store as vitally important to the development of the business. This policy makes itself felt in many ways. For example: Radio purchasers and those who visit the store are glad to take home with them a large folder bearing the title "Radio Index." The first page of the folder also bears the name and address of the dealer. On the inside are listed all of the radio stations throughout the country, together with other pertinent information. This is really a radio log. Service also is the reason for the existence of the large repair department which occupies the second floor, where all kinds of talking machines, radio sets, etc., are put in shape by expert mechanics. This policy is also manifested in the special room for children, the daily concerts held especially for the kiddies, rest rooms, etc.

Haeske Co. Has Opening

BARTLESVILLE, OKLA., December 6.—The J. H. Haeske Radio-Music Co. recently held the formal opening of its new store at 313 Dewey street. A large crowd attended the opening ceremonies and flowers and souvenirs were distributed. An interesting radio program was heard. A complete line of Brunswick-Radiola, Strand and Columbia instruments is carried, together with Brunswick, Columbia and Okeh records.



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.

Greetings

Deep gratitude and satisfaction mark the Christmas Spirit at Peerless this year—gratitude for the loyal support our product has received from many friends and patrons in the field and satisfaction that comes of honest endeavor and a job well done. To all

A Merry Christmas
and a
Happy New Year

PEERLESS,
—the Album

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

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

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

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

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(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. LEONARD P. CANTY

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, DECEMBER 15, 1924

Trade Confidence for 1925 Based on Facts

TALK to some members of the trade regarding 1924 business and the answer will be anything but enthusiastic. Talk to others and they seem to feel that, taking the year as a whole and mixing the good and the bad for a general average, results for the twelve months will not prove so thoroughly disappointing. So much for the year just closing, which will soon be a matter of history.

Regarding 1925, however, there seems to be absolutely no lack of confidence on the part of the talking machine trade. Manufacturers, distributors and a very substantial number of dealers are convinced that with fundamental business conditions as they are throughout the country, with the assurance of an unchanging national administration for the coming four years and the improvement in the industrial situation so evident, this trade itself cannot help but realize upon the opportunities that will come and register a business year at least normal and, very probably, better than normal.

These expressions of confidence are encouraging for they come from men who are not only expressing opinions but are backing up those opinions by action in the making of plans for production and selling campaigns of magnitude. There have been, and probably will develop, various conditions that will have a temporary effect on the trade just as conditions show up in other lines of business, but the talking machine industry is built upon too sound a foundation and has too much to offer to the public to suffer from any extended period of depression unless the country itself, or rather the business thereof, is in a chaotic state.

In the casting up of accounts for 1924 the results are apparently quite satisfactory in a great number of cases. There are some who will find that the volume is not so large as that of last year, but that situation will be met even in years of greatest prosperity and here, too, it is possible only to judge from a general average.

In heralding a substantial year for the talking machine trade in 1925 members of the industry have not closed their eyes to the newly developed market of radio, but have taken that newest industry, so closely allied with the music trade, into their calculations. This is significant in that, though opinions vary as to the effect of radio on the talking machine business itself, there is ap-

parent a general feeling that the two industries are in a great sense distinctive, even though in their appeal to the music lover they have much in common.

Making prophecies is naturally a dangerous thing, but with the business conditions of the country as they exist to-day there is little reason to question the views of those who hold that the industry has much to look forward to in 1925.

Helped to Improve Merchandising Methods

THE fact is becoming increasingly evident that insofar as merchandising methods are concerned, the talking machine industry has done much for the benefit of radio, both its manufacturers and its dealers, through bringing about the adoption of merchandising methods that are sound and built for permanence.

It was not so many months ago that the chief factor in radio distribution was the "gyp" dealer, the individual with little or no ideas of values or of good business practice, whose code was to cut prices on articles of recognized merit and get all he could for those accessories of which the public knew little or nothing. As a matter of fact the situation was such that many members of the music trade directly interested in the progress of radio hesitated about handling it, in view of the necessity of facing this "gyp" competition.

The situation, however, has changed rapidly and to-day, although the "gyp" and the irresponsible dealer are still with us, they are in the minority and are rapidly being eliminated. Radio manufacturers, through contact with the music trade, have come to realize that in confining their distribution to legitimate merchants of recognized standing and proved business ability, they are making for the confidence of the public and the permanence of their market. Instead of placing their lines in the hands of those who have no respect for public confidence or name values, the manufacturers, at least a very large proportion of them, are selecting their dealers and placing agencies only with those who they feel will sell their products on a basis consistent with good business and the development of name value for the future.

It may be overstepping the line to say that music merchants are entirely responsible for bringing about this change, but there is no questioning the fact they have been a powerful influence in bettering conditions.

Building Record Sales on the "Group" Plan

SINCE the talking machine trade came into existence there have been among those who handle records, two types of dealers—the "one record" man and the other fellow who had vision enough to see the possibilities in capitalizing the customer's musical taste and selling him several records of the same general character for his library. For the customer who favors the standard ballads or concert songs there were to be found many more of the same type in the catalog for his consideration, and the same held good whether his musical taste ran to violin solos, orchestral selections, or church music.

Manufacturers and those interested in the merchandising of records have for years emphasized the possibilities of selling the customer a half dozen selections of the same general character when he came in to buy one, and those dealers who followed the advice found that the plan worked. In fact, the idea of satisfying the customer's musical needs and taste on the quantity basis is responsible for the recent development of grouping Victor records in album sets, which represent an organized movement to sell records on a group basis which should prove of inestimable value to dealers generally who take proper cognizance of their opportunities.

It is a significant fact that the individual who might hesitate about having a dozen or so records of the same type demonstrated for him and then see the prices of the separate records added up on the sales slip until they made an imposing total, will not feel the same hesitancy about accepting a dozen or so records of the type he likes already collected for him, and \$10, \$15 or \$20 in a lump sum for a big and valuable package is not nearly so large as when that same amount is made up from a number of small items. So much from the selling angle.

From the angle of music itself the talking machine owner is enabled under the new plan to put into his library groups of records of a character that he favors selected for him by those

who, through training, have a thorough appreciation of record value. It not only saves him the trouble of making individual selections, but puts before him records that ordinarily might remain hidden on the dealer's shelves indefinitely.

The idea of group selling is not new nor is it confined to the talking machine trade. We find the haberdasher using the idea, in the boxing of three shirts and offering them for a lump sum to the man who ordinarily would be content with one at a time. We find the tobacco dealer offering a carton of cigarettes as a convenience to the customer and as a producer of greater turnover. We find dealers in other lines grouping kindred articles offering them at a fixed price and thereby increasing sales materially for the reason that in the group sold and bought so easily there are probably several articles that the purchaser would not buy on a one-at-a-time basis.

The various album sets offer a concrete example of how the plan may be worked out. The idea is new, and although it is growing rapidly there are scores of other groupings in various catalogs of all sorts that the dealer himself can arrange for bulk sales. There is no reason to stay in the one record dealer class, provided the dealer himself has a proper understanding of his stock as well as the customer's general taste.

A Trade Deal of Far-Reaching Importance

EARLY this month there was announced the taking over by the Brunswick-Balke-Collender Co. of the Vocalion record, heretofore manufactured by the Aeolian Co., New York. The announcement represents something more than a mere open-and-closed sale. From the statement of the Brunswick vice-president, it develops that the Brunswick Co. will be in a position to offer to the trade two distinct record groups. The Brunswick line itself, which has become so well established, will still continue to be offered to the public through present channels, and the Vocalion record, which also has an excellent reputation, will be offered to the general trade through accepted jobber channels and featured as a distinct unit.

The announced plan of the Brunswick Co. represents a new step in record distribution, the success of which as carried out with usual Brunswick energy will be watched with interest by the trade at large. The development of record distribution, the making of records as easily available to the prospective buyer as the newspaper when he wants it, is one of the chief factors in the trade, and



To all our friends in the industry best wishes for a Merry Christmas and a New Year of Prosperity and Happiness.

any plan that is calculated to bring about a more general distribution of records is making for the continued and, it is hoped, increasing popularity of the talking machine itself.

Value and Need of Trade Associations

DEVELOPMENTS during the past year have demonstrated more forcefully than ever the fact that the talking machine trade is unfortunate in having so few active trade associations for the promotion of co-operation among the members of the industry regardless of the lines they handle to the common end of keeping the trade, as a whole, on a sound, profitable basis.

There are two or three associations in the trade that really function, the outstanding among them being the Talking Machine & Radio Men, Inc., New York, which has succeeded admirably in holding the interest of the dealers, regardless of how some of them may consider certain phases of its activities.

It is, of course, true that the industry is so constituted that those who handle the different lines of instruments have distinctive problems of discount, exchange, record releases, etc., to be considered, but it is quite feasible, and has been proven so, to organize divisional groups to take up the special company-dealer questions as they may crop up.

The main point is that fundamentally the problems of the trade as a whole are about the same in every locality. These general problems include those of terms, interest, trade-ins, the opposition of "gyp" dealers and a half dozen other matters of similar tenor. More than one dealer has lost considerable money in experimenting to find some successful plan of operation when, had he been brought into contact with his fellows through an association, he would have found the same, or even better, plan already mapped out for adaptation to his own use.



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

Salesmanship as a Radio Profit Builder

Factors That Make for Increased Retail Radio Sales Outlined

by B. R. Hassler, Sales Manager of the Colin B. Kennedy Corp.

Something new to sell, to the real salesman, is more fascinating than a steam engine to a small boy. It is a challenge to his enterprise, to his resourcefulness, to his knowledge of selling craft. When, in addition to the appeal of sheer novelty, it brings with it the romance, the glamour of unseen and mysterious forces that make radio what it is, the appeal is usually irresistible.

At the same time, not even radio has attained to that mythical level of the product that "sells itself." It has plenty of difficulties, also arising chiefly from its sheer novelty, to make it interesting and worth the salesman's while. And from the knowledge that there is a right way and a wrong way to sell radio, we are gradually working out a sound selling method which, as it happens, fits the average talking-machine store as though made to order for it.

No Need of Technical Knowledge

Just a word of reassurance. The mystery of radio is all inside, where it is a help to the salesman and not a hindrance. There is no need of a course in the theory of electric oscillations or a diploma from an engineering school to sell radio to-day. In fact, it may help sometimes if the salesman can make a convincing display of ignorance, in order to relieve the fear of a lady customer that a radio receiver is too abstruse, too scientific and too complex for her.

"Why," the salesman might say, "a new-born babe knows as much about electricity as I do. I know when I push the button the light comes on, and I know that when I turn this knob here and set this dial on that number I get music. And now you know as much about it as I do. You don't need to know any more."

The day of selling a radio receiver as a scientific novelty or an engineering achievement has gone by. The engineering and the science have to be there, of course, but they should no more be in evidence than the knowledge of acoustics and the typical formation of sound-waves should be in selling talking machines. The people who really understand the difference between a reflex circuit and a neutrodyne, or have some faint appreciation of what they are talking about

when they discourse learnedly of impedance and damping, conductivity and reactance, all have radio sets of their own already, which they usually built themselves. The people who are buying radio to-day don't know and don't care—don't want to know—how the thing is done in a scientific sense. They are satisfied to know

Radio must be sold intelligently if the retail talking machine dealer expects to make the most of this branch of his business. Experience has proved the fallacy of many of the methods of selling which existed quite generally a year ago and which obtain in some stores at the present time. Mr. Hassler has a wide knowledge of radio merchandising and because he is a keen analyst and is in a fortunate position for observation his statements are authoritative and worth consideration of the trade.

that you turn this knob here and set that dial there, and music comes out of the horn. And that isn't so very different from the phonograph, is it?

Selling by Home Demonstration

The way to sell radio, like the way to sell phonographs, is by demonstration. But there are some points about the radio demonstration that are different and that give the salesman a chance to exercise his mind and his acquaintance with human nature.

Instead of selecting records from the cabinet in accordance with your best guess as to a customer's tastes, you have to watch the broadcasting programs and time your demonstrations accordingly. But you also have two factors to play with: not only the beauty of the music, which is the appeal of the phonograph record, but also the appeal of the distant and mysterious origin of the music.

"They all look good when they're far away" might be paraphrased in selling radio into "They all sound good when they're far away." This thrill that adds to the thrill of fine music that of

the knowledge that it is reaching you over hundreds of miles of space can be very effectively capitalized in demonstrations.

Suppose you take a receiving set which can be accurately and positively tuned. You know that at 8.30 to-night an exceptionally fine orchestral selection will be given from a local broadcasting station. You take this set to a prospective customer's home, connect it up (which isn't complicated) and leave, first impressing it upon him that under no circumstances is he to touch it.

Then, at 8.25 this evening, call him on the telephone. Tell him simply to turn the proper knob and to set his dial at 95, and listen. What a thrill he will get when, a moment later, he hears, "This is Station XYZ," and then his room is filled with melody! The chances are good that you will get a check and an enthusiastic letter in next day's mail.

Store Demonstrations

Naturally, store demonstrations can be arranged in the same fashion. You will soon learn to keep track of all the broadcasting programs in your neighborhood—and there is no neighborhood in the United States to-day that is not within range of high-class broadcasting—and to take advantage of particularly fine program numbers, to invite the prospective customers to whom you think they will most appeal to be on hand at that hour to hear them.

But you are not confined, you must remember, to music alone for demonstration purposes. Think of the advantages of such events of great popular interest and dramatic importance as the farewell of General Pershing, etc.

Overcoming Sales-Killing Difficulties

There are, of course, difficulties which must be faced. No selling job would be interesting without them. "Electricity" to some people is still a dread and mysterious word, and an aerial conjures up danger of lightning.

This is particularly true of the very people to whom radio in other respects has an almost irresistible appeal—the "shut-ins," or elderly women, too timid to leave their homes, to whom the radio brings the voice of the great outside world. Naturally one of your first tasks will be to secure the names and addresses of all persons of this class or type in your neighborhood. They are your best prospective customers, but too aggressive salesmanship is a sure way to lose them.

The outside aerial is still, to-day at least, essential to the highest efficiency of a radio receiving set. Many of us produce a set which operates successfully on an indoor loop, but that same set is even better with a real aerial. You naturally want your customers to get their full share of enjoyment; therefore, in my opinion, sound salesmanship calls upon you to meet the aerial difficulty frankly.

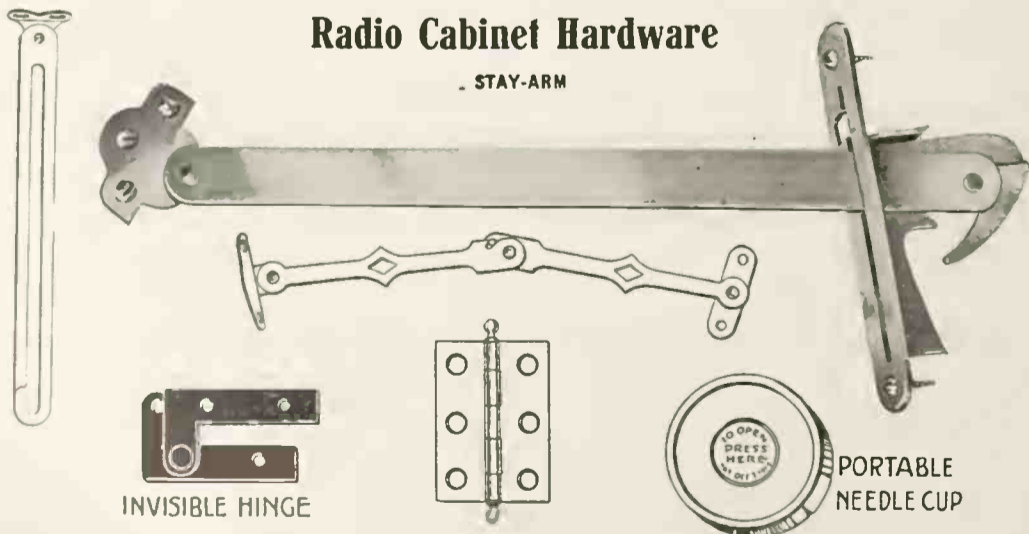
You must convince the timid ones—that is perfectly true—that there is absolutely no danger in a properly installed aerial; that, on the contrary, by dispersing accumulated atmospheric electricity by continuous discharge to earth, it actually diminishes the danger from lightning; and that the only current that is ever in the aerial consists of impulses so minute as to be utterly imperceptible to human senses.

No, radio is not too easy to sell. It has problems of its own, mostly inseparable from its newness. But it is an inspiring thing to sell. I defy any man to deal with it for any length of time and not be gripped by the consciousness that, in his own sphere, he is helping in the spread of one of the mightiest forces ever bent to the service of civilization. Its material rewards are attractive, but its intangible rewards are tremendous.

FULL LINE of HARDWARE

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

Radio Cabinet Hardware



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.

To Those We Serve
 TO THOSE WHO SERVE US
 TO THOSE WHOM WE WILL
 EVENTUALLY SERVE

we extend our most sincere
 wishes for a
 Happy and Prosperous
 New Year

Everybody's
 TALKING MACHINE CO. INC.
 810 ARCH ST.
 PHILADELPHIA, PA.

*Makers of
 Honest Quaker Products

Holiday Greetings to all our friends.



Eliminating the "Stall" From Instalments

The Ideal Music Co. Sends Out a "Check-Up and Reminder" Notice Which Brings in the Money—Other Practical Collection Tips

Next to making sales probably the most important problem with which the talking machine dealer is faced is the matter of securing his payments from customers when they are due. No matter how successful the retailer is in selling instruments and records if he fails to get his money he curtails his profits and suffers unnecessary loss. There are many practical means of stimulating customers to a realization of the necessity of meeting the instalments when due, all more or less effective.

Collectors Too Expensive

Unless the dealer does a great volume of business the expense of personal collections is prohibitive. And even though the business is large the retailer who can do without a collector or reduce the work of a collector is reducing his overhead and increasing his profits. One dealer who instituted a canvassing campaign in the cities and towns within a radius of seventy miles of his community found that the only way in which he could be sure to get his money when due was to have several collectors on the job. When he figured up he was astonished at the way his profits were shot to pieces by the expense involved in securing his money. Not only did he have to pay these men a salary but the item of traveling expense was a profit-eater. Happily, however, the canvassing campaign was so successful from the standpoint of number of instruments and records sold that even after the large collection expense had been met there remained a small margin of profit.

Don't Sell Terms, Says Dealer

"The whole trouble with many dealers and salesmen is that they sell terms instead of talking machine," declared a talking machine dealer to the writer recently. Ninety-eight per cent of my customers pay promptly," he continued, "and the reason can be traced directly to our methods of selling. Although we give very liberal terms in comparison to some dealers we have very little trouble in securing the money when due and very rarely do we find it necessary to repossess an instrument. In the first place, we do not discuss terms until the prospect has been thoroughly sold on the merits of the instrument we handle or unless the salesman is asked point-blank what terms can be arranged. Even then we do not prostitute our business to the point where we make the prospect feel that he is conferring a favor on us by accepting our terms. Instead we make the customer feel that by giving terms we are doing him a favor and we never let him forget it.

"Sometimes, of course, customers are bound to fall behind in their payments. Right there is where our policy saves us future trouble. We don't mince words. Without making ourselves objectionable or making the customers feel that they are dealing with a Shylock we take a firm and open stand which leaves no room for doubt or misunderstanding.

A Check-up and Reminder

A little stunt is used by the Ideal Music Co., of New York City, which serves the double

purpose of checking up on unpaid balances of customers and stimulating purchasers to make their payments on time. This is in the form of a notice reading as follows:

"Dear Mr. Blank:—According to our records there is a balance in your account as of the above date of \$..... upon which instalments amounting to \$..... are past

Every dealer who sells talking machines, radio and other musical instruments on the instalment plan has occasional trouble in making his patrons realize that the dealer is conferring a favor by permitting the purchase to be made on the time-payment plan and it is absolutely necessary that the money due be received at the store as specified in the contract. Any practical plan or system which reduces this delinquency on the part of customers, therefore, is valuable to the retailer. The methods of the Ideal Music Co. and Saul Birns, outlined in the accompanying article, are in use at the present time and have proved effective.

due and now payable. If the above is correct kindly detach and sign the blank below and mail to us in the enclosed stamped envelope. If an error has been made kindly advise us. Yours truly, Ideal Music Co.

"This is not a dun. Simply a verification of our accounts for auditing purposes."

Ideal Music Co.
Gentlemen:

The balance of my account as stated in your letter is correct as of.....19....

Sign here.....
Address.....

The Phone as Collection Stimulator

Although he does a talking machine business as large as that of any retailer in New York City and operates a chain of seven stores, Saul Birns has devised a way to eliminate the necessity of collectors which has never yet failed to

C. J. Brown Joins the Sleeper Corp. Staff

Appointed District Manager of Large Eastern Territory—To Maintain Close Dealer Contact Throughout His Territory

C. J. Brown, who is well known in the electrical and radio field, was recently appointed district manager of the Sleeper Radio Corp. for the territory comprising the States of Pennsylvania, Maryland, Delaware, Virginia and the lower part of New Jersey and Washington, D. C. Mr. Brown has had considerable experience in radio, having been connected for the last six years with the Elliott-Lewis Electrical Co., of Philadelphia, for which he organized and managed the radio department, building up a tremendous sales volume. He is familiar with the Sleeper line, as it has been featured by the Elliott-Lewis Co. for three years. Mr. Brown will concentrate on maintaining close contact

bring in the money unless the customer really did not want to pay and then, of course, re-possession of the talking machine is made. This plan is simply to jog the memory of customers by phone. When a talking machine is sold the salesman endeavors to secure the phone number of the purchaser. If there is no phone in the house the phone number of the business house where the customer is employed must be given. A few days before the first payment from a new customer is due a small printed form, which contains the addresses of each of the stores operated by this dealer and the announcement that the customer can make his or her payment at the store which is most convenient, is sent to the customer as a reminder. This is also sent out when payments are permitted to lapse and before the phone method is resorted to. The form reads as follows:

Dear Mrs. Blank: This is to remind you that on (date) there was (will be) due \$.... and \$.... interest for weekly (monthly) payments under contract executed by you covering talking machine (piano) No.....
A prompt remittance with the return of this notice will be appreciated. Very truly yours, SAUL BIRNS.

If this does not result in the payment being made the telephone is used to make personal contact with the purchaser of the talking machine.

Most People Are Honest

Most people are honest and willing to pay, according to a leading mail order house, which sells millions of dollars' worth of goods and trusts to the honesty of its customers to meet their financial obligations. Only in isolated instances does the purchaser deliberately set out to cheat, therefore, the need of the talking machine dealer is not to use strong-arm collection methods, but to find some way of making the customers realize that their payments must be made on time. This can be done tactfully and without offense and with no lack of firmness by the use of any of the methods described above.

with the several hundred Monotrol dealers already appointed in his territory and assist the Sleeper distributors and salesmen in every possible way.

Finds Mails a Sales Builder

Emil Nuitray, Nuitray Park, Milford, Conn., is one of the largest dealers using the mail-order plan for selling Columbia records, specializing on only foreign Columbia records. Mr. Racz, manager, reports excellent results in the mail-order end of his business over the past three months, this being stimulated through using large newspaper space and circularizing his large mailing list of customers and prospects through the mail.

Joseph Altieri, 735 Pembroke street, Bridgeport, Conn., is discontinuing his phonograph and record business. Mr. Altieri has not as yet decided what his future plans will be.

STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872 Richmond, Indiana



A privilege worth having

TO be known as the authorized Kennedy dealer in your locality is a profitable privilege. It can only be given to merchants with established business reputations, because The Colin B. Kennedy Company assures the public that "Authorized Kennedy dealers are reliable." This is a buyer's guide that is as helpful as the signpost at a cross road. And it brings trade to the dealer who merits such an endorsement from a nationally established manufacturer.

Better selling methods are replacing the old buyer-beware practices as the radio takes a higher social standing.

Authorized Kennedy dealers do not find it

necessary to slash prices. With a well-advertised line and a growing list of enthusiastic Kennedy owners, sales are easily made by demonstration. Bargain hunters are not Kennedy prospects — we sell to those who want permanent satisfaction in their radio set. They appreciate the Kennedy.

A Kennedy window like the one illustrated above would arrest the attention of thousands who pass your store. Suggestions for this and other sales creating displays are part of the service that authorized Kennedy dealers receive. Kennedy national advertising arouses interest. Your store can become the place where Kennedy sales are clinched.

If you would like further information
MAIL THE COUPON

K E N N E D Y



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 _____

Sales-Winning Window Display Pointers

How the United Music Store, Toledo, O., Has Made Its Window Displays Real Sales Creators Described by John M. Schlacter

Do your windows sell goods? They should. If they do not, the cause probably lies within your grasp. Hence the correction or conversion of your windows into profit producers is not a difficult job.

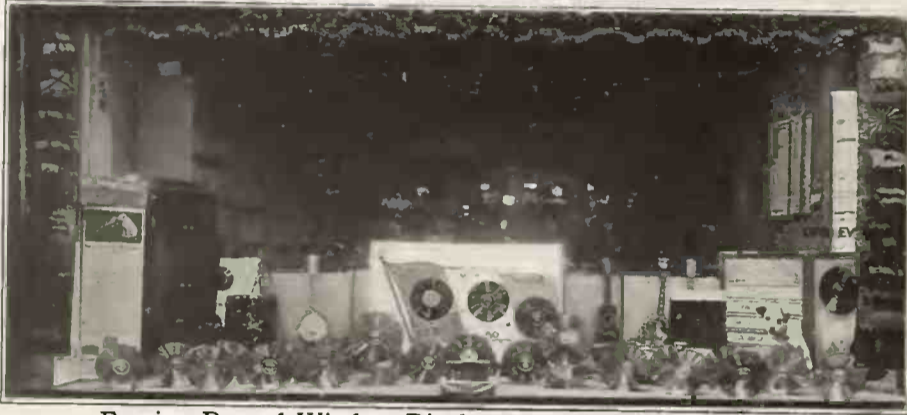
Window Display Suggestions

The United Music Store, Toledo, O., record specialist, dealer in musical merchandise, music rolls and accessories, has on several occasions checked up results from window displays and knows positively that attractive, newsy, colorful windows sell goods. For example, Harry L. Wasserman, proprietor, stated that special displays of portable machines always stimulated sales of that type. Showings of foreign records in connection with flags of nations always win new friends. He also pointed out recent displays of harmonicas increased the sale of that instrument 100 per cent within a short time. Please do not imagine that one display did this. A consistent varied weekly showing brought about the result. The difficulty with too many stores, he said, is that they do not change their window displays often enough. They permit old, forgotten merchandise to repose in the window until it is full of dust and useful only as a bed for the cat, which too often actually does sleep with the goods.

Weekly Window Changes

Wasserman changes his windows every week regularly. With him it is a habit. Consequently people in other lines not infrequently walk past his shop to see what his newest window stunt is. But the cost, you may say, of such a program must be appalling. Quite the contrary is true. It seldom exceeds five dollars a week and very often it does not reach more than three dollars. What a wonderful advertising medium for so little money! It is, of course, an easy matter to waste a lot of money in making up costly trims, by using silk and velvet draperies, oil-painted signs and such. Mr. Wasserman, however, finds crepe paper in its varied colors, beaver board, cardboard and water-painted signs rich-looking and at the same time comparatively inexpensive.

A window needs and must have life—using gold or silver instead of a cheap metal would add cost to a display that would not be appreciated by the average person. Mr. Wasserman gets ideas for his windows everywhere. He is very observing; therefore, a walk after luncheon may result in one or two capital ideas for a small goods display. He may see a showing of barber supplies, sporting goods or candy. To be sure, it would be rather difficult to arrange accessories, violins, trumpets or records in the



Foreign Record Window Display of the United Music Store

same manner as you would candy. However, the lay-out of the window, the arrangement of the goods, the colors, the design, may suggest a better way to display his goods. Perhaps changing records from one side of the window to the other where the light is better or the afternoon sun does not strike may convert a window from a loser to a winner.

Some Display Sales Results

A St. Valentine's window which held a large heart pierced with Cupid's dart and was made of beaver board sold seventy-five records. For St. Patrick's Day a brick and shamrocks along with the record "That's an Irish Lullaby" sold sixty of those selections. For George Washington's birthday a miniature artificial cherry tree and a hatchet sold much patriotic music. The sale of accordions was increased 25 per cent through displays of white Italian glistening models. Foreigners purchased many of these

instruments, and records along with them. Again, timely events—Christmas, Thanksgiving, Fourth of July, Mother's Day and a score of seasonal and current events—are good window subjects. Moreover, the alert merchant will find attractive, effective window material almost everywhere. But that is the smallest part of the task. Decorate the window—don't merely wish or dream you want fine windows. In every organization can be found someone who likes to decorate or make things attractive.

Delegate the job of trimming the windows to this individual. Then change the displays every week without fail.

Cartoon Displays

Mr. Wasserman lately started a series of cartoon windows each of which has a bearing upon the sale of store merchandise and usually excites

a smile. They are painted by a theatrical artist on beaver board and are about three by six feet in size. These signs usually act as the background of the window and on account of the size and the colors entice hundreds of passers-by to stop. Give your windows life—change them regularly—see that they deliver a message each time through a neat sign or hanger, then you will have made a real start towards paying windows.

Doubles Record Sales by Consistent Campaign

The J. R. Reed Music Co., of Austin, Tex., Has Built Up a Paying Record Trade Through the Several Simple Methods Described Here

AUSTIN, TEX., December 5.—The J. R. Reed Music Co., of this city, which in addition to handling general musical merchandise operates a large and successful talking machine department, has doubled its record business during the past year. This very satisfactory achievement was accomplished in several ways, according to J. R. Reed, who heads the business. First, the company makes it a point to tie up with the record advertising of the manufacturers. Second, independent record advertising is utilized to supplement the manufacturer's publicity, and in addition to that the company has a list of all the persons to whom a machine has been sold since it has been in business. These customers are circularized regularly and have proved the best prospects for new business. Some time ago the company made a canvass of the entire city, and the owners of talking machines throughout the territory are now being circularized as a result. Also, to one of the sales girls has been given the task of calling on the telephone some of the best customers of the firm when records are received which it is thought will interest them.

This, briefly, is the plan of record sales promotion in effect at the J. R. Reed Music Co., and the fact that record business has been doubled in the last year indicates its worth. The record department should be a real profit producer, and where this is not the case the dealer must analyze the situation, and if he finds that he is losing out in this branch of business due to lack of intelligent promotion, the remedy rests with himself.

Make Money with Music

Are You cashing in on the tremendous volume of business now being done with children's talking machines and records?

THE BABY CABINET PHONOGRAPH

Retails for \$10.00

It is a beautiful little ornament for the nursery and a splendid talking machine in every way. It stands 17 inches high, weighs but 10 lbs., and is painted ivory white with brightly colored nursery figures.

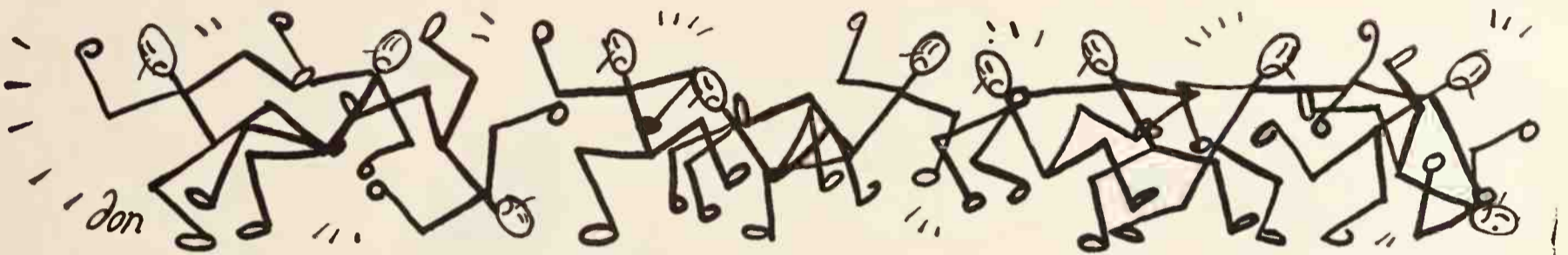
Then, to retail for \$5.00, there is the GENOLA. Both machines will play any flat records up to and including 10 inch size. On these two models alone you can add materially to your toy department sales.

The General Phonograph Mfg. Co.
Elyria, Ohio

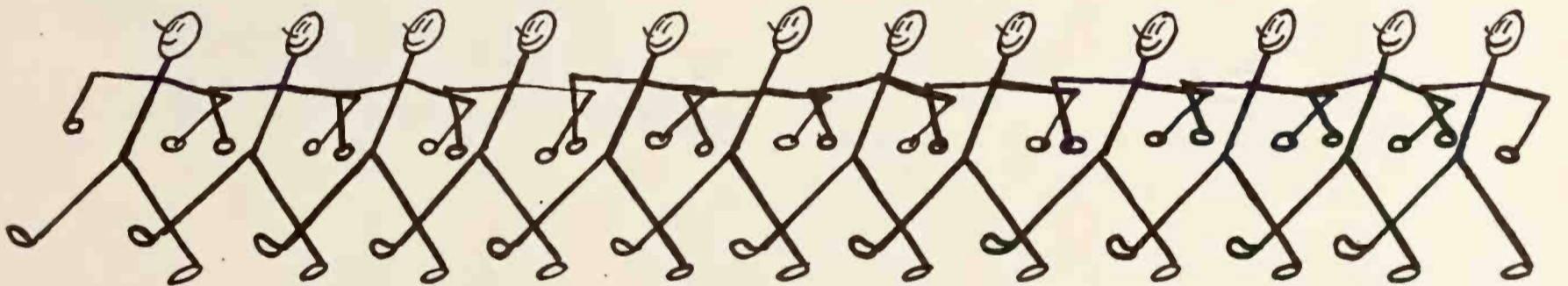


Table-Talker

The horn of the *Table-Talker* is matched to the unit. No scratchy sounds!



Just clear, mellow, *true* tone-all the time.



Sell *Table-Talkers* by their *Tone!*

Brandes



Superior Matched Tone Headset \$6
\$7 in Canada



Table-Talker \$10.
50¢ extra west of the Rockies
In Canada \$12.50



Navy Type Matched Tone Headset \$8
\$9 in Canada

The name to know in Radio

Anniversary Gift Records Presented to Otto Heineman

Autographed Records Presented to President of General Phonograph Corp. by Directors and Members of the Executive Staff

Otto Heineman, president and founder of the General Phonograph Corp., New York, which on December 4 celebrated its tenth anniversary, was the recipient of a very unusual anniversary gift by the directors, executive staff and department heads of the company. The idea was conceived and worked out by A. Thallmayer, manager of the company's foreign record department and one of the veterans of the phonograph



Label on Records Presented to Otto Heineman industry, who supervised all the details of the plan.

On Thursday morning, December 4, Mr. Heineman was greatly surprised to find in his office several of the company's directors, together with the complete executive personnel and department heads. Jacob Schechter, one of the directors of the company and well known in the phonograph industry, acted as toastmaster for the occasion and presented Mr. Heineman with two double-faced records containing short addresses by the Board of Directors and by the executive staff. Each record carried a label bearing the autographed signatures of the makers of the record, together with a thumbnail photograph of Mr. Heineman. The records were presented in a very handsome album suitably inscribed and the musical arrangement of the selection together with the design of the labels and the album were all prepared by Mr. Thallmayer.

In the recording of these selections, Mr. Schechter officiated as toastmaster, introducing each of the speakers who contributed to the making of these twelve-inch records. Mr. Schechter also prepared a brief history of Mr. Heineman's achievements in the phonograph industry during the past ten years and this interesting resumé of Mr. Heineman's activities was printed on the inside cover of the album.

The records themselves not only emphasize the affection and esteem in which Mr. Heineman is held by every one of his associates, but constitute a fitting tribute to the accomplishments of one of the foremost figures in the phonograph industry.

Frank Goodman in Charge of Sonora Sales Department

Popular Executive Succeeds Frank J. Coupe—A Well-deserved Promotion—Has Wide Knowledge of Dealers' Problems

The Sonora Phonograph Co., Inc., New York, N. Y., announced this week that Frank V. Goodman, assistant sales manager of the company for a number of years, had been placed in charge of the sales department, to fill the vacancy created by the resignation of Frank J. Coupe, who resigned from the Sonora organization on December 1 to become vice-president of the Dorrance-Sullivan Advertising Agency. Mr. Goodman's advancement comes as a fitting reward for the years of excellent work he has been doing with the Sonora forces.

Mr. Goodman is particularly well qualified by training and experience to attain outstanding success in his new post. During his several years' association with the Sonora Co. he has worked directly with the dealers and distributors, acquiring an intimate knowledge of the many problems connected with the retailers' and wholesalers' activities. In addition, his experience in the executive offices fits him admirably to handle and solve these problems adequately.

In the accompanying illustration Mr. Goodman is presented photographically to the Sonora jobbers and dealers throughout the country, the great majority of whom he numbers among his personal friends. In the foreground of the photograph is shown the large and handsome basket of chrysanthemums presented to Mr. Goodman by the Sonora Distributors' Association as an expression of good-will.

New Recordings by Case

During the current month Thos. A. Edison, Inc., announced the release of two new Hawaiian numbers by the distinguished operatic artist, Anna Case.

H. T. Leeming Joins Emerson Radio & Phonograph Corp.

Appointed Sales Manager of the Record Division of This Organization—Tells of Policy of Distribution to Retail Trade

H. T. Leeming, who for a decade was interested in the manufacture of records and their distribution, has again entered the record field by joining the Emerson Radio & Phonograph Corp., where he will be sales director of the record division. Mr. Leeming was also appointed vice-president of the Emerson Co. and assumed his new duties on December 1.

From 1917 to 1922 Mr. Leeming was vice-president and general manager of the old Emerson Co., and much of the earlier success of the Emerson record was due to his energetic sales activities. He has a wide acquaintance in both the retail and wholesale fields, particularly among jobbers throughout the country.

The purchase by the Scranton Button Co. of the manufacturing rights for Emerson records and the appointment of the Emerson Radio & Phonograph Corp. as sole sales agents with the renewal of the policy of having Emerson records distributed through jobbing organizations induced Mr. Leeming to re-enter this branch of the talking machine business.



Frank Goodman Busy at His Desk

In a statement to the representative of The World, Mr. Leeming said: "The large volume of production of Emerson records which will be assured under the new ownership and the widespread appeal now possible in a popular priced record, together with an arrangement which places these goods in the retailers hands through centrally-located jobbers throughout the country makes, I believe, the future of Emerson records a no small factor in the record field."

National Record Albums

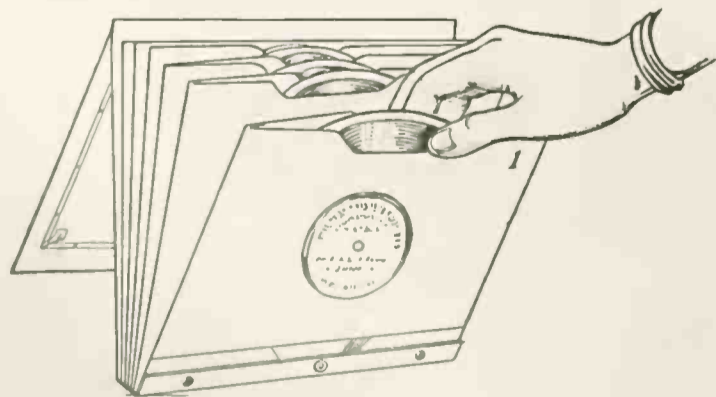
are

Good Albums

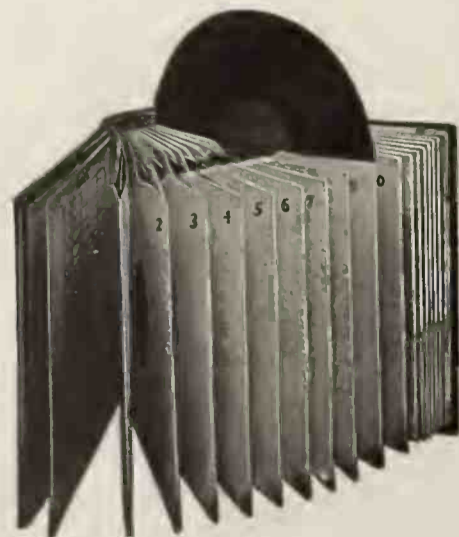
Nationally known because they give real satisfaction.

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.

- more customers
- more sales
- more profits

With Columbia Fine Art Series of Musical Masterworks

Imported Recordings

THERE is a growing demand on the part of the American public for the symphony orchestra and the immortal music of the famous master composers.

To meet this demand Columbia presents the Fine Art Series of Musical Masterworks—the greatest collection of records ever offered. In this series are five complete symphonies and three major works of chamber music. Each composition is complete in an attractive album.

These records are better in tone and smoother in surface than any you ever heard. The finest musicians of Europe were assembled in the Columbia London laboratories to make these records. The conductors are world famous for their musical ability. And the selections they have made are the favorite symphonies of American audiences.

To sell the Masterworks Album Sets is to sell the best. And with these records, you can obtain many new customers for your store. For the Fine Art Series appeals to a class of trade who have not been record buyers in the past.

You can increase profits with these records. For it is now practically as easy to sell an album set of five records as it was to sell a single record.

Write the nearest Columbia Branch or distributor for information on the Fine Art Series of Musical Masterworks.

COLUMBIA PHONOGRAPH CO., 1819 Broadway, New York



**Five complete symphonies
three major works of
chamber music
in album sets**

Here are the descriptions:

SYMPHONIES

Musical Masterworks
**No. 1 BEETHOVEN—
SEVENTH SYMPHONY**
By Felix Weingartner and
London Symphony Orchestra.
In nine parts—five double disc
records. Complete with per-
manent 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 per-
manent 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 per-
manent 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 per-
manent 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 per-
manent 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 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 PHONOGRAPH CO., LIMITED
22 West Front Street, Toronto

Columbia

PHONOGRAPHS AND  NEW PROCESS RECORDS

How Persistent Follow-Up Creates Sales

One Last Call Is Often the Turning Point Between Failure and Success in Closing a Sale — Practical Examples of Persistence

Dropping a prospect from the list without making a determined effort to make a sale is simply throwing away a sales opportunity, according to one of the most successful salesmen in the Eastern talking machine retail trade. "I follow up the prospect until there can be no room for doubt that there is absolutely no chance for making a sale," said this salesman, "and then I make a few more calls for luck. Several times in the last year those last few calls have brought results and my persistence has increased my sales volume in a surprising manner.

A Case in Point

"I closed a deal three weeks ago which was the culmination of more than six months' effort. A lady had visited the store to look over several models which we were featuring in some rather extensive advertising at that time. She was particularly pleased with a console and declared that she would undoubtedly purchase that instrument, but first she desired to talk over the matter with her mother with whom she was in business. That was on Saturday and she stated that she would let me know on Monday. She didn't do it, however, and so I took the initiative by calling her on the telephone. Well, she still wanted the instrument but she declared that she was so rushed in business that she did not have the time to come in and close the deal. She also objected to having one of our men visit her place of business for the purpose of completing the contract. I called her on the telephone, either at her business or at home, three times each week, finally making only two calls. I did not make personal calls because I realized that this would antagonize the

prospect. This continued for six months and I was just about giving up hope when the lady dropped into the store and declared her intention of purchasing the instrument. Now, I do not doubt that if I had not kept after this prospect she would have become interested in another machine through advertisements of other dealers or she might have visited a neighborhood store to make her purchase. Follow-up did the trick."

Persistence and Comparison Win

Another retailer relates an experience which proves that sometimes all the talk in the world makes the follow-up ineffective until just the right note is struck or unless something is hit upon which will convince the prospect that the machine he is trying to sell is the best one for the purpose. Did you ever bump into a prospect who was thoroughly sold on an instrument other than the make you handled? That is what this retailer had to face. The prospect, when told that this concern did not handle the make of talking machine she wanted, declared that she had only visited the store because she thought they carried them and she pointed out that she was not interested in any other make because her mother and sister-in-law both owned the type of machine she had in mind, both instruments being very satisfactory.

Although the salesman did his best, the prospect walked out. If the salesman had given up hope another sale would have been lost, but after the lady had left the store he considered the matter from every angle, finally hitting upon a plan which he thought would result in a sale. He had taken care to secure the name and address of the prospect and he reached her home before

she did. Everything hinged on whether she had already made her purchase. When she reached her home she found the salesman waiting for her and in answer to his inquiry she declared that she had not selected the machine she wanted.

"That's fine," said the salesman, "because I want to put a proposition to you. I am firmly convinced that if you purchase one of my machines you will have the best that money can buy. So sure of it am I that I am willing to go to the expense of arranging a demonstration of one of my talking machines with one of a similar type of the make you desired. After all, the test of a machine is its reproducing qualities and with a side-by-side demonstration you can tell which is best from that standpoint." The prospect agreed to this proposal and the demonstration was staged in the home of her mother, the salesman bringing one of the stock machines to the house for the purpose. The result was that the prospect was finally convinced that the salesman was right and she purchased one of his machines.

Twofold Follow-up

Another live sales manager has what he calls a twofold follow-up. This consists simply of personal follow-up of prospects at regular intervals and direct-mail follow up. The two combined make a strong combination, one which this manager has found particularly effective in creating business. Before this system was adopted many sales were lost because no methodical attempt was made to keep after prospects, and often when a salesman did call he was informed that an instrument had been purchased from a competing house.

The New **AUDIOPHONE** LOUD SPEAKER

This Cabinet Model "C" is the latest Audiophone. It was made to satisfy the evergrowing wish of thousands of admirers of the full, round, musical voice of our Model "S" horn type.

It is selling as rapidly as we can produce it, and we urge you to order early so as to have it on hand for the peak of the radio season.



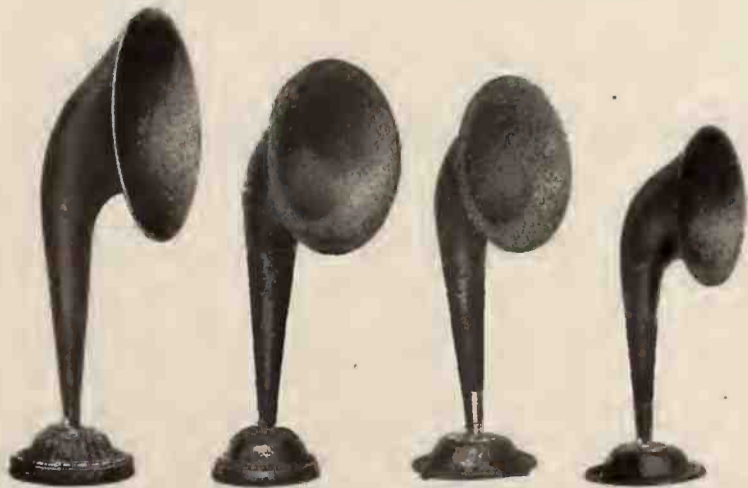
Model "C" Cabinet Type, \$30

The case is real mahogany. The design is in keeping with the best furnishings. The size, 17 x 10 x 10 $\frac{1}{4}$, is just right for the top of phonograph or receiving set. The reproducer is the same as our Model "S."

The voice of the Audiophone is not a "Phone Unit," but an electro-magnetic tone reproducer which results in an instrument which reproduces with natural quality in most powerful tones, yet has a sensitiveness equal to any loud speaker developed. Retail at \$30.00.

The Bristol line includes five Audiophones to retail from \$12.50 to \$30.00.

THE BRISTOL COMPANY
Waterbury, Conn.



How, When and to Whom to Grant Credit

Need of Credit Department in Retail Music Stores Emphasized
by N. E. Woodford, Credit Manager of the Yahrlling-Rayner Co.

Despite the fact that the great majority of talking machines are sold on an instalment basis, which means that the question of credit has become a distinctly important and, in fact, vital factor in the business, there are many dealers who regard the credit department as merely incidental to the general business and do not give it the attention which it deserves.

Emphasizing the value of a credit department in the retail music store, N. E. Woodford, credit manager of the Yahrlling-Rayner Piano Co., of Youngstown, O., which is also a large dealer in talking machines, not only outlines the functions of a credit manager, but offers some interesting information regarding what constitutes a good credit risk as follows:

"Now, having considered the importance of credit and the relation of the credit department to the rest of the store, let us consider some methods of credit granting which make for the successful operation of a credit department or, in other words, let us consider 'credit risks' and how to sort the good from the bad.

Methods of Granting Credit

"I have with me some statistics relative to customers as a class. What I mean by this is how do farmers pay as compared with mechanics or professional men and so on. I have selected the main classes from which we draw our trade. They are:

	Prompt Per Cent	Fair Per Cent	Slow Per Cent	X Per Cent
Farmers	68	20	12	
Laborers	58+	21	16	5
Small Merchants	58-	15	27	
Clerical	56	16	24	4
Women Workers (Not nurses or teachers).....	54	40	6	
Teachers	52	26	19	3
Nurses	50+	25	13	12
Railroad Men	50-	27	23	
Professional	49	12	30	9
Police	45	35	10	10
Mechanics	39	42	16	3
Average	52	25	19	4

"It appears from these figures that there is no certain method by which we may choose good customers except from the ledger experience of brother merchants. It appears that even the best classes have enough of the poor credit risks to eat up the profit of the good ones.

"There is another phase of credit co-operation that I want to mention and that is in collections. I presume that your collection department is in charge of your credit man. We in Youngstown would be lost without the help we get from our membership in our local credit association in this work alone.

"For instance, John Smith moved; we report at our next meeting requesting new address. Oftentimes we get it on the spot, but in any case we have fifty to seventy-five of the stores watching for John Smith and maybe four or five out on the hunt while the trail is hot. If he is not found in short order, he must travel fast like the Southern ducky who went on the bear hunt.

The Credit Man No Prophet

"The position of the credit man is one of trust and responsibility, and in many respects his responsibility is greater than that of the banker. The banker is frequently in a position to obtain collateral or real estate security. He has the advantage of seeing the borrower's checking account and is also in a position to require a written, definite, concrete obligation of the borrower before parting with value.

"On the other hand, a credit man who is safeguarding the property and investments of his employer is often furnished with nothing but the order of the buyer. Often the credit man must approve or reject such an order on very short notice. He has but a limited time to investigate the buyer's standing and seldom has the opportunity of analyzing a buyer's personal characteristics from personal contact, an advantage, for instance, which the banker often has.

"Notwithstanding these facts, it is not the function of a credit man to be a prophet or take a chance on some buyer.

"The function of a credit man is to determine a future probable event (that is, whether the buyer can and will pay on the day agreed upon) in a commercial transaction based upon present known factors, an exact science.

"The great difficulty is the tendency to attempt to determine this probable, future, commercial event without having all the present known factors as a guide or by using as a guide information that has not been verified. This is frequently the cause of unusual and unnecessary losses that could have been avoided if the credit

man had sufficiently investigated the facts, or if the credit man had so developed the other component parts of the organization and taken advantage of the opportunities for obtaining information afforded by a local credit organization, to obtain these facts.

Checking Dishonesty

"I am fully convinced that one of the most effective ways of discouraging dishonesty is not so much in prosecuting dishonest debtors as in careful investigation of all applicants for credit and the absolute refusal of credit to those whose statements are found to be lacking in truth.

"It appears to me that there is a wide difference in opinion as to what constitutes a good 'credit risk.' I believe that a lot of merchants think that a substantial down payment is sufficient reason for granting credit. In some cases you may be able to pull the piano or phonograph in time to prevent a loss, but in the majority of cases you will fool along for sixty or ninety days before you repossess, hoping that you may be able to collect.

"In the majority of cases the instrument has been so abused that you must discount the new price for the full amount paid or even more. Then, in addition to this, you must add the expense of two sales and three deliveries, to the first customer, the return to the store and to the second customer.

"It is not always that the so-called property owner is the best pay. The majority of people who call themselves property owners have less than \$1,000 in property. I do not need to tell you what that means, nothing more than evidence that they are thrifty; it is not proof by a long shot.

"Let us consider what actually does constitute a good risk. A good risk is a person who spends not more than he makes but less.

"The good credit risk is the man who keeps a clean home, a clean family and clean credit. A man with a clean credit is one who pays his grocer for the food he and his family have eaten, a man who pays for the shoes and other clothing his family must have.

"Further, the good credit risk must be a steady, conscientious worker, whether he be a laborer or a professional man. No man can prosper and pay his bills by careless work in any line.

"One of the first requisites a buyer must have is character and honesty. It is often dangerous to extend credit to one who has all the other necessary requisites to enable him to pay; in fact, credit men must always be on the alert to prevent their employers from being defrauded by buyers who have the ability to pay, but, lacking character and honesty, try to make it profitable to themselves by avoiding wherever possible the payment of their just debts.

"The general reputation of the parties to a transaction is also an important element of credit. If the seeker of credit has a poor reputation for paying his bills or has the reputation of dissipating or neglecting his business or has the reputation of a generally low moral standard, the credit man should carefully investigate his standing in this respect.

"Sometimes such a reputation is unjust and has been circulated by enemies or misunderstanding. In that sense reputation is different from character, for a man may have a poor reputation temporarily but fundamentally a good character. On the other hand, clever seekers of credit have practically no character but often temporarily have a good reputation.

"The credit man must not only get all the available, reliable information that he can concerning the customer, but should rearrange terms and conditions so as to make the sale one acceptable and profitable to the company."

"ROYALFONE" KING OF ALL

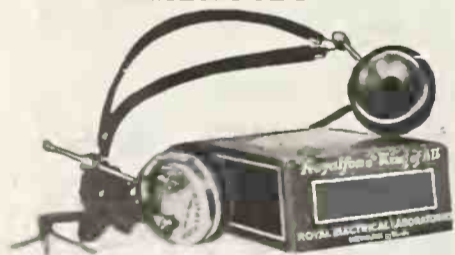
The
Loud
Speaker
Unit
with the
Acoustic
Control



Without touching the dials, you can adjust the volume of reception to the taste of the listeners and the size of the room. The control knob on the back of the Royalfone Unit permits a full range of adjustment from very soft to very loud without a trace of muffling, blare or any distortion. Makes a high class loud speaker out of any phonograph or horn, at a minimum cost.

Price heavily nickel plated nozzle and ample connecting cord \$5.00

"ROYALFONE" KING OF ALL HEADSET



Greater distance by using the Royalfone Headset because it reproduces the faintest signals your set can detect.

LIST PRICE \$4.50

A Real Sales Appeal

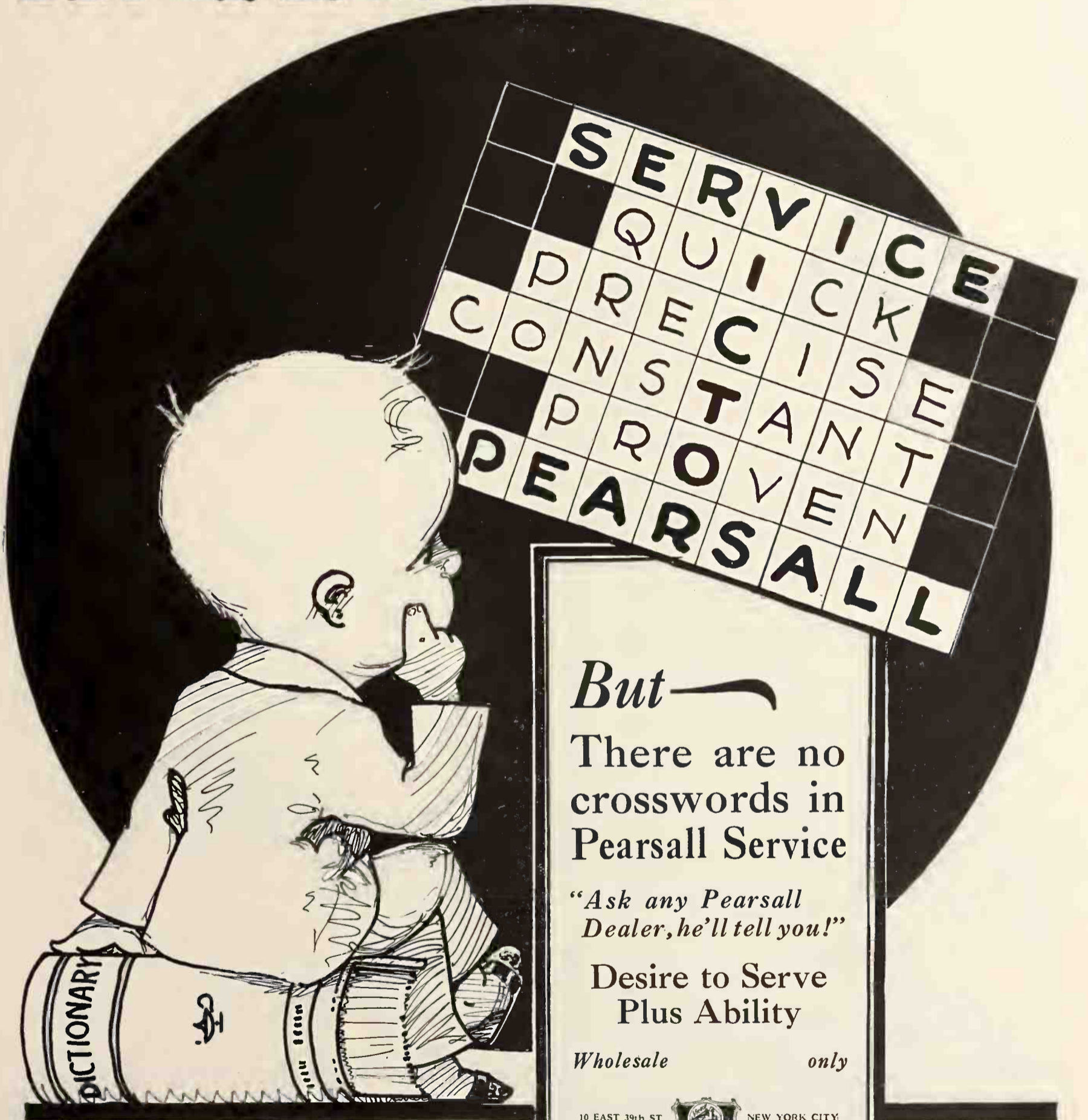
Features sell a product. What greater feature can you offer your customers in a loud speaker unit than a volume control which makes the loud speaker adjustable to individual acoustics the same way as a phonograph? Install a Royalfone Unit on your demonstrating set and let your customers show you the profits in this item.

Send a trial order TODAY

Whatever your sales of loudspeaker units and headsets may be, give the Royalfone Unit and Headset an opportunity to show you greater profits. Send your order Now.

Royal Electrical Laboratories
NEWARK NEW JERSEY
DEPT. T. W.

The Answer!



But —

There are no
crosswords in
Pearsall Service

*“Ask any Pearsall
Dealer, he’ll tell you!”*

Desire to Serve
Plus Ability

Wholesale only

10 EAST 39th ST. NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOS. F. GREEN

The Ruling Factor in Business Progress

Quality and Development of Salesmanship Is One of the Determining Factors in Fabric of Distribution, Says W. Braid White

To say that this is the industrial age is to mouth the merest truism; but to understand just what is meant by the words is another thing. For they mean so very much; they mean, in fact, everything. They mean the whole secret of the trend of things to-day, the whole explanation of what the world is and what it is likely to become. They mean the whole difference between the world of the last generation and the world of this generation. Taken together, they are only three, those words, "the industrial age," but they are the three most important words that the English language can furnish.

Bigger than armies and navies, more important than legislation, than government, than

diplomacy, than art, than literature, than philosophy or than religion is Business. For if business were to stop the world would stop, civilization would come to an end, the grass would grow in our streets and the earth would relapse into another pastoral age. Business has to go on because to-day business is civilization, is society, in the only practical meaning of those words.

The industrial machine has become so immensely big, so astonishingly and incredibly complex, the parts of it are so huge and so cleverly interrelated that the stoppage of any part of them is the stoppage of the whole part sooner or later. Industry in its modern phase no longer needs strive to find ways of producing enough to satisfy the wants of a consuming public; rather must Business strive constantly to find consumers to absorb the product of Industry. The most important, the vastest, the most complex of all problems is the problem of finding enough consumers to take up the product of factory, shop and mill.

Salesmanship Rules World

That does not mean that the actual productive capacity of the country is in fact too great, for if everybody knew exactly what he or she wanted and was sufficiently intelligent to buy what civilized life requires for the equipment of a civilized person, factory production would pretty well match public consumption. Business, however, since it must have its profit, and since nothing better than it has been discovered for furnishing a link between production and consumption, has here to step in and to regulate production. In part it does this because it needs a profit on its transaction if it is to live. In part it does it because a vast deal of its activity and its genius must be expended in providing consumers. The phonograph would never have come to what it has achieved if its consumption had not been stimulated by advertising and by salesmanship.

That is why there is, in fact, nothing in the world to-day so important as salesmanship.

This is a big statement and one perhaps which is more easily made than realized.

Here We Are, Anyhow

Yet it is strictly true. Whatever one may think about the desirability of a society organized wholly upon business, with its entire prosperity, even its very life, bound up with the mechanism of consumption, with each citizen more important as an actual or potential consumer of goods than as a creative mind, a seeker after truth, a patriot or a saint, the fact does remain that into this position we have maneuvered ourselves; so that in fact the production and the distribution of goods become the most important work of our modern organized society. The salesman then emerges as the most influential single factor in the whole organization of modern life. How strange, then, how unfortunate, how deplorable, that salesmanship should still be regarded as a dog-fight, as a game of wits in which nothing matters except winning, in which the conditions of the game, its fairness, its position in the scale of actual service to the community are accounted of less value than the immediate material result. True enough is it that selling must sell; but equally true is it that the potential consuming power of western civilization is not only not exhausted but hardly as yet seriously tapped. It is a question of selection and of organization, not of the exhaustion, either now, or at any assignable date in the future, of public consuming power.

Consumption Never Stops

For there is never an end to the wants of civilized man, simply because there is never

an assignable terminus to the process of civilizing man. No one can imagine a world to-day without the automobile; yet no one needed an automobile twenty-five years ago. No one can imagine to-day a world without luxurious clothes and a host of domestic labor-saving devices; yet twenty-five years ago few women wore silk stockings save in evening dress, and electric equipment for the home, save in respect of lighting, was virtually unknown. The cleverest man in the music business of a generation ago would never have dreamed of the reproducing piano or of the latest wonderful achievements in phonographic recording and reproduction. He might have thought of them as possibilities of the future; but it would probably have been a remote future. That the people would absorb these things as soon as they came on the market and through them develop inside of a year or two a whole budget of new needs, all costing money, would never have seemed even worth while dreaming of. Yet it is so.

Radio is the latest and most rapid of all mechanical developments, and it will probably give rise to a whole new series of correlated wants, each being taken up as it comes along and absorbed by the people without the least difficulty. Yet, salesmanship fails in its obvious duty to society when it lends itself to unworthy objects; and the next step in the development of business must be the step of creating greater responsibility in the practice and profession of selling.

Profession or Chaos

Salesmanship has to become a profession; which means that it has to be recognized as a calling equally responsible and equally important with law, medicine and teaching. If it is allowed to continue as a sort of free-for-all, with no responsibility behind it and everything forgiven if the figures look right, then salesmanship will produce a chaos which will only be resolved by some drastic overturn such as the radicals in all countries are dreaming of even now.

That is why it is so important that every man who either is or hopes to be a salesman should realize what his work really means in the society in which we live. In our music business, and especially in the talking machine business, it is the salesman who, in every sense of the word, carries the burden on his shoulders. Every talking machine and every record made from now on will have to be sold; and that means that it will be up to the salesman to create in the minds of the people of this country the true picture of what the talking machine is and does. Hitherto most of this has been taken for granted; but in face of the modern competition in all its forms, high class demonstration and studied salesmanship of the most refined sort will have the call.

It is the same everywhere, in every type of business or industry. Higher and higher manifestations of salesmanship are called for, and business, more and more, is headed towards the professional goal. Business must some day be a profession, with all the sense of responsibility and the passion for rightness which the word profession connotes; and salesmanship is the lever of business, and upon its development rests in a considerable measure business progress.



Which would you yourself prefer?

VOLUME and clarity being equal to, if not greater and finer—tone being much superior—appearance being admittedly better—resale prices being no higher—and margins of profit to you being at least as great—which would you yourself prefer—which would you yourself choose—

Thor Speaker Lamp

[Patents Pending]

answering a two-fold purpose
or an awkward, ungainly horn?

Thor Speaker Lamp is the original combination Loud Speaker and electric lamp. All others are imitations. Concealed within a graceful, finely-proportioned base of stippled, bronze gold polychrome is a special speaker unit made by the famous Dictograph Products Corporation, which amplifies and reproduces perfectly, bringing out every tone of voice and instrument. It is non-directional, making it unnecessary to sit directly before a horn to hear distinctly.

Consider—

Thor Speaker Lamp as a merchandising policy of selling only the best products—consider the extensive advertising in national radio magazines—consider that it sells for \$35 (Table Model with parchment or any color silk shade)—and you have manifold reasons for doing—as Pacific Coast music stores have done—stocking it in anticipation of Christmas business.

Dealer and jobber franchises in certain territories are still open.
Correspondence invited.

THOR Radio Division

of the GOLDEN GATE
BRASS MANUFACTURING CO.

1239-1243 SUTTER STREET
SAN FRANCISCO

(122)

COTTON FLOCKS

.. FOR ..

Record Manufacturing

THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.

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.

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 _____

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

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

Babies Bring 28,000 Prospects to Baker's

Importance of a Live Prospect List in Developing Radio Business—How Baby Contest Did the Trick for Baker's Music House

Has the talking machine retailer handling radio in a small town as great an opportunity as the dealer in a large city? The small town dealer often feels that he is handicapped because the field from which he draws trade, in point of population, is restricted, losing sight of the many advantages which are his. The dealer in the small community who confines his business to his immediate neighborhood certainly can never expect to do a great volume of business. But the merchant who makes a serious and sustained effort to expand his operations to include the hamlets and rural districts surrounding the community in which his store is located is in an enviable position indeed.

A retailer of the latter type is G. H. Baker's Music House, of Ossining, N. Y., a small city, which has the disadvantage of being so near to New York City that many of the residents in that and the surrounding towns motor in to do their shopping in the metropolis. In spite of this serious obstacle this concern does a tremendous business in radio, more than three hundred sets having been sold within a period of ten months. This is an average sale considerably in excess of one set a day, quite an achievement when one considers that this dealer is faced with competition of the stiffest kind.

Securing the Elusive Prospect

G. H. Baker's Music House, which was established by G. H. Baker about twenty-five years ago, is now operated by John Wistoft, his son-in-law, who has added to the prestige of the business by his progressive methods. During the Summer just past, when radio business was rather slow, Mr. Wistoft put in effect a simple plan to promote interest in it which far exceeded his wildest dreams and which points the way to dealers who hesitate to do the unusual in sales promotion. His idea was really to interest parents in radio through babies! In short, he decided to stage a voting contest to determine the most popular baby in that section of the State. Accordingly, he had six thousand ballots printed, which were distributed from the store, through the mails, etc. He believed that

this number would be more than sufficient, but the idea caught like wildfire and spread throughout Ossining and the surrounding towns and cities for miles. The votes started coming in in an avalanche and the demands were so insistent for more ballots that he found it necessary to keep all the printers in the town busy for a few days. When the contest ended tabulation showed that 28,000 votes had been turned in.

Competition in the radio retail business is growing so keen that dealers are compelled to make a real effort to sell in order to do a satisfactory business. The G. H. Baker Music House, of Ossining, N. Y., realized this and it also realized that the one road to more sales lay in securing more prospects. Therefore, a baby popularity contest was held, and the result was 28,000 votes. Some list! Try it!

Think of it—28,000 names from which to select a live prospect list and from whom to solicit business! The total population of the city, including every man, woman and child, is little more than that number.

They Know Baker Handles Radio

Every one of these people was impressed with the fact that G. H. Baker's Music House handles radio. Of course, the contest was widely advertised in the local newspapers of Ossining and the surrounding towns, and to the parents of the most popular baby was presented a radio set. The voters' names and addresses appeared on the ballots, which were placed in a barrel provided for that purpose. While many of the names proved useless as prospects and lack of time and facilities made impossible tabulation of all the prospects obtained in this manner, the contest was an undoubted success in that the intense interest generated during the Summer, an especially slack radio season, was confined to Baker's Music House and the lines of radio

handled by it. The result was a general immediate sales boom, the indirect effects of which are still being felt and which undoubtedly will influence many persons interested in radio to select from the extensive stock handled by this live retailer.

Does Small Town Advertising Pay?

The foregoing is only one illustration of many which show how dealers in small communities are making the most of their opportunities and are doing large business. Another method of creating business which retailers in the small towns are prone to neglect is publicity. If there is one place where people read the newspapers from the first to the last page it is in the small city or isolated community. Consequently, the advertising receives serious consideration. G. H. Baker's Music House has found this to be so not only of newspaper advertising but also of any other publicity matter sent out through the mails. People in these communities are not so rushed as those in the large cities and they are pretty certain to read anything that is delivered by the postman. Recognizing this truth, this dealer at irregular intervals sends out to his customers and prospects especially prepared literature dealing with the lines handled. Invariably the results make the expenditure and effort very much worth while. The firm's advertising appears regularly in the local newspapers, and that these ads are effective is proved by the fact that when anything special is offered through the columns of the newspaper the demand immediately starts to climb.

The Farmer as a Radio Prospect

The small town dealer should go further than the confines of his community for business. Also, he should not stop merely by including the surrounding cities and towns. The territory between, the farming districts, is a rich field for radio business. The farmer can and should be sold on the need for a good radio set, and from the rapidly increasing number of radio sets owned by rural dwellers it seems that the farmer is already sold on the need for radio. It resolves itself down to whether the set is purchased from a mail order house, sometimes hundreds of miles distant, or from the local dealer. It is safe to state that a large proportion of the radio sets owned by farmers have been purchased from the mail order houses. Where this condition exists the dealer is not receiving the volume of business which his territory justifies. If the dealer deliberately sets out to capture this business he can do so and the mail order houses do not stand a chance. The dealer has everything in his favor. He is right on the spot, while the mail order house is represented by a catalog. He can emphasize that when the set is purchased from him the customer is certain to secure the service to which he is entitled, including installation if it is desired. He is also sure to get a set which is recognized as a standard and worth-while product made by a reputable concern. But why go on? The point is obvious, but the fact cannot be emphasized too strongly that the sales volume reached by the small town dealer depends upon himself and, instead of being in a restricted territory, he is in a field which for broadness and excellent sales possibilities ranks as the best.

Selling by Canvassing Route

H. B. Hunter, Columbia dealer of Madison, Conn., is using the house-to-house canvassing method of reaching prospects for phonographs and records. Mr. Hunter is one of the oldest established Columbia dealers in this section, having started some thirteen years ago.

Professional
RADIO REPRODUCERS

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.

Other Distributors
MOTOR PARTS CO., PHILADELPHIA, PA.
ECONOMY DRUG CO., KNOXVILLE, TENN.

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 3/4 x 3 3/4 x 9 3/4 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



Thanks, Mr. Mauzy!

for the Compliment

... have been installed on every Audak. Manager Muzy says the Audak is a positive wizard in selling popular records and speeds up service immensely.

From
The Western
Music Trades
Journal

Mr. Mauzy is Manager of the Music Department, The Emporium, San Francisco.

Thousands of Other Merchants Share the Same Opinion

The AUDAK SYSTEM has placed the record sales of thousands of progressive dealers on a more profitable and business-like basis.

It Will Do the Same for You

Now is the time to improve your record sales facilities and realize a better profit. Install

THE AUDAK SYSTEM

The modern method of demonstrating and selling records

Without the Use of Booths

TAKE YOUR TIME!

Those who prefer time payments need no longer be without Audak equipment. Our Deferred Payment Plan makes possible the payment for AUDAKS with the profits from Record Sales and the greatly decreased selling cost.



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

Some Highly Desirable Territory Still Available to High-Grade Men Calling on the Music Trade

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.

Principles That Built Widener's Business

L. A. Dexter Describes the Type of Salesmen He Has Found Most Successful and the Collection and Advertising Methods He Uses

[In the following article L. A. Dexter, manager of the Newark (N. J.) branch of Widener's, Inc., gives some interesting and constructive facts regarding the development of his business to the large proportions it enjoys to-day. His many years of experience in the retail field makes his statements authoritative and they should be of practical value to retailers.—EDITOR.]

The most successful store, and this applies with special force to the talking machine business, is that which employs salesmen with real personality and sales ability. The individual salesman of this type can build up a large personal following among the store's clients. This has been an important factor in the success of our phonograph business, especially noticeable during the last year when so many dealers were complaining about lack of business. Time and again have I seen customers and prospects insist that they be waited upon by a certain salesman in whom they had confidence, or to whom they had been recommended by other customers of our establishment.

The Salesman Linguist

In every city there is a fertile field for sales among people of foreign extraction and the salesmen best suited to secure business from among these prospective customers are the ones who have an understanding of one or more foreign languages. We have two men who speak about ten different languages between them. Each of these men has a large following among the foreign-born, who like to hear the mother tongue spoken, and this following is steadily growing larger through the personality of each man, who studies his patrons and handles them in the way they understand and like. To my mind this is very important in handling this class of trade.

There is plenty of phonograph business to be had but the dealer must make an effort to get it. Our phonograph sales have been considerably larger this year than last because we are continually trying to close sales and following up prospects. The trouble with many retailers seems to be that they have unbalanced organizations in that they devote the bulk of their attention on other products, such as radio. We handle radio and thoroughly believe that the music store is the proper place from which to merchandise it. During the last year since we have been selling radio our sales have averaged 80 per cent phonographs and 20 per cent radio. People still are buying phonographs, but how much of this business the individual dealer gets depends largely upon himself and his methods of going after it.

Personal Letters Get the Money

Like most dealers by far the bulk of our business is through instalment sales. Naturally, too, occasionally we experience trouble in securing the money when due. Experience has taught us, however, that the personal collection letter written in an original way gets the best results in exceptionally hard cases where the usual collection forms have failed. I recall at the present moment two very concrete examples. In one case a young married woman had neglected to make a payment for some time and repeated notices elicited no response. Finally our credit man called the mother's attention to her daughter's irresponsibility by a diplomatically worded letter. The mother immediately made the payment for her daughter and advised that she would see to it that in the

future the payments would be made regularly. They did.

In the second instance a young man, who was in business for himself, paid absolutely no attention to our form letters asking him to pay some-



L. A. Dexter

thing on his balance of \$68 until the following personal letter was sent:

Dear Mr. Blank—

What would you do if one of your customers owed you \$68 for the past four months and had broken his promises of making payments and did not even have the courtesy to answer the notices you sent him?

We should be pleased to get your advice in a case like this. Yours very truly,

We received no answer to this letter, but we did get the money by return mail. These are just two of many similar instances—which prove to us the importance of the psychological personal collection letter.

Window and Other Publicity

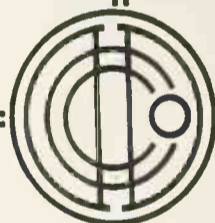
One of the greatest forces in successful retail business is publicity and this is so whether it be newspaper, direct mail, window or any of the other forms of advertising. Consistent newspaper advertising is getting results for us as it will for other dealers who plan their campaigns carefully, and make use of all the means at their command. Window displays, properly arranged, are business producers that should not be overlooked. The public will not know what you have for sale unless you tell them and show them at every opportunity.

Greeting from Burt Reynolds

Burt Reynolds, manager of the house of Jake Graham, old-time Edison dealer in Liverpool, Eng., and one of the oldest subscribers of The Talking Machine World, in a recent communication says: "Your paper is still as great as ever. Have started in the radio field. Business in England is good all round. Kindest regards to the staff."

Patents Fibre Diaphragms

A patent was recently granted to John M. Taylor, Bridgeport, Pa., to make diaphragms of a combination of iron filings and celeron, which is a fibre and bakelite compound. The new diaphragm is more delicate than metal, it is claimed, in that it more nearly approximates the human vocal cords, and it has the quality of improving with age.



DOEHLER

The World's Largest Producer of

DIE-CASTINGS



It is an easy matter to promise quality and delivery. It is another—and vastly harder—matter to produce and maintain them, in large-quantity output.

That Doehler quality and delivery are facts, and not mere claims, is a matter of experience with hundreds of die-casting users.

They have found that Doehler standards of quality are as exacting as their own. They have found that their own production schedules are never interfered with by Doehler's failure to deliver die-castings in the quantity needed, on time.

DOEHLER DIE-CASTING CO.

BROOKLYN, N. Y.

TOLEDO, OHIO.

POTTSTOWN, PA.

BATAVIA, N. Y.



"The Cheney is an artistic triumph. Never before have I heard an instrument which so perfectly reproduces the artist's voice—and the very timbre of the orchestra. I regard The Cheney as a great musical educator, for its true interpretation of the world's masterpieces will bring into the home a more intimate knowledge of music and the personalities of great artists."
 (Signed) *Rosa Ponselle*
 Dramatic Soprano,
 Chicago Civic
 Opera Co.

The model illustrated is
 The SHERATON
 \$475

The CHENEY

THE MASTER PHONOGRAPH

The Christmas Gift that never grows old

As surely as the glorious music of master artists never loses its beauty, so The Cheney as a Christmas Gift never grows old.

A book you may read and cast aside—a game you will play and wearily discard. But music—the perfect art of the world's greatest musicians, as conveyed to you in your home through The Cheney, is a never-ending source of pleasure and inspiration.

For this "master" instrument transmits perfectly the delicate touches and fine shadings of tone which mark the superlative work of a master. It reveals in all records beauty you never heard before.

There is no other phonograph like The Cheney. There *can* be no other. For The Cheney is built on a principle totally different from that of the megaphone ordinarily used. Taking from the record every tone and overtone, it restores the full beauty often unavoidably dimmed in recording. *Needle scratch is practically eliminated.*

Hear The Cheney and you will set a new standard for tone reproduction. See it, and you will find among its many beautiful models the finish and design that will most perfectly grace your home.

CHENEY TALKING MACHINE COMPANY, Chicago, Ill.



The ABBOTSFORD
 \$300



The BUCKINGHAM
 \$315

The Cheney costs no more than an ordinary phonograph—\$100 upwards

These prices effective east of the Rockies

THE MOST PERFECT MUSIC REPRODUCING INSTRUMENT MADE

Foremost stores nearly everywhere sell The Cheney. If you do not know who handles it in your community, write us. Ask for our illustrated catalog explaining The Cheney in detail.

DEALERS: In a few places, The Cheney franchise is open and offers a splendid opportunity. Write to us for detailed information.

Best Location for the Radio Department

Situation of the Department Has an Important Influence on Sales—Fred R. Parsons Tells of the Experiments of Dealers

There has been considerable discussion among talking machine dealers in reference to the best location in the store for the radio department. On the strength of the interest shown by the public generally in radio at this time, some dealers have placed the radio department in the front of the store where they believe people can be served more quickly. Also these dealers believe that they can capitalize in a larger way and close more sales by locating near the front door, believing that more people will be attracted inside the store if they know the radio department is so conveniently located. It is a proved fact that the record department of the talking machine store has been given a material impetus by placing it near the front door and also the sheet music department has prospered there—but this is so for the fact that these articles represent quick turnover sales made on an entirely different appeal, namely, that they are timely sales of new numbers which come out each week or at regular stated periods during the year.

But this does not apply to the talking machine models, as they are always placed in a quiet spot in the store, away from the noise of the street where they can be displayed and demonstrated in an atmosphere where the "home appeal" will be greatest. All machines sold are demonstrated one or more times and several models usually are shown before the sale is finally consummated. Consequently, it is important that this demonstration be made under ideal conditions, as any discordant tone or noise might result in making a bad impression on the customer that would lose the sale entirely or delay it to the extent of requiring a salesman's call at the house which would, as every dealer knows, add considerably to the cost of selling.

How a Dealer Solved the Problem

The following experience of a large Southern dealer, who has experimented with the matter of location and who has proved to his own satisfaction the success of his present plan of arrangement, will be of interest to those dealers who are undecided where to locate the radio department. His first attempt was to locate the

radio department near the front door, where he installed an attractive showcase and counter, also a small booth nicely furnished, where purchasers could inspect the various radio models with some comfort. He soon found that the confusion of people passing through the door and the noise of the street, also the continual noise caused by selling radio equipment, such as loud speakers, ear phones, batteries, etc., detracted the customers' attention and, in the end, made the giving of a demonstration practically impossible; and, according to him, the result was that many sales were lost. His next move, made after earnest consideration, was to the rear of his store, where he has equipped a well-appointed department with two private rooms in which are displayed in an attractive manner all his radio models. A generous counter and showcase are placed some distance away from this booth, near the front of the store where purchasers of equipment can come in and not disturb the private hearing room. His record department, as well as the music room and sheet music department, have been brought back to the front of the store, where they can be seen by every customer. This arrangement, according to the dealer, has accomplished two things which have benefited his business materially and have increased sales generally.

Record Department Profits by Move

In the first place all persons coming into the store are first attracted by the record and sheet music department where they loiter long enough to see the copy of the latest numbers which they have heard over the radio or in some local theatre or otherwise. Here is where the manager of these respective departments can, by constantly keeping in touch with the latest developments in music, display new numbers in his department with appropriate signs and secure many additional sales. The plan has been worked by this dealer to the point where he makes it a practice to change his display each morning, featuring one or two new numbers which were broadcast the night previous. A sign which reads: "Broadcast Last Night—Ask to Hear It." and which, by the way, serves


the purpose for all displays, is placed on the counter. These new numbers are not necessarily popular songs or dance numbers, but broadcasting stations generally are now sending out nightly programs, consisting of standard and classical music, in conjunction with their popular programs. Consequently, those dealers who have been complaining about the slack demand for the better class of music will be interested to note that an effort, such as this dealer has made, will move from the shelves many numbers that have been dormant for some time past. Secondly, this new plan of arrangement has stimulated an interest in the minds of many visitors to the store who do not own a talking machine and who have never given the purchase of one serious consideration. The salesman can easily get the visitor's name and address, and although the sale of a talking machine may not be made immediately, he constitutes an excellent prospect. The radio department having been moved to the rear of the store, a floorman is stationed at the door to greet visitors as they come in and they are escorted through the several departments of the store and are shown, in a diplomatic way, the various types of talking machines displayed; also a new record or music roll is mentioned while being shown to the particular department which, in this case, would be the radio department. Also each salesman is instructed by the owner of the store to make some mention of a particular article to every customer other than the one for which he comes in. In this way many sales of talking machine records, sheet music and rolls have been made that otherwise would have been lost.

Quietness Essential

Consequently, it seems without question that the best location from every viewpoint for the radio department is away from the front door, in a quiet part of the store where radio sets can be demonstrated quietly and with some comfort to the customer. The radio demonstration must be made with the same refinement as that of a talking machine and dealers will do well to keep this in mind and feature their radio sets in the same manner obtaining in the talking machine department. But, at the same time, they must keep in mind that they can capitalize on the immense popularity of radio to foster general music sales and the location of the radio department can be determined best on this basis, to the end that all phases of the dealer's business will benefit thereby.

J. L. Hudson Co. Publicity Reaches High School Pupils

DETROIT, MICH., December 8.—The J. L. Hudson Co., Victor dealer, is using a rather novel advertising campaign to increase record sales. In checking up the purchasers of records, it was found that in those families where there were children of high school age these children were responsible for the majority of records purchased. To increase this class of customers, the company contracted for space in all the high school publications in the city, featuring popular releases. All the copy is written in "collegiate" language. From the school magazine publishers the company scoured the names and addresses of the seniors and juniors of the high schools and these are circularized immediately following the appearance of each advertisement. The campaign has already proved the effectiveness of advertising of this character, considerable purchases being directly traceable to the drive.



A Better Buy and A Better Seller

Elbow stylus bar, mica diaphragm, and soundbox designed upon universally accepted phonograph principles of reproduction, these and the "three-way control, balanced armature" are the best reasons in the world for your handling the O'Neil Audiphone. A definite advance beyond ordinary head-phone types of loud speakers. Radio fans are waking up to the necessity of a loud speaker that can take a real load without any distortion—all a multiple tube outfit can pour into it—and produce an accurate duplicate of the original music or speech. If you lead the way, your customers are right with you and yours is the profit thereof. If you wait for them to nag you for a "real loud speaker," you'll lose their patronage to the competitor who was quicker to see the possibilities of the O'Neil Audiphone.

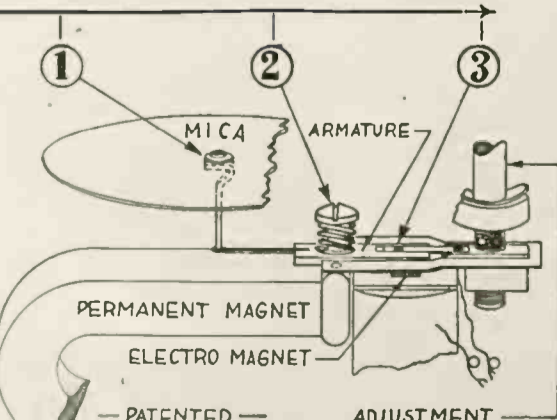
AUDIPHONE LOUDSPEAKER

Not a Concealed Ear-phone
No Battery Required

APACE WITH RADIO PROGRESS

**The 3-Way Control
Balanced Armature**
(An Exclusive Patented Feature)

This "three-way control balanced armature" is the big difference between all "loud speakers" and the O'NEIL AUDIPHONE. There can be no Blast or Chatter because the mica diaphragm of the Audiphone can be actuated ONLY by electrical impulses. The diagram illustrates how the armature is balanced in three directions. The large permanent magnet offers a real foundation for sensitivity, amplification, and the full range of broadcast impulses. Hear the Audiphone—it will be shipped to you in ten days trial.



LIST PRICE

14 inch Bell Horn **\$28**

With 12 inch Bell Horn **\$25**

Write for the "Audiphone Deal" NOW!

O'NEIL MFG. CO.
4736 Hudson Boulevard, West New York, N. J.

1925

Greetings

As the curtain is drawn on the final chapters of 1924, Plaza Music Company wishes to pause a few moments from the "hurry-up" of today's commercial life, to express an appreciation of your friendship and business during the past year.

It is with all sincerity that we wish our thousands of friends throughout the world a **VERY HAPPY** and **PROSPEROUS** **NEW YEAR.**

PLAZA MUSIC COMPANY

DISTRIBUTORS FOR

BANNER RECORDS
"full-o-pep"

PLAYTIME RECORDS
 SONGS, GAMES, STORIES-for Kiddies



DOMINO RECORDS

JEWEL ROLLS

LA VITTORIA ROLLS

HARMONIA ROLLS

The Popular-Price
 PORTABLE
 PHONOGRAPH

Regal

PAL

The All Year 'round
 PORTABLE
 PHONOGRAPH

CAMERA PHONOGRAPH

LITTLE TOTS RECORDS

LITTLE TOTS' PHONOGRAPH

MAGNED NEEDLES
PLAYS 10 RECORDS

SUPERTONE NEEDLES

Plaza Music Co. 18 W. 20th St. New York, N.Y.



ONCE again, a year nears its close—and once again the fact is proved that Quality and Value are handmaidens to Success.

1924 has truly been a banner Reflexo year, and to all whose patronage made it so, we extend hearty sincere thanks.

And Now—
Hail 1925
May it prove a
Hale 1925
for You

Reflexo Products Co.

Selling Agents for
W. H. Bagshaw Co.

347 Fifth Ave., New York



How the Gardner-White Co. Makes Its Windows Pay

Successful Detroit Firm Finds It Worth While to Pay Careful Attention to Its Windows—Record Department Location Hint

DETROIT, MICH., December 6.—The Gardner-White Co., one of the leading concerns in this city, which operates a very successful talking machine department, has developed the sales possibilities of its windows to a high degree by paying attention to apparently trifling details to make the completed display an effective link in its sales promotion plan.

In displaying phonographs the firm always tries to place one of each model in the window, elevating the back rows so that all of the instruments can plainly be seen by all pedestrians, according to O. H. MacLean, manager. Alongside of each instrument is placed printed matter showing and explaining the merits of the machine. Usually the floor is carpeted with records, both classical and popular, so that the names can be read without difficulty. No prices are quoted in the window, but circulars are distributed throughout the city which give all details. This method has proved effective in bringing people into the store and in creating sales.

Another interesting feature of this establishment in connection with its record department is that it is located in the rear of the store. This compels record customers to walk through the entire department before they reach the record service counter, giving them an opportunity to observe the other merchandise carried.

Second Radio and Phonograph Festival at Wanamaker's

Large Crowds Visit New York Store to View Interesting Radio and Phonograph

The Second Radio and Phonograph Festival of the John Wanamaker New York store was held the latter part of last month. The event, which lasted a week, was featured by daily concerts in the Wanamaker auditorium, at which stars of the broadcasting and phonograph world appeared. The entire warerooms were given over to attractive displays of radio receiving sets and the latest models of talking machines. Among the radio sets exhibited were the entire Radiola line, including the super-heterodyne; the Stromberg-Carlson neutrodyne, the Ware neutrodyne, the Sleeper Monotrol, the Dynergy receiver and the De Forest sets.

Especially interesting was a display showing the upward trend in phonographs, exhibiting the instruments popular in 1898, 1906 and the present-day art models. The Victrola, with space for the insertion of a radio panel, was also featured. Near the entrance to the talking machine display rooms a miniature automobile was placed, with a sign attached reading "You 'Auto' Have Music in Your Home." This display was made entirely of Victor products, two table models of Victrolas forming the body of the car, Victor records the wheels and springs, needle boxes and other parts being utilized to complete the display. The phonograph exhibit also included the Brunswick-Radiola, Adler Royal and the Sonora and Cheney lines complete.

Attention was called to Victor records through an attractive setting entitled "Voices of the Presidents," which featured records made by former Presidents Roosevelt, Taft, Wilson and Harding, with pictures and descriptions of the records and footnotes of the times and conditions at the time the record was made.

The Festival was a success, with large crowds attending the concerts each day, and a large number of prospects for radio sets and talking machines were secured, in addition to a number of sales being completed on the floor.

Christmas Club Millions Distributed to Public

Many People Planning Purchase of Gifts With Money—Opportunity for Dealers

Christmas clubs will distribute more than \$250,000,000 within the next three weeks to over 6,000,000 members, Herbert G. Rawll, president of the Christmas Club Corp., reports. The Christmas savings have grown from \$28,000,000 in 1914 to the present sum, which is almost ten times that amount. The Middle Atlantic States have saved \$94,282,200 through these clubs, the total for New York being \$48,000,000, of which the city is represented by \$25,000,000. The Bank of the Manhattan Co., New York, has the largest Christmas Club, with 65,000 members and savings of approximately \$3,000,000.

Art Gillham Makes His First Columbia Record

Art Gillham, the "Whispering Pianist," widely known through his radio broadcasting, recently made his first recording for the Columbia Co. of



Art Gillham

two of his favorite selections—"How Do You Do?" and "Way Out West in Kansas." Mr. Gillham is called "The Whispering Pianist" because when he broadcasts he practically whispers into the microphone. His voice, as radio fans know, carries perfectly through the air and his records are also remarkably clear. This record is scheduled for special release.

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."

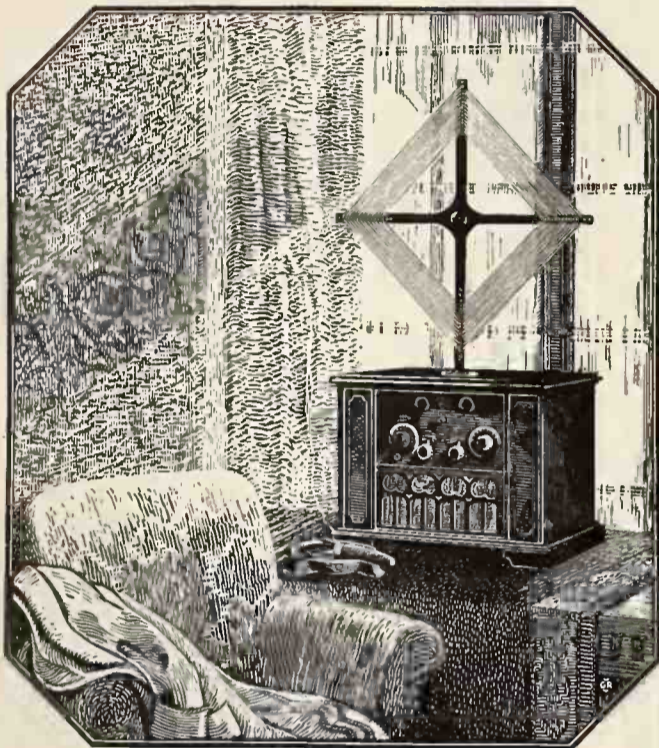
Send quick for this Catalog and try us on your next order. Prompt shipments guaranteed.



OHIO RUBBER
228 W. 7th St. Cincinnati

Which would your customers rather buy?

This?—



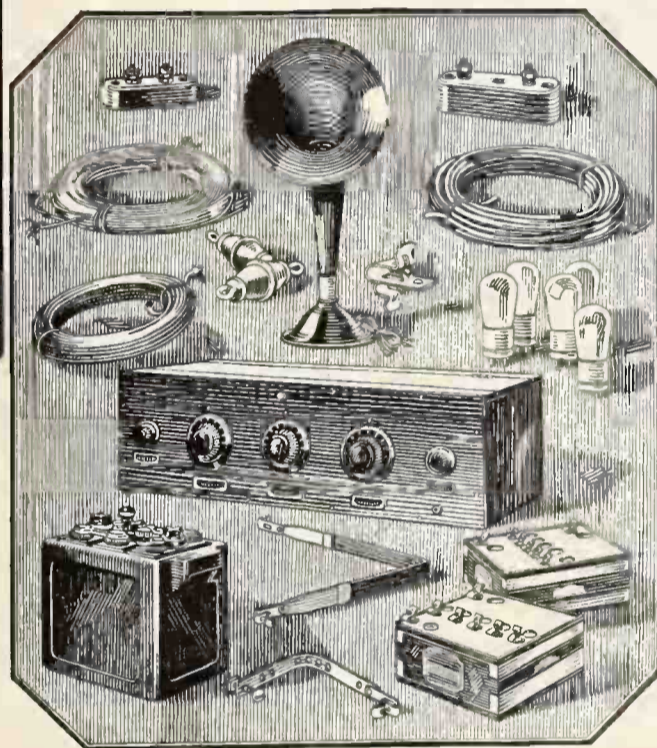
"WITHOUT ACCESSORIES"

- | | | |
|--------------------|------------------|----------------|
| Radio instrument | Loud speaker | Ground clamp |
| Antenna wire | Window lead in | Antenna spring |
| Connection wires | Mechanic's labor | Hammer |
| Clips | Storage battery | Nails |
| Lightning arrester | "B" batteries | Screws |
| Insulators | Tubes | Staples |
- Separate price for each of these items, plus your time.

DE FOREST D-12 RADIOPHONE
Complete in one unit, with everything necessary to use it immediately—all at the one initial cost.
Prices according to cabinet finish and batteries.

With dry batteries	
In Fabrikoid cabinet	\$161.20
In Mahogany cabinet	176.20
With storage batteries	
In Fabrikoid cabinet	\$180.00
In Mahogany cabinet	195.00

or this?



In the De Forest D-12 you sell a complete unit

SOME of your customers think it is fun to hook up a radio set, to string antenna from tree to house, to connect ground-wire. At least it is fun if they are mechanically minded.

If they are *not*, and want an instrument which is *ready* to operate when they buy it and which is based on the highest kind of engineering skill, what they want is a De Forest Radiophone.

No need for a customer to ask "How many extras must I buy?" or "How much more will accessories cost?" when you show him a De Forest.

With a De Forest you sell every needed accessory. Your customer wastes no time in buying; you waste no valuable time or effort in selling parts, batteries, wire, etc. And because he buys the De Forest as a self-contained, complete unit, your customer can use it as soon as you install it in his home. Your work is quickly done. Your customer will be pleased with your service.

The De Forest Radiophone is based on the highest engineering skill. It is an instrument that the owner can use—and be proud to demonstrate to his friends. It is the leader in the field and has a clear, natural tone almost beyond belief—and it is *remarkably* selective.

The De Forest D-12 is easily movable from room to room. It doesn't need either antenna or ground connections, or attachment to outside batteries. The D-12 is an instrument whose self-contained qualities and performance will appeal to thousands of prospective customers of yours. And it stamps you as a merchant ever on the alert to give your customers the best possible service.

There is still an opportunity for a few responsible, progressive merchants to become De Forest agents and build a greater business by selling De Forest instruments and parts. Write to us *today* for full information.

DE FOREST RADIO COMPANY, Jersey City, N. J.

Also makers of De Forest Tubes—the "Magic Lamp" of Radio

DE FOREST RADIOPHONE

Frank J. Coupe Joins Advertising Agency

Accepts Position as Vice-President of Dorrance, Sullivan & Co., of New York

Frank J. Coupe, vice-president and sales manager of the Sonora Phonograph Co., Inc., for the last eight years, has resigned his position with that company, effective December 1, to accept a position as vice-president of Dorrance, Sullivan & Co., New York and Boston advertising agents. Mr. Coupe will be located in the New York office, Bush Terminal Building, at 130 West Forty-second street, New York City.



Frank J. Coupe

Mr. Coupe will be actively engaged with the Dorrance-Sullivan agency in a merchandising and advisory capacity where his many years of successful advertising and merchandising direction equip him admirably to render a constructive service of the highest type to clients.

Mr. Coupe returns to his "first love"—the advertising agency business—after enriching years in directing distribution of a now world-known phonograph, for it was in the field of advertising that Mr. Coupe first launched into his business career. After a number of years with one of the oldest New York agencies, Mr. Coupe took on a partner and formed the agency of Coupe & Wilcox, with offices at 261 Broadway. He remained associated with Mr. Wilcox for ten years, at the end of which time the part-

ners sold the business to Ewing & Miles. Mr. Coupe then became associated with the Redfield Advertising Agency as vice-president. His outstanding work with that company while handling the Sonora account so impressed itself upon George E. Brightson, at that time president of the Sonora Co., that he was prevailed upon to take up the reins of Sonora merchandising with the position of advertising and sales manager, from which he was shortly promoted to the rank of vice-president.

Mr. Coupe is leaving behind him at Sonora a remarkably successful record as an executive as well as a host of friends and well-wishers in the music trades, not to mention a great many in the new radio trade which has of late become allied with the older industry.

With Sonora practically from the start, he has been very closely identified with the company's success—indeed, a large portion of that success can be attributed to his unremitting efforts in years of general depression as well as years of general prosperity and to the many sound sales and service policies which he instituted from time to time while building up Sonora's system of exclusive distribution.

This publication joins with his host of friends in wishing Frank J. Coupe every possible success in his new undertaking.

Theodore H. Nakkin With Colin B. Kennedy Corp.

Becomes a Member of the Technical Staff of Prominent Radio Manufacturer

Theodore H. Nakkin, who is well known both here and abroad through his radio research and experimentation, recently joined the technical staff of the Colin B. Kennedy Corp. Mr. Nakkin has been interested in radio since 1910, when he carried on experiments with radio control of vessels and torpedoes. Combined with this work he delivered many lectures on radio throughout Europe, at the same time carrying on studies in the leading European universities and scientific schools. As a result of this work he has several inventions in the field of radio control to his credit, which he sold to the Imperial Russian Government during the war. He made his way out of Russia during the revolution and came to America, joined the United States Army Signal Corps and was ordered to Washington for duty as a radio specialist.

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

Later he went to Europe to work on a new type of photo-electric cell, which will soon be given to the public. Mr. Nakkin plans to pursue his investigations in the field of telephotography and similar fields in the laboratories of the Colin B. Kennedy Corp.

E. Tatman Opens Attractive Store in Tacoma, Wash.

Large Stock of Musical Instruments Handled in Artistically Arranged Warerooms

TACOMA, WASH., December 3.—E. Tatman recently opened his new and beautiful music store in the Blunt Building at 2605 Sixth avenue, here. Although the elements were decidedly against him, the crowd of interested visitors were a surprisingly big number, and many expressed



Mr. and Mrs. Tatman in Front of New Store their approval of a music store of this calibre in the residential business district. The store is large and well lighted and thoroughly equipped to handle the large and well selected stock of pianos, talking machines, musical instruments and sheet music, which Mr. and Mrs. Tatman are carrying. A complete line of Starr pianos, Victor machines and records is now available.

Mr. Tatman came to Tacoma in 1909 and entered the employ of one of the leading piano companies of the city, where he remained for a number of years as a salesman, doing business for them throughout western Washington. Desiring to increase his knowledge of the music business he entered the wholesale trade and traveled for the George P. Bent Co., of Chicago, manufacturer of pianos. Then the Brunswick Co., of Chicago, engaged him as assistant general salesmanager of the tire division. During the past Spring and Summer he was employed by the Montelius Music House as manager of its store on St. Helens avenue.

Radio Apparatus Co. Busy

CLEVELAND, O., December 7.—The Radio Apparatus Co., 725 St. Clair avenue, N. W., Radiola distributor, reports an unusually brisk demand for all RCA products. This company, which is newly formed, is under the general management of Warren R. Cox, formerly the head of the Radivox Co. Mr. Cox formed the company and is its vice-president. Henry Hallock, president of the Ohio Rubber & Textile Co., is president, and C. A. Williams is sales manager. The company broadcasts radio programs through the Cleveland Trust Co.'s station WJAX.



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

SINCE 1915—THE STANDARD TUBE FOR ALL SETS



Cunningham RADIO TUBES

plus 7 attractive sale-displays in 9 colors, especially prepared for
MUSIC DEALERS

who handle Radio Sets and Equipment



ATTRACTIVE
HOLIDAY CARTONS
FOR
CUNNINGHAM
RADIO TUBES

containing 3 or 5 tubes will bring increased Radio sales to you. These wonderful Christmas cartons in four colors will put a sales punch into your Christmas Radio trade. Why not sell 3 or 5 tubes instead of one—that is real merchandising. These cartons will be sent to you free—send in your order today.

Development of this series of seven colorful posters is a direct outgrowth of the close relationship that has been established between music and radio. Designed throughout with an eye to the particular needs of the music dealer, these displays are sure to increase the sales not only of Cunningham Tubes but of your entire radio and music line.

We want the public to understand that they need Radio, that Radio is as important as an automobile or a kitchen cabinet is to home comfort—and that Cunningham Radio Tubes mean clear reception.

The displays shown in miniature in this ad are made with a new oil-paint process. The nine colors are attention-compelling; water-proof, fade-proof and washable. When people are interested, they ask questions. These displays are question-breeders.

A series of these Business Getters will be sent to you on the same day we receive your request.

LET'S CO-OPERATE TO MAKE 1925 A BIGGER, BETTER RADIO YEAR

1 Music still reigns supreme as the principal attraction that radio fans want and seek. No. 1 is a direct and telling appeal to the "Jazz-Hound." It actually sells the pleasure that can be obtained via the air route by those who utilize radio to tap the infinite variety of entertainment that's vibrant on the ether.

2 Bed-Time Stories! How the youngsters love them! In No. 2 you see—even as your customers will—the real appeal that this popular radio feature makes to lovers of children. Here in a single harmony of color the whole idea is driven home at a glance. This is a real selling idea.

The three other subjects are as follows: Radio in the Sick Room; Vocal Concert in the Home; Sport Returns, showing Baseball scene—all in nine colors, waterproof, fadeless and lasting. Order your set today!

3 From a metropolitan pulpit, the minister broadcasting to the isolated snow-bound countryside is pictured in No. 3. In vivid colors the comfort and cheer of religious services via the air is visualized. It is an emphatic reminder of the value of Radio in crashing the barriers of time and space.

4 The Cunningham Tube in vivid oil pigments is shown in No. 4 of the Business-Getter Series. It is a display that is a year-round selling argument which stresses the importance of a good tube in securing perfect radio reception. Waterproof, fadeless, and lasting, the entire set is a positive aid to every dealer.

HOME OFFICE:
182 SECOND STREET
SAN FRANCISCO

E. J. Cunningham Inc.

CHICAGO
NEW YORK

SINCE 1915—STANDARD FOR ALL SETS

TYPES: C301A, C299, C300, C11, C12
in the orange and blue carton.

PRICE
\$4.00 EACH



PATENT NOTICE: *Cunningham tubes are covered by patents dated 2-18-08, 2-18-12, 12-30-13, 10-23-17, 10-23-17, and others issued and pending.*

DATA BOOK: *Cunningham 40-page Data Book fully explaining care and operation of Radio Tubes. Sent on request to San Francisco Office.*

Okeh Record Limerick Contest Creates Wide Interest Among Gotham Retailers

Campaign to Stimulate Interest of Public in Okeh Records Through the Co-operation of Dealers Staged by the New York Distributing Division of the General Phonograph Corp.

The New York Distributing Division of the General Phonograph Corp., 15 West Eighteenth street, New York, recently prepared an unusual campaign participated in by fifty Okeh dealers to stimulate the sale of Vincent Lopez records. This campaign, which has been in progress for the past three weeks and which terminates on Wednesday, December 17, is in the form of a Limerick Contest and has been so arranged that to those participating it appears that the dealer is the one sponsoring the contest. Two hundred thousand leaflets explaining the contest have been printed and each dealer participating has contracted to purchase a minimum of 2,000. They are sold to the dealer at 1 cent per leaflet and that is the total cost, except to those retailers who send them through the mail.

The leaflets contain four pages, the second and third pages being alike in all copies, containing the rules of the contest, the names of the judges, Otto Heineman, president of the General Phonograph Corp.; Vincent Lopez and Doris Blake, Love Advice Expert of the New York Daily News, and the prizes to be awarded to the winners of the contest. There are 100 prizes to be awarded as follows: First prize, \$100 in gold; second, latest model William and Mary console phonograph; third prize, Outing portable phonograph; fourth to eighth prizes, two orchestra tickets to the Greenwich Village Follies for each prize; ninth to twelfth prizes, five of the latest Vincent Lopez Okeh records, and the thirteenth to one hundredth prizes, one of Vincent Lopez's latest records.

The first page of the leaflet contains the name of the dealer, a picture of the proprietor of the store and a view, either interior or exterior, of the store. A copy of the limerick then follows, with the last line blank, to be filled in by the contestants. The limerick reads:

There was a young girl from Broadway
Who heard Lopez perform on Okeh,
"Oh, boy! that's the stuff,"
Said this beautiful fluff
"....."

The last page of the leaflet features an advertisement of "Me and the Boy Friend," a recent Okeh release, played by Vincent Lopez and His Orchestra, and an invitation for contestants to visit the store.

The chief feature of the campaign is that to all appearances it is strictly a dealer publicity stunt, for in no place on the circular does the name of the General Phonograph Corp. appear as being interested in the campaign. The nominal cost to the dealer and the high caliber of the prizes offered, which are certain to attract many contestants, assure those dealers who are participating of netting a large profit, besides securing many new record customers and increasing the prestige of the store to a considerable degree.

D. Allen Betts Joins Staff of Eagle Radio Co.

D. Allen Betts, of Norwalk, Conn., formerly associated with the Apco Mfg. Co., of Providence, R. I., has joined the staff of the Eagle Radio Co. of Newark, N. J. Mr. Betts will remain for a short time in Eastern territory, following which he will make a trip to New England and the Southern States, where he has an extensive acquaintance. Mr. Betts is one of the pioneer radio enthusiasts and is an ardent booster for the Eagle product.

Tull & Gibbs Open Branch

Tull & Gibbs, of Spokane, recently opened a branch store at the Hotel Idaho, Coeur D'Alene, Idaho. A full line of talking machines, radio sets and pianos are being carried. Jack Hanguier is manager of the branch.

Special Victor Hanger of Standard Records Issued

Victor Co. Issues Attractive Hanger Listing Records Pushed During the Month—Leaflet Listing Fifty Records to Augment Plan.

The Victor records receiving sales stress by dealers during the month of November under the company's sales plan for standard records were as follows: "Ave Maria" and "Elegie-Melodie," sung by Caruso, accompanied by Elman; "Drink to Me Only with Thine Eyes" and "Canzonetta," played by the Flonzaley Quartet; "Troncar suoi di," from "William Tell," sung by Martinelli, De Luca and Mardones, coupled with "Ah, Matilde, io t'amo e amore," from "William Tell," sung by Martinelli and Journet; "Festival at Bagdad" and "Young Prince and the Young Princess," played by Stokowski and the Philadelphia Orchestra; "Roamin' in the Gloamin'" and "Wee Hoose 'Mang the Heather," sung by Harry Lauder; Songs of the Past, in two parts, sung by the Victor Mixed Chorus; "Serenade" of Schubert, coupled with the "Serenade" of Titl, played by the Neapolitan Trio, and "Over the Waves" and "Sirens Waltz," both played by Pietro on the accordion.

An attractive hanger, printed in two colors, listing these records under the caption "Victor records which should be in every home," has been sent to all Victor dealers. To augment the efforts of the dealer to build up a clientele of buyers of good records, the Victor Co. has prepared and is distributing through wholesalers a leaflet containing the names of the fifty records suggested for the first twenty-five weeks of the sales plan for stimulating the sale of standard records.

Average \$3,000,000 in Radio Sales Each Month

The average radio sales of this group total \$100,000 a day in the Greater New York metropolitan area. These Gotham distributors of the



De Forest Distributors at Get-Together Dinner De Forest Radio Co. were snapped at a recent dinner in the New York Advertising Club. (Left to right, standing) A. W. Landay, Progressive Musical Instrument Co.; R. K. Keator, Gilbert-Keator Corp.; Henry Deimel, McPhilbin Radio Corp.; C. G. Gilbert, Gilbert-Keator Corp.; Edward Biel, Progressive Musical Instrument Co. (Seated, left to right) Max Fisher, McPhilbin Radio Corp.; H. Weil, Sr., Herbert-John Corp.; William H. Ingersoll, vice-president in charge of sales and advertising, De Forest Radio Co.; Alfred Simons, Universal Radio Co.

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.

A Brunswick Holiday



WHAT THIS CHRISTMAS BRINGS TO
BRUNSWICK DEALERS



A Christmas brighter than ever before.

*A New Year more prosperous than any
in the past.*

*Another year's experience to build on
—a reputation more solid, prestige
that never ceases to grow.*

*Wider spheres of influence—firmer friend-
ships.*

*A Greater Line—Greater Business—
Greater Profits.*

*All made possible by the cordial good
will and cooperation of our dealers.*

*MERRY CHRISTMAS
and a HAPPY NEW YEAR*

The Sign of Musical Prestige

Brunswick

PHONOGRAPHS · RECORDS · RADIOLAS

Message To the Trade

THE Brunswick
Radiola * the
Brunswick Phonograph
 * the *Brunswick Record*
 —all contributing to the
 world of music, to make
Christmas brighter for the
 whole world. * *

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 St., Boston, Mass.
 Canadian Distributors: MUSICAL MERCHANDISE SALES CO. 79 Wellington St., West, Toronto, Ont.



Distributors' Conferences Productive of Ideas

Freed-Eisemann Calls Frequent Meetings to Discuss Sales Promotion Ideas

In conformity with its policy of frequent conferences the Freed-Eisemann Radio Corp. is arranging distributors' meetings in various parts of the United States, at which a member of the sales staff or the executive management is always present. The last meeting of this character was the meeting of the middle Eastern States distributors at the Emerson Hotel, in Baltimore. Just previous to that a conference was held in Des Moines.

These meetings in various parts of the country are attended by distributors representing all contiguous territories. Such meetings are also a feature at the various radio shows. The co-operation of the distributors in this plan has proved exceedingly valuable. Many interesting sales problems have been presented, discussed and solved at these deliberations.

In addition to this the main office of the Freed-Eisemann Corp. in the Sperry Building, Brooklyn, is constantly in touch with all the distributors throughout the United States and beyond. Special "dealers' helps" bulletins are issued at frequent times. All other methods of promotion adapted to radio merchandising are included in this service.

General Phonograph Corp. Issues Album Window Poster

The General Phonograph Corp., New York, recently sent to Okeh dealers a Christmas booklet, urging all dealers to concentrate on the sale of album sets as the logical Christmas gift. Six album sets have been prepared, each consisting of three double-faced records contained in a black leatherette album imprinted in gold and bearing on the inside front cover an interesting and comprehensive history of the composition. The sets are "Symphony in B Minor," Schubert's "Unfinished Symphony," "Der Freischutz," "Carmen," "Imported Recording" and "Orchestral Selections from Wagner," all of which are imported Odeon recordings. The sixth album is comprised of six fairy tales by the famous children's author, Elsie Jean.

The inner pages of the booklet are in the form of an attractive Christmas window poster, printed in red and black and featuring the "Unfinished Symphony of Schubert" album set.

Daniel Castellanos, Inc., Moves to New Quarters

The stock of records destroyed by fire in the store of Daniel Castellanos at 4 South street, New York, has been completely replaced and a new store was recently opened at 1 South street with an additional entrance at 61 Whitehall street. This store, which does practically 100 per cent talking machine record and player music roll business, is admirably situated, being adjacent to the terminals for three elevated lines, the street car depot and the South Ferry terminal. It is also easily reached by subway. A stock of 50,000 records is carried, with Spanish records featured. The line, in addition to possessing records in every one of the dialects of the many provinces of Spain, features the records of the following countries: Mexico, Peru, Chile, Argentina, Cuba, Porto Rico and Portugal. The store advertises heavily in La Prensa, the Spanish daily with a nation-wide circulation, and through this medium a large mail-order business has been built up. Robert Basserman, formerly manager of the record stock department of the wholesale division of the Columbia Phonograph Co., is manager of the store. Columbia phonographs and records are featured, and other record lines carried include the Okeh, Gennett and Odeon.

H. B. Leach Transferred to the Pacific Coast

Appointed District Sales Manager on Pacific Coast of Multiple Electric Products Co.

H. B. Leach, formerly in charge of the Baltimore office of the Multiple Electric Products Co., Inc., was recently made district sales manager of that company's interests on the Pacific Coast. Mr. Leach is making his headquarters in the company's new branch office in the Rialto Theatre Building, San Francisco, Cal.

The Multiple Electric Products Co., Inc., is the manufacturer of the well-known Atlas radio reproducer. This loud speaker is being distributed by a large number of music dealers, who find it a meritorious attachment for using the talking machine amplifying horn. The Multiple Co. also manufactures a loud speaking horn.

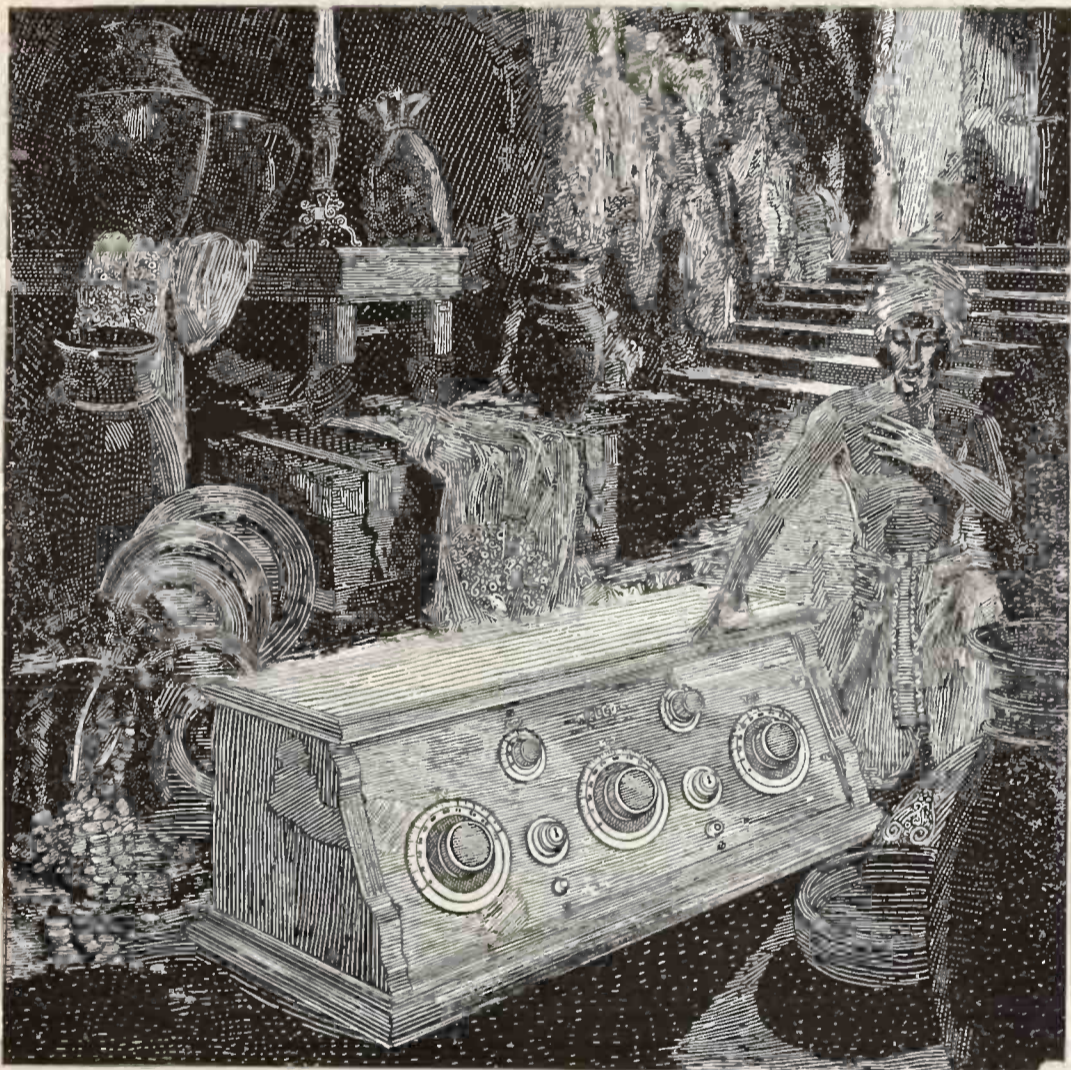
The Brown Radio Corp., New York, capital stock \$50,000, was recently incorporated at Albany by A. Scheret, A. and S. Brown.

New Jewett Distributors Appointed in New York

The North American Radio Corp. and the Times Appliance Co. Will Represent Jewett Radio & Phonograph Co. in Metropolitan Area

The North American Radio Corp., of New York City, has taken on the Jewett line of quality products, including the Jewett "Super-speaker," the "Micro-Dial," "Parkay Cabinet" and the "Vemco" loud speaking unit, and is planning for greatly increased activities in the radio field during the coming year. This progressive house has an advertising campaign now in progress which is going across in a big way, according to reports from headquarters.

The Times Appliance Co., also of New York City, has joined the Jewett distributor forces. Now with this connection of one of the finest New York jobbing houses the Jewett Radio & Phonograph Co. has gained for itself an impressive representation in the New York metropolitan area.



MELCO SUPREME—the "Open Sesame" that reveals the priceless treasures of the air! Melco reception is to the ear, like a great, masterly-cut gem to the eye. Clear, Flawless, Supreme.

Ready for Distribution January 1, 1925. Write for interesting literature

MELCO SUPREME RECEIVER
TUNED RADIO FREQUENCY

AMSCO PRODUCTS INC. BROOME & LAFAYETTE STREETS, N.Y.



This test makes



ONCE the customer has heard a favorite selection reproduced by any ordinary phonograph, then Re-Created by the New Edison — the sale is clinched.

The evidence of his own ears leads him naturally, logically, to the selection of the New Edison. That is one of the reasons why New Edison dealers make money,

—at Christmas-time and all the time.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY



You don't need a fortune to become an Edison Dealer—ask nearest Edison Jobber

The **NEW**
P H O N O

Christmas Sales still easier!



EDISON
G R A P H

Non-Selling Employes as Prospect-Getters

Two Large Music Houses Encourage Employes to Turn in Prospects and Wisdom of Move Is Manifested by Greatly Increased Sales

Just how many talking machine dealers give thought to the sales-producing possibilities that lie in the porter, the shipping room clerk, the delivery man, the repairman or any one of a half dozen or more employes belonging to the service rather than the sales department of the business and who do not ordinarily come in direct contact with prospects and customers?

The average talking machine store which employs five or six salesmen or saleswomen usually has as many employes behind the scenes, as it were, whose work is necessary in the conduct of the establishment both before and after sales are made, and in most cases these extra employes are charged off to the general overhead account and are not regarded at all as potential business getters.

Employes as Business Getters

As a matter of fact, the shipping clerk, the porter or the cashier can, if properly handled, be encouraged to bring in the names of many prospects from among their friends and acquaintances, provided, of course, that some incentive is offered for their work in this direction.

That the employe outside of the sales department has a value as a sales producer is recognized by many of the representative concerns in the music trade, such houses as the Aeolian Co., New York; Lyon & Healy, Chicago, and the Knight-Campbell Music Co., of Denver, among others, encouraging office and shipping room help and even porters to bring in the names of prospective customers.

Naturally, these people cannot be regarded as members of the sales force and it is not good practice to have them engage in any way in the making of the sale. Their work is to dig up and bring in the names of prospects for the sales staff to work upon. They are paid a definite percentage of the sale in cases where it is closed.

Lyon & Healy Sales Jumped \$400,000

Lyon & Healy some time ago reported that sales amounting to over \$400,000 in a period of sixteen months have been traced directly to prospects brought in by the non-selling mem-

bers of that organization. Of course, the Lyon & Healy establishment is a big one, but proportionate results should be realized by any dealer who seeks to encourage each member of his staff to be a producer.

A Successful Plan

The most successful plan is to have the employe turn in the name of a prospect with such information as is available. This name and information are placed on a regular prospect card, together with the name of the employe, and the card is turned over to the regular sales department for the follow-up. Where a sale is finally made a specified though small commission is paid to the employe who furnished the prospect. Inasmuch as nothing is paid for prospects who are not closed, the dealer is not put to any expense except when the actual sale is made, and the small amount then paid to the employe is not out of proportion to the cost of digging up prospects by other less direct means.

Regular Salesmen Should Follow Up Prospects

There are several reasons for refusing to allow non-selling employes to follow up their own prospects, except as their efforts supplement those of their regular salesmen. One reason is that the non-selling employe might be inclined to put in too much time in following up his prospects, to the detriment of his regular work. Another is that, being more or less unfamiliar with selling methods, he is liable to let the sale get away from him and to some competing concern before he is able to close. Still another reason is that when a non-selling employe follows up his prospect to close a sale he is competing directly with the members of the sales force, who must depend upon actual sales for their income, and such competition breeds bad feeling and is likely to lead to disorganization.

Contests Stimulate Effort

In the case of the Knight-Campbell Co. not only are non-selling employes encouraged to turn in the names of prospects, but they are spurred on to extra effort in that direction through contests in which prizes are awarded for those producing the greatest number of

sales through the medium of prospects furnished. These contests have proved so successful as business getters that some form of competition is kept going almost constantly.

Prospects Bases of Selling

The prospect is the basis of all selling and much of the effort of the average dealer and his staff is devoted to gathering the names of those who might logically be expected to be purchasers of talking machines and other instruments. All organized effort through the medium of canvassers or direct mail appeals brings in only a comparatively small number of prospects in proportion to the number of people solicited. The employe of the house, on the other hand, with the ultimate sale in view from which he is to draw his reward, will bring in only the names of those who for some legitimate reason he believes to be in the market for an instrument.

An increasing number of music houses are following this plan of getting prospects through the aid of the non-selling members of the organization, and even if the small dealer with only three or four such employes gets a dozen sales a year as a result of their efforts the idea is well worth carrying out. It is to be remembered that expenses are incurred only when the sale is made.

New Nyacoflex Radio Distributors Appointed

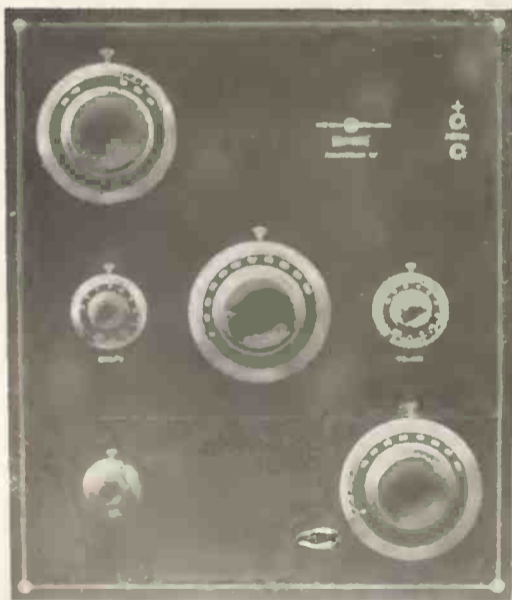
The New York Album & Card Co., Inc., of New York and Chicago, manufacturer of the Nyacoflex two-tube radio receiving set, has announced the appointment of a number of representative distributors in the metropolitan territory. This set is now being distributed in this district by the Sparton Electric Co., Gilbert-Keator and Bristol & Barber. The popularity of the Nyacoflex set has been tremendous and the appointment of these three prominent houses will assure metropolitan dealers of maximum service. Max Willinger, president of the company, is enthusiastic over the reception with which this set has met and is planning an energetic sales campaign and increased production for the coming year.

Donald O. Friend Joins Eagle

Donald O. Friend, of Brooklyn, N. Y., has joined the staff of the Eagle Radio Co., Newark, N. J. For the past six years Mr. Friend has been doing research work. He was four years with Scovill Mfg. Co., Waterbury, Conn., and two years with General Electric Co., located in New England. He is of the 1917 class of chemical engineers who graduated from the Massachusetts Technical Institute and has been a radio fan since he was a youngster. Throughout New England Mr. Friend is especially well known as a lecturer and for his great interest in the development of out-of-door broadcasting. He was also a representative sent to the last Code Interference Conference.

Max Landay at Hot Springs

Max Landay, president of Landay Bros., recently spent an enjoyable fortnight's holiday at Hot Springs, Va., together with Mrs. Landay. The golf course was the scene of Mr. Landay's activities and he secured the practice necessary for bringing his game to the top in preparation for the annual golf tournament of the Associated Advertising Clubs of the World to be held at Pinchurst, N. C., in January.



New FADA Panels for Victor Models List \$110

The 197A Fits the No. 215 Victor
The 196A Fits the Nos. 400, 405,
410 Victor

We are equipped with both men and experience to give special service to phonograph dealers in the radio business. Many of our personnel are themselves old phonograph men. Put your radio problems up to us. All our radio lines are subject to the usual phonograph trade discounts. Wire or phone your requirements today.

TRIANGLE RADIO SUPPLY COMPANY, Inc.
120 West 23rd St., New York, N. Y.

Telephones: CHELsea 4240-4241-4242

Pooley

RADIO CABINETS

ATWATER KENT

RADIO EQUIPMENT

Model 600-R-2
William & Mary style

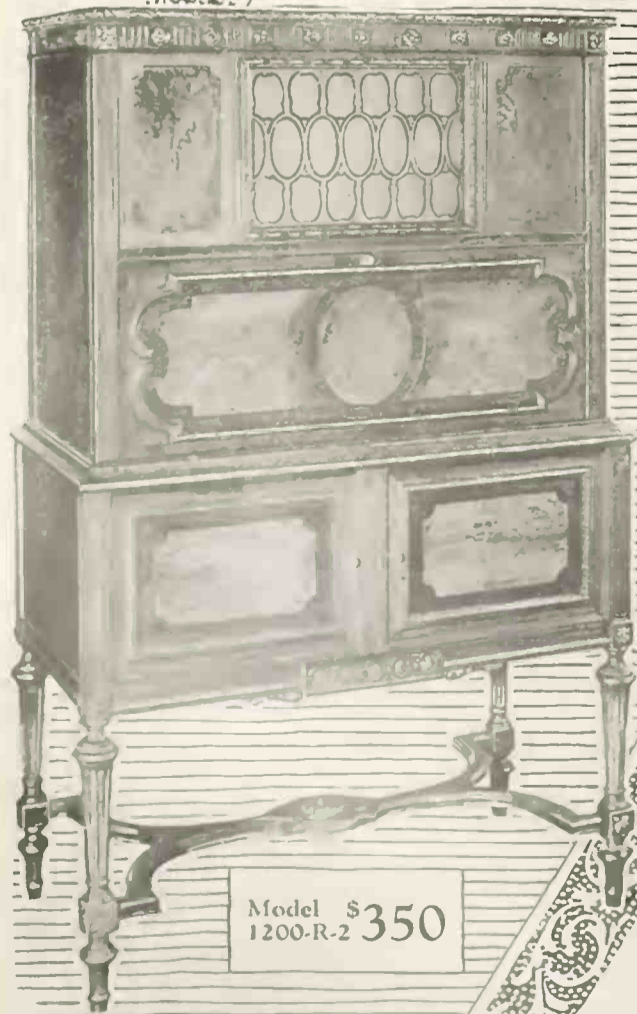
American walnut or English brown mahogany, duo-tone. Rosewood and walnut inlay.

Model 1100-R-2
Square style

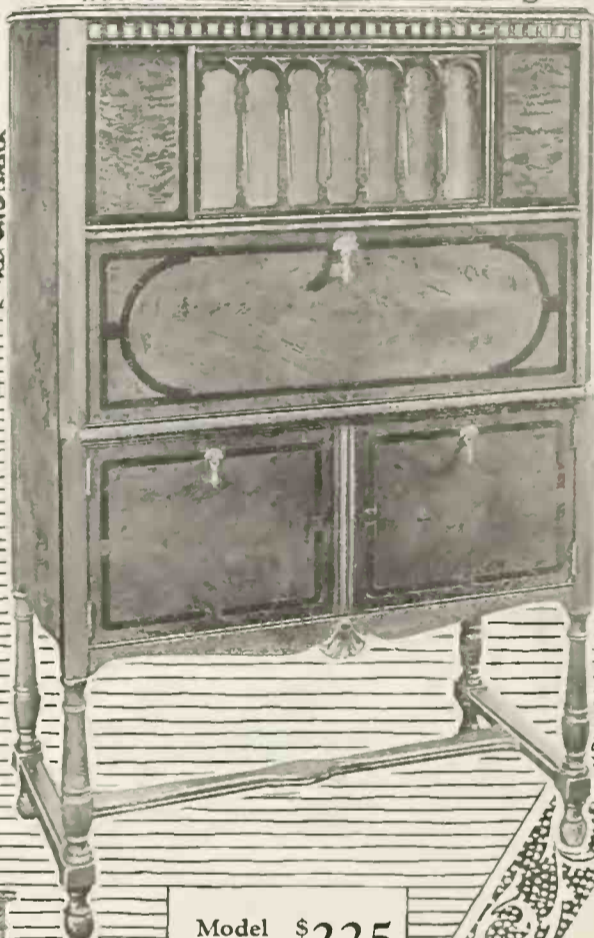
English brown mahogany or American walnut, duo-tone.

Model 1200-R-2
Louis XVI style

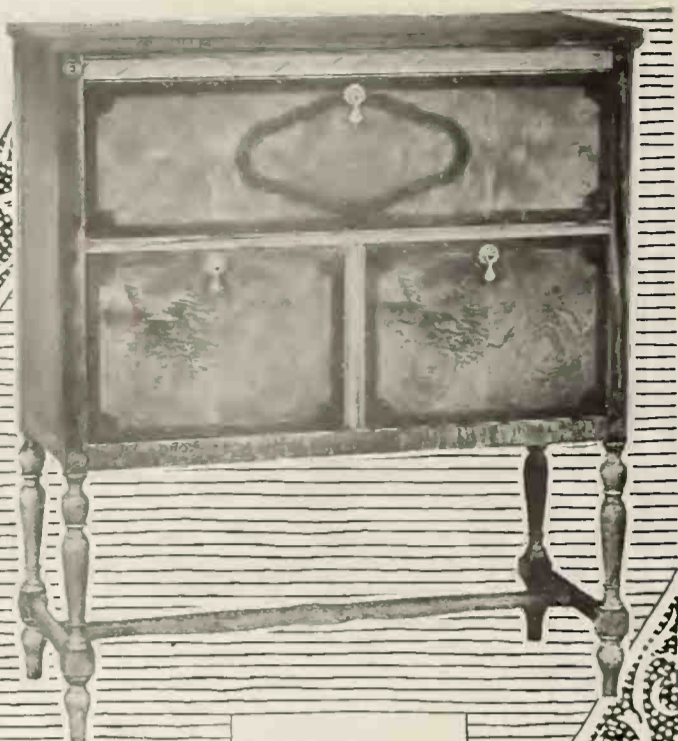
Selected American walnut and Oriental burl. Fluted silk interior fitting.



Model \$350
1200-R-2



Model \$225
1100-R-2



Model \$210
600-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

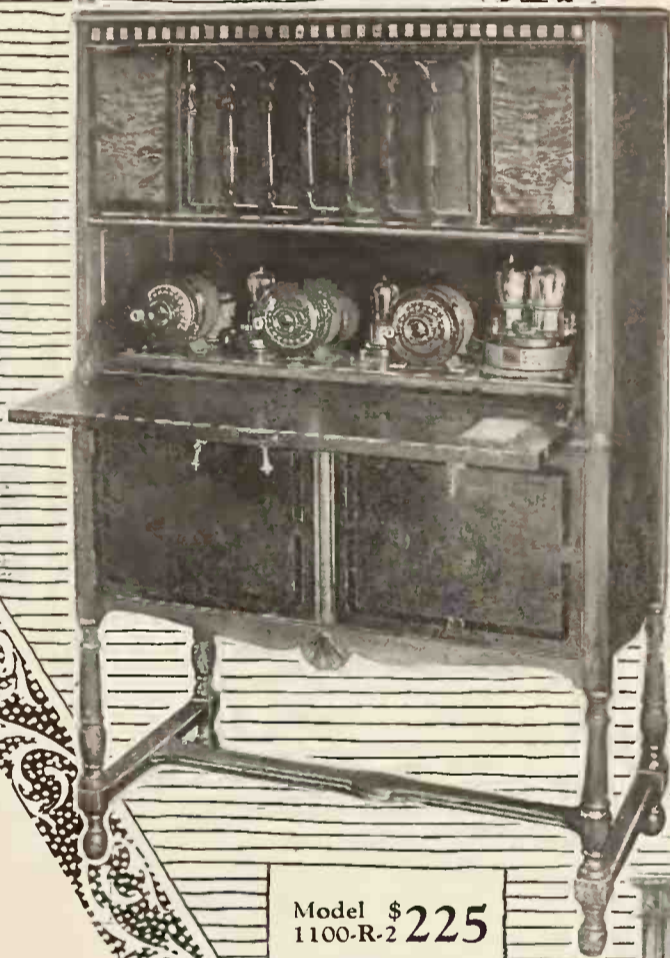
RADIO CABINETS

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.

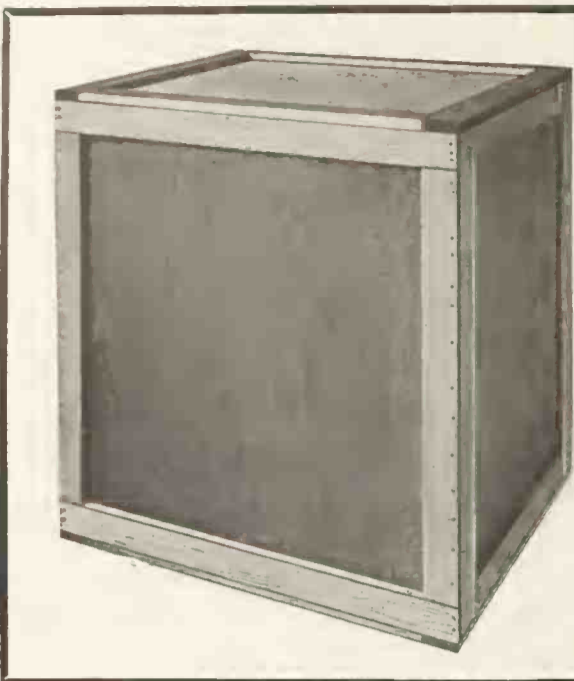
No Real Competition

Jobbers in the Musical Trade

Write Radio Sales Department C

Company Inc.

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



RADIO MANUFACTURERS

Profit by Experience and Save Yourselves Costly Mistakes

Protect your expensive cabinet sets just as the manufacturers of the best phonographs have protected their product for years.

We have been the principal source of supply for shipping cases to the high grade phonograph trade for the past twelve years. Maximum protection, lower freight charges and better appearance have made

Atlas Plywood Packing Cases

standard in the talking machine trade, where the best has been demanded.

The similarity of your product makes these cases ideal for your shipments. Our thorough knowledge of your packing and shipping problems makes our advice and service invaluable. Ask for details.

Atlas Plywood Corp.

PARK SQ. BUILDING

BOSTON, MASS.

Largest Manufacturers of Box Shook in New England

Handsome New Victrola Catalog Just Off the Press

All Instruments in Standard Victrola Line Illustrated and Interestingly Described in Attractive New Volume Recently Issued

There has just been issued by the Victor Talking Machine Co. a complete new Victrola instrument catalog, the largest of its type ever issued by the company, and in many respects the most interesting, for within its covers are illustrated all the instruments in the standard Victrola line, from the small table models and portables to the imposing flat top types, including the several models finished in period styles as well as Victrola 400 designed to accommodate a radio receiver and on which a strong campaign has been centered during the past month.

In all, twenty-five models are shown, and the catalog emphasizes impressively that the Victor Co.'s claim of an instrument for every taste and every purse is not overdrawn. In presenting the various models the descriptive matter has been kept away from the stereotyped form, and the paragraph that accompanies each of the models is a well-written advertisement that tells all that the salesman or the customer needs to know about that particular model. In addition to the popular 400 there are several other models of Victrolas adaptable for radio installation and this fact is mentioned in each case.

Coming as it does just before the holiday buying is in full swing, the new catalog should prove of distinct value to dealers and their salesmen in indicating to the prospective customers

that there is a particularly wide range of Victor instruments to select from. The first two pages of the catalog are given over to a few introductory paragraphs telling of the Victor instruments themselves and the music they bring into the home. It is a dignified presentation and is short so that it does not bore the reader or detract from the appeal of the instruments themselves.

As to its typographical appearance, the catalog can excite nothing but favorable comment. It is bound in a rich brown cover upon which the name Victrola and the Victor trade-mark are embossed and set within a border in gold.

Columbia European Master Records Selling Briskly

The Fine Arts Series of Musical Masterpieces recently released by the Columbia Phonograph Co., New York, in album sets, are selling well, according to the wholesale division at 121 West Twentieth street, New York. These records, made in Europe by the leading Continental orchestras, are arranged in sets of three, four and five double disc records. Cornelius J. Burke was recently added to the sales staff of the wholesale division to exploit these sets and he reports new accounts opened by the John Wanamaker New York store; Bamberger's, Newark; Bloomingdale's, New York; the Ideal Music Shop, New York, and a number of other large accounts.

The regular lines of Columbia merchandise are selling briskly and November showed more than a 25 per cent increase over October. Marie Fisher has been promoted to the management of the record stock department, succeeding Robert Basserman, who resigned recently to enter business with D. Castellanos, a large dealer and exporter of Spanish records on South street, New York City.

Meeting the "Can't Afford It" Argument of Customers

When a salesman has what he thinks is a perfectly good prospect and has almost closed a deal and the prospect staggers him with that old standby, "I can't afford it," he finds himself in a position where quite often the sale does not materialize. In order to round out its line of Brunswick-Radiolas so that the salesmen can answer this argument the Brunswick Co. added Models Nos. 30 and 35, which are priced especially to appeal to those of limited purse. In addition the company has prepared and distributed to dealers considerable special publicity on these models, which includes inserts, dealer advertising, etc. This campaign also features the Brunswick-Radiola No. 100, which is designed for use with an outside antenna. Both of these models are proving popular and they are meeting a real need.

Davega Features Radio in Effective Display

Artistic Window Display of Freed-Eisemann Radio Receivers Attracts Attention

An unusually attractive radio window display was that of one of the Davega stores in New York in which were featured the Freed-Eise-



Eye-Arresting Freed-Eisemann Display

mann radio receivers and Sonora loud speakers. As may be seen in the accompanying illustration the window display placards prepared by the Freed-Eisemann Radio Corp. are used to advantage. The set itself stands out against the dark background in such a manner that the attention of passers-by is attracted to it.

Radio offers excellent opportunities for unique and interesting window displays and that of the Davega firm illustrates in an impressive manner the power of simplicity. A display of this character has the further advantage of equal effectiveness in any type of window, whether it be large or small.

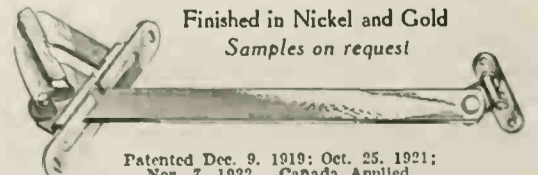
Widener to Enlarge Store

NEWARK, N. J., December 9.—The increasing demand for radio products has necessitated the enlargement of the radio department of Widener's Music Store, Inc., 869 Broad street, and the necessary alterations will be made in a short time to give this department the space which it requires. Radio sales at the present time, even without the proper facilities, form a large percentage of the gross business.

Empire Musical Instruments, Wilmington, Del., was recently incorporated at Dover, Del., to manufacture musical instruments, with a capital stock of \$300,000.

AUTOMATIC LID SUPPORT

Finished in Nickel and Gold
Samples on request



Patented Dec. 9, 1919; Oct. 25, 1921;
Nov. 7, 1922. Canada Applied.

The Most Dependable Lid Support on the Market
Star Machine & Novelty Co., 9-11 Watsessing Avenue
Bloomfield, N. J.

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

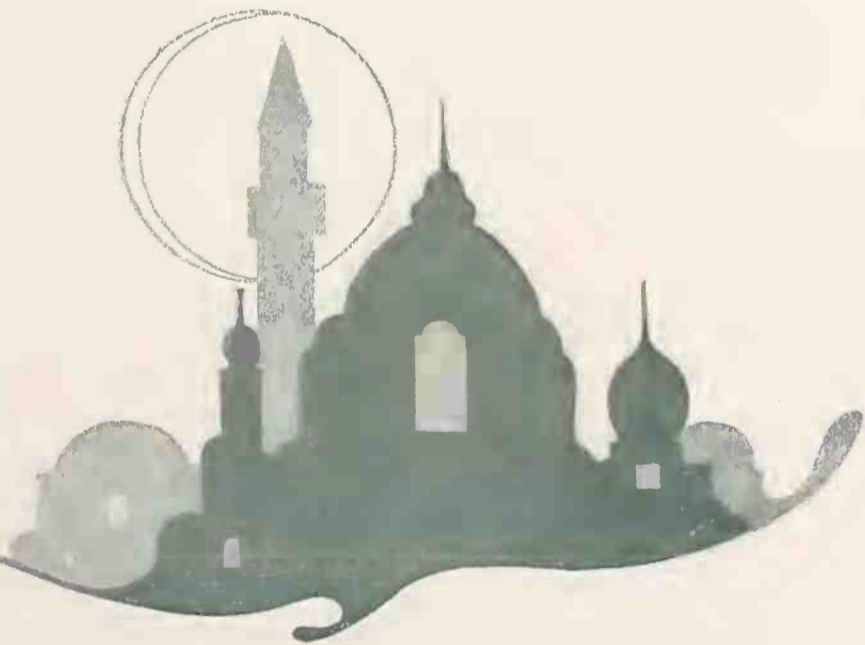
POLYMET MFG. CO.
70-74 Lafayette St. New York



WE take this opportunity to express our sincere appreciation to all our friends for their co-operation in 1924. Here's wishing you, one and all, A Very Merry Christmas and A Happy and Prosperous New Year.

General Phonograph Corporation.

O. W. Henn
President



S. O. Martin, President, Sonora Co., Discusses Radio-Phonograph Future

Gives Large Share of Credit for Advance in Cabinet Design of Radio Sets to Phonograph Manufacturers—Predicts Combination Phonograph-Radio Will Be Household Standard

In a recent interview S. O. Martin, president of the Sonora Phonograph Co., Inc., was asked to give his opinion of radio and its future in America. He said:

"Before answering your question, permit me

graph has suffered since January, 1924. I wrote in a trade periodical in December, 1923, that general business conditions for 1924 were noted as being less promising than in 1923, thereby affecting unfavorably the prospects of the phonograph business because of its peculiar sensitiveness to general business conditions. The warning seems to have been justified as the reports from the phonograph industry indicate.

"Yet, with the recent improvement in general business conditions comes a constantly increasing demand for phonographs and radio-phonographs. We believe that phonograph companies must make a proper connection with the radio industry since the situation in regard to radio is not at all a question of whether the phonograph business will be extinguished by radio, but on the contrary as to how far the phonograph business can safely ally itself with radio.

Radio Becoming Standardized

"Radio, despite the multiplicity of makes, has become sufficiently standardized so that certain makes have dependability and are becoming generally known as having dependability. Radio is really not so tremendously new. It has been in practical operation for telegraphic purposes for a decade. Receiving sets used as early as 1913 are still in operation and phonograph records have been regularly broadcast for several years.

"Now that radio is being dressed up in appropriate cabinets, it is becoming a drawing-room feature instead of an attic experiment. The advent of the cabinet type radio speaker to which the phonograph manufacturer has contributed his acoustic experiences is making even more rapid headway than in the old phonograph days when the enclosed type horn began to

supersede the visible talking machine horn. This horn with its curves and decorations was then regarded as picturesque but is now practically obsolete.

"The experience of the phonograph manufacturer in cabinet design as well as acoustics is also rapidly being directly utilized by the radio field. Few people are aware of the active part now taken by phonograph companies in the design and manufacture of the better grade cabinets used by radio manufacturers. The American taste in furniture is excellent, and the progress made in the design of radio and radio-phonograph cabinets within the last six months does credit to the executive minds engaged in supplying the greatest home entertainment devices known to history.

A Household Standard

"In their intense interest in radio many people have lost sight of the fact that phonograph development as evidenced in the performance of the better phonographs has not stood still. It will not be surprising if the combination radio-phonograph becomes the standard household entertainment and educational instrument of the future."

Attractive Children's Record Envelopes Offered Dealers

The Musical Instrument Sales Co., Victor wholesaler, New York, is offering to its dealers children's record envelopes for Victor records 16863 (Mother Goose), 16955 (Noah's Ark), 17104 (Children's Games) and 18599 (Sugar Plum Tree). These envelopes are printed in attractive colors and are packed in bundles of 100, twenty-five of each design. These envelopes were used by dealers last year with great success and the M. I. S. Co. feels that the dealer who utilizes these envelopes in his display windows and in his warerooms will attract a considerable amount of children's business which ordinarily would pass him by.



S. O. Martin

to point out to you the disadvantage from a volume sales standpoint under which the phono-

"The Big Clear Voice of Radio"

Herald



\$18

THE HERALD Model B Loud Speaker is a "big clear" bid for business.

No speaker finer at any price. The only speaker at this price with a gooseneck horn. Height 25 inches. Bell of fibre horn 12 inches.

The public likes the new Herald because it is clear and loud. You will like it because its voice wins sales.

Stock the Herald. Let it speak for itself. Let it coin public approval into profits for you.

THE HERALD Phonograph Unit instantly turns any standard phonograph into a radio loud speaker.

Exactly the same device that makes the Herald Speaker so full toned and clear.

Durable—simple—quickly adjusted. Every phonograph owner a possible buyer. An ideal unit for "built-in" cabinet loud speakers.



\$6

HERALD ELECTRIC COMPANY, Inc.

113 FOURTH AVENUE, NEW YORK CITY

NOTHING else will do, once they hear this Speaker—an ingenious
DIAPHRAGM
 innovation that signals the death knell
 of the
 Horn type of Speaker

EXIT the Horn type Speaker! Enter the Farrand-Godley Speaker—an entirely new *method* of radio reproduction.

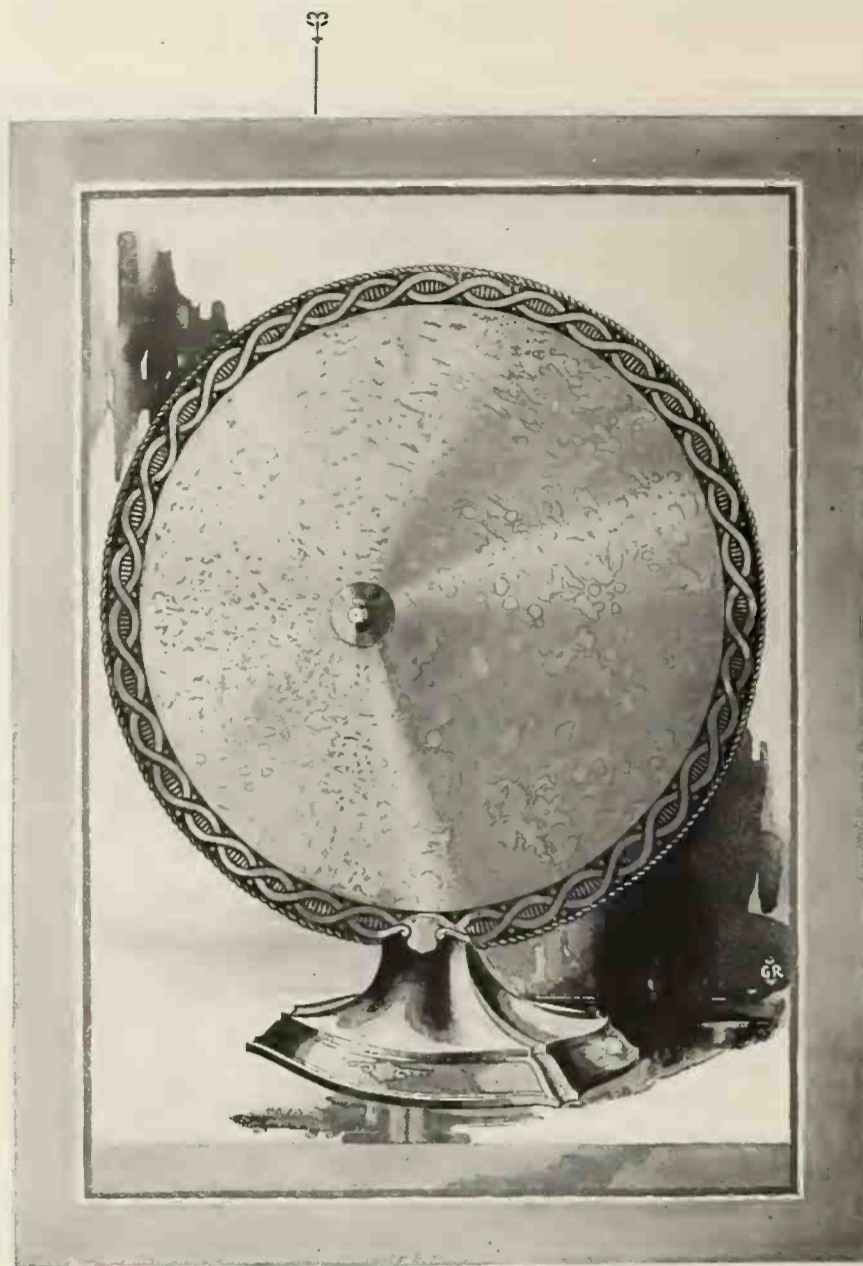
The immediate, nationwide response to this marvelous Speaker—which, for the first time in radio reception, brings in *all* the lower tonal effects while retaining to the full the delicate shadings of the upper scale—indicates sales possibilities that embrace, as prospects, *every* owner of a radio receiver. Dealers already claim that it is the easiest selling item they have ever handled. A demonstration assures an immediate sale. The listener hears tonal beauties heretofore clouded in horn reproduction.

Write immediately for details and full information governing the sale of the Farrand-Godley Speaker in your locality. Address

FARRAND MANUFACTURING CO., Inc.
 28 South Sixth Street • Newark, N. J.

Farrand

Godley
SPEAKER



The Farrand-Godley Speaker is the result of many years of exhaustive study and research, the original patents having been granted as far back as 1918—from which time Mr. Farrand has worked unceasingly toward its further improvement. Today sees it perfected.

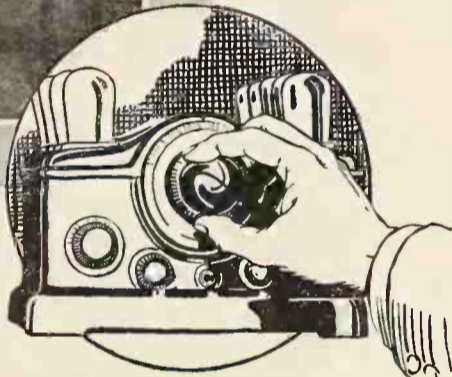
With the Farrand-Godley Speaker, all the heretofore hidden lower tonal effects are now faithfully, accurately reproduced—the resonant bass stringing of the 'cello, the full *lower* chords of the organ, the true vibrancy of the human voice—every delicate shading heretofore lost or distorted.

The Speaker, itself, is of diaphragm type, approximately seventeen inches in diameter, mounted on a distinctive bronze base.

List Price
 \$32.⁵⁰



IF you would sell the most perfect Radio Receiver ever contrived—
NOW is the time to seal the selling rights for your territory



Perfect Single Dial Control

FROM the enthusiastic reception accorded the Farrand-Godley *Single Nine*—virtually from the very first hour of its introduction—it seems that all of the radio world had been waiting for it. Leading distributors and dealers the country over, recognizing the designing genius and the past successes of Paul Godley and C. L. Farrand, have been quick to demand agency appointment.

The *only* successful multiple tube *single* control receiver ever designed.

The *only* radio receiver ever designed for home use that can amplify a weak signal one *billion* times.

The *only actual* single dial control receiver requiring *no* adjustment of compensating minor controls to bring in reception.

The *only* receiver that will produce *all* ranges of the musical scale with equal tone quality.

No outdoor antenna required—fifteen feet of copper wire, concealed along picture moulding or baseboard, is ample.

Demonstration of the Farrand-Godley *Single Nine*—its matchless power, its brilliant clarity, irrespective of distance, its ease and simplicity of operation—have but further confirmed every pre-conceived opinion of its superiority.

In view of the widespread demand for selling territories, distributors and dealers are urged to make immediate application—communicating at once, with

FARRAND MANUFACTURING CO., INC.
 28 South Sixth Street • Newark, N. J.

List Prices

- Receiver \$195
- In Table Cabinet . \$235
- In De Lux Cabinet . \$375

Farrand
Godley
 Single "NINE"



Dealers' Views on Record Release Plans

Opinions Expressed in Trade Questionnaire About Merits of Various Record Release Plans and Interesting Suggestions Put Forth

What plan of record release proves the most satisfactory to the majority of talking machine dealers?

Since the abandonment of the long-established monthly record release system some time ago there has been considerable discussion in the trade as to just what plan of release is best calculated to keep the public interested and increase sales, the latter being the chief object. There are those who claim to have profited materially by the more frequent record releases, and others who complain for one reason or another that they did not prove wholly satisfactory, chiefly in view of the fact that they increased inventories.

At the suggestion of a number of dealers and others in the trade who desired a general opinion as to just what sort of release method has been found by experience to give the greatest satisfaction, The World took the opportunity of communicating with a number of representative dealers throughout the country relative to their points of view on this important question, and the results were interesting from a number of angles.

Divided Opinions

The survey proved, for instance, that a great majority of the dealers interviewed—44 per cent, to be exact—favored the weekly release as the most efficient in placing the popular song hits on the market with as little delay as possible and keep the public interested in the new things, thus increasing retail sales.

Forty per cent expressed themselves as being in favor of the old monthly release plan because of the fact that it gave them a greater opportunity to circularize those on their mailing list between releases and thereby keeping their record stocks cleaner and smaller.

Special Releases

Twelve per cent expressed preference for releases at irregular intervals as the records were pressed and while they were still in the active hit class, feeling that this method permitted of the featuring of a record or two at a time and concentrating on that record. In this connection it is fair to say that a considerable proportion—nearly 70 per cent—of dealers favoring the return of the monthly release also expressed the opinion that popular hits should be released at irregular intervals during the month as specialties. In other words, the monthly release

for standard selections worked best when supplemented with special releases of the hits. That is, in reality, a combination of the old and new systems.

Of all the dealers interviewed only 4 per cent had no particular preference in the matter of releases.

Effect on Inventories

Answering inquiries as to the prospective weekly and irregular releases on inventories 46 per cent of the dealers stated that weekly and irregular releases had increased inventories to an average of 21 per cent, one reporting as high as 35 per cent increase and another only 7 per cent. Twenty-five per cent reported no increase in inventory, one reported 20 per cent increase, and 21 per cent had no figures to offer. Eight per cent reported an increase but could give no percentage.

Increased Sales

With the reported increase in inventory, however, there has come apparently a gratifying increase in sales as a result of weekly and irregular releases. Twenty-five per cent reported increases in sales averaging 15 per cent. The majority said 10 per cent, but a few claimed from 30 to 40 per cent, which brought the

average up. Forty-three per cent reported increases without giving figures, 18.5 per cent no increases, and 7 per cent a decrease.

A great majority of the dealers, in commenting on the record situation, argued for fewer releases, particularly of popular numbers, which appeared to be the chief inventory builders owing to their short life, and general expression of opinion in favor of the plan whereby dealers have an opportunity of listening to sample records before placing orders.

Naturally, many of the dealers interviewed had personal ideas as to what should be done to develop a record release system designed to increase sales without any great disadvantages, some of the suggestions being practical and logical and quite a number visionary. Several, for instance, thought that a twice-a-month release would solve the problem and at least one dealer urged a weekly release of standard numbers with the hits brought out in between.

The survey is considered interesting in that it offers to the trade at large definite opinions on the record release questions—opinions that might be accepted as a guide by those who have to do with the distribution of records on a basis that will prove most satisfactory.

An Effective Method of Checking the Mailing List

B. Guy Warner, Brooklyn Dealer, Utilizes Inexpensive Plan to Weed the Deadwood From His List of Customers and Prospects

An inexpensive and effective method of securing new prospects for phonographs, of stimulating the sale of records and of affording an excellent check-up of the store's mailing list, weeding out the names of those customers who have ceased to patronize the store, all in one operation was recently put into effect by B. Guy Warner, Edison dealer of Brooklyn, N. Y., with extremely good results. It consisted of sending a reply postcard to the names on the mailing list, with the following form to be filled out:

B. Guy Horner,
549 Nostrand Avenue, Brooklyn, N. Y.
My present address is.....
I do
I do not receive Edison record supplements regularly.

Mr.
Mrs.
has heard my Edison Phonograph and I would suggest sending him (her) catalogues showing models and prices.
Signed.....

As can be seen two purposes are filled, the undelivered postcards show those customers who have moved, and the names given as being interested in the Edison phonograph give the staff of salesmen likely prospects who can be approached with a much greater chance of completing a sale than if a "cold" approach were made. The name of the person recommended as a likely prospect can be used, and with this information available to gain the prospect's interest, the work of the salesman is made infinitely easier. Aside from these two results, another important feature was evidenced in an increased demand for records. Immediately following the sending out of these cards the number of people calling at the Warner store in the evenings increased manifold. It seems that the buying public needs something out of the ordinary to arouse their interest and while they may be receiving the record listings regularly each month, they have become more or less a matter of habit and are merely glanced at and forgotten, or disregarded entirely. The receiving of the above described card being unusual, it piqued their curiosity and they called at the store to satisfy it, incidentally purchasing a number of records.

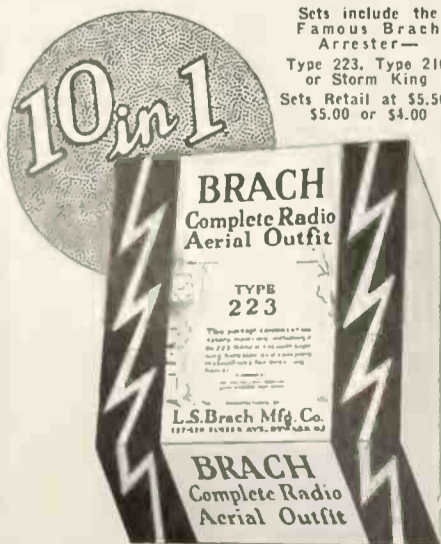
Some dealers might state that while this plan might work as regards providing a check-up for the mailing list, it is doubtful if any prospects could be secured. The writer can vouch to the efficacy of the method as a good means of securing prospects. On the third day following the sending out of the cards fully forty per cent of the cards returned gave the name and address of some interested friend.

Novel Use for Phonograph

The current issue of Popular Science Monthly tells of a novel lighting effect which can be secured through the use of a phonograph and which might be of interest for use in window displays. It gives instructions for attaching wires to the phonograph so that at the playing of some Christmas hymn the lights in toy houses will light automatically, one after the other.

Make Ten Sales In One By Selling the Complete

Brach Radio Antenna Sets

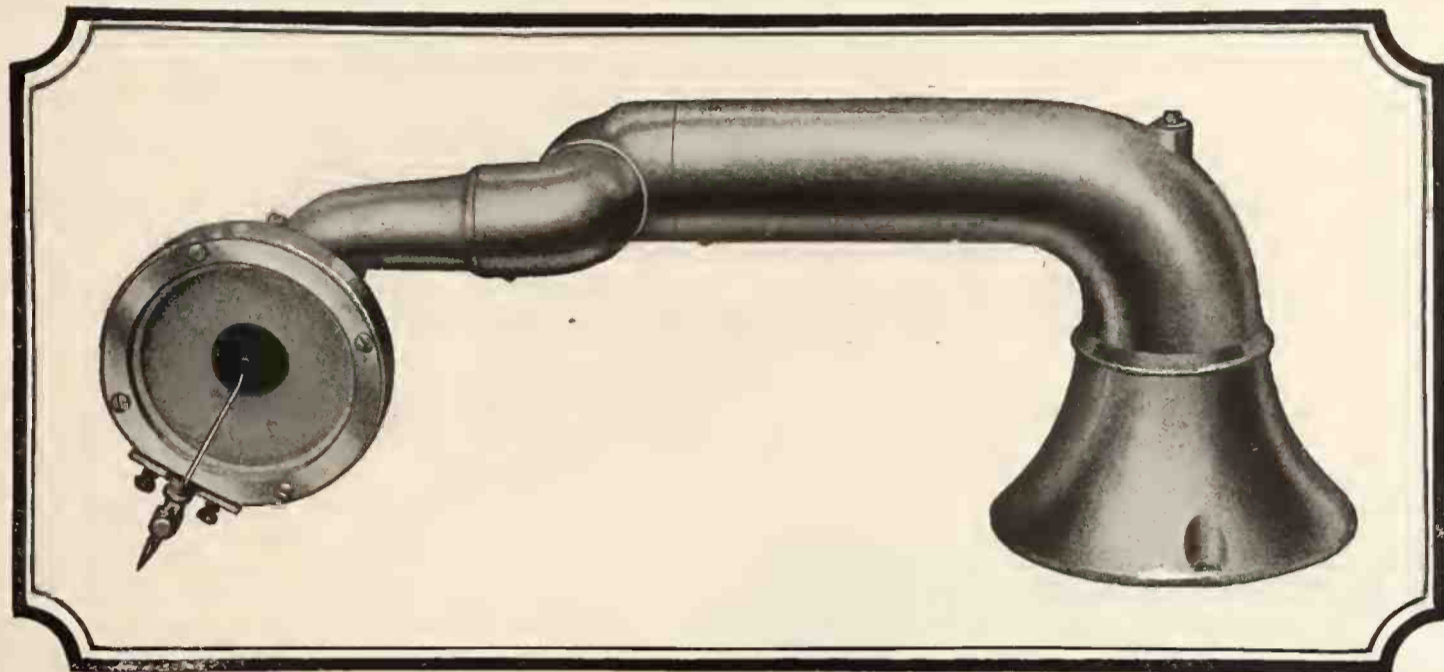


Dealers who stock this set can hand across the counter in a single carton every essential part of a radio antenna.

Every part conforms to standards required by National Board of Fire Underwriters. Speedy Sales. No bothersome questions to answer, nor parts to hunt.

L. S. BRACH MFG. CO.
Newark - - - New Jersey

The Sign of  Good Tone Arms



EMPIRE PIVOT BASE TONE ARM AND REPRODUCER

Makes A Good Phonograph Better

THE Empire Pivot Base Tone Arm and Reproducer is designed and constructed especially to bring out all the finer tones, and to bring them out with unequalled clearness and accuracy.

There is just one way to prove that *Empire Tone Arms* will make your good phonograph a better instrument, and that is by actual comparative tests. Try Empire Tone Arms on your own phonographs, compare them in any way you see fit. YOU be the judge.

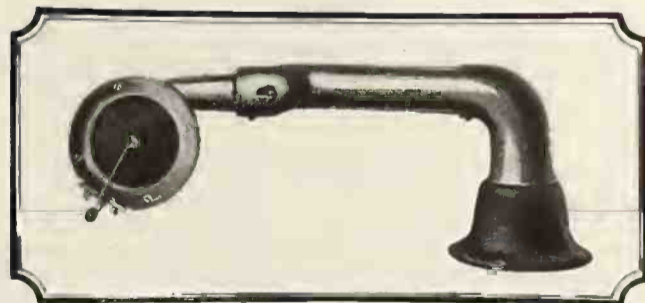
There is an *Empire Tone Arm* suitable for every phonograph requirement, a tone arm and reproducer that will bring out all the quality you are building into the instrument proper.

Sample Tone Arms and quotations furnished upon request.



For Both Radio and Phonograph

Here is a combination Loud Speaker and Phonograph Tone Arm all in one. The demand for this type is increasing tremendously every day.



Empire No. 10 Tone Arm

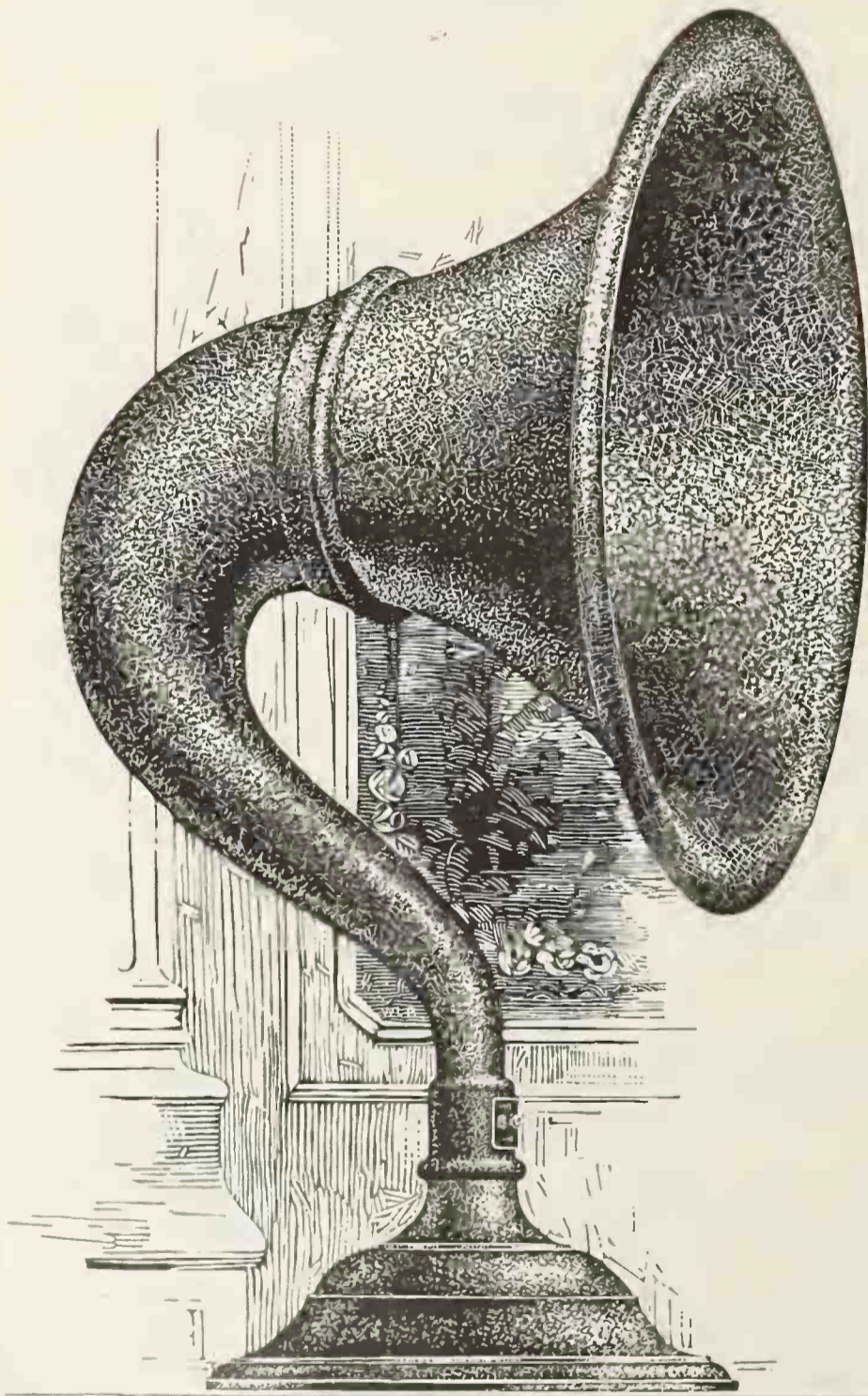
The No. 10 is designed and built especially for use with portable phonographs. It is made in several different lengths.



EMPIRE PHONO PARTS COMPANY
2261 EAST FOURTEENTH STREET - CLEVELAND



ATWATER KENT LOUD SPEAKERS



During more than a quarter of a century it has been the unswerving policy of the ATWATER KENT COMPANY to produce the best at any cost.

True to tradition, ATWATER KENT Loud Speakers possess a quality that proves itself in remarkable performance.

With this prestige and outstanding value back of them, ATWATER KENT Loud Speakers have won for themselves a nation-wide acceptance.

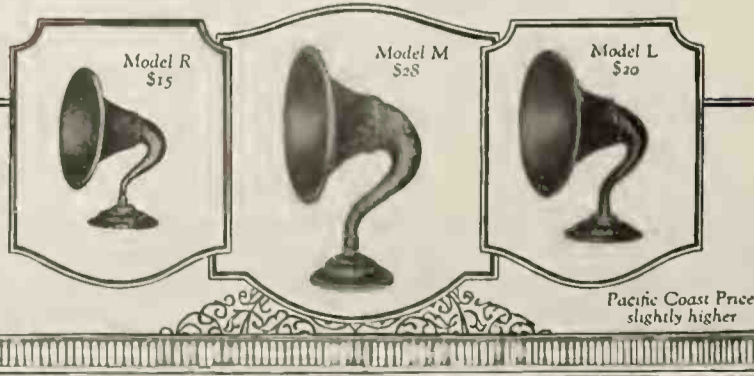
Add to this the mighty pulling power of a national advertising campaign devoted exclusively to ATWATER KENT Loud Speakers—and you, as a radio merchant, have as fine a business proposition as you could find.

Send for descriptive literature and dealer price list

ATWATER KENT MANUFACTURING COMPANY

4723 Wissahickon Ave., Philadelphia, Pa.

*Bring Out the Best
From Any Set*



ATWATER KENT RECEIVING SETS

The radio merchant who is building for himself a prosperous and lasting business is the one who is handling right now a sound and well-known line.

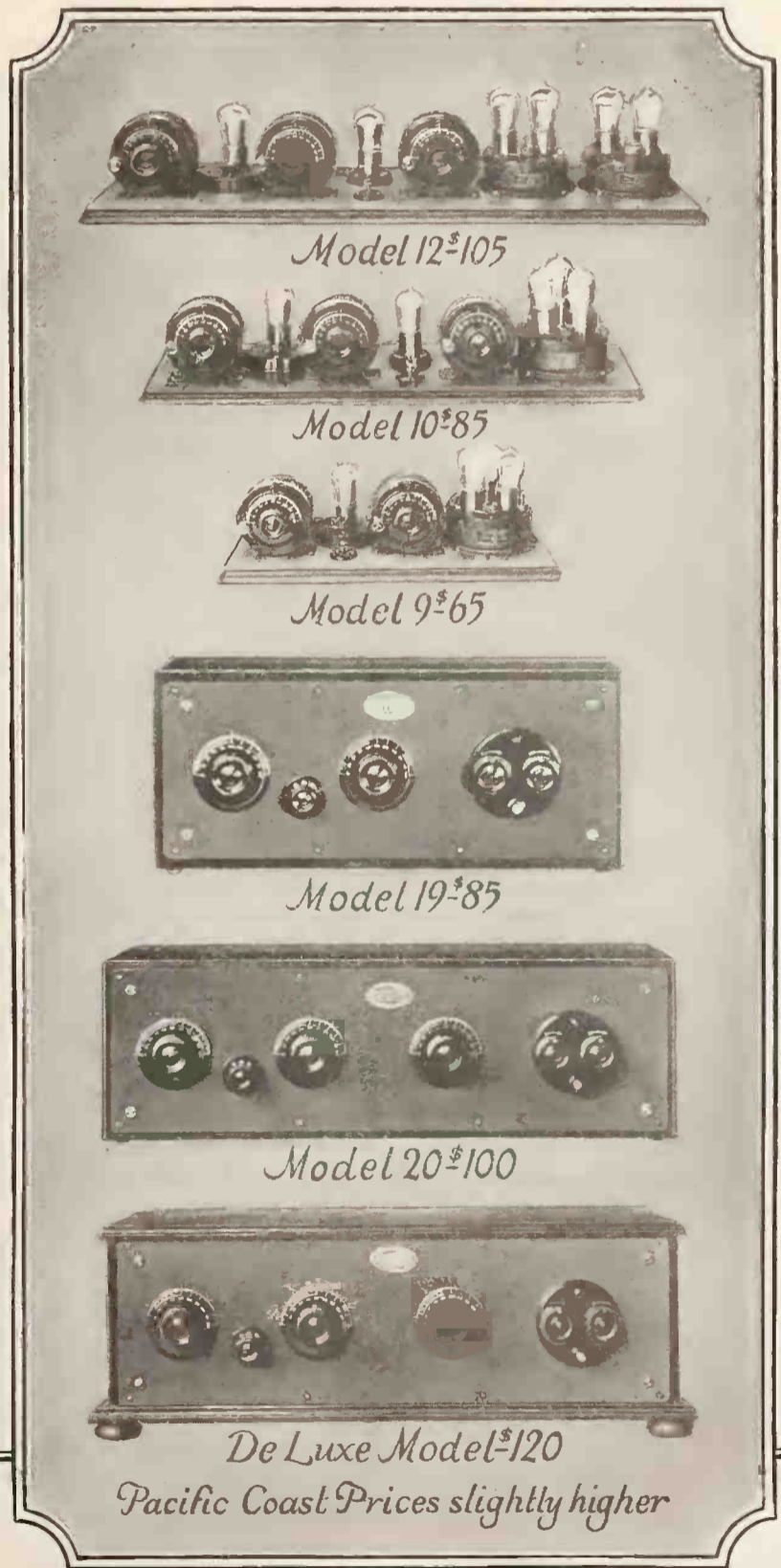
If every radio merchant could go through the ATWATER KENT Plant, the largest and finest of its kind in the whole world, he would know why there is no better radio made. He would see for himself that here is an organization with the promise of permanent leadership.

The merchant who handles ATWATER KENT Radio has the assurance that year after year he will keep the confidence of his customers—and be able to say to himself, “I know I handle the right line.”

Send for descriptive literature and dealer price list

ATWATER KENT MANUFACTURING COMPANY

4723 Wissahickon Ave., Philadelphia, Pa.



**Think What
Is Back of It**

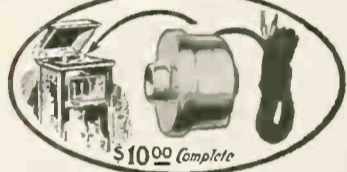
Christmas Gift Certificates Sent to Victor Dealers

Should Assist in Materially Increasing Sales of
Album Sets of Records as Gifts—Proper
Use of Certificates Adds to Profits

The Victor Talking Machine Co. has prepared and distributed to its dealers a Christmas gift certificate which should prove extremely valuable in stimulating the sale of records as Christmas gifts. The certificate is designed especially to assist in selling the Music Arts Library of Victor records but can be used for other Victor merchandise as well.

The certificate is printed in colors on fine-textured paper and has the appearance of a steel engraving. The border is composed of a picture gallery of world-famous Victor artists and the wording mentions specifically the Music Arts Library, but also contains a parenthetical phrase, leaving the final selection of records to the recipient of the gift certificate. The

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.

certificate receipt stub gives full instructions and shows that while the album sets are featured as being desirable as Christmas gifts, the idea is to sell the certificate rather than any certain class of merchandise.

The company suggests a number of ways in which the certificate can be used, including the ready-made advertising on the subject available for dealers and a gift-certificate window display. In sending out copies of the gift certificates to regular customers, it is suggested that dealers include a letter detailing its advantages and giving a list of those articles that can be bought.

New Amrad Neutrodyne Described in Folder

The American Radio & Research Corp., Medford Hillside, Mass., has recently produced an attractive six-page folder on the new Amrad neutrodyne. This folder, attractively printed in colors and illustrated, pleasingly sets forth in a non-technical manner the many qualities of this new set.

Although one of the first of the fourteen manufacturers to obtain a neutrodyne license, it is only recently that the American Radio & Research Corp. went into production on the new Amrad neutrodyne.

In a number of ways the new neutrodyne departs from standard practice. Although it employs five tubes, only one of them is used as a radio frequency amplifier with the neutrodyne principle of magnetic and capacity coupling neutralization. The remaining four tubes are



Amrad Neutrodyne

employed as detector and three stages of audio frequency amplification. In view of the fact that there is but one stage of tuned radio amplification, there are only two tuning dials. These, however, can be logged in the same manner as in the standard types of three-dial neutrodynes. The plant of the company at Medford Hillside has been completely rearranged to permit quantity production on the new set.

Federal Demonstration Studio Used by Dealers

Many talking machine dealers in New York City and surrounding territory are taking advantage of the studio maintained by the New York offices of the Federal Telephone Mfg. Corp. in the Times Building, Broadway and Forty-second street, New York. Those dealers whose store facilities do not allow of a complete line of Federal receivers being demonstrated properly, find that the attractively furnished and fitted studio with the full line of Federal products, including all the latest models and the combination units of talking machines and radio sets, is an invaluable help in closing sales. The studio is open day and night, for the convenience of dealers and customers.

Freed-Eisemann Dealer Window Display Helps

In line with its policy of aggressive, attractive and intensive publicity, the Freed-Eisemann Radio Corp. has prepared for use in dealers' windows heavy cardboard background for receivers on exhibition. These backgrounds are in gold, black and green, with white border effects, the center being more than five feet high. They instantly strike the eye by their excellence of design and beauty of treatment, and withal reflecting an atmosphere of dignity—all combining in an effective sales message.

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.

C. C. Baker Wins Prize for Exposition Display

Brunswick and Buescher Lines Featured by
Live Columbus, O., Dealer in Large Booth

COLUMBUS, O., December 5.—The illustration herewith shows the unusually attractive booth of C. C. Baker, Brunswick phonograph and Buescher band instrument dealer of this city, at



C. C. Baker Exposition Display

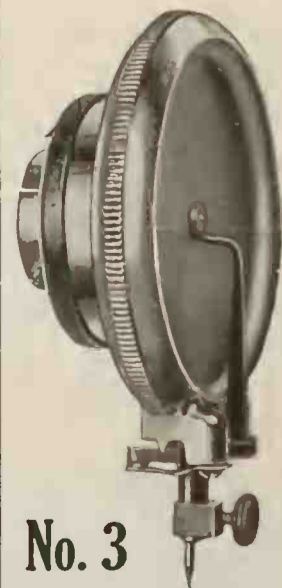
the exposition recently held here under the auspices of the Ohio State Journal. Among the great number of lines of merchandise exhibited the booth of this live retailer stood out as a center of attraction, and first prize for the best booth of the four hundred in the exposition was awarded to Mr. Baker.

Another Brunswick dealer who had an excellent display was the Goldsmith Co., also of this city, and as a result a large number of prospects were secured, which it is expected will net thousands of dollars in business in future sales.

Bennie Krueger and His Orchestra, Brunswick artists, scored a hit at the exposition, which intensified the interest in the Brunswick exhibits and also attracted attention to their recordings.

Extensive Victor Advertising

The Victor Talking Machine Co. recently sent to its dealers a poster showing an audience of 27,000 listening to Galli-Curci, singing in the Hollywood Bowl at Los Angeles, Cal. The number 27,000 in itself might fail to give an adequate idea of the size of such an audience, but from the illustration the listeners seem innumerable. The poster then states that Victor advertising each week reaches 18,000,000, so that in the course of a year there are 936,000,000 newspaper messages advertising the Victor business.



No. 3

REPRODUCERS

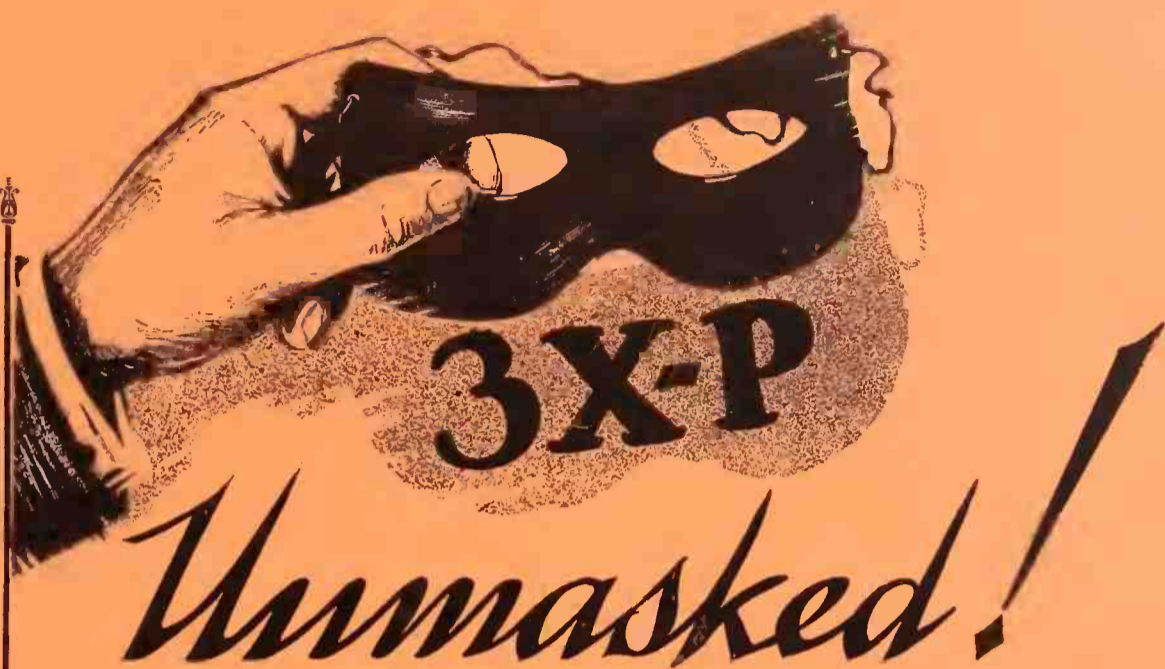
No. 3, a quality sound box adopted by many well-known phonograph manufacturers.

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



FEATURES

- Absolute clarity of tone
- 3 Tubes equal 6
- Uses 3 UV-201 As or UV-199s
- Two stages of tuned radio
- Detector
- Three stages of audio
- Suspension Sockets, eliminating microphonic noises
- Standard Approved parts throughout
- Ahead of its time in features that make for simplicity and efficiency
- Indoor or outdoor aerial
- Pronounced selectivity
- Three-dial control
- Mahogany cabinet (English Brown) hand-rubbed finish
- Room for A and B batteries within cabinet

Natural Tone Quality in Radio

You want more than mere distance—the new Grimes Type 3X-P gives you DX in abundant measure.

You want more than perfect selectivity—Type 3X-P makes you the master of your reception.

You want tone quality—refined purity in tone color that mirrors the low and high frequency of the human voice, the ensemble of symphonies, the sonorous diapason of the organ.

All these qualities of radio reception perfected by David Grimes, the acknowledged genius of Radio, are now assured by exercising the same care in the choice of a radio receiver as in the selection of a fine piano or phonograph.

For when Type 3X-P floods the room with the

mellowness of its full-toned timbre, quality of tone is no longer a matter of doubt. It is here—here for you to listen to—here to gladden a million homes with soft voices and sweet harmonies. It adds no sputtering or tube noises to the original tone. It subtracts none of its beauties.

Type 3X-P is and brings the greatest message to the broadcast listener.

Backed by leaders in the music trade industry and by that indefatigable radio genius, David Grimes, Type 3X-P merits the confidence you have so long wanted to place in a receiver.

To the trade and to the public it is a boon—a thing of beauty—"a joy forever."

DAVID GRIMES, Inc.

1571 Broadway, New York Strand Theatre Building

Type 3X-P
Official Laboratory
Model

RETAIL \$
PRICE **85**
without accessories



Dealers, apply to your
jobber for information.
Jobbers, write direct to us.

The INVERSE DUPLEX

Insures Natural Tone Quality

LICENSED UNDER PATENTS ISSUED AND PENDING

The New Grimes Inverse Duplex-Super-Reflex

TYPE 3XP OFFICIAL LABORATORY MODEL

*Qualifies as a
Perfect Musical
Instrument*



*Tone Quality
Operating
Economy*

Also Distributors for

MU-RAD
Complete Line Receivers
Recto Filter
B-Radiator

RICHARDSON
Receiving
Sets

RAVEN
Radio
Receivers

KENNEDY
"The Royalty of
Radio"

REVIVO
Rechargeable
Batteries

MICRODYNE
Radio
Reproducers

BRISTOL
Audiphone
New Models

**SILVER
VOICE**
Speakers

GRIMES DISTRIBUTORS—Western New York and Western Pennsylvania

THE RADIO STUDIOS, 329 Elmwood Avenue, BUFFALO, N. Y.



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
DUPLX**
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.



Distributors for

Missouri, Southern Illinois, Northern Arkansas

GRIMES

Famous 3X-P Inverse Duplex

List Price \$85.00 (Without Accessories)

Send in your order, be the Grimes agent in your city or town.

Mr. Dealer: I have tested and compared this set with higher-priced sets before appointment as DAVID GRIMES, Inc., Distributor and I truthfully will say I am sold; the Grimes should bring \$200.00 if performance controlled price.—Signed S. G. Hoffman.

Dulce-Tone

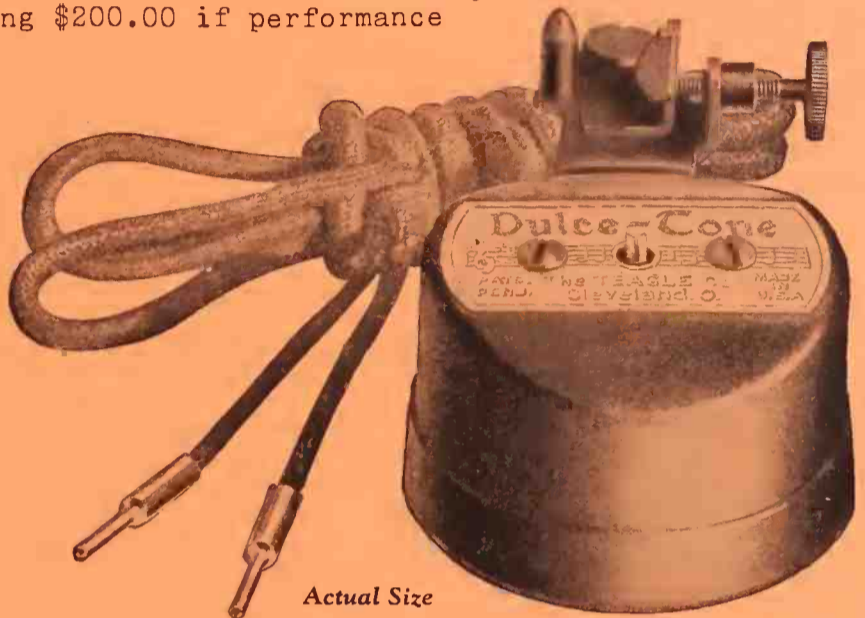
Radio Talking Machine Speaker

Protect your volume of record sales.

Not an attachment. Safe to use with the finest talking machines.

Write for information at once.

Radiotron Tubes—Burgess Batteries
Magnavox Loud Speaker



Actual Size

S. G. HOFFMAN MAGNETO CO., 3868-70-72-74 Washington Blvd., ST. LOUIS, MO.

Notice to Radio Trade—A Test Convinced Us A SAMPLE INSTRUMENT WILL CONVINCe YOU The Grimes Inverse Duplex-Super-Reflex



Type 3XP Official Laboratory Model

Surpasses them all in tone quality and simplicity of operation. Its quality and reasonable price have made it our leader.

Samples Sent for Free Test

To any radio dealer in our territory. Write for complete information.

Central New York authorized distributors. Jobbers for all radio parts.

Manufacturers of the well-known K^ELMA^N "A" and "B" Radio Batteries.

The batteries that are favorites with the radio fans. A battery good for fifteen years' continued service. Backed by reliable organization with a two-year positive guarantee. K^ELMA^N Batteries mean satisfied customers and good profits.



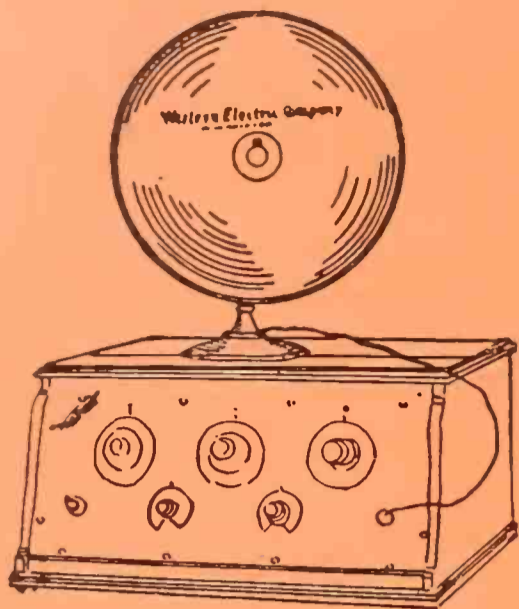
List price \$7.50

Distributors and dealers write us today—some good territory still open.

Samples sent anywhere in the U. S. A. and Canada.

KELMAN ELECTRIC CO., Kelman Building, Rochester, N. Y., U. S. A.

Since 1904



Radio's Most Selective Receiver

GRIMES

3X-P Inverse Duplex \$85.00

California by the Hour

with WESTERN ELECTRIC SPEAKER

Real Orchestral Reproduction

Radio in the home is an *invited* guest. One you like. You do not have to listen to whoever may come in. The *Grimes 3X-P* is so selective you may choose for yourself, from the best artists, speakers, entertainers. In a very short time Radio Artists will stand out in popularity even exceeding those in the movies.

DISTRIBUTORS

FRANK W. WOOD CO., 70 W. New York St.
INDIANAPOLIS, IND.



LIVE Dealers Wanted

Our rapid growth has necessitated our recent removal to larger quarters. We grow because we give the kind of service the dealer wants. Let us serve you and help you to "GROW WITH US"

DISTRIBUTORS OF
GRIMES

The **INVERSE
DUPLEX**

Insures Natural Tone Quality

LICENSED UNDER PATENTS ISSUED AND PENDING

Bright Star Batteries
(Supreme in Every Test)
Fahnestock Clips

Also

Brach Aerial Outfits
Head Sets
Loud Speakers

NEW CATALOGS

Our extensive 1924-1925 Radio Catalog Now Ready
Mailed FREE for the asking

TRILLING & MONTAGUE

Exclusive Wholesale Radio Merchandisers

49 North Seventh Street - - - PHILADELPHIA, PA.

M. H. JOHNSON ELECTRIC CORPORATION

CENTRAL NEW YORK
DISTRIBUTORS OF

GRIMES

The **INVERSE**

DUPLEX

Insures Natural Tone Quality

LICENSED UNDER PATENTS ISSUED AND PENDING

High Grade Merchandise

Send for Price List of Full
Radio Line

M. H. Johnson Electric Corp.

80 Genesee Street - - - Utica, New York

Eisemann Magneto Corp. Plans to Finance Dealers

Arrangements Made With Commercial Investment Trust, Inc., to Handle Dealers' Paper

The Eisemann Magneto Corp., New York, manufacturers of the Type 6D broadcast receiver, recently announced through T. E. Kennedy, general sales manager of the company, a plan for financing the retail sales of this company's products. Through an arrangement with the Commercial Investment Trust, Inc., New York, the plan, which has already demonstrated its efficiency and practicability in connection with time-payments on automobiles, pianos and phonographs, as well as radio receivers, allows the dealer to handle the sales of receivers on the instalment basis without having his capital tied up in long payment notes. "We are exceptionally pleased to be able to offer this plan to the phonograph trade inasmuch as it has previously conducted a large amount of business on this basis, and is in a position to appreciate the advantages to be derived from it," said Mr. Kennedy. "It allows persons who would otherwise have to purchase a cheaper set than the Type 6D to take advantage of the instalment plan in paying and thus secure a radio receiver with which they feel perfectly satisfied. It naturally follows that this also enables dealers to increase sales. The plan is familiar to practically every phonograph dealer handling the sale of radio to-day, and it is explained in detail on the circular form which the Eisemann Magneto Corp. is sending its dealers.

Victor Arts Library Enjoys Big Demand

A. J. Beers, Inc., Victor dealer, 81 Chambers street, New York, reports a large number of sales of the albums of records of the Victor Music Arts Library. This store is admirably situated to do a large business in this type of record, as it is in the heart of the city's commercial section. Mr. Beers states that his customers have for a number of years been requesting such series of records, and the arrival of the albums was looked forward to by a number of his customers. Radio sets are also selling well and a campaign on the Ware Type T three-tube set resulted in a large number of sales.

Atwater Kent Co. Points to Need of Dealer Selection

The high merchandising policy of the Atwater Kent Mfg. Co., Philadelphia, Pa., is visualized in a recent communication sent by the company to all its distributors. The communication points out the desirability of encouraging such dealers as best merchandise the Atwater Kent line. The importance of the proper selection of dealers is impressed and it is emphasized that they form the connecting link between the buying public and the manufacturing and distributing organization.

The company has also issued an attractive colored broadside depicting Atwater Kent displays, national advertising electrotypes for dealers' use and the extensive billboard advertising campaign now being conducted.

Hempel's American Tour

Mme. Frieda Hempel, the celebrated Edison soprano, who is scoring such tremendous successes in her concert appearances in Great Britain and Ireland, will commence her American tour the middle of January, giving her first New York recital at Carnegie Hall, February 10. Her American tour takes in most of the leading American cities, including a long promised tour of the Pacific Coast. Mme. Hempel will also appear as soloist with the New York Symphony Orchestra during the season.

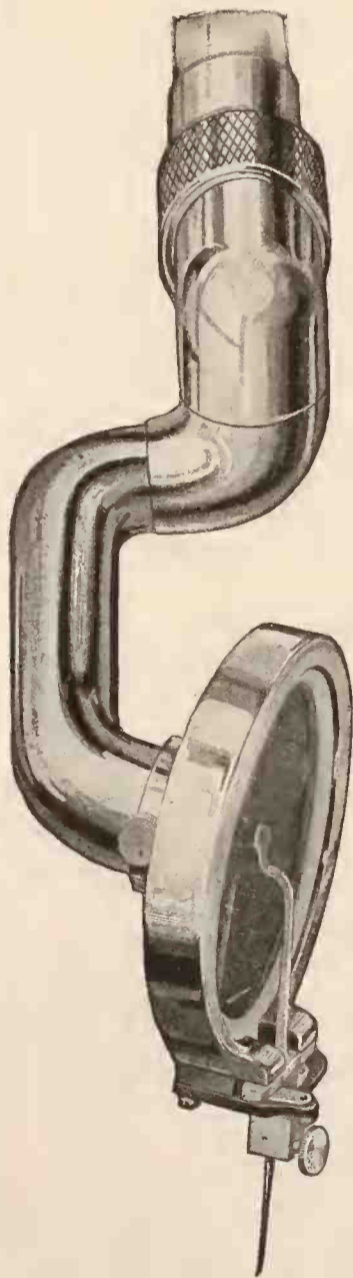
DON'T SAY

"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.



Barcarolle
\$150



Portables
\$50—\$65



Saginaw
\$100

The Sonora Line Offers You Best Values to Insure Profitable Christmas Business

MORE than ever the Sonora dealer is equipped this year to obtain the largest portion of the Christmas phonograph business. The three models shown here serve as tangible evidence of the salable merchandise available.

The Barcarolle at \$150 has proved to be one of the most successful models ever introduced. There are quantity sales awaiting the stocking of this model.

Sonora Portables, at \$50 and \$65, always have a wide sale at Christmas time. With the Sonora Portable you offer your customers a real musical instrument in every sense of the word.

The Saginaw model, at \$100, is the only high quality period model manufactured by a nationally known concern to sell at this low figure. Its salability is obvious.

The distributor for your territory, listed opposite, will be glad to give you complete details on the entire line of Sonora values. Write him today.

Sonora
Phonograph Company, Inc.
279 Broadway New York City

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

Canadian and Export Distributor: C. A. Richards, Inc.,
279 Broadway, N. Y. C.

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 Sonora 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 Sts.
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 St., Atlanta, Ga.

STATES OF OREGON, WASHINGTON, NORTHERN IDAHO, NEVADA, with the exception of Counties Eureka, Elko, White Pine and Lincoln, and all California Counties north of Santa Barbara, Ventura, Los Angeles and San Bernardino:
THE KOHLER DISTRIBUTING Co.
63-67 Minna Street, San Francisco, Calif.

OHIO AND KENTUCKY:

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

INDIANA:

KIEFER-STEWART COMPANY, Indianapolis, Ind.

ILLINOIS, AND RIVER TOWNS IN IOWA:

ILLINOIS PHONOGRAPH CORPORATION
616 S. Michigan Avenue, Chicago, Ill.

WISCONSIN AND MICHIGAN:

YAHR AND LANGE, Milwaukee, Wis.

N. DAKOTA, S. DAKOTA, MINN. AND IOWA, with the exception of the River towns:
DOERR-ANDREWS AND DOERR, Minneapolis

MISSOURI, KANSAS and five counties in north-east 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 E. Turner Street, Los Angeles, Cal.

Indianapolis Dealers Expect Holiday Buying to Bring Up Their Sales Volumes

Gift Buying Starts Slowly but Last-Minute Rush Is Expected—Dealers Pushing Radio—Many New Edison Dealers Established—Charles Clark in New Post—Trade Activities of the Month

INDIANAPOLIS, IND., December 7.—Christmas buying is not completely under way here as yet, but dealers look forward to it to bring up sales volume. The Brunswick dealers report the Radiola as moving very strong. In fact, these dealers are taking advantage of the local interest to intensively push the Brunswick-Radiola. This is true at the Brunswick Shop and also of the Baldwin Piano Co., where C. P. Herdman, manager, is well pleased with sales.

Charles Clark is announced as the new manager of the radio department of the Indianapolis Music House. This store handles the Royal line of radio-phonographs.

W. H. Meskill, local Edison dealer, reports sales of the Edison at his store as on a par with last year's sales. Christmas business in this instrument appears good. Records, however, are a little under their usual sale. Mr. Meskill also has the Muncie, Ind., store under his jurisdiction, which is ably managed by A. L. Huber. This store has proved very profitable and moves a great deal of merchandise. Miss Louise Huber, daughter of the manager of this store, a very fine pianist, recently went to Chicago to further her musical education in this line. Miss Huber has been in charge of the record department of this store for several years.

Collins & Harlan, popular Edison artists, gave a concert in Muncie the past week under the auspices of the Edison store, which was well received.

Frederick Pullen, manager of the Phonograph Corp. of Indiana, Edison distributor for this State and eastern Illinois, reports that business in phonographs is 200 per cent over October sales. Records also have been in unusually good demand. Mr. Pullen, who keeps in close

touch with his dealers, is very optimistic over future business. He announced the sales contest that this organization conducted among its dealers as being very profitable. The contest, ending September 30, extended over a three and one-half months' period and comprised four groups according to the territory, population and sales. Thirty-eight contestants were entered and nine cash prizes were awarded. The result of the contest was very gratifying, since all the contest sales were in addition to regular business.

This firm announces T. F. Fitzgerald as its new credit manager and R. C. Huęstis as traveling representative.

Recent visitors to the Phonograph Corp. of Indiana include:

From Thomas A. Edison, Inc., Orange, N. J., A. M. Farrier and R. R. Karch, of phonograph division; H. P. Munn, of auditing service division.

The dealers include: Eugene Osborn, Noblesville; G. W. Guthrie, Princeton; R. W. Cadwell, Sullivan; W. R. Essick, Decatur; Fred McDonald, Sheridan; Grover W. Sims, Huntingburg; Gus DePrez, Shelbyville; L. V. Hauk, Morristown; F. E. Felt, Newcastle; Sam Moore, Brazil, Ind.

A great many new dealers have been established by the Indiana organization and include: Banner Furniture Co., Indianapolis; Carbon Furniture Co., Clinton; Risher & Underwood, Brookville; Wm. Swogger & Son, Kendallville; Cook's Music Shop, Indiana Harbor; F. A. Peniman, Hobart; E. E. Shoup, Andrews; S. J. Douglas, Roanoke; Carter Electric Co., Kokomo; Claude F. Fix & Son, St. Paul; Phelps Furniture Co., Butler; L. A. Wills, Walkerton;

The Hilton Co., Aurora; Rector's Pharmacy, Culver; Gerber & Zimmer, Bremen; Lehman Music Store, Nappanee, all in the State of Indiana. C. J. Steppe, Dieterich; Brewer Furniture Co., Ridge Farm; E. Tretheway, Princeville; D. E. Leamon, Lena; O. J. Biedelman, Naperville; C. A. Sankiewicz, North Chicago; Wm. Kuehn, Lyons, Ill.

New Outfit Available for Cleaning Victrolas

Victor Co. Provides Outfit to Enable the Dealer to Keep His Instruments in Presentable Shape at All Times by Removing Blemishes

In order to enable the Victor dealer to keep his stock of instruments in first-class presentable shape by removing marks of shipment and other blemishes that are likely to develop through handling and for other reasons, the Victor Co. has announced a special dealer's outfit for cleaning Victrolas. The outfit consists of a brush, a pound of rubbing compound and two ounces of rubbing rags. The use of rubbing compound is urged in preference to other finishing materials, for the reason that it has been found to produce the most satisfactory results when used on Victrola cases. In addition to the complete outfit as outlined, various articles included therein may be purchased separately.

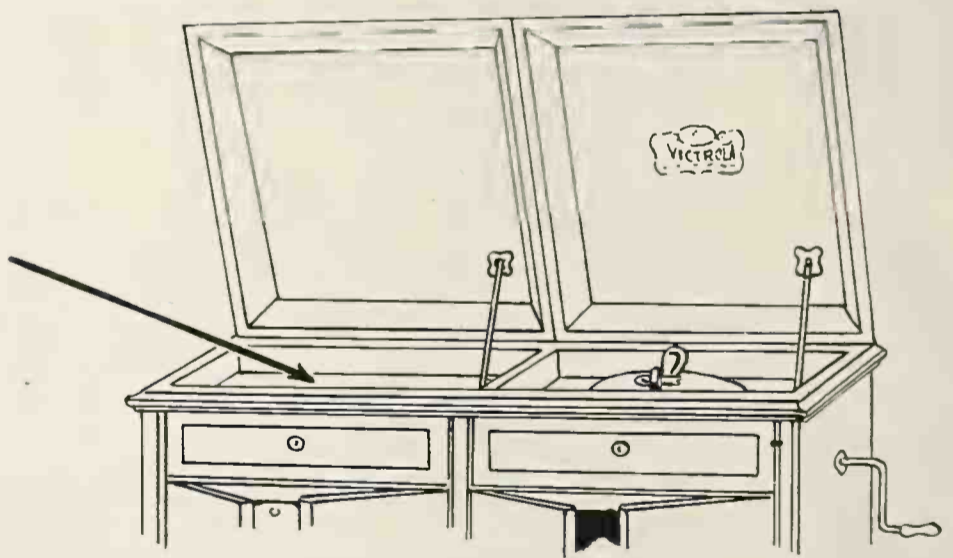
Samuels-Bittel Chartered

OWENSBORO, KY., December 7.—Articles of incorporation have been filed here by the Samuels-Bittel Music Co., which will have an authorized capital of \$50,000. The new company has leased a store at 112 West Main street and will handle pianos, phonographs and musical accessories. The officers are W. S. Samuels, H. W. Powell, Lee Atherton, T. W. Davis and Agnes Waltrip.

New Federal Radio Panels for Victrola Specials



A Five
Tube
Set of
Unusual
Selectivity



The Victrola Specials are not complete without radio and, to demonstrate this new Federal panel in them, is to realize the greatest sales opportunity of the day.

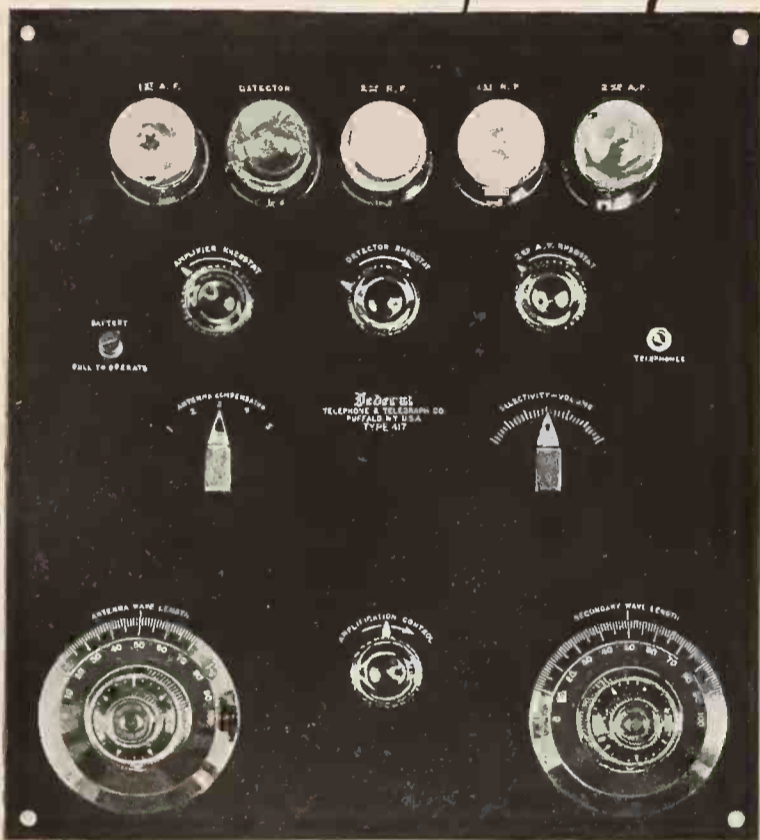
In handling this new Federal panel, under the M. I. S. plan of distribution, you will encounter none of the elements of indiscriminate merchandising and may rest assured that there is a policy behind it worthy the permanent respect of Victor dealers.

We Are the Exclusive Distributors for These New Federal Panels in the Metropolitan District and Only Through Us Can They Be Procured.

Musical Instrument Sales Co.

Victor Wholesalers
673 Eighth Avenue
NEW YORK
New York





No. 417—Gold finish for Victor Art Model Consoles.
No. 200—Nickel finish for Victor No. 215 Special.



No. 135
For all
Upright Phonographs
and
Victor No. 210 Console



New Federal Radio Panels for Music Merchants

SOME time ago Federal turned its vast engineering abilities to the construction of radio panels that would be in keeping with the latest Victor phonograph creations.

Out of all this effort has been developed the Federal panels No. 200 and No. 417 designed for Victor Console Art Models and the Victrola No. 215 as well as the Federal No. 135 panel for all upright phonographs.

These new Federal panels are built upon the same basic principles and traditions which have maintained Federal leadership in the electrical world for over a quarter century.

They incorporate advantages of tone beauty, selectivity and distance range that will astonish even the experienced radio enthusiast. They will hold the good will of all who buy them.

Music merchants are invited to write Federal for literature and for the name of the nearest distributor of these new panels.

FEDERAL TELEPHONE MANUFACTURING CORP.
BUFFALO, N. Y.



When in New York visit
the Federal Studio, Suite
1710, Times Building.

Federal

Standard RADIO Products

How Metropolitan Dealers Are Increasing Sales Through Clever Promotion Stunts

Featuring Records of Music in Broadway Shows Has Stimulated Sales—A Clever Foreign Record Sales Boosting Plan—Prepares Record Concert Programs—Clever Foreign Record Display

One of the difficulties which confront the talking machine dealer is the inability to present his record releases in a manner that will give the buying public an adequate idea of the appeal of each record. With regular issues being released weekly and monthly and with special releases coming out in between, it is evident that the purchaser of records overlooks many recordings which would appeal to him if he had heard them played or if some method of presenting them to him were employed other than the mere announcement of their release. It was to offset this situation that the Victor Co. some months ago put in operation its plan of selecting each week two records from the Victor library of classical and standard records for special sales effort.

It remains with the dealer, however, to devise some method which will move the stock which remains on his shelves and his knowledge of his clientele should enable him to concentrate on those records which he has found have an appeal to his trade. William Berdy, Victor dealer of Brooklyn, N. Y., has stimulated sales by circulars featuring single records. He recently sent out circulars featuring the Victor records from current Broadway shows. About thirty records from twelve Broadway successes were mentioned and the result was noticeable in the increased demand. With even greater success Mr. Berdy has concentrated on the sale of a single recording. He recently distributed circulars telling of Sir Harry Lauder's recording of "O-H-I-O" and "Dixie Girls Are Good Enough for Me." The circular bore a characteristic picture of the artist and a descriptive paragraph concerning the record. The results were satisfactory in every way.

H. Weidman Evans, manager of the talking machine department of McManus Bros., Elizabeth, N. J., employs this method with a slight variation. He selects outstanding instrumental records from the foreign releases and translates the name into English when suggesting in a circular that the customers call and hear it. The fact that the name is new to them and that no other talking machine store could supply the

record when it was asked for by its English name would bring the customer to the store and the sale of the record thus featured would be large.

Schwartz & Chakrin, Victor dealers of Brooklyn, N. Y., employ a different method which has been most successful. This plan was described in full in a former issue of *The World* and consists in preparing balanced music programs from Victor records for concerts in the home. A copy of the program is sent to the store's customers, together with a letter depicting the delights of listening to a musical concert given by great artists. In mailing to record customers the month's list of Victor record releases, Schwartz & Chakrin have departed from the usual form of the booklet furnished by the company, listing the releases with accompanying photographs of the artists and descriptions of the records, and instead send an announcement which they have printed and which each month has a different illustration at the head. The list is printed on a single sheet of heavy paper and each group of records is listed under its proper head. The expense is practically nil as the Victor Co. supplies the cuts and the only composition which the printer must make is the name and address of the dealer.

A window display featuring foreign records attracted much attention from passers-by to the windows of Gibbons & Owens, Brooklyn, N. Y. The display was formed of interlacing circles, each about a foot and a half in diameter, one painted to represent an atlas of the world, the other to represent a record. A third circle was centered immediately behind these two and revolved constantly, showing the various Victor foreign language record catalogs.

Music Store Incorporated

The Anderson-Kelly Music Shop, Utica, N. Y., was recently incorporated at Albany, with a capital stock of 400 shares of common stock of no par value. The incorporators are J. H. Anderson and J. A. Kelly.



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

Campaigns of New Haven Dealers Creating Sales

Miller's Music Shop Going After Columbia Business With Aid of Truck—Amendola Bros. Plan to Move—Dixwell Music Shop Moves

NEW HAVEN, CONN., December 8.—Miller's Music Shop, this city, has added a new truck for the ever-increasing outside sales. Louis Miller reports very good success on the Christmas Club Plan and has already booked numerous sales through this idea. This store enjoys a big foreign business, catering to the Polish, Italian, Russian and Jewish population. Miller's Shop is featuring the new Columbia phonographs and the New Process Columbia records.

Amendola Bros., 164 Wooster street, have negotiated with local real estate dealers with the idea of purchasing a new location for a high-class music shop. These live merchants have five Dodge trucks to take care of their outside sales work and report a brisk business especially with Columbia phonographs and records.

On December 1 the Dixwell Music Shop, 903 Dixwell avenue, Columbia dealer, will move to a more spacious store one block from the present location. Mr. Colella and Mr. De Angelis are the live merchants operating this store.

Dean David Smith, 219 Elm street, is featuring Columbia New Process records for the students attending Yale University. Mr. Smith is using considerable advertising space in the college papers featuring special releases by such famous popular Columbia stars as Ted Lewis, California Ramblers, the Little Ramblers, Paul Specht, Dolly Kay and Eddie Cantor. Miss Cohen is supervising the record department of this up-to-the-minute college store and reports a big demand among the students for Columbia records.

Issues Boy Scout Records

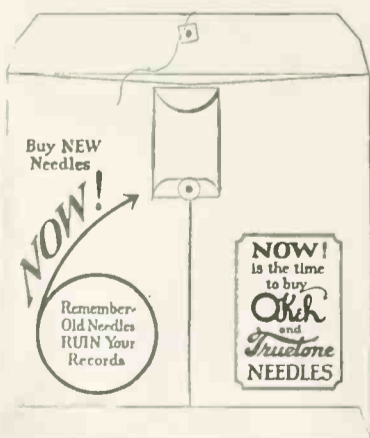
The American Record Mfg. Co., Framingham, Mass., has issued a series of three records for the Boy Scouts. These records will be known as "Official Boy Scout Records" and are manufactured with the sanction and permission of the American Boy Scouts, who have given the American Record Co. exclusive rights.

The first of these records is a two-faced ten-inch record of the official bugle calls of the Boy Scouts. The other two records in the first series will carry appropriate Boy Scout messages and relative material.

Ott's Opens Radio Dept.

ROSEBURG, ORE., December 5.—Ott's Music Store recently installed a complete radio department, featuring the Sonoradio. Other lines carried include the R C A products, the Gilfillan neodyne and the Crosley line, all of which are proving popular here.

They Can't Forget Needles— Even During the Christmas Rush!



**General
Phonograph Corporation**
OTTO HEINEMAN, Pres.
25 West 45th St. New York, N. Y.

THE Christmas rush will find you selling more records than at any other time of the year. And logically, your needles should take a proportionate boost, too. But clerks and customers have that habit of "forgetting" needles—and needle sales fall far below what they should be.

The new Okeh "Automatic Reminder" 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.

Your distributor can supply you in minimum orders of 1000. You can use this amount during the holiday season—and they pay for themselves in greatly increased needle sales! Order a thousand bags today—and watch your needle sales take an immediate jump.

VOCALION

RED RECORDS



BEN BERNIE'S ORCHESTRA

Everywhere!

AT THE daily concerts of the Roosevelt Hotel—filling their tenth engagement at the Palace Theatre—their return engagement at the Hippodrome—over the radio at Station W. N. Y. C. and still more important on Vocalion Red Records, the playing of Ben Bernie's marvelous Hotel Roosevelt Orchestra has the world foxtrotting.

14822 I Can't Get the One I Want—Fox-trot
10" .75 Driftwood—Fox-trot

14854 Somebody Loves Me—Fox-trot from
10" .75 "George White's Scandals"
Put Away a Little Ray of Golden
Sunshine for a Rainy Day—Fox-trot

14878 June Night—Fox-trot
10" .75 Doodle Doo Doo—Fox-trot

14901 Tea for Two—Fox-trot from "No, No,
10" .75 Nanette"
I'm Satisfied (Beside That Sweetie
O'Mine)—Fox-trot

14923 Dear One—Fox-trot
10" .75 Romany Days—Fox-trot

14924 Manda—from "The Chocolate Dan-
10" .75 dies"—Fox-trot
Then You Know That You're in
Love—from "Top Hole"—Fox-trot

Red Record
Representatives have a gold-mine in the
Vocalion dance numbers by **Ben Bernie's Orchestra**

The AEOLIAN COMPANY
AEOLIAN HALL, NEW YORK

Distributors of Vocalion Red Records

MUSICAL PRODUCTS DISTR. CO.,
22 W. 19th St., New York 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.

O. J. DEMOLL & CO.,
12th and G Sts., N. W., Washington,
D. C.

S. E. LIND, INC.,
2765 W. Fort St., Detroit, Mich.

VOCALION CO. OF CHICAGO,
Distributors of Vocalions and
Vocalion Records,
529 S. Wabash Ave., Chicago, Ill.

OHIO MUSICAL SALES CO.,
1747 Chester Ave., Cleveland, O.

LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.

STERCHI BROS., Knoxville, Tenn.

STERCHI FURN. & CARPET CO.,
Atlanta, Ga.

D. H. HOLMES CO., New Orleans, La.

REINHARDT'S, INC., Memphis, Tenn.

RADIO EQUIPMENT CO.,
1319 Young St., Dallas, Tex.

STONE PIANO CO., Fargo, N. D.

STONE PIANO CO.,
Distributor of Vocalions and Vocalion
Red Records,
826 Nicollet Ave., Minneapolis, Minn.

MOORE-BIRD CO.,
1720 Wazee St., Denver, Colo.

MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.

MUNSON-RAYNER CORP.,
36 Third St., San Francisco, Cal.

Launch Special Campaign to Exploit Victrola 400

Victor Co. Announces Unusual Advertising Drive on Popular Model of Victrola Specially Built to House a Radio Receiving Set

The Victor Talking Machine Co. has announced what is believed to be the greatest sales campaign ever conducted by any talking machine manufacturer for the exploitation of any single type of instrument. It was inaugurated last month by a special drive, featuring the Victrola 400, listed at \$250, which is not only a beautiful instrument in itself, but specially designed so that it will accommodate a radio receiving set.

In addition to the current advertising included in the Victor Co.'s regular program, which, incidentally, reaches very large proportions at this period of the year, a special advertisement featuring the Victrola 400 appeared in the leading newspapers in all sections of the United States, covering a circulation of approximately 18,000,000 readers throughout the country. It was admirably conceived in every way.

In order that the dealers may co-operate in the campaign and realize directly upon the results thereof, the advertising department of the Victor Co. has distributed a folder containing three suggestions for window displays featuring Victrola 400, each of them decidedly attractive. There are also offered the series of ready-made advertisements for the dealer's use in supporting the general campaign on his own account in his local papers covering his individual territory.

Coming as it does just before the holiday season is in full swing, the campaign should be productive of notable results, provided, of course, that dealers see to it that they have on hand a sufficient number of Victrolas 400 to take care of the demand which will in all probability be developed.

Pathé Broadside Features Two New Radio Models

The Pathé Phonograph & Radio Corp., Brooklyn, N. Y., has recently addressed a large broadside to "Mr. Radio Merchant in every city." The first page reproduces a greatly enlarged letter signed by Eugene A. Widmann, president of the company, and calling attention to the merchandising advantages of the new Pathé models "B" 5 and "S" 5. The inside spread features these two popular receiving sets in colors with a full description of each. Mention is also made of the Pathé loud speaker, "S 5 Highboy" and "Minute Man." On the back page is reproduced a photograph of the large plant of the company in Brooklyn showing the production facilities available on these two new models.

It is reported from the headquarters of the company that although these broadsides have been out only a short time they are resulting in a large volume of orders.

San Antonio Music Co. Opens Radio Department

SAN ANTONIO, TEX., December 5.—The new radio demonstration and display rooms of the San Antonio Music Co. were recently opened and attracted much favorable comment because of their furnishings and fittings. The rooms have been equipped to have the appearance of the living room of a home, and Buddy Elking, Jr., manager of the department, states that a customer can get an adequate idea of how the receiver will sound in his own home as no attempt has been made to make the room soundproof, other than the usual draperies at the doors and windows. A complete line of sets and panels for insertion in the talking machine is being carried.

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

W. D. Andrews Becomes Sleeper Distributor

Prominent Syracuse, N. Y., Wholesaler Placing Line in Many Talking Machine Stores in Its Territory—Business Outlook Excellent

The Sleeper Radio Corp., manufacturer of Sleeper Monotrol radio sets, announced through Gordon C. Sleeper, president of the company, the appointment of W. D. Andrews, Victor jobber at Syracuse, N. Y., as a distributor for the Sleeper Radio Corp. products. This follows closely on the heels of the appointment of C. N. Andrews Co., Victor jobber of Buffalo, as a Sleeper distributor.

"We are very much pleased with the progress that these two concerns have made in their territories since taking on our line. The C. N. Andrews Co., Buffalo, during a period of about four weeks has opened up forty new accounts for the Sleeper Monotrol, and W. D. Andrews, of Syracuse, has secured distribution for the Sleeper Monotrol in thirty-two phonograph stores in its territory," said Mr. Sleeper, in commenting on the progress his concern had made in the talking machine field.

Fox Co. in Fine New Home in South Norwalk, Conn.

SOUTH NORWALK, CONN., December 7.—Fox Piano Co., 85 North Main street, this city, moved to a new location on December 1. The new store is located at 43 and 45 North Main street. E. P. Craig is the manager of this large piano and phonograph shop and reports that due to the ever-increasing business it has been necessary to make the change with the idea in mind of having larger quarters and at the same time better their present location. The Fox Piano Co. has branches in Bridgeport, South Norwalk, Stamford, Conn., and New Rochelle, N. Y.

The Donnelly Music Shop, here, Victor dealer, is using the Christmas Club Plan on a very large scale, featuring same in the local newspapers and devoting special window display space.

Adams-Morgan Co. Plans Big Drive on Paragon Sets

The Adams-Morgan Co., Inc., Montclair, N. J., manufacturer of Paragon radio receiving sets, recently announced through J. B. Renwick, Jr., general sales manager of the company, its strong schedule of advertising throughout the season of 1924-25. "This campaign includes a number of national magazine publications, newspapers and other consumer mediums. It should aid the dealer materially in cutting down the sales resistance of the consumer and create a decided demand for Paragon products. We feel that the new Paragon line is worthy of the consideration of everyone, and, accordingly, we have willingly appropriated a large sum towards the advertising of our products," said Mr. Renwick. The company is also furnishing a liberal supply of dealer helps in the way of circulars, display cards and window trimming, in order to allow the trade to cash in directly on its elaborate campaign of national advertising. This policy is prolific of good results.

Features DeForest Line

OMAHA, NEB., December 9.—A local agency for the DeForest line of radio receivers was recently awarded to the Schmoller & Mueller Piano Co. The compactness of the DeForest reflex radiophone is one of the chief reasons why this set is proving so popular, the fact that the batteries and loud speaker are enclosed in one cabinet appealing especially to the women, states the manager of the radio department of this store.

A CHRISTMAS GIFT

To the Talking Machine Industry

MILLIONS OF RADIO ENTHUSIASTS

Have Been Waiting for the

SELECTRON



List Price
\$10.00

SSELECTRON is now here to give to radio the same fine quality of tone amplification that made the talking machine the greatest of all musical instruments.

SELECTRON gives greater volume and finer quality than any so-called loud speaking horn—regardless of price—because:

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

SELECTRON accomplishes this without in any way disturbing the talking machine itself and without any so-called installation.

**To you as a Talking Machine Dealer
SELECTRON is of the utmost importance
because:—**

1. SELECTRON brings "dead" Talking Machines back to life and back into the record market.
2. SELECTRON brings real profit in its sale.
3. Each of the millions of Talking Machine owners is a prospect.



By simply placing Selectron as shown either radio or talking machine becomes available at the mere turn of a dial.

SELECTRON becomes an integral part of the talking machine itself—thus imparting permanency to the radio set.

Remember, the talking machine tone-chamber is the product of 25 years of experimentation and development and not an overnight attempt to fill a sudden excessive demand.

Have your Jobber tell you about Selectron.

JOBBER AND DEALERS

By all means, look into all attempts made heretofore at solving the problem of utilizing the talking machine tone-chamber for loud speaking. Then, finally look into Selectron and you will immediately see why leaders of the industry acclaim it the "missing link." Write for further information.

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

In Canada, manufactured by McLagan Corp., Stratford, Ont.

Connecticut Retailers Cashing in on Campaigns

Improvement in General Industrial Conditions
Felt by Phonograph Trade

Industrial conditions in Connecticut are showing signs of increased activities over the past three months with marked improvements, both in the industries and employment conditions over the past month. Recently there have been numerous new factories started in some sections of Connecticut, namely, South Norwalk, Stamford, Bridgeport and New Haven.

The talking machine and music merchants throughout the State of Connecticut are in a better frame of mind with regards to the outlook for holiday business and already some reports on business being done are most encouraging. In order to stimulate the music business the dealers are using the Christmas Club Plan, backing the idea with large newspaper space and featuring this thought through exclusive windows.

Dealers interviewed recently have been using the truck sales plan for the purpose of reaching prospective customers in the outlying districts and to the merchants using this method of increasing sales falls the volume end of the business. A number of music dealers are employing house-to-house canvassers and report to the effect that through this means business has been built up to a great degree. The outlook for the holiday business is encouraging and should be the means of building a great volume of business for the music merchants in this section.

A new music shop was opened in Ansonia recently. This is a branch store of Miller's Music Shop, 144 Congress avenue, New Haven, and is under the management of Oscar Feinberg, for some years past handling the outside sales work at the New Haven store. The new store is the only exclusive music shop in the town and will feature the new Columbia phonographs and New Process Columbia records. Mr. Feinberg reports a very big demand for records, owing to the fact that the local population had no means of purchasing them in this section prior to the opening of this shop.

M. Quadretti & Son, of Shelton, Conn., have been stimulating sales through the truck sales plan and inaugurating the Christmas Club Plan and report a good volume of business through these channels. Messrs. Quadretti feature the Columbia phonographs and records.

The Piquette Piano Co., of Derby, Conn., Columbia dealer, has added the entire Victor line, which has been made necessary through the big demand for this product. The Piquette Piano Co. purchased the entire phonograph department of the Howard & Barber store.

J. F. Willis, Jr., manager of the Willis Piano Co., Ltd., Halifax, N. S., was a recent visitor to Waterbury, Conn., making his headquarters at the New England Music Co., Columbia dealer. A. S. Willis, a brother, is manager of this shop.

Expand Department

GREELEY, COLO., December 8.—The stock of the Radio Shop, 912 Eighth street, was recently purchased by the Weld County Music Store. The store has been remodeled to accommodate the new radio department. A complete line of receivers is carried by this store, including the entire line of Brunswick-Radiola combination units and the full line of RCA products. J. E. Hill is manager of the store and Gordon Moss, formerly owner of the Radio Shop, is manager of the new department.

Victor December Advertising

The Victor advertisements in the December magazines feature the desirability of the instrument as a Christmas gift. Various models of Victrolas are featured, together with the group picture of famous Victor artists attired in the costumes of their favorite operatic characters.

Popular Texas Orchestras Record for Okeh Catalog

Portable Recording Equipments Sent to Dallas
to Make Records of Leading Orchestras in
That City and in San Antonio

DALLAS, TEX., December 1.—Through the medium of the Texas Radio Sales Co., Inc., distributor of Okeh records in this territory, there has just been completed a number of recordings of local orchestras in which much interest has been shown.

The General Phonograph Corp. of New York, sent P. P. Decker, a recording expert, to Dallas with a portable recording outfit, and while here he made records of a number of selections played by the Jack Gardner Orchestra of Dallas, the Jimmie Joys Orchestra of San Antonio, two of the most popular orchestras in Texas, as well as several numbers by the Cornfield Symphony Orchestra, making "old time" records exclusively.

Paul Blackwell, of the talking machine and record division of the company, is particularly enthusiastic over the new local recordings and is of the opinion that the release of the records by these Texas orchestras will result in a tremendous boom in record sales within the next few months, as the various organizations are very popular and much in demand.

Brunswick Issues Hanger Featuring Myers' Orchestra

The Brunswick Co. recently issued to its dealers a magnificent window hanger featuring Vic Myers and His Orchestra and three recordings made by this Los Angeles aggregation. The hanger is of extra heavy stock with a picture of the orchestra in sepia with a circular insert of Vic Myers. The records featured are "Heartbroken," coupled with "Burmalone"; "Beets and Turnips," coupled with "Weary Blues," and "Helen Gone," coupled with "Springtime Rag."

Everyone Knows—

"One handle handles it"

Outing

TRADE MARK

"Master of Movable Music"

PORTABLES ARE THE BEST



JUNIOR, \$25.00

Black, Brown or Green
Leatherette — Oak, Red or
Brown Mahogany

TO all our
friends and the
trade in general,
we extend our sincerest
wishes for a very
MERRY
CHRISTMAS
and
A HAPPY,
PROSPEROUS
NEW YEAR



SENIOR \$37.50

Oak, Red or Brown Mahogany

Distributors in the Metropolitan District
for OUTINGS and

Okeh and Odeon Records

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division: 15 West 18th St.

Milwaukee Wholesalers and Retailers Busy and Optimistic Over Holiday Sales

All Lines Move as Christmas Gift Buying Starts—E. E. Gessert in New Post—Radio Show Attracts Wide Attention—Edison Comparison Recital Feature of Food and Household Show

MILWAUKEE, Wis., December 7.—Business was good during the month of November, according to reports of local jobbers and wholesalers of talking machines and radio, and orders of merchandise for the holiday trade are being filled. Both talking machines and combinations with radio have been active for the pre-Christmas business, and many orders for Christmas records have been received at local houses. Interest in radio and radio-phonograph combinations was greatly increased by the second annual Wisconsin Radio Exposition, held at the Milwaukee Auditorium in November, and other events have stimulated this trade.

Wholesalers Busy and Optimistic

"Business is fine," stated Carl Lovejoy, Milwaukee representative of the Brunswick Co. "Both phonographs and Radiolas have been in very good demand during the past month, and records are still on the uphill climb. Milwaukee dealers in Brunswicks have been featuring the Brunswick-Radiola in special advertising during the past month, which has proved effective."

"We have been getting orders faster than we can fill them," declared Fred E. Yahr, of Yahr & Lange, wholesalers of Sonora in Wisconsin and Michigan. "Dealers have been replenishing their stocks, after letting them drop to a low figure during the past six months."

Mr. Yahr commented particularly on the movement of radio goods, which are also handled in the music department of the firm. Ware Radio Corp. products have been selling especially well and many new accounts have been opened.

E. E. Gessert With Yahr & Lange

E. E. Gessert, who has been connected with sales promotion work in Wisconsin for the past twelve years, has been placed in charge of the musical merchandise department of Yahr &

Lange, taking over the work formerly handled by H. M. Hahn, who has resigned. Mr. Gessert is thoroughly familiar with the Wisconsin territory covered by the music department of the firm, and is experienced in sales promotion work.

Satisfactory Victor Demand

"Business is going along pretty well, and we are ahead of last year," said Harry L. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. He reported that talking machines were moving very well and records are also showing considerable activity. A similar optimistic report of business was given by David M. Kasson, vice-president of the Interstate Sales Co., an organization owned by the Badger Talking Machine Co., which features radio. The Interstate Sales Co. features De Forest radio sets and also handles Freed-Eisemann and several other lines, which have been incorporated in a comprehensive catalog.

Three men were sent to Marinette, Wis., by the Interstate Sales Co. to assist with the formal opening of the radio department in the Lauer department store of that city.

Starr Business Improving

"Business in general is going very good again," stated Alfred F. Kiefer, Wisconsin distributor for Starr phonographs and Gennett records. "Machines are moving very good, and our special Christmas records are going very big."

The East Side Music Co., which handles the Starr line, has moved into a new location at Farewell and North avenues. The company is now the only music store located on the upper East Side of Milwaukee and handles a complete line of musical instruments.

J. H. Becker Convalescent

John H. Becker, owner of the Foto Shop, is recovering from a month's illness, and is getting on his feet just in time to care for the holiday

business at the store. He reports that business is picking up a little in both machines and records. He has been featuring the Starr machines, and reports that Domino records have been active.

Wide Interest in Radio Show

Milwaukee dealers and jobbers of radio and other musical instruments were greatly interested in the Second Annual Wisconsin Radio Exposition, which was held in November at the Milwaukee Auditorium. The entire available display space of the building was taken up with exhibits of Milwaukee and Wisconsin dealers, jobbers and manufacturers, while a number of Eastern radio concerns were also represented. Yahr & Lange featured Sonoradios, Ware receivers and Malone-Lemmon sets in their three booths. The Interstate Sales Co. was represented in the exhibit, while two prominent dealers who featured their radio departments through exhibits at the show were Edmund Gram, Inc., and the Kesselman-O'Driscoll Co. The number of exhibitors was about seventy.

The Wisconsin Radio Trade Association, Inc., was behind the radio exposition this year. The Association is an organization of radio dealers, jobbers and manufacturers in the city and the State, who are co-operating to promote the advancement of radio as a means of education and entertainment.

Edison Concert at Exposition

One of the events connected with the Food and Household Show of the Milwaukee Journal, which preceded the radio show, was the concert given by the Luebtow Music Co., featuring Edison records. The concert was given by Glen Ellison, famous Scotch baritone, accompanied by Alta Hill. In addition to singing several groups of songs for the visitors at the show, Mr. Ellison also gave a comparison between his voice and its re-creation on an Edison phonograph. Visitors to the show were invited to the concert without charge.

Brief But Interesting

Music as a part of the regular work of public schools was favored in a group of addresses given before the music section of the Wisconsin State Teachers' Association meeting, held in Milwaukee in November. Three addresses were given before the group, which featured the importance of music in the life of the community.

Members of the music trade were interested in the announcement of the marriage of Miss Myrtle Jane O'Driscoll, daughter of M. J. O'Driscoll, of the Kesselman-O'Driscoll Co., prominent local music store, to Dr. Arthur E. Wilkes, of Hortonville, Wis. The couple will make their home in Hortonville.

The Badger Music Shop of Fond du Lac, Wis., which was recently taken over by J. A. Sandee and A. E. Knop, now claims one of the largest music stores in the State outside of Milwaukee. This store is featuring Brunswick and Victor talking machines and records.

The Universal Radio Sales Corp., of Racine, Wis., has opened its offices on the fourth floor of the Arcade Building, in that city, and is now conducting a retail and wholesale business in radio and supplies. The officers of the company, which features Racine-made products, are Thomas Tullock, F. W. Duncan and J. M. Weisman.

Handling Strong Radio Line

A radio department was recently installed in the Broad & Market Music Co., Newark, N. J. A comprehensive line is being carried, including the DeForest, Ware, Dayton Fan & Motor, RCA and Brunswick-Radiola. The department occupies the second floor of the building, where the lines are displayed to advantage.

The Holt-Engler Corp., New York, was recently incorporated at Albany to manufacture radio apparatus. The capital stock was listed at 200 shares of common stock of no par value. The incorporators are M. Holt, J. Engler and H. E. Rosenberg.

**ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY**



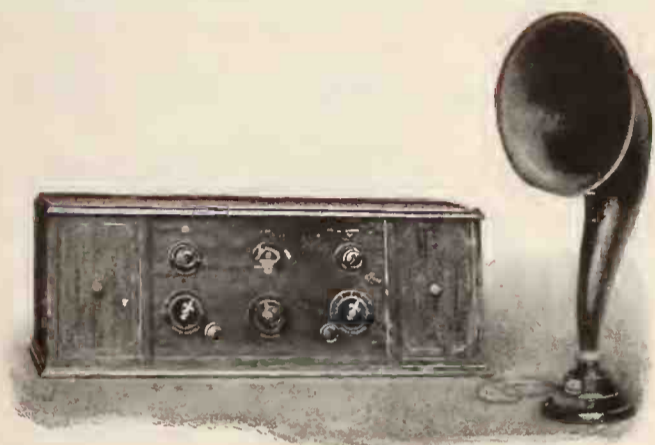
**May our loyal friends
who have been instrumental in the upbuilding of our business as well as those we hope to serve in the future have a Merry Christmas and a Prosperous New Year.**



J. Zimmerman A. Bitter

**ZIMMERMAN-BITTER
CONSTRUCTION COMPANY**
325-27 East 94th Street, New York
Telephone Lenex 2960

LATHAM



Radiola Regenoflex
A modified Radiola X, in mahogany cabinet with external loudspeaker. Four WD-11 Radiotrons and Radiola Loudspeaker. No batteries or antenna..... \$191

Radiola X

Selective and non-radiating. Remarkable for distance reception and perfect reproduction. Built-in new type loudspeaker. Complete with four WD-11 Radiotrons—everything except batteries and antenna \$245



SUPPLY AND DEMAND

\$30,000 SPENT TO MAKE SALES FOR YOU

DEMAND

The demand which will be created by the advertising campaign carried out by the Radio Corporation of America in New York newspapers during the holiday season, will create an overwhelming demand for this company's products. \$30,000 will be spent in New York City alone.

SUPPLY

The supply of Radiolas carried in stock by E. B. Latham & Co. should aid you in meeting the demand created by this tremendous advertising campaign. The service rendered you by us will be found a decided factor in the satisfactory consummation of sales.

E. B. LATHAM & CO.

550 Pearl Street

New York, N. Y.

NEW YORK

Prepare Musical Program for Art and Industry Show

Thos. A. Edison, Inc., Among Representative Music Trade Concerns to Consider Plans for Show at Atlantic City Next Summer

At a meeting held at Chickering Hall, New York, on November 20, and attended by a number of representative members of the music trade, including Harold L. Lyman, Thos. A. Edison, Inc., Orange, N. J.; Dr. Sigmund Spaeth, of the American Piano Co., and others, plans were discussed for the musical features programmed for the next annual National Art Industry Exposition to be held at the Million Dollar Pier, Atlantic City, for six weeks beginning July 1, 1925.

A program was submitted by A. Conrad Ekholm, managing director of the exposition, which included the following features:

A composite music trades exhibit of leading musical instruments, demonstrated by competent artists employed by the manufacturers; a music master course, providing instruction by famous teachers for the various leading instruments and the voice; a national musical talent contest, with attractive prizes offered to the winners, and an information bureau to serve the various musical publications and musical talent; also a series of recitals, lectures and concerts are contemplated in the program.

Thos. A. Edison, Inc., was among the exhibitors at the exposition at Atlantic City this past summer and the company was enthusiastic over the results. Nearly 120,000 people attended the 202 recitals given by Edison artists in connection with the Edison phonograph during the course of the show.

The Arco Radio Corp., Brooklyn, N. Y., was recently incorporated at Albany with a capital stock of \$5,000. The incorporators are O. C. Palmieri, J. E. and I. Ginsburg.

Victor Presents Wagner's "Ring" at Atlantic City

Lectures on the Four "Ring" Operas Being Given Each Monday Evening by James E. Richardson and Illustrated With Records

ATLANTIC CITY, N. J., December 2.—Opera lovers have been offered a real treat by the Victor Talking Machine Co. at the company's show-rooms in this city through the presentation of a series of lectures on Wagner's "Ring" given by James E. Richardson, one of the music critics of the Victor Co., and illustrated with Victor records.

The series began on November 24 with the "Rheingold" and continues until December 15, a lecture being given each Monday evening. Following the "Rheingold" there are presented in regular order: "The Valkyrie," "Siegfried" and "Twilight of the Gods." That the series interests the public has been amply evidenced at the first two lectures when the Victor Auditorium in the Brighton Casino was crowded.

Canadian Distributor for Dictograph Products

The Dictograph Products Corp., New York, manufacturer of Dictograph and loud speakers, Aristocrat head phones, Dict-O-Phono-Unit and other radio products, recently announced the appointment of the Marconi Wireless Telegraph Co. of Canada, Ltd., as exclusive Canadian distributor for this company's products. The Marconi Wireless Telegraph Co. is located in Montreal, with offices at Vancouver, B. C.; Winnipeg, Man.; Toronto, Ont.; Halifax, N. S., and St. Johns, Newfoundland. The Dictograph Products Corp. is conducting intensive sales campaigns among its various dealers and furnishing co-operation in the form of very attractive window displays to be used by its dealers.

Vocalion Is Featured in Film Story of "The Swan"

Instrument Given a Prominent Place in the Decoration for a New Screen Play in Which Frances Howard Plays a Leading Part

The Famous Players-Lasky Corp., which is now filming the story of "The Swan," which was one of the big successes last season on



Frances Howard and the Vocalion

the dramatic stage, has selected a period model of the Vocalion as a decoration in several of the interior scenes.

Frances Howard, popular screen star, is playing a leading part in the film presentation of "The Swan" and is shown in the accompanying illustration using the Graduola tone-control of the Vocalion. At the present time Miss Howard is playing the lead in the current success, "Best People."

Ro-Burn Radio, New York, was recently incorporated at Albany to manufacture electrical devices with a capital stock of \$10,000. The incorporators are: A. and G. Werner and N. Saron.



THE SYMBOL OF SERVICE

CONTINENTAL

"New York's Leading Radio House"

Our Service—Your Service

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.

Let Continental Radio and Electric Corporation help you build a successful business.

Our Service—Your Service

Wholesale Distributors Only

Distributors for:

Alden Mfg. Co. ("Na-ald")	Lopez Low-Loss Tuner
Allen Bradley Electric Co.	Manhattan Electric Supply Co.
American Transformer Co.	Mitchell-Rand
L. S. Brach	R. Mitchell & Co. ("Se-ar-de")
Cornish Wire Co.	Mueller Electric
Crosley Radio Corp.	Multiple Electrical Products
Chaslyn Co.	National Carbon (E. R. Batt)
Como Apparatus Co.	Pacent Electric
Daven Radio	Premier Electric
Diamond State Fibre	Radio Corp. of America
Dubilier Cond. & Radio Corp.	Sterling Mfg. Co.
Eby Mfg. Co.	Tectrite Inst. Co.
General Radio	U. S. Tool Co., Inc.
Jewell Elect. Instrument	Ward-Leonard
Colin B. Kennedy	Western Electric Co.
King Electric	Weston Electrical Inst.

CONTINENTAL RADIO & ELECTRIC CORPN.

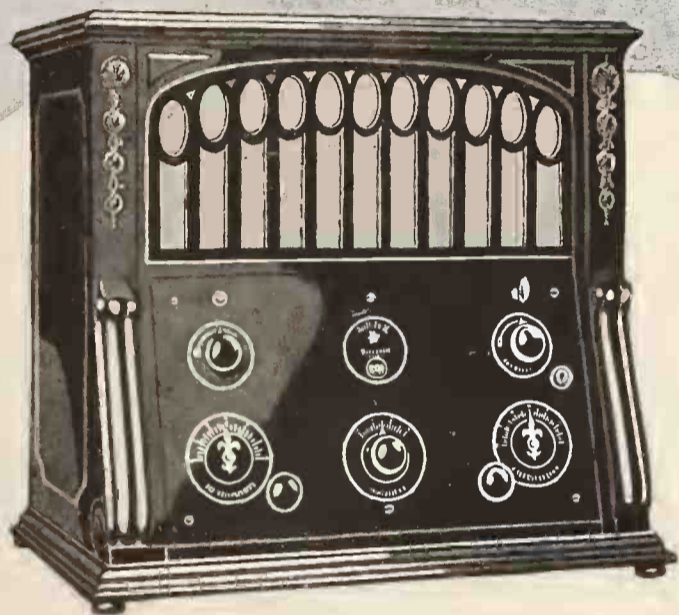
Fifteen Warren Street

New York, U. S. A.

2089-Q

A Sales Drive for the Regenoflex

— for Christmas —
— for 1925



Radiola X

The Regenoflex circuit in a rich mahogany cabinet, with its own loudspeaker built in. With four Radiotrons WD-11. List \$245

Radiotrons—and Radiola Loudspeaker

Both are in line for heavy Christmas selling. In the fan magazines—and in newspapers—big advertising for both of these will run straight up to Christmas—and after.

Radiola Regenoflex

Sensitive, selective, non-radiating. Famous for its tone quality! With four Radiotrons WD-11 and Radiola Loudspeaker. List \$191



This symbol of quality is your protection

For Christmas—two pages in the Post—full pages in a long list of important magazines—big newspaper ads—extra dealer helps—new displays. For 1925, a great “carry-on” campaign. The sales impetus of Christmas will swing right on through the New Year—capture the gift money purchases of January. Order ahead—keep your stocks in shape. Keep the sales mounting—right up to Christmas—and after.

“There’s a Radiola for every purse”

Radio Corporation of America
Dept. 156
Sales Offices: Suite No. 3612
233 Broadway, New York
10 So. La Salle St., Chicago, Ill.
28 Geary Street, San Francisco, Cal.



Radiola

REG. U. S. PAT. OFF.

Christmas Gift Buying Becomes Evident Throughout Trade Circles in Cincinnati

Entire Trade Looking Forward to Large Holiday Sales Volumes—Starr Piano Co. Establishes Local Record Laboratory—Combination Radio-Phonographs in Demand—Campaigns Launched

CINCINNATI, O., December 8.—Wholesale and retail dealers in talking machines, records and kindred merchandise state that they have had a splendid business throughout the past month. Christmas buying has been going on to some extent for the past week, and from now until the twenty-fourth it will progressively get larger.

New Starr Studio

The Starr Piano Co. has established a studio for the making of talking machine records on the fourth floor of its building, at 27 West Fourth street. "This is the first permanent recording laboratory to be established in Cincinnati," said W. M. Purnell, head of the company's publicity department. "We are making lots of Gennett records for individuals, as well as for catalog. A personal record makes a fine Christmas remembrance for relatives and friends, and many persons are having them made for that purpose. A great many parents are having their children's speaking voices recorded, or in case a child is a musician records are made of its singing or playing." According to Mr. Purnell, there has sprung up a big demand for the old-fashioned phonograph horn. "Many want the old horns to use as loud speakers in connection with their radio outfits," he explained, "but it is almost impossible to find any more, so great has been the demand. Attics have been searched everywhere, and the supply has vanished. But in my opinion the horn will come off the radio set, just as it was taken off the talking machine. Sound boxes will be adapted to radio, I think, and they will be just as satisfactory with the radio as they are with the talking machine."

Drive on Brunswick

The E. M. Abbot Piano Co. has been making a successful drive to increase its sales of Brunswick products. The Brunswick-Radiola is very popular here and the console style is a particularly fine seller. The same thing, of course, applies to Brunswick records, and there is a rapid turnover with them.

Victrola-Radio Cabinets in Demand

The handsome Chubb & Steinberg Music Shop, at 17 East Sixth street, reports sales to be satisfactory. It has been featuring the Vic-

trola and radio combination, in a console pattern, and the Sonora, in cabinet design.

Building Fine Business

Louis H. Ahaus, who conducts the beautiful and artistic Brunswick Shop, in the Edwards Building, reports that "day by day business is getting better in every way." This is the newest establishment of its kind in the city, and although it was only opened up a few months ago it has built up an exceptionally fine trade.

Victor Holiday Publicity

The Victor Co. of Camden, N. J., is still continuing to use large newspaper space daily in telling about Victrolas and Victor records. The latest advertisements stress the fact that a new Caruso record and a new Paul Whitman record have been placed on sale. Different styles of Victrolas are featured in the same advertisement, with an admonition that Christmas shopping should be done at once, in order to avoid possible disappointment.

Christmas Drives Under Way

In order to get their share of the talking machine business, several leading department stores are using big space in daily newspapers for the purpose of calling attention to Christmas bargains. The Alms & Doepke Co. used full pages in telling about the beauties and advantages of Brunswick-Radiolas, and of course the Brunswick records were also stressed.

Lowry & Gobel, furniture dealers, are featuring Pathé consoles and records for Christmas. May Stern & Co., another concern that deals in furniture, are featuring a console phonograph with a polychrome mirror, a small torchiere and Columbia records as part of a combination offer.

Widener's has formed a good-sized Christmas Club, which will furnish Santa Claus a large number of instruments to present to favored ones. This store is featuring a console Victrola with twenty-four records.

Steinway & Sons have been featuring the Brunswick-Radiola and Brunswick records.

Pushing New Outing Portable

The Sterling Roll & Record Co. reports that business has been improving steadily for the past few months and that sales have been entirely satisfactory as to volume. Ben Brown,



"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

of the company, says that since he received the announcement regarding the new Heather Green Leatherette Junior Outing Portable he did not even wait for the sample but told his dealers immediately, with the result that he secured many orders before the sample could get to him by express. The other instruments in the Outing line also are selling well, evidence of the year-round salability of these products.

Columbia Demand Growing

Miss R. Helberg, manager of the Columbia Distributors, states that both local and out-of-town demand has been increasing steadily, and now sales are satisfactory as to volume, with every indication that they will continue to grow larger for some time to come.

Ohio T. M. Co. Busy

The Ohio Talking Machine Co., which does an exclusive wholesale business, reports that for some time past its business has been increasing, and a larger demand is confidently expected. "The rural population is once more fairly prosperous," commented C. H. North, of this company, "and that means that they will once more be in the market for our goods."

Fada Sets Are in Use Throughout the World

F. A. D. Andrea, manufacturer of the Fada neutrodyne, in a recent check of deliveries found that their sets are being used throughout the world, including such countries as Java, Sweden, Spain and Australia. One letter from a fan in Stockholm, Sweden, reported reception from forty well-known European broadcasting stations. There are none in his own country. Australian fans using Fada neutrodynes frequently bring in American stations 7,000 miles away. Reports to Mr. Andrea from Argentina, Chile, Brazil, British Guiana and Peru also attest to the satisfactory reception of these sets.

Okeh and Odeon Records

THE Christmas season is a mighty busy one for dealers handling the popular Okeh and Odeon Records. It is the time when speed and accuracy in filling orders are absolutely necessary.

Let us have your emergency orders. We have prepared for them and can fill them quickly, accurately and completely!

MERRY CHRISTMAS!

HAPPY NEW YEAR!

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

HIS MASTER'S VOICE
SEE US ONLY ONCE

Wishing you a
Merry Xmas
and a

Progressive
New Year

Progressive Musical
Instrument Corp.
319 Sixth Avenue, New York City
Wholesalers of
Musical Instruments and Radio

Improvement in Pittsburgh Industrial Situation Brightens Holiday Outlook

Retailers Are Optimistic as Holiday Shoppers Begin to Crowd the Business Thoroughfares—E. J. F. Marx Honored—New Brunswick Dealers Launch Intensive Campaigns—The News

PITTSBURGH, Pa., December 10.—Trade conditions in talking machine circles in the Steel City and vicinity are showing a marked improvement, and there is observed more of an optimistic spirit on the part of retail dealers. The upward trend of business that followed the fall of the first snow of the season was a very satisfactory one and indicates that there is bound to be a very good volume of trade during the holiday season. Judicious advertising by the Victor Talking Machine Co., the Brunswick Co., the Cheney Co. and the Columbia Co. in the local newspapers has carried an appeal to the buying public that is resulting in a vast amount of increased business.

At the Standard Talking Machine Co., Victor distributor, it was stated that business conditions are much improved, and that there is the usual good business to be looked for during the holiday season.

As a farewell testimonial to E. J. F. Marx, the retiring Victor representative in the Pittsburgh district, who is now located in Chicago, a few of his intimate friends among the Victor dealers tendered him a dinner. A. A. McGowan, manager of the Joseph Horne Co. talking machine department, on behalf of the dealers, presented Mr. Marx with a set of cuff links.

W. P. Brown, of Kittanning, and T. R. Cannon, of Franklin, Pa., well-known talking machine dealers, were visitors to the Standard Co.'s offices recently.

Mark Fishel, talking machine dealer, of Homestead, Pa., presented a silver cup to a group of school children on the occasion of a recent anniversary celebration in the borough.

George S. Henry has become identified with the W. F. Frederick Piano Co.'s store at Morgantown, W. Va. Mr. Henry will specialize in the radio department.

The W. F. Frederick Piano Co., of Johnstown, Pa., on January 1 will move to 317 Main street. A full line of Victrolas and Victor records and radio outfits will be carried.

The J. M. Hoffman Co., Brunswick phonograph and Radiola dealer, has purchased the building it is now located in at 537 Wood street for \$150,000. The firm was founded in

1863 and is one of the oldest in western Pennsylvania.

The C. C. Mellor Co., in co-operation with the Pittsburgh Post Westinghouse radio station KDKA, last week inaugurated an interesting radio demonstration. KDKA erected in the Mellor Co. show window a broadcasting station, and every day for a week, at 4 and 8 o'clock, a program was broadcast, drawing large crowds. The Mellor Co., in addition to handling the Victor line, has the Brunswick phonographs and Radiolas.

Recently when the C. C. Mellor Co. added the Brunswick line, an intensive campaign was immediately inaugurated to make that fact known to the public. Large advertisements were run in the local newspapers and in addition the company circularized its entire mailing list. The drive bore fruit in sales and inquiries, making the effort a paying one. In connection with the campaign the company also arranged some unusually effective window displays which created considerable interest in the various instruments, especially the Brunswick-Radiola.

At the office of the Player-Tone Talking Machine Co., I. Goldsmith, president, said: "Our Player-Tone phonograph and radio combination is meeting with unexpected favor, according to reports from our jobbers. The outlook for the holiday season for the Player-Tone line is excellent, and we expect to make new records in sales." A very popular combination of the Player-Tone is that of the console No. 300, which is equipped with four and five tube sets, including a loud speaker.

The Rosenbaum Co., as a feature of the "Founder's Day" business drive, featured the Radiola VIIIB five-tube receiving set.

The Kaufmann & Baer Co. is featuring the Amrad four-tube radio frequency set.

George H. Rewbridge, manager of the wholesale Victrola department of the W. F. Frederick Piano Co., stated that sales of the Victor line were much improved and he saw no reason why the average Victor retail dealer should not have a generous share of business this month.

The Esenbe Co., distributor of the Colin B. Kennedy radio products, Atwater Kent sets and

QUALITY RECORD Pressing

SANDERS, Inc.

SPRINGDALE, CONN. Near Stamford
Telephone Stamford 3980

the Pooley radio cabinets, is located in larger and more commodious quarters at 909 Penn avenue. The firm is also distributor of the Jewel and Oro-Tone portable phonographs.

Local dealers of the Sonora and Sonorado report trade conditions considerably improved. The local distributors of the Sonora line are the Pittsburgh Phonograph Distributing Co., J. L. DuBreuil, manager. The concern also distributes Vocalion records. Mr. DuBreuil expressed himself as gratified at the volume of Sonora business that is handled here.

Following its announcement that it had added the Brunswick line, the big Kaufmann & Baer store, of this city, immediately inaugurated an



Fine Kaufmann & Baer Window

intensive sales drive, which included an extensive newspaper campaign and the circularization of its large mailing list. Tying up with this drive a special window display featuring Brunswick products, illustrated herewith, was arranged.

Horace Hays, of the E. G. Hays Co., Brunswick dealer, accompanied by Mrs. Hays and their son, Lloyd, are spending the Winter at Miami, Fla.

Manager Nichols, of the Columbia Co., who is the Outing portable jobber in this territory, certainly has taken advantage of the year-round selling possibilities of these instruments and is continually receiving shipments of black leathette Juniors. Manager Nichols is opening many new Outing accounts.

A. H. Mayers Waging a Vigorous Radio Drive

C. Brandes, Inc., New York, manufacturer of Brandes table-talker loud speakers and matched tone head sets printed in the latest issue of "Brandes Broadcast," the company's house organ, an interesting article concerning the activities of A. H. Mayers, New York, phonograph dealer, in the merchandising of radio sets and speakers. Mr. Mayers has met with exceptional success in the sale of radio panels to present owners of console phonographs. He employs a mailing list of 4,000 names, which is increasing constantly and forms a sound nucleus for prospective business. Mr. Mayers also believes in advertising locally in newspapers and on billboards and uses effectively the advertising helps supplied by manufacturers in both his window and store displays.

E. M. Lang in Radio Field

Edward M. Lang, formerly district manager of the Carryola Co. of America, has entered the radio field as president of the Telemotive Radio Corp., New York.

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

Pittsburgh, Pa.

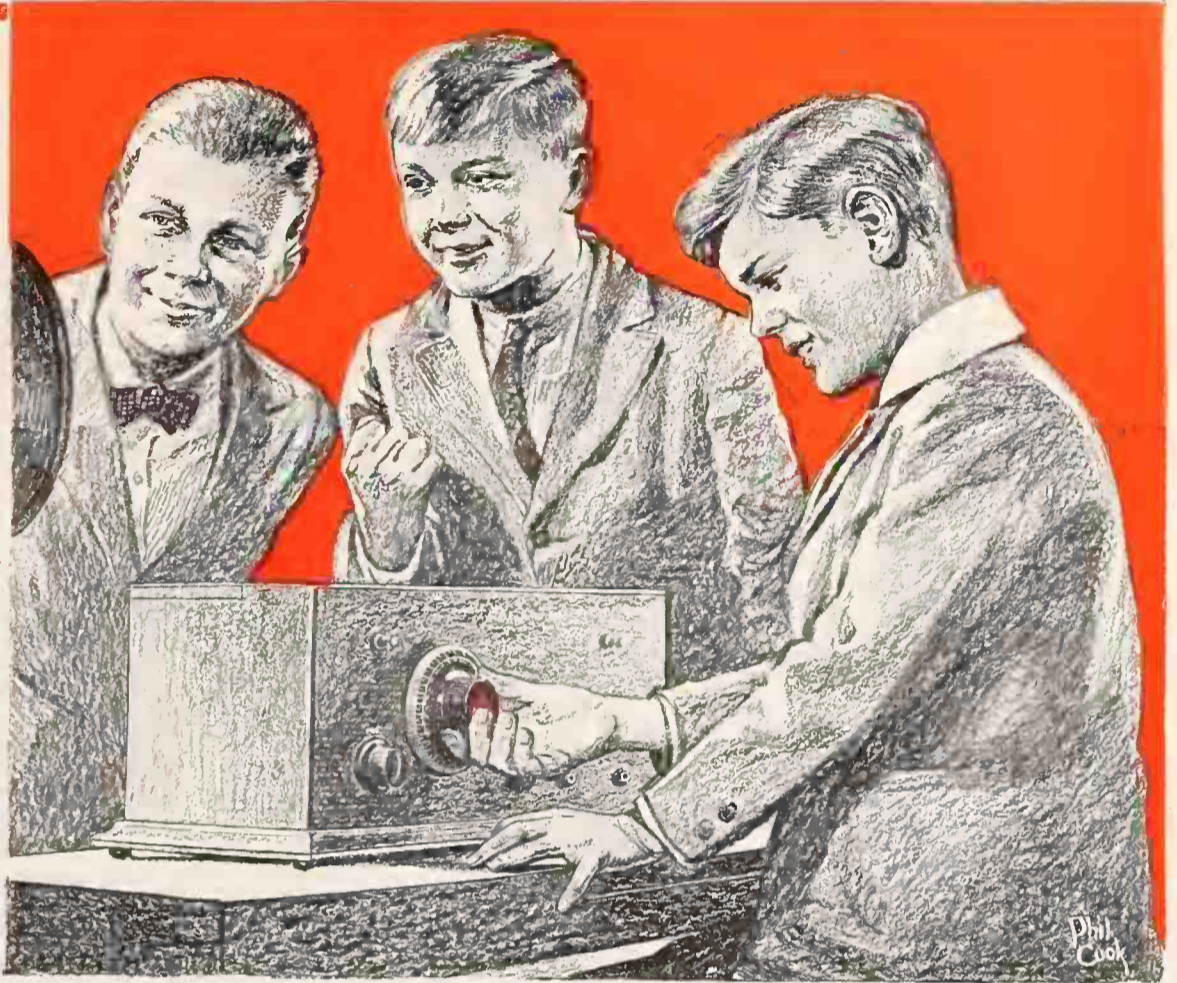
Catering especially to music dealers

The New PARAGON Four Doubles Its Selling Field

PARAGON RECEIVERS have always had a strong selling appeal for the radio fan—for the people who know sets and who know radio values and are willing to pay for such values.

The new Paragon line not only appeals to these people, but adds also the wide field of set buyers who are influenced by price.

Dealers in radio everywhere tell us the new Paragon Four is the biggest value they have seen. Retailing at \$65, it gives the purchaser a good-looking, finely constructed, four-tube set employing the new Paradyne non-radiating circuit, giving clear, strong loudspeaker reception over practically unlimited range. They can't ask more than this of sets costing three times as much and requiring more tubes and battery power.



PARAGON THREE \$48.50
Three tubes. Single dial control. Loudspeaker volume over surprising range. Mahogany case, 17 inches long.



PARAGON TWO \$27.50
Two tubes. Single dial control. Loudspeaker volume over moderate range. Mahogany case, 11 inches long.



PARAGON FOUR \$65
Four tubes. Single dial control. Range almost unlimited for clear, loudspeaker reception. New Paradyne non-radiating circuit. Mahogany case, 21 inches long.

Backing this new receiver is a complete line carrying Paragon quality into the three-tube and two-tube classes. If your jobber is not yet showing these new sets, get in touch with us at once and take advantage of the big advertising drive that is putting Paragon over nationally.

PARAGON

REG. U. S. PAT. OFF.

FOUR \$65

ADAMS MORGAN COMPANY, Inc.



10 Alvin Ave., Upper Montclair, N. J.

Makers Since 1915 of Record-holding Radio Receivers

Unusually Heavy Demand for Records Is Outstanding Feature of Kansas City Trade

Many Christmas Shoppers Turning to Records as Solution of Gift Problem—Strong Demand for Classics—C. M. Williams Made Manager at Wunderlich's—Trade Against Radio Trade-ins

KANSAS CITY, Mo., December 7.—The big feature of talking machine interest at the opening of December has been the heavy demand for records. Some dealers report that they have never before experienced so much interest among buyers so early in the holiday season, obviously for Christmas purposes. It is reported in one retail store that Red Seal records, for instance, are far in the lead—the public seeking the good music.

A special feature available here the first day of December was the offering of John Charles Thomas, Brunswick artist, who will be a feature of one of the high-class concert series programs coming here about the first of the year. It is reported that there is always an immediate call for any new productions from the Brunswick studios.

New Victor Portable Proves Ready Seller

A new merchandise item available here now, which is taking hold well, is the new portable Victrola at \$35. Such items, at prices within reach of literally everybody, are said to meet with a quick welcome from the public, but this item seems to have sold with unusual freedom, especially considering the several factors that might be supposed to militate against the movement of any new feature of the kind. The sales have not been extremely large, but sufficient to indicate that it will be popular.

C. M. Williams Wunderlich Manager

C. M. Williams, a phonograph man of wide experience and who was formerly with the Wyatt & Wall store in St. Joseph, Mo., has been made manager of the talking machine department of the Wunderlich Music Co. This is a new position in the Wunderlich store, created in order to provide opportunity for a manager who can give intensive attention to sales promotion and to handle the growing business of the company in this department. Miss McArthur, manager of the record department, continues in this capacity.

Marie Tiffany, Brunswick artist, who appeared in concert in Kansas City recently, paid a call to the Wunderlich store.

Holiday Radio Shortage Probable

Radio business, especially in the combination outfits, continues to be a strong feature of trade with music houses that are giving this service to the public. It is said that merchants have difficulty keeping stocks of the units and that there may be a shortage before Christmas. For two months there has been a shortage of Radiolas in the territory, the distributors and the retailers scrambling to provide the buyers with equipment desired.

Take Stand Against Radio Trade-ins

The problem of exchanges for new radio and combined radio and talking machine outfits is beginning to loom up in Kansas City. One or two retailers have already taken a fairly firm stand against wholesale acceptance of used merchandise offered as part payment on the new outfits, and are strictly holding down the allowances. There is comparatively little sale for old radio equipment. It seems possible that some elements of the public may be to a certain extent demoralized in their notions of radio values, especially of the value of used radio, by the overeagerness of inexperienced music dealers in receiving too much used merchandise at excessive allowances. But the leading dealers are handling the situation cautiously, both to avoid overloading with used merchandise and also to maintain the prestige of their firms with respect to values.

Making Most of Radio Opportunity

"The music dealer who is not cashing in on prestige gained from selling other merchandise to sell radio is missing a good bet," said a Kansas City retailer recently. "Take our own case

as an instance; we are sold out, right along, on the more expensive radio sets and combinations, because a mere reminder to many of our customers brings a sale. The cheap, home-made product is past history, to a large extent, and we find the demand for factory-made sets constantly increasing."

In this store, it is well known, effort has been made over a number of years to develop a high-class clientele. Emphasis is placed, in all merchandising, on the highest class of pianos and reproducing instruments, and thus a clientele has been built up that appreciates the merchant's offerings and service. It is a class that can buy the more expensive equipment, if desired. And the desire is stimulated—or, rather,

the opportunity to buy is given, the desire being present and waiting for calling out. The dealer need not go outside his own piano and player customers for radio prospects, if he has built his prestige well and given service. And if he is not trying to sell radio to these customers he is failing in his duty to them—they want radio and are only waiting for somebody to offer it to them. He knows their credit, their tastes, and can serve them better than anybody else can serve them.

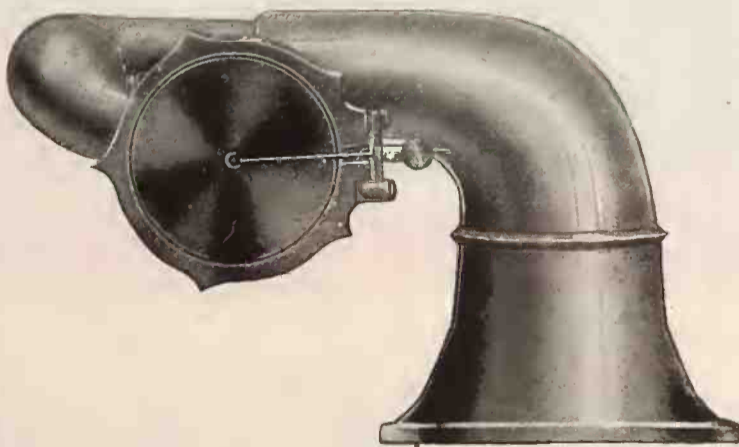
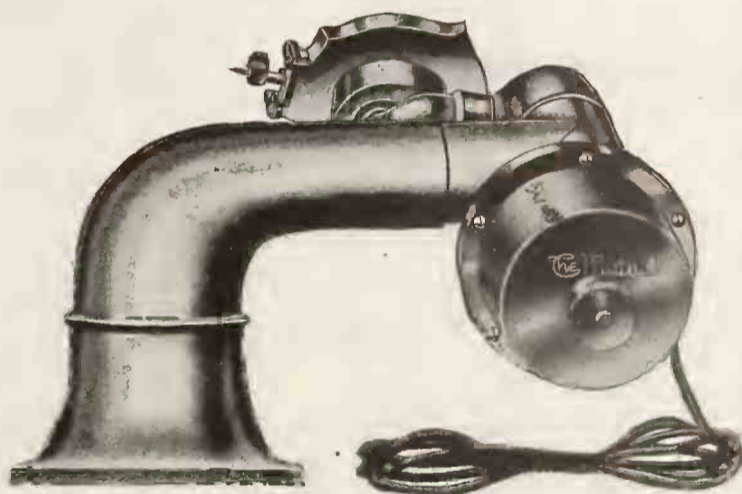
Victor Foreign Records

The Victor foreign-language records released for the month of December include recordings in the following languages: Italian, Hebrew and Yiddish, Bohemian, Danish, Hungarian, Polish, Mexican, including Spanish selections recorded for Mexico; Norwegian, Portuguese, Swedish, Welsh, Greek, Russian and German. Catalogs, listing the records, have been sent the dealers together with window hangers and posters.

Holiday Greetings!

We extend our heartiest wishes for a Merry Christmas and a Happy New Year to all our friends and patrons.

Introducing our new No. 6 tone arms — interchangeable — can be used for PORTABLES as well as for console and upright machines.



Alone in its field! Equipment for those who want the best.

Samples within a few weeks. Write today for full particulars of our most surprising offer to the trade.

MUTUAL PHONO PARTS MFG. CORP.

149-151 Lafayette Street, New York City

DISTRIBUTORS { The Canadian Acme Screw & Gear, Ltd. 1204 King St., West, Toronto, Can.
Industrias 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.

Announcing B O S C H



Absolutely
Reliable

Backed by
the Bosch
Guarantee

Delivers "B" current from
the electric light socket

the new

NOBATTERY



THE Bosch Nobattery is a device which enables anyone to obtain from an electric light socket perfect and ample plate voltage for radio vacuum tubes. It takes the place of all "B" batteries and is decidedly more efficient, reliable, convenient and economical.

The Bosch Nobattery is a development of the American Bosch Magneto Corporation, which holds a supreme position in the production of fine electrical apparatus. Its great New England manufacturing plants, and its enviable reputation as a producer of high quality precision apparatus should establish immediate confidence in this latest development for the improvement of radio reception.

Do not confuse the Bosch Nobattery with other devices made for eliminating "B" batteries. It is radically different in design and construction, delivering an abundance of current at 15 to 150 volts.

A REAL MONEY MAKER

Here's a new radio device you can sell with absolute confidence. It is of the same high quality as all Bosch electrical units, and is backed by the famous Bosch Guarantee of "satisfaction or your money back."

Don't delay—the demand is sure to be enormous, and live dealers who place their orders immediately will get a big share of the profits.

Deliveries on the type for AC current can be made in January—orders to be filled in the order they are received.

Wire today for sales proposition and discounts. State whether you are a dealer or jobber, and give references to aid us in quick allocation of territories.

PRICES

Type BAN	For Alternating Current	\$49.50
Type BDN	For Direct Current	30.00

AMERICAN BOSCH MAGNETO CORPORATION

Main Office and Works: Springfield, Mass.

Chief Points of Superiority

1. Suitable for any receiving set using 1 to 14 tubes—will also take care of power amplifier.
2. Unlimited current supply.
3. Requires no attention—does not run down or wear out.
4. Cannot burn out radio tubes even if wrongly connected.
5. Uses no tubes—there's nothing to repair or replace.
6. Costs only a fraction of a cent to operate.
7. Detector voltage adjustable—from 15 to 50 volts.
8. Amplifier voltage adjustable, too—from 90 to 150 volts.
9. Constant voltage—plenty of pep.
10. Gives clear tone, greater volume, and more distance.
11. It is NOISELESS — there's absolutely no hum or distortion.
12. Will operate low power transmitting sets.

Built by the makers of the world famous Bosch Magneto

Richmond Trade Optimistic Over the Outlook as Holiday Drive Plans Mature

Distribution of Large Sums Saved in Christmas Clubs Provides Funds for Gift Purposes—Console Models Lead Demand—Corley Co. Opens Retail Branch—Most Dealers Handling Radio

RICHMOND, VA., December 9.—Although business is reported to have been a bit slow in some sections of this territory during the Fall months, practically all talking machine dealers were counting on doing a first-rate Christmas business. Upward of \$2,000,000 was put in circulation in Richmond through Christmas savings clubs early in December, and the local dealers anticipate getting their share of this shopping money. There is also but little unemployment in this territory, and that helps to keep business on the move. A number of the local dealers have been using quite a bit of advertising space to play up their Christmas wares, and they reinforced this with attractive window displays and direct-mail publicity.

Console models ranging in price from \$100 to \$150 are reported to be the leaders in Christmas gift sales. Most dealers here are now featuring radio in some form and this is affecting the sales volume favorably. Experience has shown, they say, that where a customer already has a talking machine, a separate radio outfit is desired. If not, a combination machine is usually asked for.

Corley Co. Opens Retail Branch

The Corley Co., Victor distributor, with Richmond headquarters, recently opened a retail store in Petersburg, known as the Corley Co., with J. K. Fletcher in charge. Mr. Fletcher is well known to the Petersburg music trade, having been connected with another house there for a number of years before connecting with the Corley firm. Fred R. Kessnich, wholesale manager of the Corley Co. in Richmond, went over to Petersburg and assisted in arranging details incidental to the formal opening. Pianos as well as Victrolas are handled.

Dealers Taken Into the Fold

Goldberg Bros., of Richmond, Pathé distributors, announce the opening of several new accounts in this territory.

The Corley Co. has appointed Sawyer-Brown Co. a Victor dealer at Ahsokie, N. C.

Trade Members at Anniversary Celebration

Miss Florence H. Biscoe, of the Corley Co., returned recently from a trip for the firm through southwest Virginia and a part of West

Virginia, cities included in her itinerary being Lynchburg, Roanoke, Bluefield, Welch and Beckley. At Beckley she was a guest at a banquet given by A. Z. Lilly, proprietor of the Lilly Music Store, Victor dealer, incident to his anniversary sale. Other guests included A. H. Bates and J. C. Griffith, of the Ohio Talking Machine Co.; Phil Wymann, W. E. Brown and A. T. Reeves, of the Baldwin Piano Co., Cincinnati; Miss Bertha Echardt, of the educational department of the Victor Talking Machine Co. Souvenirs were given away every day of the celebration to visitors to the Lilly store. Factory representatives were also present each day and made interesting talks to visitors.

Big Outing Demand

James Cowan placed a substantial order for Outings the latter part of October. It was double the quantity sold in this territory last year, and Mr. Cowan thought it would be enough to carry him through the holidays, but the demand has been so great that repeat orders have been sent to the Outing factory.

H. W. Carner Back at Desk

Friends of H. Wallace Carner, Starr jobber, Richmond, will doubtless be pleased to learn that he is back again at his desk, following an absence of two months, due to illness.

Buys Remaining Sprinkle Stock

The Colonial Piano Corp., Richmond, Columbia dealer, announces that it has bought all the remaining stock of the bankrupt Sprinkle Piano Co. in that city.

Assignment to Creditors

The Wilmington Talking Machine Co., Wilmington, N. C., recently made an assignment for the benefit of creditors.

Watts Buys Cheney Shop

HOLLYWOOD, CAL., December 4.—The music store, formerly known as the Cheney Shop, at 6611 Hollywood boulevard, has just been taken over by Herbert A. Watts. The business has been expanded and will operate at the same address under the name of the Holly-Angeles Music Co. Adolph Dorenwend is associated with Mr. Watts in the management of the business.



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

New Brunswick Dealer in Exclusive New York Section

H. P. Baran & Co. Open Attractive Store at 247 Park Avenue in Close Proximity to High Class Apartment House District

H. P. Baran & Co., located on the edge of New York's most exclusive residential section at 247 Park avenue, have just entered the phonograph field, carrying the Brunswick line exclusively. Mr. Baran, who is well known and popular in this territory, feels satisfied that this district is an exceptional field for the development of an up-to-date phonograph establishment and already the demand for Brunswick merchandise and in particular the Brunswick-Radiola has entirely proved his theory.

Mr. Baran has been prominently identified heretofore in this section as a dealer handling the Benz, Hudson and Essex motor cars and some few months ago he became keenly interested in the Brunswick line, with the result that Mr. Baran is now an exclusive Brunswick dealer with a full representative line of Brunswick phonographs, records and the new Brunswick-Radiola.

Paul Specht and Orchestra Star at Proctor's Theatre

Paul Specht and His Orchestra, Columbia artists, were the magnet that drew capacity houses to Proctor's Fifth Avenue Theatre during the orchestra's recent engagement there. Each of the eleven men in the Specht organization is a master in his line, and this fact is recognized by the audiences.

Since the return of this orchestra from Europe it has filled highly successful engagements at the Claridge Hotel in Philadelphia and at the Century Roof in Baltimore. On its return to New York the orchestra will begin an indefinite engagement at one of the city's large hotels, where Mr. Specht will put in operation the half-hour non-stop selections, which were originated by one of the Specht bands in London, where it met with unqualified approval.

Phenomenal Growth of the Eagle Radio Co.

Twice this season the Eagle Radio Co., Newark, N. J., has been compelled to enlarge its factory space and to add to its corps of workers. The new model "B" balanced receiver is recognized as a neutrodyne whose performance is quite all that is claimed for it.

Like every other branch of the radio business the Eagle Radio Co. began in a small way. At the very beginning of its career its slogan was "Good Workmanship" and with that motto emphasized in every department it has established a reputation and standing that are unexcelled.

Full Volume—Yet Crystal Clear

K-E builds up volume naturally instead of forcing the tone

Caruso's marvelous singing swayed millions—and his voice lives after he is gone.

No one ever attempts to lay Caruso's greatness to the shape of his mouth. His remarkable *vocal cords*, though, will still be discussed in music circles generations from now.

The diaphragm—the "vocal cord"—of the loud speaker produces tone.

It took our engineers sixteen months to perfect the diaphragm of the K-E.

There lies the "secret" of such purity in tone—the faithfulness with which the K-E re-creates. See your jobber or write us direct for literature on this unusual speaker.

We shall be glad to send you a K-E to test at the special introductory price of \$11.70. (List \$18.)

Kirkman

ENGINEERING CORP.

Established 1912

484-490 Broome St., New York
Makers of the K-E Automatic Stop



Easily adjustable as to volume.

No batteries.

The rich, black crystalline horn, with brilliantly nickled base, presents an instrument worthy to grace the most beautiful homes.

Price \$18.00 List.



Columbia Fine Art Series of Musical Masterworks

If you want profit . . .

You can sell from three to five records from the Columbia Masterworks Sets just as easily as you ordinarily sell one.

If you want new customers . . .

The Columbia Masterworks Sets will open for you a new field of customers—the people who have always desired improved phonographic tone reproduction.

If you want to sell the best . . .

Stock and feature the Columbia Masterworks Sets. These imported recordings are matchless in tone and faultless in surface. To sell them is to sell the best.

If you want information . . .

Write or wire the nearest Columbia branch or distributor. Effective sales aids have been prepared for you.

COLUMBIA PHONOGRAPH COMPANY, 1819 Broadway, New York

IMPORTED

RECORDINGS



Fine art series of musical masterworks

The Columbia Fine Art Series of Musical Masterworks comes in eight beautiful albums as illustrated here. Descriptive material of the records in each album is on the cover.

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 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 PHONOGRAPH CO., LIMITED
 22 West Front Street, Toronto

Columbia

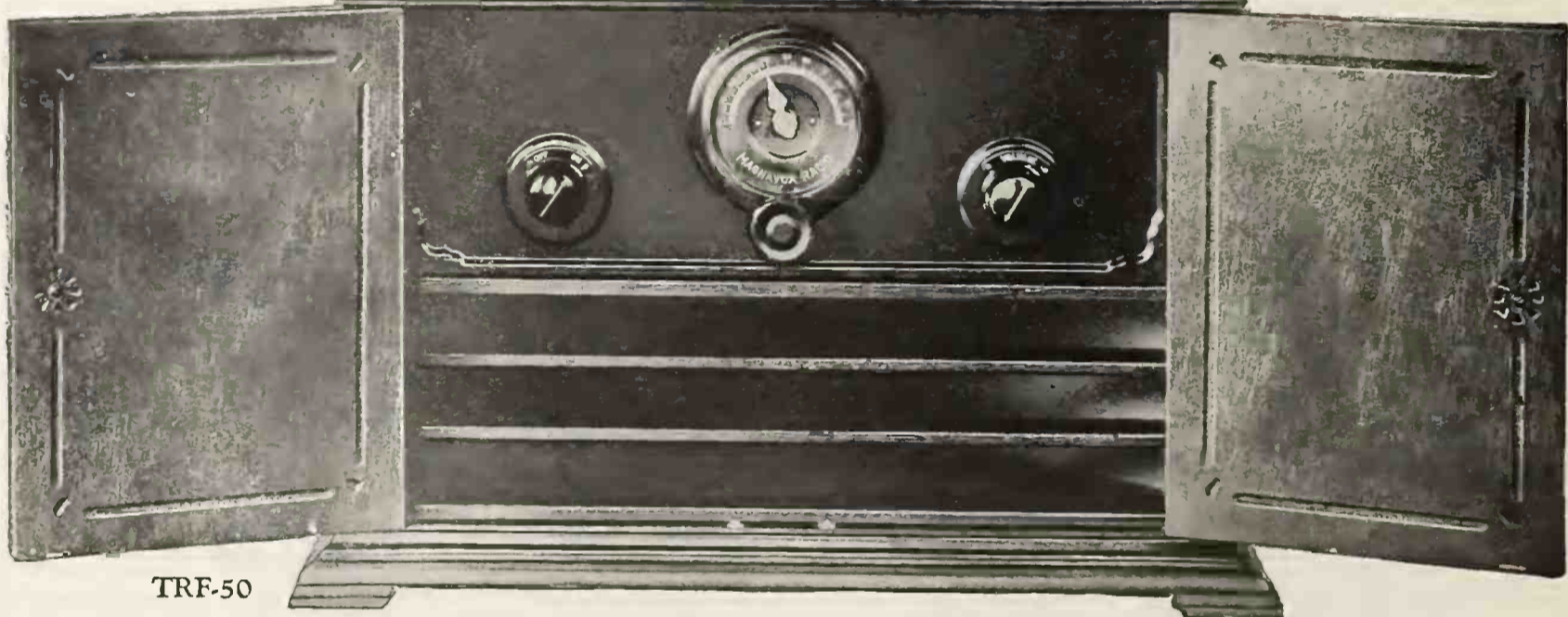
PHONOGRAPHS AND  NEW PROCESS RECORDS



Reg. U.S.
Pat. Off.

The illustration on the right will appear in Magnavox National advertising for December.

Look especially for the Magnavox page in December 6th Saturday Evening Post — it will bring you profitable business.



TRF-50

THE successful Phonograph and Music dealer knows that the cream of the holiday trade goes to the dealer whose merchandise represents not only sound value in itself but also an intensive National Advertising and sales policy steadily maintained from year to year. A Magnavox connection places in the energetic dealer's grasp every factor essential to large volume and satisfactory net profits.

Salesmen trained in the art of retailing any line of high quality musical instruments are especially impressed by the advantages offered by Magnavox Radio in comparison with other radio equipment. In addition to the distinctive appearance and unfailing operating excellence of every Magnavox product, the name Magnavox has long been established throughout the world as a standard of value and good will which reflects credit upon the local Magnavox Dealer.

At the height of the holiday season, it is the Registered Magnavox Dealer who is best equipped to take full advantage of the enormous impetus which the radio business has received this year.

A Magnavox Radio Product for Every Customer

From the man who drops in to replace a burnt-out tube, to the one who calls to purchase a complete Receiver with built-in Reproducer, the Registered Magnavox Dealer can supply practically every demand.

Thanks to the favorable influence exerted by the Magnavox National Advertising and selling policy, the individual Registered Dealer soon finds his own merchandising efforts multiplied in efficiency and results. Every Magnavox dealer receives direct assistance permitting him to operate over an unusually large consumer territory.

How to Become a Registered Magnavox Dealer

Application for enrollment as a Registered Magnavox Dealer should be made on regular forms provided for that purpose by representatives of Magnavox Distributors and Jobbers.

In passing upon these applications, an exceedingly high standard for qualification is observed by The Magnavox Company, consistent with the degree of cooperation extended each Registered Dealer and the great value of the Magnavox franchise. As the number of dealers is limited to the point where each dealer can be assured a large volume of Magnavox business, application should be made at once.

We will be pleased to send you our broadside announcement describing the complete Magnavox Radio line and dealer policy. A personal representative will also call upon you on request made to nearest Magnavox Distributor or Jobber.



Magnavox Reproducers for all receiving sets

The first radio reproducer ever made was the famous Magnavox electro-dynamic type.

These instruments contain reproducing units of extreme sensitivity and power.

M4 — \$25.00
R3 — 35.00
R2 — 50.00



Magnavox Tubes

Can be substituted for ordinary tubes to great advantage in any receiver, \$5.00



Magnavox Receiving Set TRF-5

A five tube tuned radio frequency receiver with Unit Control, in carved mahogany cabinet. Complete with a Magnavox Reproducer \$125.00



Magnavox Receiving Set TRF-50

Identical with the above as to circuit and panel but encased in carved mahogany period cabinet with built-in Magnavox Reproducer (shown large on facing page) \$150.00

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

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the forty-fifth 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.]

Records Are Life of Business

The more one studies the talking machine business, the more one concludes inevitably that its life-blood is the record. The more one understands how this great industry has been built up, the more one clearly sees that everything else in it is subsidiary to this simple disk on which are engraved those mysterious and microscopic grooves, imprisoning within their sinuous contours the innermost secrets of the Kingdom of Tone. The talking machine business, in the broad sense of the term, is founded and rooted in the record, with which it stands, and without which it immediately would fall.

Such a statement, once made, seems obvious enough; but the implications it carries are neither so completely recognized nor so thoroughly appreciated as one might wish. Anyone will admit, that is to say, that the statement made in the first paragraph is self-evident; but when it comes to applying that statement in the practical conduct of a retail talking machine business, that is another matter entirely.

New Problems

For the purposes of the present discussion, we may put aside altogether any consideration of the attitude which the talking machine dealer may take towards any of the other musical goods. Suffice it to say that such dealers are coming in increasing numbers to sell pianos, small goods and sheet music, as well as radio. What now matters is how the sales possibilities of the talking machine end of the music business, always understood to be so very high, may to-day, in face of contemporary conditions, be best preserved and even increased.

The answer to the implied question is to be found in one simple statement; namely, that to-day it is the musical possibilities of the talking machine which have to be exploited. Since

now these musical possibilities are founded upon the musical resources contained in the catalogs of records, it is plain that the policy of developing those possibilities must proceed from the sale of records.

Self-evident as it appears, the position here stated is by no means clear to a great many business men who, nevertheless, desire to clear up their own ideas and adapt them to the conditions of the moment. It is then worth while setting forth these important facts in a little more detail.

The Two Schools

There are two opposing tendencies visible among the buying public in this country at the present time. On the one hand we have the spectacle of a people apparently mad on the motor car, on dancing and on the movie theatre. This public does not stay at home; or when it does, spends its time dancing to music broadcast from some distant station, and received through the agency of a radio set of some kind. This public, if it buys a talking machine at all, buys a cheap one; and its idea of music is dance music, an idea reflected in its purchases of records. This is the noisy public, the vocal public, the public of which the presence in, or absence from, the dealer's store is most quickly noticed.

On the other hand there is the public which is spending money in ever-increasing quantities upon the study of music, upon tickets to symphony concerts and recitals, upon support of grand opera. This is the public which is steadily producing a musical atmosphere in this country and is preparing the way for a genuine American school of musical thought. Juilliard, Eastman and Curtis Foundations, Civic Opera in Chicago, Orchestral Associations in Los Angeles, San Francisco, Detroit, Cleveland, Indianapolis and twenty other cities: all these represent the workings of that musical spirit which to-day shows itself more or less in every community. It is to this public that the talking machine business of to-morrow must make its appeal.

Yes, strange as it may, or certainly would,

seem to a visitor from Mars, the talking machine merchant is faced with the need to exploit the musical side of the talking machine. He is faced with the necessity of building up among those who care for music an understanding of the talking machine, and an appreciation of what it alone can do for the music lover. Thus compelled, he finds himself turning to the magnificent collections of records, and he sees that there are millions of good men and women in this country who have not the faintest idea that such wonders exist, who would consider themselves the happiest of mortals if they could have these treasures at their command; but who do not know that they can have them, who have never been told anything about them by those who alone can tell the story effectively; that is, by the community dealers.

Exploit the musical powers of the talking machine forsooth! Why, what else is there to exploit; and what more need be exploited? Does the mob turn to something else? Then sell the mob what it wants, and when all that is done, turn to those who are not the mob, who are supporting to the tune of millions and tens of millions annually the art and performance of music in America. These are not alone the rich in big cities; in fact not principally they. Rather are they the music teachers in the smaller communities, the professional musicians, the students of music, the cultivated men and women in the small towns where college or normal school holds sway; rather are these they who furnish the soil in which the new salesmanship must sow its seeds. These, too, are the people to whom the musical possibilities of the talking machine are still almost entirely a sealed book.

Volumes Could Be Written

I could write volumes about just my own talking machine records. Without taking any particular trouble, and at slight expense, it has been found possible to assemble from the various catalogs published in this country, a representative library of musical interpretations, which only a few years ago the richest man in the world could not have acquired, simply because it did not exist. Orchestra, string quartet, violinist, cellist, harpist, violist, clarinetist, soprano, tenor, contralto, baritone, bass and chorus, are all represented. There are complete operas, complete symphonies, complete quartets, a complete oratorio; and there will be more like these year by year, for year by year the riches accumulate in the catalogs. To say that music like this cannot be sold is nonsense, pure nonsense. The problem is merely that of bringing the thing and the person together. Does any merchant really believe that he cannot sell such music in his community? If he does say that he so believes, let him seriously ask himself whether he has ever tried!

To exploit the musical possibilities of the talking machine through its marvelous records is not work, it is play. To bring the music and the buyers together calls for no more than a modicum of intelligent planning and activity. Given these, the selling must go on yearly increasing in vigor and prosperity.

Leonard Braun in Europe

Leonard Braun, the well-known tenor, who is recording exclusively for the Emerson Phonograph Co. in English, Jewish and Hebrew, left for Europe on "The Republic" on November 22 for a concert tour in the principal cities throughout the Continent. He expects to return in February, at which time he will fill the engagements which have been arranged for him in the United States and Canada.

HARDWARE

for

RADIO and PHONOGRAPH CABINETS

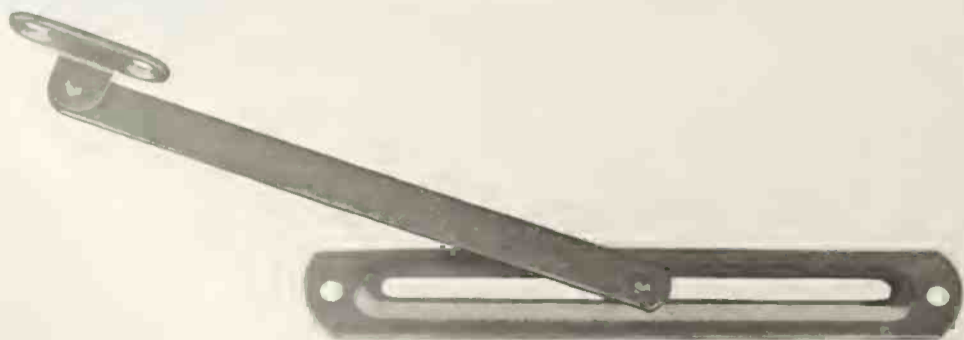
LID SUPPORTS
CATCHES

CONTINUOUS HINGES

NEEDLE CUPS

BULLET CATCHES
STOP HINGES

INVISIBLE HINGES



WEBER-KNAPP CO.

JAMESTOWN, N. Y.

THE HIGHEST CLASS TEN DOLLAR LOUD SPEAKER ON THE MARKET

12 inch Bell



\$10

RETAILS at
\$10.50 West of Rockies
\$14.00 in Canada



NON-RESONANT HORN

23 inches ever all.
Mahogany crystal finish.

Tone

FULL — CLEAR — MELLOW
without Distorting or Blasting

A SENSATIONAL SELLER and a real MONEY MAKER for the live dealer who wishes to feature a FIRST QUALITY Loud Speaker at the popular \$10 price.



HALLIWELL ELECTRIC COMPANY, INC.
Fourth Avenue and Twelfth St., New York City
Makers of the Finest Electrical Apparatus for a Half Century.

Act!

Write today to any of the following distributors.

IMMEDIATE DELIVERY

PROGRESSIVE MUSICAL INSTRUMENT CO., 319 Sixth Avenue, New York

Yahr & Lange,
207 East Water Street, Milwaukee, Wis.

GIBSON-SNOW COMPANY, Inc.,
306 West Willow Street, Syracuse, N. Y.

H. D. TAYLOR & COMPANY,
99 Oak Street, Buffalo, N. Y.

SOUTHERN AUTO & EQUIPMENT CO., Inc.,
111 South Forsyth Street, Atlanta, Ga.

KIEFER-STEWART CO.,
Capitol Ave. & Georgia St., Indianapolis, Ind.

MUSICAL SUPPLY & EQUIPMENT CO.,
221 Columbus Avenue, Boston, Mass.

OHIO MUSICAL SALES CO.,
1747 Chester Avenue, Cleveland, O.

THE EASTERN ELECTRIC SUPPLY CO.,
43 Market St., Portland, Me.

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.

A. R. RODWAY,
616 So. Michigan Ave., Chicago, Ill.

Factory Representatives: PACIFIC STATES COMMERCIAL CO., 443 South San Pedro Street, Los Angeles
Canadian Distributors: THE OTTO HIGEL CO., Ltd., King and Bathurst Streets, Toronto

Edison Christmas Window for the Use of Retailers

Simple and Effective Display Prepared by
Thos. A. Edison, Inc., for the Trade

Thos. A. Edison, Inc., has prepared for its dealers a special window display for use just prior to the holidays. The display, which is illustrated herewith, is so simple in arrangement that it can easily be used by every Edison dealer regardless of the size of his windows. The Christmas touch is given by the placards,



Edison Christmas Window

which cleverly illustrate the theme of the various recordings displayed. The large placard emphasizes the suitability of an Edison phonograph as a Christmas gift.

Brown's Music House Opens Handsome New Building

Prominent Old Reading, Pa., Firm Opens Modern Store in Three-story Building

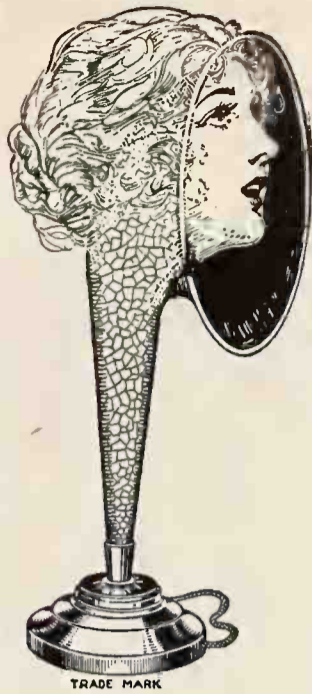
READING, PA., December 8.—Amid a blast of illumination, gorgeous flowers and magnificent palms, Brown's Music House, 17 North Eighth street, this city, opened the doors of its new establishment to the music lovers of Berks County. This is one of the oldest music houses in the State, having been in existence since 1876, when it was known as Lichty's.

Mr. Brown was employed as manager of the Lichty Music House until the demise of Mr. Lichty, in July, 1918. After a half year of managerial services for the estate, he bought out the business, continuing under the old trade name until March, 1923, when the name was changed to Brown's. Many changes were wrought during the period from 1919 to 1923, until he no longer was able to serve his rapidly growing trade, and a new location was bought at 17 North Eighth street, just two doors nearer Penn. And now Mr. Brown brings to the public a music store modern in all its appointments, a handsome three-story building.

The store directory lists the basement as a bargain department. First floor, sheet music, musical merchandise, player rolls, Victor record department and office; second, reproducing grand piano parlor, Gulbransen, registering piano department and grand piano parlor; third, Victrola parlors, upright and player piano department, reproducing roll department, stool and bench department, radio department and mechanical adjusting room.

Give Records as Souvenirs

The Brunswick records were given much favorable publicity recently when Ray Miller and His Orchestra, exclusive Brunswick artists, presented a Brunswick record to every lady present at a matinee at the Arcadia ballroom, New York's elaborate dancing palace. The record was enclosed in a special envelope bearing a picture of Mr. Miller and was inscribed "Compliments of Ray Miller and His Arcadia Orchestra."

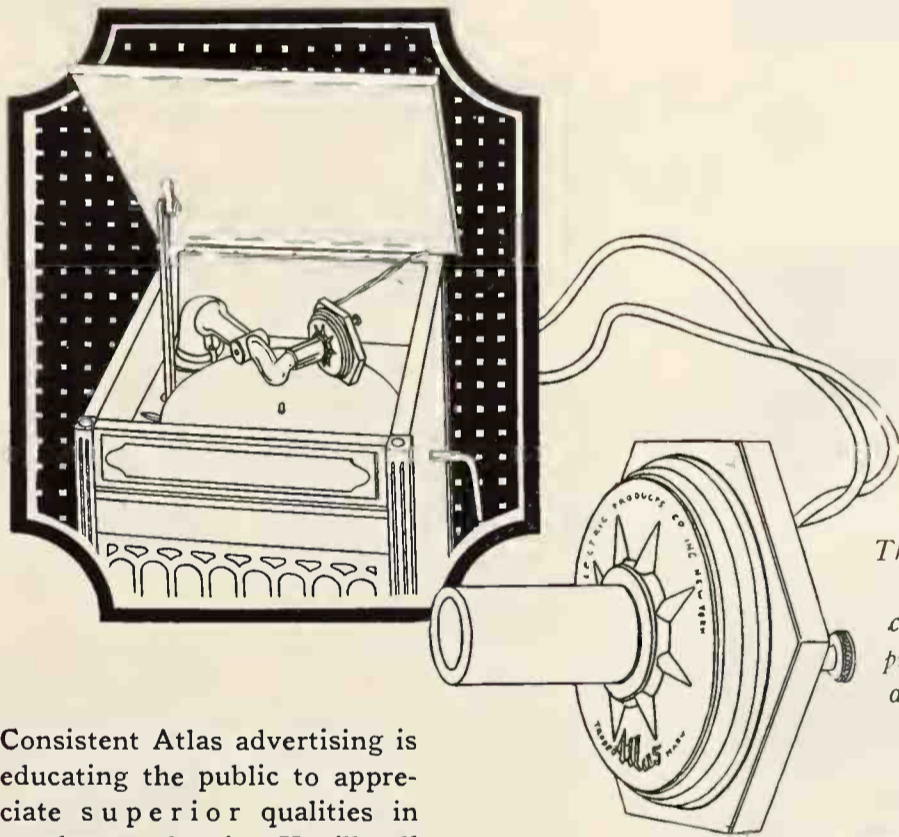


Atlas

TRADE MARK

RADIO REPRODUCTION SPEAKER

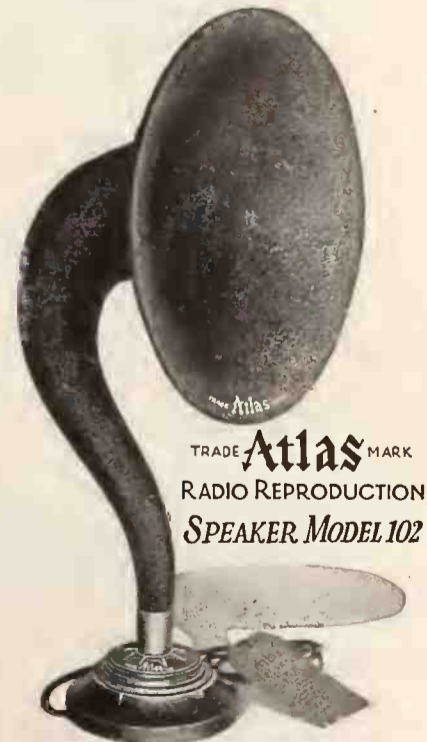
The finest radio set, properly installed, perfectly tuned, is merely dead, lifeless metal by itself. An instrument to convert magnetic waves into sound waves must be added—then radio becomes a living, speaking thing. The Atlas Speaker is that instrument; it gives balanced Atlas Radio Reproduction.



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.

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

San Francisco Retailers Interested in Preparations for Annual Music Week

Effective Tie-ups With Visiting Artists and Holiday Campaigns Stimulating Business—Portable Demand Continues—Planning Broadcasting Station—Other Trade Activities of Month

SAN FRANCISCO, CAL., December 12.—This city's fifth annual Music Week will be held May 17-23, 1925, at the same time as National Music Week. It will be under the auspices of the City and County of San Francisco and the San Francisco Community Service Recreation League. The Music Memory contest for school children will be a feature of Music Week. Forty thousand copies of the prospectus announcing the Music Memory Contest have been sent to the public schools and 8,000 copies to the parochial schools. Preparations for the contest started in November and will continue for the next six months. The forty compositions in the contest can be secured in the form of talking machine records, sheet music or music rolls. The record numbers of the various selections were given in the prospectus.

In speaking of the part the talking machine dealer plays in aiding the contest, the prospectus reads: "If you have a Victrola, player-piano, piano or phonograph, play these selections—if you can't play, have your friends play them. Any music store downtown, or in the neighborhood, will be glad to play them for you without obligation to purchase."

Prizes and school trophies are being offered for the successful competitors. A Victrola and thirty records will go to the school team making the best score.

Planning Powerful Radio Station

In the very near future this section will have one of the most powerful broadcasting stations in the world, operating at 1,500 watts, under the new experimental license for super stations. The station will be connected with the General Electric Co., Oakland, and will be known as "KGO." The station will have a maximum of 5,000 watt power.

Heavy Outing Demand

Walter S. Gray & Co., local representatives of the Outing Talking Machine Co., state that the demand for the Outing portables is very heavy in this territory all year around, but that at the present time the holiday trade has materially increased the weekly sale of Outings of all models. The Outing senior model is particularly popular, as its musical qualities have made a wide appeal to the buying public. This company has been distributing Outings for more than three years, and Mr. Gray recently stated that he expects to handle the product for a good many more "three years."

Effective Artists' Tie-up

Two concerts were given recently by the talking machine department of the Emporium, of which Charles Mauzy is manager. Some of the leading vocalists of the "Blossom Time" company sang in the assembly hall, with an audience of 750 at each performance. The concerts were to feature the records of the singers, and the increase in record sales was apparent immediately.

Wiley B. Allen Co. Broadcasts

A successful concert was recently broadcast from KPO station by the Wiley B. Allen Co. Several members of the store's organization entertained, as did several local artists. Radio fans in this section look forward to the Wiley B. Allen concerts, especially those who appreciate good music.

Radio was given a great boost by the broadcasting of the California-Stanford football game on Thanksgiving. Every move was broadcast, and the radio listeners could visualize the game much better than many in actual attendance.

Holiday Advertising Now Mapped Out

For months past Neill C. Wilson, head of the advertising department of Sherman, Clay & Co., and his assistants have been mapping out the Christmas Victor advertising campaign. It was launched during the first week of December.

Prior to this the advertising of Sherman, Clay & Co. had given much space to "Seven Features of Victor Service," together with a timely reminder, "Christmas Is One Day Nearer." The big campaign includes four-page art sections in nineteen papers of the Pacific Coast. The first page is given entirely to a beautiful picture, drawn especially for the campaign, showing the family having a Victor Christmas. The second and third pages show, with cuts, the Sherman, Clay & Co. Victor lines, and the fourth page consists of Victor factory advertising. The keynote of this big campaign is to "Make This a Musical Christmas."

Music Advertising on Sporting Page

The Thanksgiving football game between the University of California and Stanford University saw nearly eighty thousand enthusiasts seated at the Stadium. Seventy thousand applications for tickets had been rejected days before on account of lack of space to accommodate everyone. However, the public was allowed to see the game from the adjoining hills. Such a live subject as the game was too good for Neill C. Wilson to let slip, and on the day of the game the sporting page of the daily newspapers in the Bay region carried Sherman, Clay & Co. advertisements. Mr. Wilson said that he figured thousands of boys and young men would read the sporting pages that day, so he composed the advertisement for them—a picture of the football field and men in a scrimmage; a reminder: "He-men like these usually know how to play some musical instrument," and a list of seven men on the Stanford team and thirteen of the California football squad, including the assistant coach, who can and do play instruments. Each man's favorite instrument was given, followed by a suggestion that at Sherman, Clay & Co.'s stores there were young men who know musical instruments and will freely and frankly discuss them with callers.

Opens Radio Department

WILKES-BARRE, PA., December 6.—A new phonograph and radio department has been opened in MacWilliam's store here, and is under the direction of Bill Williams. The Brunswick phonograph and Brunswick-Radiola are featured prominently in the spacious showrooms on the second floor of the store. Mr. Williams has a wide musical following in this city, due to his singing activities, and is attracting large numbers of his friends to the new music department.

A branch of the Charles Emdee Music Store, of Catskill, N. Y., has been opened at 107 Main street, Philmont, N. Y.



One handle handles it
Outing
 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

Building Prestige For Thompson Dealers



The Thompson Organization and Experience

The Thompson Organization has a background of fifteen years' experience in the manufacture and distribution of radio products.

Its outstanding contributions to the development of radio have received broad recognition, and have earned for the company an enviable reputation over the entire world for skill, quality and reliability.

The United States and foreign governments have often relied on the Thompson Organization to design, develop and produce army, navy and commercial apparatus of the most intricate and exacting character.

The Thompson Organization's past indicates that it should be capable of keeping abreast of the future developments of the radio industry in the matter of improvements of a progressive and permanent nature. It is conscious of the deep responsibility it bears to its distributing and Dealer Organization in this respect.

The Thompson Policy on Quality

The Thompson Organization is dedicated to a permanent policy on quality product, available to the public at attractive prices and backed by Distributor and Dealer service. It believes that any temporary success at the expense of quality is foolhardy and poor policy. It is determined to place in the hands of the public only such merchandise as will be a continued source of pride and a permanent investment for the user. Consequently it is determined to provide only products of correct design, attractive appearance and satisfactory performance; ignoring the fleeting novelty, but adhering to all that is sound and fundamental in manufacture and distribution of radio apparatus.

Rigid manufacturing specifications call for products which will merit the user's enthusiastic recommendation to his neighbors and friends.



Thompson Neutrodyne 5- and 6-tube Radio Receiving Sets range in list price from \$125 to \$180. Thompson Speaker is now listed at \$28.

List Prices

THOMPSON RADIO NEUTRODYNE

The Thompson Position in the Radio Patent Situation

The R. E. Thompson Manufacturing Co. is the only company in the radio industry that has both a Hazeltine Neutrodyne license and an Armstrong Regenerative license, and that can combine, when required, the best features of both.

The Thompson licenses, under the Armstrong Regenerative Patents and the Hazeltine Neutrodyne Patents, afford a bulwark of protection to its Distributors and Dealers, not duplicated by any other manufacturer. Practically all satisfactory types of Radio Sets, it is contended by the Patentees, fall under one or the other of these fundamental inventions. The R. E. Thompson Manufacturing Co. has non-cancellable licenses under both patents.

The subject may be of only small interest today, to Distributors and Dealers generally, but business men of vision who plan, work and build for the future, clearly realize that large financial interests in the past have never shown a disposition to let pirates walk away with patented ideas and principles of merit. Consequently, they place their efforts back of only those products whose future is safeguarded.

Thompson's position in the patent situation being amply protected assures Thompson Distributors and Dealers that a business built upon Thompson Products will continue and not be subject to interference or sudden interruption.

Write to us for the name and address of the Thompson Distributor in your locality

R. E. THOMPSON MANUFACTURING CO.

30 CHURCH STREET, NEW YORK, N. Y.

"Experience Is the Vital Factor in Excellence"

Satisfactory Business Enjoyed in the Salt Lake Field as Holidays Approach

Dealers Report Sales Gains—Combination Phonographs and Radio Especially in Demand—Prospects for Good Pre-Holiday Sales Volumes Excellent—Williams Co. Moves—The News

SALT LAKE CITY, UTAH, December 7.—The talking machine business here is in good shape. There is nothing in the nature of a boom, though gains are being made over previous years in some cases. The companies putting out the combination talking machine and radio equipment are doing well. Manager Spratt, of the Brunswick Co., said the demand was excellent for the Radiola. Fred A. Bain, in charge of the wholesale department of the John Elliot Clark Co., Victor distributor, said their own combination instrument was arousing much interest on the part of dealers. Mr. Bain had just returned from Butte, Mont., when interviewed. He said prospects for business looked bright in that section. The Clark Co. has a

branch establishment there. Mr. Bain reported calls for machines from many smaller dealers. He said the early part of December last year saw quite a lull in the phonograph business, and he was wondering what was going to happen this year. Everyone is looking for a good Christmas business. The record business at this time is normal, according to Mr. Bain. Mr. Spratt, of the Brunswick Co., had just returned from an Intermountain trip with R. H. Perry, traveling representative of the company, whom he left in the field. He said business was good in Nevada.

The industrial situation is satisfactory. The metal mining and smelting industry is beginning to show signs of increased activity. Metal

mining and smelting is one of the most important industries in the State to-day, and when it is looking up business is generally good here. Had the crops been as heavy this year as last, the Winter of 1924-5 would have been one of the best in Utah, from a business standpoint, in many years. As it is, things are about normal. There is no unemployment in essential industries and men are getting good wages in most instances.

The Williams Music Co., of Ogden, has moved from 215 Washington avenue to a much better store, as well as a much better location, at 2348 on the same street.

The Ogden store of the Glen Bros.-Roberts Piano Co. has, according to Thomas J. Holland, sales manager and director, found its plan of sending out students to canvass for records in the residential districts of the city a worthwhile scheme. The boys work on commission and get special compensation when they get a prospect for a phonograph that is sold. An experienced salesman follows up these prospects, he said. Mr. Holland said so far they have not been successful with girls as solicitors. He did not know whether they lacked the courage or whether it was just an unwillingness to do the work that made them not take kindly to it.

The employes of the Consolidated Music Co. had a wonderful time the other night at the store. The store orchestra played music for the dancing. A new set of officers was chosen for the employes' committee. Sales Manager C. V. Ridges was made chairman; Leo Vaughn, vice-chairman; Miss Lia Bean, treasurer; Miss Irene Fisher, secretary, and Miss May Peterson, member of the committee.

Musical Instrument Sales Co. Sends Out Peppy Bulletin

The Musical Instrument Sales Co., New York, recently sent to its dealers a bulletin couched in terse, pithy language, reviewing the general business situation and outlining many reasons for optimism on the part of business men. The letter follows:

“IMPORTANT
 IMPORTANT
 IMPORTANT
 IMPORTANT

to every 'Thinking' Victor Dealer.
 Things are on the BOOM! STOCKS are rising. The financial curve is plotting an upward trend. Business IS getting better—and—

If you don't find it so now—YOU WILL LATER. There's no doubt about it. Things are humming down on WALL STREET—the financial barometer of the world. Coal mines are busy, the steel industries are working ninety-four per cent to capacity. Everybody is rarin to go—

HAVE YOU CAUGHT THE SPIRIT? Are you following the trend? Are you susceptible to an increased business contagion? It's going to be a cinch to sell soon BUT—YOU'VE GOT TO TELL YOUR MARKET WHAT YOU HAVE TO SELL.

C'mon now—put your VICTOR PRODUCTS to the FRONT—front of your windows—front of your store and FRONT OF YOUR MIND.

REMEMBER
 The gross on VICTOR PRODUCTS
 The absence of SERVICE EXPENSE

The NET PROFIT attainable.
 Will you let the best VICTOR MONTH OF THE YEAR go past without showing the most satisfactory and satisfying merchandise in the world

or
 will you display it BIG between now and CHRISTMAS and make the profits—NET—that you have always enjoyed.”

Houck Opens New Store

MEMPHIS, TENN., December 6.—A second local store has been opened by the O. K. Houck Piano Co., at 1296 Madison avenue, for the convenience of residents living in this section of the city. W. W. Wade, who has been connected with the South Main street store for the past ten years, has been made manager of the new branch, which will handle the same lines of pianos, phonographs and accessories. The new establishment will hold to the tradition of one price and no commissions, which has distinguished the O. K. Houck house in all its branches.

MURDOCK NEUTRODYNE



\$100
 with
 built-in
 Loudspeaker

THE Murdock Five Tube Neutrodyne is the outstanding 1925 model receiving set. You will be impressed by the beautiful tone quality and the rich cabinet design. There is space in the cabinet for B batteries. The only accessories necessary are batteries and tubes. A "Murdock" set is backed by our 20 years of successful experience in making radio apparatus, and by our advertising which is appearing in leading newspapers and radio magazines.

WM. J. MURDOCK COMPANY
 417 Washington Ave. Chelsea, Mass.

Branch Offices:
 NEW YORK WASHINGTON CHICAGO
 LOS ANGELES SAN FRANCISCO SEATTLE

MURDOCK
 RADIO PRODUCTS

Standard since 1904





The



GREBE

SYNCHROPHASE

TRADE MARK

"By many words wit is exhausted."
— Lao Tzu

The Synchronphase needs no extravagant claims.
Doctor Mu

A BROADCAST Receiver that marks a step forward in radio design which will stand as a challenge to the industry for a long time to come. Its surpassing craftsmanship is equalled only by its easy, dependable operation.

Greater sensitivity has been gained through two stages of *Balanced* tuned radio frequency—the result of many months of intensive research by the Grebe engineering staff. Extreme selectivity has been obtained by the use of Binocular coils.

The settings for the various broadcast stations are equally spaced over the dials. This is accomplished by S-L-F (straight line frequency) condensers.

A new type of volume control gives an unbroken range of six variations of audio amplification.

*Wise jobbers and dealers everywhere
are cashing in on the Synchronphase.
Write us for particulars.*



Synchronphase Secrets —
No. 1 The "Binocular" Coil

A truly fieldless coil with which the detector and radio stages are tuned. Unaffected by impulses from undesired local stations, its use is a tremendous factor in the success of the Synchronphase.

A. H. GREBE & COMPANY, INC.
Van Wyck Blvd., Richmond Hill, N.Y.
Western Branch: 443 So. San Pedro St., Los Angeles, Cal.

This Company owns and operates Station WAHG.



TRADE MARK
REG. U. S. PAT. OFF.

All Grebe apparatus is covered by patents granted and pending.

Pre-Holiday Campaigns Create Scenes of Busy Activity in Twin Cities Stores

Trade Determined to Make Most of Christmas Buying Period to Swell Sales Volumes—Many Dealers Expand Stock by Adding New Lines—Radio Shows Hold Center of Stage

MINNEAPOLIS AND ST. PAUL, MINN., December 7.—The season is a busy one for phonograph folk, marked, as it is, by pre-holiday preparation, as well as by the opening of important new city accounts and by the radio show staged by the radio dealers of the Northwest, which closed November 29 at the West Hotel.

Cable Co. Adds Sonora

Cable Piano Co.'s Minneapolis store has added and is displaying the Sonora line in its phonograph department, of which Neil Schumacker is in charge. This is an important move for the firm, which is one of the oldest and most prominent in the cities, giving the Cable's clientele the opportunity of selection from a large stock for holiday buying. The Cable Co. took on the Sonora line the last week in November and now handles Brunswicks, Victrolas, Sonoras and Edisons, having acquired the latter line in October.

Brunswick With Foster & Waldo

Foster & Waldo have started in the Brunswick line. They featured it strongly in half-page announcements in the Minneapolis Tribune and Journal. The firm has a large Brunswick sign decorating the entire front of their building and a special window display. This is one of the strongest selling organizations in the United States and unique in its methods. Big newspaper copy, backed by the outside efforts of one of the finest retail organizations in America, has brought this big music house into the position of being the largest phonograph merchants in the Northwest. The company now sells five important phonograph lines—Sonoras, Victrolas, Cheneys, Brunswicks and Edisons, the latter also being a recent acquisition.

The Metropolitan Co. has been featuring the newly acquired Brunswick line in its advertisements. Its department has been remodeled under the direction of the new manager, John Lang, for some years with the Dayton Co.

Raudenbush Gets Lucker Edison Stock

The acquiring of the William A. Lucker Edison stock by Raudenbush & Sons December 1 is another important move in the phonograph world here. With Mr. Lucker retiring from the

phonograph business, the Raudenbush people opened a St. Paul music store in the building occupied by Mr. Lucker, 393 St. Peter street. F. H. Raudenbush is in charge of the store. The phonograph selling force, headed by Mr. Camp, has been kept intact. The Raudenbush firm closed its music store at 410 St. Peter street in June, and since then has been without a location. The former Lucker store is a familiar one to the firm, however, Raudenbush's having occupied it for some years up to 1912.

Adds Brunswick

The Brunswick line has been added by the Luger Furniture Co., for many years a big dealer in Fargo, N. D. It is doing special display on Brunswick goods, handling both Brunswick phonographs and Radiolas. O. Young, of Grand Forks, N. D., has added both Brunswick phonographs and Brunswick-Radiolas to his present Victor line.

Sonora Featured by Hartman's

The Sonora line has been largely displayed in the windows of the newly remodeled Hartman Furniture Co., a branch of one of the largest furniture companies in the country, which is an exclusive Sonora dealer in Minneapolis.

Wide Interest in Radio Shows

The big phonograph jobbers here had booths at the Radio Show in Minneapolis, including the George C. Beckwith Co., the Minneapolis Drug Co., the Brunswick-Balke-Collender Co. and the Lawrence H. Lucker Sales Co., as well as strictly radio dealers. Following, as it did, on the heels of the Chicago Radio Show, which was conducted from November 18 to 23, many phonograph and radio men came back imbued with enthusiasm and ideas for the show here. Among the men who went to Chicago for the event were John E. Date, of Doerr-Andrews & Doerr, Sonora jobbers; Charles C. Bennett, of Beckwith's; Lawrence H. Lucker and A. L. Toepel, of the Lucker Co., Edison jobber.

Visitors to the Northwest show were all provided with a Victor bag for carrying their show literature, distributed at the door by a pantalooned young woman representing the Beckwith Co. and advertising "radio with a Victor." Beckwith's booth, in charge of Fred Strom and Bob



4 Years Have Proved Outing Portables Are the Best

Edward G. Hoch Co.
27 No. 4th St. Minneapolis, Minn.
Outing Distributor

Coleman, displayed well-known radio lines, including the Thompson and Freed-Eisemann neotrodyne, Federal and Paragon sets. According to Mr. Strom, most of the visitors were retail prospects. Dealers were making inquiries as well.

The Zenith line and the Sonora Model 242, combined with the Ware three-tube reflex neotrodyne, were important parts of the exhibit of the Minneapolis Drug Co. (Doerr-Andrews & Doerr), of which John E. Date was in charge. The firm is exclusive Northwest distributor for the Zenith Radio Corp., and in addition to showing the wares of this manufacturer the booth contained Garod neotrodyne receivers, Crosleys, a full line of batteries and accessories, as well as the popular Sonora loud speaker. Doerr-Andrews & Doerr are selling hundreds of these loud speakers, and quite despair of being able to supply the demand.

E. J. Jordan, special representative for the Zenith people, and J. Taral, radio engineer, are in Minneapolis at the Minneapolis Drug Co. for a time.

Brunswick-Radiolas occupied a prominent booth conducted by the Brunswick Co., as well as being a feature of the display of the L. S. Donaldson Co. H. L. Davies, interviewed at the show, reports the most profound interest in these beautiful instruments. Murray Kirschbaum, phonograph manager at Donaldson's, put in much time explaining Radiola advantages.

Ware and DeForest sets were shown in the Lucker booth, of particular interest being the Ware type T, the demand for which exceeds the supply.

Good Outing Business Continues

The Edward G. Hoch Co. is displaying the complete Outing portable "Line of Nine" in its showroom and altogether reports a very satisfactory pre-Christmas business and predicts that Outing sales will continue to increase all Winter. The heather green leatherette model is finding considerable favor in this territory.

All Lines in Demand

C. C. Hicks, Victor representative in the Northwest, who was at the Minneapolis office after coming from St. Louis, finds business good, with records going very well. Not only are dance numbers going particularly well, but there is a surprisingly big demand for Red Seal records and standard numbers.

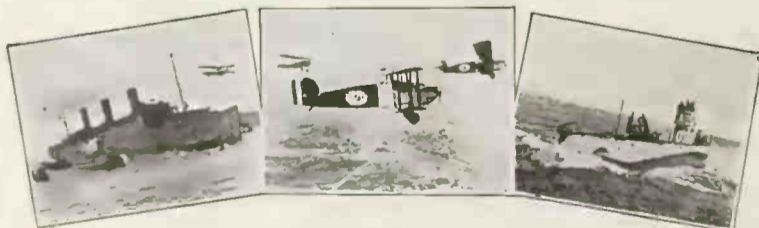
Lucker's storerooms are stuffed with an alarming amount of Edison-filled packing cases. The firm is just moving five carloads of phonographs, which will be exhausted by February.

"Doc" O'Neill, of the Brunswick branch, says: "Brunswick phonographs and Radiolas are going big through the entire Northwest."

Many Trade Visitors

Out-of-town dealers have been making November a visiting month in the Twin Cities, many of them preparing their holiday stocks. Visitors at Beckwith's have included Mr. Larson, of Thief River Falls; John Alden, of Hibbing; Paul Gregg, of Menomonie, Wis.; Bill Hart, of Winona; Bill Weber, St. Cloud; "Judge" Hershey, Willmar, and C. O. Querna, Madison, Minn.

The Adventures of BURGESS RADIO BATTERIES



They're in the Wireless Room of the Leviathan

The World Flyers Carried Burgess

Standard Equipment of United States Submarines

Underwood & Underwood Photos

Remarkable are the adventures of Burgess Radio Batteries. And where there's danger—upon, above, or below the earth, sky and sea, will be found Burgess Batteries—laboratory products.

"ASK ANY RADIO ENGINEER"

Write to 265 Burgess Engineering Building, Madison, Wisconsin, for the Burgess Radio Compass. It is amusing, unusual and useful.

BURGESS BATTERY COMPANY

Engineers DRY BATTERIES Manufacturers
Flashlight - Radio - Ignition - Telephone

General Sales Office: Harris Trust Bldg., Chicago
Laboratories and Works: Madison, Wis.

IN CANADA: Niagara Falls and Winnipeg



JONES-BEACH



The Jones-Beach Buildings

We have the facilities and are prepared to render the maximum of service to the talking machine retailer in his radio merchandising.

The Jones-Beach building shown herewith provides 30,000 square feet of floor space to carry stock. This allows the immediate filling of your orders. Seven trunk lines on the Bell and Keystone systems bring our facilities within your immediate reach.

THROUGH constant touch with the leading manufacturers we are aware of all new developments in the radio field and are always on the alert to find and distribute such merchandise that comes within the Jones-Beach standard of quality. Jones-Beach service is helping many dealers to build a successful and substantial radio department. We would like to demonstrate this service to you.

We are wholesale distributors for such nationally known lines as

Radio Corp. of America

Atwater Kent Mfg. Co.

Fada Neutrodyne

JONES-BEACH & CO.

Wholesale Distributors of Radio Products

Jones-Beach Bldg.

307-13 N. 7th St.

PHILADELPHIA

Year-Round Sales Value of Outing Shown by Demand

New York Distributing Division of General Phonograph Corp. Finds Continued Demand for Outing Portable Instruments

Consistent sales effort on the part of the sales force of the New York distributing division of the General Phonograph Corp., 15 West Eighteenth street, New York, has resulted in the unprecedented popularity of Outing portable talking machines with the dealers supplied by this wholesaler. This line has at all times been one

was proved when the demand for the instruments continued and telephone orders to the wholesaler for immediate shipments of Outings became common.

The sales totals for each month show a material increase over the previous month and Mr. Smith feels certain that the next few months will show even greater increases. The accompanying illustration shows the full "Line of Nine" Outing portables on display at the offices of the distributing division of the General Phonograph Co., and an identical display is being featured in the windows of the West End Music Shop, of Bridgeport, Conn.

Many other Outing dealers are showing simi-

Freed-Eisemann Publicity Aid to Dealers in Selling

Campaign Is National in Scope—Dealer Helps of High Caliber Included

In order to satisfy the public demand for the latest information on radio developments, the Freed-Eisemann Radio Corp., Brooklyn, N. Y., is following a definite policy of publicity that is certain to make many new friends for radio, and so help the dealer in selling to the ultimate consumer. An elaborate advertising campaign has been laid out, which includes pages and double pages in the Saturday Evening Post, pages in leading quality magazines, pages in radio publications, in the talking machine trade organs and in other trade papers. Backing up this campaign is a schedule of activities, along the lines of dealer helps, including the issuance of booklets relating to selling problems and describing the means of obtaining the best results with Freed-Eisemann receivers.

A news bureau has been formed, the aim of which is to keep the public informed of the part Freed-Eisemann receivers are playing in supplying entertainment, and where practicable the news items will be linked up with current events.



The Outing Portable "Line of Nine" on display at General Phonograph Corp. of the most brisk movers carried by the General Phonograph distributing division and during the Summer months Outing portables enjoyed a volume of sales hitherto unsurpassed.

Norman Smith, manager of the distributing division, felt that with the experience of the Summer months to go by it would be an easy matter to incite the dealers to even greater efforts and he began an educational program in which he was ably assisted by his outside force. Some dealers erroneously reasoned that the portable was a seasonal article of merchandise and that its popularity would wane with the coming of the Fall and Winter months. These dealers allowed their stocks of machines to become low and the fallacy of their reasoning

lar displays with different styles of window dressings, and where lack of window space does not allow of an effective display of the full line of nine, several of the models are attractively presented in harmonious settings.

Meiser Branch in Sunbury, Pa.

SUNBURY, PA., December 7.—A branch of the Meiser Music House, of Northumberland, has been opened here in the Third street side of the Slavos Building. George L. Weirick, formerly a representative of Charles M. Stieff, Inc., has been appointed manager of the local store. Pianos, Victrolas, radio and small goods will be handled.

Eagle Co. Co-operation

Daniel O. Friend, special representative of the Eagle Radio Co., 16 Boyden Place, Newark, N. J., is spending some time with Korsmeyer, of Lincoln, Neb. This firm is distributor for the Eagle balance neutrodyne receiver and Mr. Friend is assisting the radio department in public demonstrations. According to the sales department of the Korsmeyer company, the Eagle set is being widely distributed by music dealers throughout the West, and a number of exhibitions and displays in which Eagle retailers are taking part are being held.

The reasons why—



DOMINO RECORDS

are the leaders at

Early releases of the latest and biggest hits.
Recordings by foremost artists and most popular orchestras.
A price that assures quick turnover with a handsome margin of profit.

35¢

Mr. Dealer: A cracker-jack DOMINO Sales Boosting Advertising Service is yours for the mere asking. This service consists of all necessary mats, cuts, hangers, catalogs, etc.

DOMINO RECORD CO., 22 W. 20th St., New York

Sell it



The
Swanson Jr.

to
dwellers
in crowded
apartments

to
clubs

to
business
girls who
room out

to
schools

to 4 new
prospects
for every one
who buys a cab-
inet machine

\$25.⁰⁰ List (IN FAR WEST \$27.50)

Swanson Jr. Portable Opens the Way to Those Extra Sales

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

Cleveland Retailers Complete Plans for Extensive Drives to Secure Holiday Sales

Advertising to Feature Campaigns—Special Drives on Victrola Model 400—L. Meier & Sons Celebrate Anniversary—New Lines Added by Many Dealers in Holiday Preparations

CLEVELAND, O., December 8.—Individually and collectively, the members of the talking machine trade in this territory have completed plans for bringing in the belated Christmas business. In this connection some notable advances in publicity methods have been developed, all of which must have a significant influence upon the buying public. Present indications are that the usually normal holiday business will be closed between now and the evening of December 24.

Dealers Tie Up With Victrola 400 Week

An example of the tendency for closer co-operation of the retailer with jobber and manufacturer is supplied in the virtually 100 per cent representation by dealers in this district in the Victrola 400 Week, sponsored by the Victor factory and supported with national publicity, and detailed for retailers by the Cleveland Talking Machine Co., distributor in this territory. A notable example was the creation of several windows, prominent displays of this instrument and local advertising supplementing the national publicity by Dan E. Baumbaugh, manager of the May Co.'s talking machine department. This instrument was shown three ways—as a straight Victrola, Victrola adaptable to radio, and Victrola complete with radio. Those familiar with the premium at which department store window space is held, and the keen desire of department heads to obtain some of it, will recognize this achievement. Other dealers were equally enthusiastic in their support of this movement.

Special Display Brings Business

Another Baumbaugh exploit that indicates the tendency for close tie-up with local activities was seen at the May Co. talking machine department in the special Whiteman display of



Baumbaugh's Whiteman Display

Victrolas and records and pictures of the orchestra in action. This display influenced considerable new business, according to Mr. Baumbaugh, and has inspired the creation of three similar displays, which will be permanent in this establishment, these to feature Victor machines and records, Sonora instruments and Vocalion records, and Brunswick phonographs and records.

Celebrates Anniversary

In connection with individual effort to stimulate business the work of L. Meier & Sons during the last week stands out as the best attempt of its kind to date. Yearly, during November, this firm celebrates its entry into the Victrola business. Incidentally, it is the largest exclusive talking machine house in this vicinity. This year the twenty-seventh anniversary was observed. Larger crowds than ever before gathered at the store, and the names of many live prospects were secured. A good deal of publicity was obtained from the appearance of the Eight Victor Artists, which drew a large attendance at Lyceum Theatre. This marks the second time Meier & Sons have had the distinction of being the only retailers to sponsor this group's appearance in Cleveland.

Dealers Receptive to New Lines

Probably no better indication of the more receptive attitude of dealers to added lines can be offered than in the progress being made by

the local Brunswick organization in establishing Brunswick with dealers heretofore without it. Opening of the Denton-Cottier-Daniels Brunswick department, in Buffalo, stands out. The opening event was arranged with the assistance of M. S. McLeod, branch manager; E. M. Scott, phonograph division manager, Cleveland, and E. F. Germain and F. L. Stewart, of the Brunswick Buffalo offices. These and others were guests of President Daniels at luncheon at the Buffalo Athletic Club, where principles of Brunswick sales promotion work were adopted.

A similar event for Cleveland is promised with the opening of the Brunswick department of the Muehlhauser Bros. Piano Co., in Cleveland. Here also one of the several private

rooms in the Muehlhauser establishment will be remodeled for a demonstration and display room, and the opening will be marked with a big Brunswick drive.

L. Meier & Sons also are preparing for the establishment of a radio department, and here the combination Victor-radio instrument will be featured. It is the belief of Louis Meier, head of this firm, that the people want both talking machine and radio, and that the combination cabinet supplies this want. Many different types of radio will be demonstrated in the new Meier department, and all will be adaptable to the Victor combination cabinet.

Local Orchestra to Record

Under the direction of the Ohio Musical Sales Co., Sonora and Vocalion record distributor, another series of records will be made by the Austin Wylie Orchestra, of Cleveland. Popularity of this orchestra and its original recordings prompts this move. In connection with the second recording effort, another week's en-

(Continued on page 84)



5 Novel features

make this the Radio Horn you can sell easily



A Musical Instrument for the Radio

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.

One-piece horn, sparkling, dark gray Crystalline finish; 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.

If your Jobber does not handle CHARMITONE, write us for Dealers' terms

DUAL LOUD SPEAKER CO.

210 West 54th Street

New York City



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

Cleveland Trade Activities

(Continued from page 83)

agement at the local Keith Theatre will be arranged and another tour of Ohio is planned. Meanwhile this orchestra has made several auspicious appearances in connection with trade activities, one being at the May Co. talking machine department, which served to stimulate record and machine sales, the other at the December meeting of members of the music trade at the Hotel Cleveland.

O. F. Jester in New Post

S. S. Larmon, manager of the Cleveland Columbia branch, announces the appointment of Oden F. Jester as representative of this office at Detroit. Mr. Jester formerly was with Brunswick in Philadelphia and with Columbia in Baltimore.

J. M. Ervin Royal Representative

J. M. Ervin, well known in this territory as special representative of Sonora in this district and in other capacities, has been appointed district representative of the Royal Lines, with headquarters and warehouse facilities in Cleveland. Mr. Ervin recently returned from South America, where he acquired new ideas on business conditions and merchandising.

In New Post

F. J. P. Haske has been appointed Cleveland and northern Ohio representative of the French Battery & Carbon Co., Madison, Wis.

Dealers in Theatre Party

Brunswick dealers took advantage of the theatre party arranged by M. S. McLeod and E. M. Scott, of the local Brunswick organization, which marked the opening of the week's engagement for Al Jolson in Cleveland. More than 100 attended on November 30. Material

helpful for dealers to cash in on the noted comedian's appearance was prepared, and Al himself proved once more he is the life of the party and thereby pepped up the dealers to renewed activity in selling his records.

Most Dealers Handling Outing

The Ohio Musical Sales Co. started selling Outings last Spring, right after it took over the territory formerly covered by the C. L. Marshall Co. It finds practically every dealer in the territory has been selling Outings for two or three years, and most of them have profited extensively through increased sales volume.

Masterworks Records Popular

New Fine Art Series of Musical Masterworks records have been received at the Columbia Co. here, and the initial shipment was pretty well absorbed the week after it arrived. These numbers, all instrumental, are made abroad by leading orchestras and bands. Their merit, explains S. S. Larmon, branch manager, is contained in the finer quality of materials used in

pressing the records. This eliminates almost entirely surface noises. The appeal to the buying public has been almost instantaneous. Robert Thalmyer, Columbia recording expert at Vienna, is expected in Cleveland some time this month on his tour of the country, and he will add more sales value to these records from his previous experiences with them.

Buescher Co. to Expand

Simultaneously with the appointment of Norman H. Cook to the organization of the Buescher Co., oldest phonograph retail establishment in town, plans for the expansion of this firm's business are being made by I. H. Buescher, head of the company. Radio will be featured as a musical essential, and stress will be laid upon the value of the combination phonograph-radio cabinets. Mr. Cook, who recently joined the organization, formerly was with the Eclipse retail division, and is noted for developing the phonograph department of the Halle Bros. Co., exclusive department store.

New Federal Fool-Proof Receiver Is Announced

New Federal Type 417 Panel Receiver Designed for Use With Several Models of Victrolas, Has All Delicate Parts Enclosed in "Can"

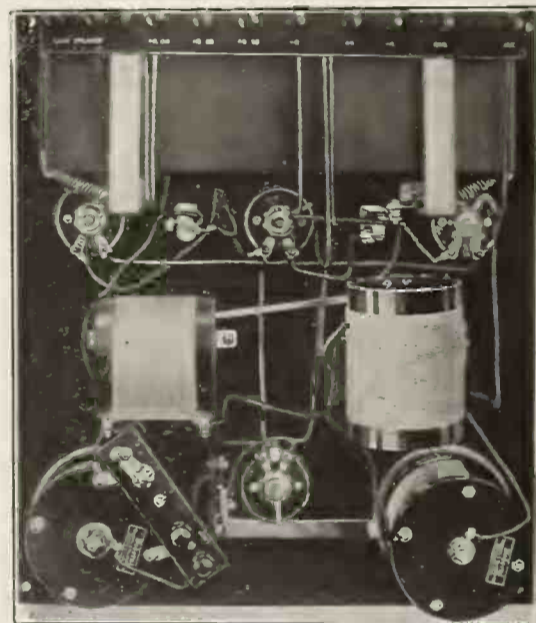
The Federal Telephone Mfg. Co. has just completed and presented to the trade a new panel receiver, known as type 417, designed for use with Victrola models 400, 405 and 410, and embodying several new features of direct interest to the talking machine dealer who regards the service problem as a bugbear which cannot be eliminated.

The new panel includes a five-tube set with two stages of tuned radio frequency, a detector and two stages of audio frequency, all controlled by two dials, after the small control handles have been set for selectivity and antenna. Several other features recognized as standard with Federal receivers are also present in the new type, but the outstanding innovation is the enclosing of the transformers, delicate wiring and other parts in an all-metal sealed container termed a "can."

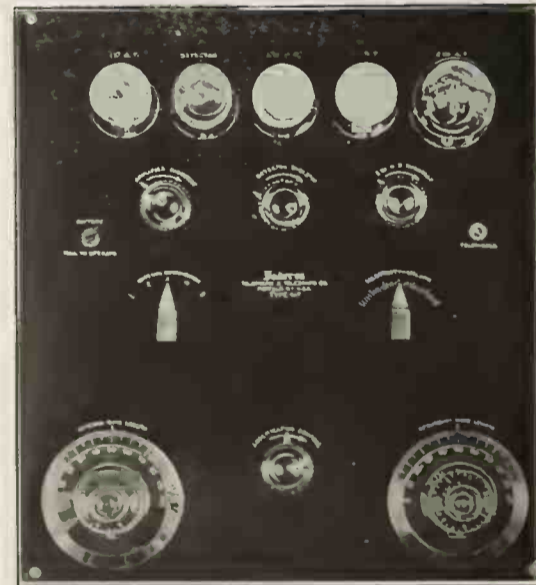
The idea of the "can" is to keep the delicate parts, after they have once been adjusted at the factory, away from the hands of the amateur "improver," and likewise protected from dust and other foreign substances. The various leads are brought out through the top of the can and in the event that the transformers or other parts give trouble, it is only necessary for the repairman to disconnect these leads, release a pair of springs and lift the entire can out. The can is then sent to the Federal fac-

tory, where the necessary repair work is done and in the meantime a new unit can be inserted in the receiver without delay.

The idea of the new arrangement is that it



Back View of Federal Panel—"Can" on Top places the question of responsibility directly on the shoulders of the manufacturer and simplifies materially the service problem for the dealer, for the coils and condensers that are left



Front View of New Federal Panel outside the can or casing are not usually subject to damage.

The accompanying views of the front and back of the panel give some idea of the arrangement of the parts and show how the "can" is placed directly under the lead terminals.

The White-O-Dyne Co., New York, was recently incorporated at Albany, N. Y., to manufacture radio apparatus, with a capital stock of \$10,000. The incorporators are P. S. and L. S. and J. S. Lasdon.

The Capitol Radio Corp., Brooklyn, N. Y., recently increased its capital from \$5,000 to \$10,000.



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.



Victor Co. Sends Dealers Comprehensive Sales Plan on the Music Arts Library

Special Bulletin Distributed to Victor Dealers Outlines Best Methods of Bringing These Albums of Records Before the Public in a Strong Manner and Increasing Sales

The Victor Talking Machine Co., Camden, N. J., recently sent its dealers a sales plan for marketing "The Music Arts Library of Victor Records." The sales plan is explained in detail in an eight-page bulletin, printed in colors and containing a perfect wealth of information on the best methods of bringing the album sets to the notice of the public, together with thirty suggestions on how to get results.

These suggestions are most comprehensive and overlook no medium the use of which might bring profit or prestige to the dealer. The first problem treated in the suggestions is that of the dealer advertising the product in the store. Three methods of calling the attention of customers to the album sets are explained in full. To advertise the new product outside the store, four suggestions are given. First, the mailing of a folder, which is supplied by the Victor Co., and which explains the Music Arts Library in full to those people who are interested in good music. Second, the advertising of the sets in the newspapers with a return coupon and offering to have a salesman bring the album for inspection. The third suggestion is the use of the advertisements prepared by the Victor Co., electros of which will be supplied free. The last suggestion in this group is to advertise the Library in the program of every musical event in the dealer's city. Electros of illustrations are supplied dealers and a sample advertisement has been prepared.

The important question of effectively displaying the sets in the store is next treated. Three displays are described in full. One for the showcase, in which the album is opened and an idea of the interesting reading matter concerning the composition can be gained at a glance. The second, the group of six albums, placed on a small library table with an accompanying card, reading: "An Ideal Christmas Gift." The third suggestion in this group relates to the important question of window display. Full instructions for dressing the window and building the display are given, together with an illustration.

Other means of securing the interest of customers have been prepared and include a curios-

ity postal card, bearing the message: "There's a key that opens the gate of memory and gives access to the heart of the world. Bring this card with you and we'll let you see it." The sending of this card is to be followed up by a telephone call to each customer. Electros for printing the postcard have been prepared by the company.

It is suggested that dealers arrange an evening concert in the store, using the records in recital. A sample invitation letter is given in the bulletin and a copy of the admission card, electros of which will be furnished dealers. These admission cards, when collected at the

Selectron Radio Show Exhibit Drew Crowds

More Than 100,000 Persons Viewed Display—
Over 48,000 Pieces of Literature Distributed

Maximilian Weil, president of the Audak Co., the well-known manufacturer of the Selectron, attended in person the recent radio exposition held at the Grand Central Palace, New York City, for the primary purpose of holding personal interviews with radio enthusiasts and prospects for radio goods.

Mr. Weil stated that over 100,000 people viewed the exhibit and over 48,000 pieces of literature were passed out during the week of the show. In summing up his experiences at the show, Mr. Weil said:

"The visitors may be divided into three groups, those with whom radio is still a novelty—having owned a radio set a comparatively short time; those with whom radio is no longer a novelty, having had a radio set a considerable length of time, and those who own talking machines and are considering the purchase of radio."

The Selectron exhibit proved particularly interesting to talking machine dealers, many of whom looked forward to its adaptation to the phonograph as a means of not only inducing future sales of such instruments but assuring a healthy and continued demand for records.

door, will give the dealer a line on his live prospects.

A number of sales talks to introduce the Music Arts Library to customers are given in the folder, with special talks to interest those customers who already have some of the records contained in the album, and those customers who profess no interest in anything but dance music and popular songs.

The campaign should recommend itself to every Victor dealer. Every important step in the merchandising of the album sets has been covered and the expense to the dealer is comparatively small, as folders, electros of the advertisements and gift certificates for those people who intend giving the sets as gifts are all supplied by the Victor Co. The preliminary steps were all so well thought out and planned so that the dealer can start his campaign immediately upon receipt of the folder, thus making the most of the holiday appeal.

The result of the interviews with dealers made Mr. Weil believe that while the trade itself was desirous of encouraging radio to the fullest extent, at the same time it would welcome means that would continue interest in talking ma-



Maximilian Weil

chines and records. This, he said, is the function of the Selectron which makes possible the use of the amplifying tone chamber of the talking machine for radio loud speaking purposes without in any way disturbing the instrument as a talking machine. He says the Selectron makes the tone chamber instantly available for radio purposes and leaves absolutely intact the instrument for talking machine record renditions.

It was of particular interest to note the great number of people who viewed the Selectron exhibit. Lady visitors were by far in the majority and manifested the keenest interest.

Pathé Records Radio Program From Europe

During the recent trans-Atlantic radio tests a notable experiment was made by the chief engineer of the radio laboratories of the Pathé Phono & Radio Corp., of Brooklyn, N. Y. The reception of the European broadcasting on the Pathé radio set was recorded on a blank record with the Pathé recording machine. It is said that this was probably the first time that European broadcasting was recorded in this country through the air.

Radio Distributors Chartered

The Radio Distributors Corp., New York, has been incorporated at Albany with a capital stock of \$10,000. Incorporators are: P. Koenigfest, J. Mendelsohn and A. Last.

An O'keh Christmas Business Booster —and you can get it Free!



YOU may remember to remind every customer to buy needles, but the chances are, with the hustle and bustle of the Christmas rush to distract you, you won't. That's where this new O'keh Needle Displayer does its work! Placed prominently on your counter, it immediately attracts and reminds the customers about O'keh needles for you! Sixteen packages of needles can be safely displayed in the sliding tray under the immovable glass top; 180 more packages may be stored in the space underneath the tray, making it unnecessary to disturb the tray display when a sale is made. The case is made of metal, heavily lacquered and beautifully lithographed.

Every dealer ordering 100,000 O'keh needles will be presented with one of these valuable Displayers absolutely FREE. You can easily sell that many needles during the Christmas season with the help of the Displayer. Order them from your distributor to-day and get your O'keh Needle Displayer FREE!

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th St. New York, N. Y.



An Invitation to Your Store

What is being done to stimulate the sales of Hohner Harmonicas and to support Hohner dealers? One answer to that question is given at the top of this page. Striking posters, billboards and painted signs like the one above are now being displayed in numerous important city locations to attract the attention of thousands of music lovers, young and old.

Each one of these compelling sales messages of good music and fun is an invitation to *your* store. There is a tremendous demand for the Free Instruction Books offered in Hohner advertising and we are doing everything possible to supply this demand through Hohner dealers.

An inquiry for the Free Book at your store will invariably result in a sale. The more inquiries you receive, the more sales

you'll make. And Hohner sales mean satisfied customers and growing profits.

Through leading magazines and newspapers; billboards and posters; radio, movie and theatrical performances; professional stars; phonograph records; public school and municipal contests, we have created a demand for more than twelve million Hohner Harmonicas a year. All we ask you to do is help us supply them.

It shouldn't be necessary for us to urge you to go after *your* share of this splendid business. We have made it very easy for you to cash in on the growing demand for "The World's Best" Harmonicas in your vicinity.

Why not get in line for a liberal share of the profits now being "rung up" by thousands of Hohner dealers and distributors.

IMPORTANT to Hohner Dealers

Hohner interest and enthusiasm is sweeping the country. You can easily turn it into money by tying up with the big H o h n e r Advertising Campaign. Be ready with a Hohner display, colored charts, free instruction books, and a bigger stock than ever. We are creating the demand. All we ask you to do is to help us meet it. You can get your share of this splendid business by stocking Hohner goods — and pushing them.

If You Want to Tie Your Store to Hohner Advertising, Write

M. HOHNER., Inc., 116 East 16th St., New York

*Fascination
Inspiration
Education
Entertainment
Musical
Accuracy*

**HOHNER
HARMONICAS**

*Health
Portability
Durability
Convenience
Popularity*

How Clean-Cut Methods Built Tremendous Columbia Business in Baltimore Field

Progressive Merchandising Methods, Backing the Dealers in Efforts to Do More and Better Business and Service in Short Period Made Columbia Wholesalers, Inc., Leading Concern

BALTIMORE, Md., December 4.—A notable example of the efficacy of clean-cut business methods and perseverance is to be found in the success and growth achieved by the Columbia Wholesalers, Inc. It is another instance of a firm beginning in a small way and growing steadily to large proportions. Credit for this

there were two hundred and five dealers handling Columbia products. To-day, within a period of a year and a half, this number has been increased to three hundred and twenty-five, including most of the big music houses and department stores. It is interesting to note that many of the dealers are exclusively Columbia.



President L. L. Andrews

achievement is due to the energetic efforts of Leroy L. Andrews and William H. Swartz, president and vice-president, respectively.

The present corporation was formed in March, 1923, with the two aforementioned executives, together with William S. Parks, former branch manager, who was subsequently called South and sold out his interest. This new corporation purchased the Baltimore branch of the Columbia Co., taking over the personnel, stock and fixtures. Faith in the ability and fairness of the new company was strong and the firm went ahead and earned a very substantial net income at the end of the first year despite the competition of department store cut-price sales in the territory. When the Columbia Wholesalers, Inc., took over the Columbia territory



Vice-President William H. Swartz

It is reported that there are still a large number of applications for Columbia agencies which have not been accepted because of the conflict with previously established accounts. This policy has made many friends for the Columbia Wholesalers, Inc., and an instance is to be found in that there are thirty-four Columbia dealers in Baltimore at present with seventeen applications for agencies on file. It is reported that the outlook for Columbia business in the territory is exceptionally good; new models and the New Process records have proved their popularity, and it is estimated that dealers in this territory are apparently turning their stock over on an average of at least ten times a year.

Some time ago Columbia Wholesalers, Inc., entered the radio field. They have surrounded

themselves with some of the best-known products in the field, such as DeForest, Magnavox, Fada, Crosley, Federal sets and Philco and Burgess batteries. Coupled with the representation of these well-known lines, they have built up a service department which has proved very popular throughout the territory in solving the radio problems of the dealer. Prominent on the staff of radio experts is W. L. Vanaman, former radio editor of the Baltimore News, who is accustomed to appear at the dealers' stores at a specified time to answer all questions pertaining to radio. Heavy demands have been received for the various sets which they distribute and in spite of the large orders which this company has placed the orders received have almost swamped them with business. Accordingly, this company recently advised dealers to place orders for their radio requirements at least three weeks in advance. The company operates in Maryland, District of Columbia, Virginia, North Carolina and part of West Virginia.

L. L. Andrews, president of the Columbia Wholesalers, Inc., formerly a foreign representative of the Ford Co., is a graduate of Cornell University and is active in the local Cornell Club. During the war Mr. Andrews won his commission as a lieutenant of naval aviation. William H. Swartz, vice-president, was formerly assistant manager of the Baltimore branch. During the depression in 1921 he achieved a record in the moving of many carloads of phonographs in this territory. He is a graduate of Johns Hopkins University and during the war rose from private to first lieutenant of infantry.

Standardization Discussed at Meeting of Radio Section

At the semi-annual meeting of the Radio Section of the Associated Manufacturers of Electrical Supplies, held the latter part of last month at the Hotel Roosevelt, New York, important questions involving the standardization of radio apparatus and the problem of interference between broadcast stations were discussed.

The steps to be taken towards the elimination of fraudulent or misleading advertising of radio apparatus and supplies were discussed and reports were read from the National Vigilance Committee of the Associated Advertising Clubs of the World, outlining the character of campaign necessary to accomplish these ends. It was conceded at the meeting that through the splendid educational work done in the promotion of radio it has become a leading all-year-round industry.

Freed-Eisemann Receiver for Army Signal Corps

The engineering department of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., recently produced a receiving set which is being used by officers of the Signal Corps of the U. S. Army and which is said to be a marvel for sensitivity, selectivity and power. The problem which faced the Army officials was of getting a receiver that could bring in messages from the army stations and eliminate everything else and could receive messages on wave lengths from 1,000 to 3,000 meters and nothing else. The set produced by the Freed-Eisemann Corp. for the army was accepted by the government and is a complete success. It is a four-tube set with three stages of neutralized tuned radio frequency and a regenerating detector.

A young Filipino saw in a newspaper an advertisement which read:

"Wanted. A saxophone. Must be in good condition."

Not long afterwards a swarthy young chap called at the address and said to the advertiser: "I want to accept the position as a saxophone. I have never been a saxophone, but I think I can do it, and I am in good condition."—Youngstown Telegram.

Season's Greetings

We take particular pleasure at this season of the year to extend to our Patrons, to whom we are deeply grateful, our Heartiest Greetings.

May Xmas and the New Year hold for you full enjoyment of Health and Happiness and, quite naturally, we hope our De Luxe needles will be found each day contributing in good measure to the fulfillment of this wish.

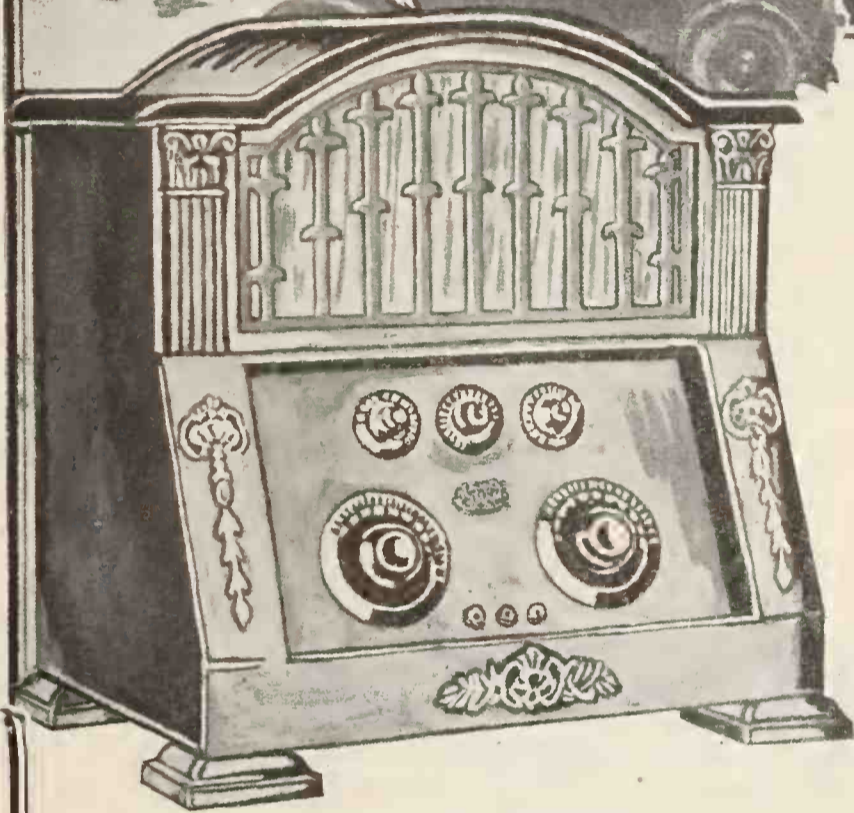
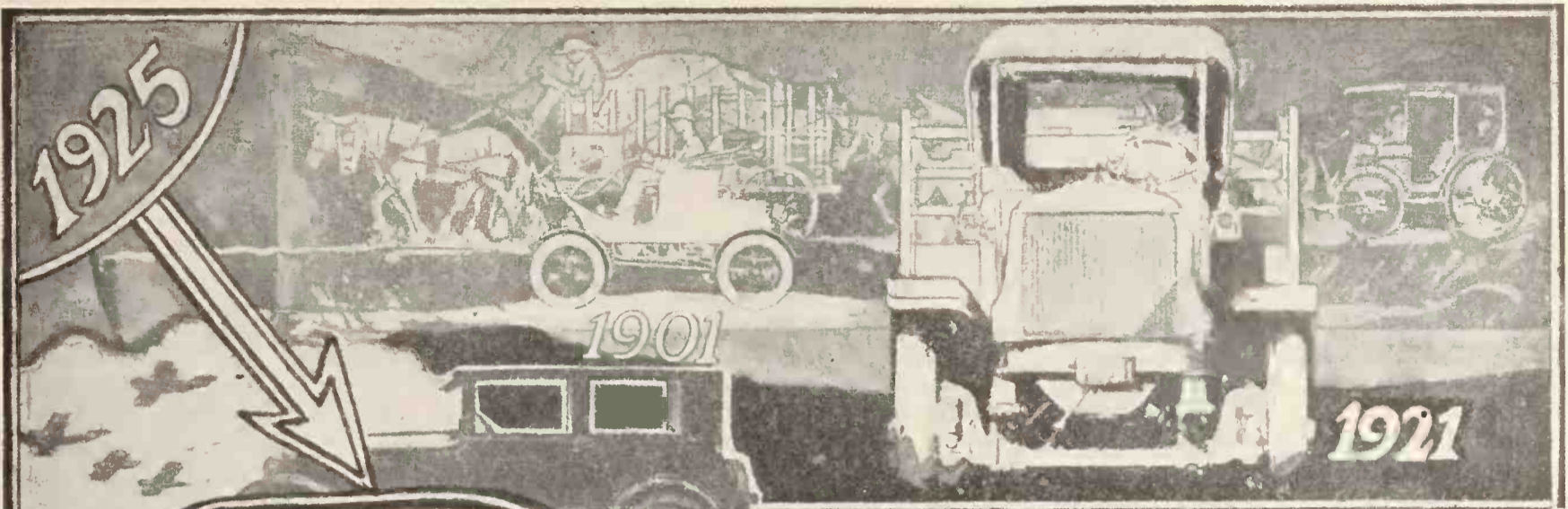
DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of

DE LUXE NEEDLES

ANSONIA, CONN.

ONE NEEDLE PLAYS 100-200 RECORDS



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. **\$150.00**
New Popular Price, List,

Now Ready

The Bestone V-60 Five-Tube Phonograph Panel—all sizes. **\$85.00**
New Popular Price, List,



Imperial Model

Bestone V-60 five-tube receiver, Imperial Model, in beautiful polished mahogany cabinet. **\$100.00**
New Popular Price, List,

*The Radio Receiver
you have been waiting
for—the*

Bestone V-60

Balanced Tuned Radio
Frequency—Five Tube

Perfect tone

without howls, squeals or whistles.
Simplicity - Volume - Distance -
Appearance at popular prices.

So distinctive are these from
other receivers that they should
be sold as musical instruments
and—

Our Sales policy protects you
against price-cutting competi-
tion.

Write for particulars

HENRY HYMAN & CO., Inc.

Manufacturers

476 Broadway
New York

212 W. Austin Ave.
Chicago



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.

Unprecedented Demand for Records Is Feature of Trade in Buffalo Territory

Holiday Gift Buying and Radio Held Responsible for Unusually Large Record Sales—Wm. Hengerer Co. Stages Extensive Drive—New Erion Co. Display Rooms Opened—Other News

BUFFALO, N. Y., December 8.—The activity in record departments in practically all music stores of the city is a feature of the trade that cannot be overlooked by even the most casual observer. It is admitted that the great volume of record business can be almost directly traced to the radio. A dealer in one of Buffalo's suburbs said that he never had such a great demand for Red Seal records as he has experienced in the past three or four weeks. He declared that 75 per cent of his buyers call for records of a classical number, or some instrumental piece they heard on the radio. Some of these are called for by the humming of a tune, which requires quite a versatile clerk to know just what they want. This dealer said that he keeps the radio programs to refer to when a patron calls for a musical number on a phonograph record, when they do not know what the name of the song is, although they do know the tune. He refers to his program, and plays the records of songs listed, until he finds the one the patron wants.

Floyd Barber, Kenmore dealer; C. O. E. Curtis, Brunswick Shoppe; Charles Hieneke, of Denton, Cottier & Daniels; A. W. Fleishman, of Hengerer's; A. W. Erion, of The Erion Piano Co., and Fred Pellican, of the P & L Music

Shoppe, are unanimous in their opinions that where the right kind of merchandising methods are employed radio and talking machines will supplement each other, consequently having an advantageous effect on sales volume.

Wm. Hengerer Co. Pushing Brunswick

A special sales promotion campaign, lasting a week, was staged by the Wm. Hengerer Co.,



Wm. Hengerer Co.'s Artistic Brunswick-Radiola Window

department store, of this city, following its acquisition of the entire Brunswick line last month. Newspaper advertising, direct mail and window displays broadcast the Brunswick mes-

sage, and as a result many customers and prospects visited the large and artistic department of the establishment. The windows of the store are ideal for display purposes, as may be seen by a glance at the accompanying illustration.

An Exclusive Foreign Record Dealer

Frank Rappa, exclusive foreign record dealer, handling the Victor line, is doing an exceptionally good business where he is located, in the heart of the foreign section of Lackawanna.

Formal Opening of Erion Co. Display Rooms

A formal opening celebrating the twenty-third anniversary of the Erion Piano Co., Inc., and opening of its new display rooms and warehouse was an occasion of December 6. Floral

gifts from scores of members of the trade, in all sections of the country, decorated the store. Among members of the trade who visited the store on opening day were Walter Lane, president of Bush & Lane; John Parnham, president; Jim Barron, vice-president, and Clifford Davis, sales manager of the Cable-Nelson Piano Co., and

Eddie Johnson, of Schaff Piano String Co., Chicago, and Fred C. Erdman, O. L. Neal and C. N. Andrews, of the Victor Co. An orchestra on the second floor of the store played through-

1924

1925

Comes A New Year

A GAIN we are privileged to extend to Victor dealers our earnest wishes for a joyous and bountiful Holiday Season, and a New Year full of accomplishment and prosperity. We also take the occasion to acknowledge the continued support of the retail trade, and to renew our pledge to give to the full extent of our efforts and facilities to the further development of Victor business during 1925.

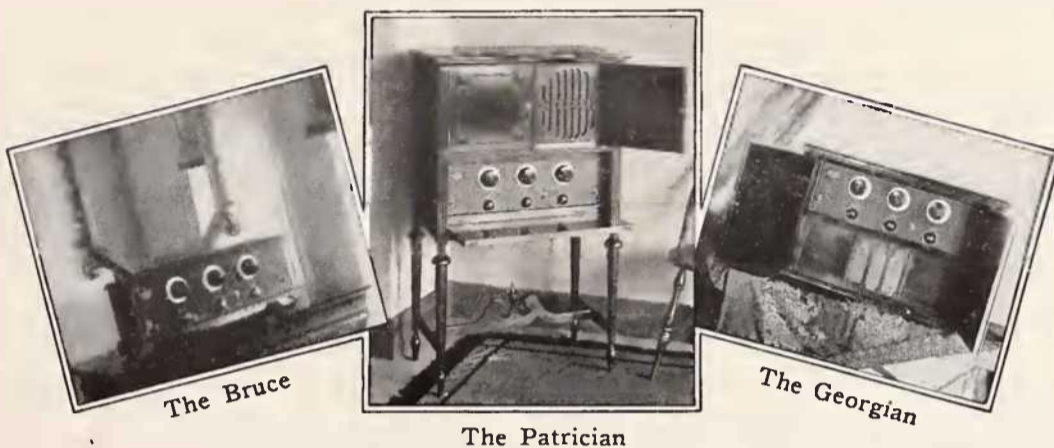
Yours For a Bigger And Better Business,

BUFFALO TALKING
776-778 WASHINGTON STREET



MACHINE COMPANY
BUFFALO NEW YORK

Newport
Radio
Receiver



THE New Year will have an abundance of Radio opportunities for the talking machine dealers.

We pledge our part to make this statement come true. * * * *

Best Wishes for a Merry Christmas and a Happy New Year. * *

Newport Radio Corp.
250 West 54th Street,
New York City

Distributors:

BLACKMAN TALKING MACHINE CO.
28-30 West 23rd Street
New York, N. Y.

BRISTOL & BARBER CO., INC.
3 East 14th Street
New York, N. Y.

out the day. Each guest received several souvenirs and keen interest was shown in the company's line of pianos and complete stock of Victrolas.

Enthusiastic Over Radio Show

Music dealers of the city are cashing in on the enthusiasm created by the radio show held here in Broadway Auditorium the third week of November. It was one of the finest, operated on a broader scale and created more genuine interest than any show of its kind ever conducted in Buffalo. Jobbers and dealers of Buffalo who exhibited at the exposition were Curtis N. Andrews, featuring the Sleeper, Fada and Kodol sets; Buffalo Talking Machine Co., displaying the Malone-Lemmon neutrodyne, the Federal panel in the Victrola and DeForest sets; Neal, Clark & Neal, with a similar display; Denton, Cottier & Daniels, with an elaborate Radiola display, and the Hoffman Piano Co., showing the Radiola in the Brunswick, and the Sonoradio and Ware sets.

Has Built Big Outing Clientele

Mr. Clare, of the Iroquois Sales Corp., is one of the oldest Outing portable jobbers, having successfully sold the line for over four years. He has built up an Outing clientele among the largest and most progressive dealers in his territory. Mr. Clare knows the portable situation from A to Z, and states that his dealers report that the Outing is enjoying continued popularity.

Announce Brunswick Addition

Denton, Cottier & Daniels, Inc., recently announced the addition of the Brunswick line by staging an "opening week" to which the public was invited. The entire Brunswick line was on display, including the Brunswick-Radiola, which attracted especial attention. This concern is one of the oldest music houses in the State, and the prestige which it has built in over fifty years is reflected in its large patronage.

News Gleanings

A. L. Niles has opened a phonograph store in the Strand Building, Salamanca, N. Y.

The Callahan Furniture Co., 212 Pennsylvania avenue, Elmira, N. Y., made an assignment on November 24, to Thomas M. McInerney.

S. S. Kresge is erecting a new store building on Main street, Niagara Falls, N. Y., which is expected to be ready for occupancy in the Spring.

The Parkside Furniture Co., in Main street, Buffalo, suffered a loss of about \$5,000 when it was damaged by fire recently.

Thomas A. Carlo has opened a new furniture store in the Kraft Building, Batavia, N. Y.

A. Victor and Laurens Enos have been named on a committee for the Main Street Association, who will make efforts to improve the appearance of Buffalo's chief thoroughfare.

Goellner Furniture Co. is going out of business. Its present stock will be incorporated with that of Goellner's, Inc., a new firm, headed by the junior members of the old concern, with headquarters in an adjoining building. Officials of the company report a good holiday trade in Cheney portable phonographs.

Arthur Erion, Jr., was born on November 20 to Mr. and Mrs. A. W. Erion. Mr. Erion is president of the Erion Piano Co. He declares that his first-born will succeed him as head of the store, which was established twenty-three years ago by the present president's father, Frederick.

J. E. MacWilliams, advertising manager of J. N. Adam Co., has been promoted to vice-president of the company.

Radio Firms Chartered

The B. W. Battery & Radio Corp., New York, was recently incorporated at Albany with a capital stock of \$10,000. The incorporators are: L. F. Sulzon, Jr., M. Keels and F. H. Clifton.

The Victory Products Corp., New York, was recently incorporated at Albany, to manufacture radio sets. The incorporators are: F. E. Bebus, A. Firmian and E. L. Salmon.

Wall-Kane Employees Enjoy Festive Thanksgiving Eve

Dancing and Other Pleasures Feature Party Tendered by N. Cohen, President of the Wall-Kane Needle Mfg. Co.

Thanksgiving Eve was the occasion of general festivities at the headquarters of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y. N. Cohen, president of the company, tendered the Thanksgiving party to his many employees at Wall-Kane headquarters. The rooms were attractively decorated for the event, and the large packing room on the ground floor was cleared for dancing, with the help of a talking machine, which was installed. It is stated that Wall-Kane jazz needles were used exclusively.

In an adjoining room a table was attractively set for the banquet which was served. The menu cards at each place were prepared in an entertaining manner and announced the banquet, ball and entertainment given at the "Grand Ballroom of the Hotel Wall-Kane." The menu was complete, from appetizer to dessert, and it listed such choice viands as roast chicken a la "Wall-Kane," cranberry sauce a la "jazz," etc., etc. The table was tastefully decorated in red, white and blue. The guests assembled promptly at 8:30 and entered heartily into the spirit of the affair, which proved to be a decided success from every angle.

This party was only one of a series of entertainments provided by Mr. Cohen this year.

New Murdock Neutrodyne Strikes a Popular Note

CHELSEA, MASS., December 9.—The William J. Murdock Co., of this city, reports that the new model Murdock five-tube neutrodyne with built-in loud speaker and compartment for "B" batteries has met with immediate popularity. It is expected that this new model will prove the most popular number in the Murdock line. The company has a large factory in this city, and the various production departments have been rearranged and added to in order to take care of the increased demand created by this new set. D. R. Murdock, treasurer of the company, who is directing its sales activities, is making extensive plans for the coming year, which he hopes to make one of the biggest in the history of the company.



One handle handles it
Outing
Master of Movable Music

4 Years Have Proved Outing Portables Are the Best


Iroquois Sales Corp.
210 Franklin St. Buffalo, N. Y.
Outing Distributor

Radio Takes Its Place as Office Equipment Item

No branch of modern business is more highly specialized or carried to a greater ultimate of efficiency than is advertising. One of the three largest and most successful advertising agencies





H. W. Dickinson and His Office Radio in the world, George Batten Co., of New York City, considers radio an essential adjunct to its private office equipment. Howard W. Dickinson, vice-president of that corporation, is here shown with his reception set installation.



"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
Victor Distributor
Exclusively Wholesale
Court & Pearl Sts.
BUFFALO, N. Y.

BUFFALO, N. Y.

Interesting Addresses Feature Meeting of Talking Machine and Radio Men, Inc.

Review and Outlook of the Phonograph Industry by S. O. Martin, President, Sonora Phonograph Co., Leading Talk—B. Gross and H. Brennan Also Deliver Addresses—New Members Elected

An address by S. O. Martin, president of the Sonora Phonograph Co., Inc., in which he reviewed the phonograph industry as it exists at the present time, the reasons for the depression which dealers are experiencing, the subject of the alliance between the phonograph and radio receiver and the future of the phonograph industry, was the outstanding feature of the Talking Machine and Radio Men, Inc., dealers' meeting, held Wednesday, December 3, at the Café Boulevard. Mr. Martin pointed out that the depression felt in the phonograph industry was simply a part of the general business condition and proved by figures that for thirteen months, starting in May, 1923, business passed through a period of economic depression surpassed only by the falling-off in business experienced in 1921. He stated that a new cycle in business began in July of this year, the upward trend of which is becoming more and more evident.

"There are four factors, the presence of which has never failed to indicate better business, and these factors are now present," continued Mr. Martin. "They are increasing industrial production after depression, better agricultural prices, increasing exports and easy money," he said, adding that although general business was yet below normal, it would steadily increase and bigger and better business would be experienced during 1925. The speaker then passed from a review of general conditions to his own industry and stated that the phonograph business never failed to respond to better business conditions, and as the phonograph industry seemed to descend lower than the low mark of dull times, it seemed to exceed the high mark of good times.

In addition to the current of improving general conditions the phonograph industry is being aided by its alliance with radio, an alliance which is proving of benefit to both. Mr. Martin stated that the Sonora plant is running night shifts to keep up with the demand and the probabilities are that the factory will continue to work overtime for the first quarter of 1925. This condition is caused not only by the demand for the radio products, for, Mr. Martin said, if

the company were not making these products it might not be as busy but it would still be making money. In speaking of the combination unit, Mr. Martin stated that the company is providing a radio-adapted phonograph into which can be installed any of a number of standard radio panels.

In summarizing, Mr. Martin said that the phonograph industry may be fixed at a certain figure of annual volume, perhaps at \$75,000,000 or \$60,000,000, as against \$100,000,000 plus formerly. It is difficult, he said, to believe it will be worse because of its real function in the life of the people. In the future, the manufacturer must get closer to the dealer and co-operate with him in his problems, and the dealer, in turn, must find his customer instead of waiting for the customer to find him.

At the conclusion of his talk Mr. Martin put the following questions to his audience: 1. How many were phonograph dealers January 1, 1923? 2. How many of such dealers now sell radio sets? (The answer was unanimous.) 3. How many think that the radio phonograph, with set installed by manufacturer, has a good future? and 4. How many prefer radio-adapted phonographs but without installation by the manufacturer to radio phonographs with set installed by manufacturer? A majority of those at the meeting voted as being in favor of the unit with the set installed by the manufacturer.

Benjamin Gross and Herbert Brennan, of the Gross-Brennan Co., factory representatives of the Stromberg-Carlson Tel. Mfg. Co., were the other speakers at the meeting. Mr. Brennan spoke on the merchandising plan of this manufacturer, which policy consists of selling direct to the dealer, thus enabling the company to secure the best representation and protecting the dealer against price-slashing. Mr. Gross gave a short talk in understandable language on the technical features of the Stromberg-Carlson receiver, stressing the construction of the sets, which are made for durability and permanence.

The meeting went on record as requesting that the association be represented at the hearing at the Board of Aldermen on the proposed legislation to stop all phonographs, radio sets

and sound-reproducing instruments being played by dealers to attract the public to their stores. The association feels that while such a law is needed, the present draft of the proposed law should be modified considerably.

At the suggestion of Irwin Kurtz, president of the association, an attempt to secure funds to stage a radio concert, with prominent musical stars as artists, will be made. Manufacturers and jobbers of radio apparatus will be solicited. It was announced by Sol. Lazarus, chairman of the entertainment committee, that the annual ball of the association will be held on Monday, January 19, at the Hotel Pennsylvania.

The following firms were elected members of the association: Kor-Rad Co., Inc., New York; Eagle Radio Service Co., Inc., Hackensack, N. J.; Julien Loeb, Brooklyn, N. Y.; Q. R. V. Radio Service, New York; Columbia Mantle Co., Inc., Brooklyn, N. Y.; C. A. Richards, Inc., New York, and David Grimes, Inc., New York.

Everybody's Co. Waging Vigorous War on Infringers

Court Grants Permanent Injunction Against Alleged Infringers of Catalog Copyright

Everybody's Talking Machine Co., Inc., of Philadelphia, Pa., manufacturer of Honest Quaker main springs and a complete line of talking machine parts, has for some time past waged war on those infringing on its rights.

A notable instance was an alleged infringement of the Everybody's Talking Machine Co. catalog. As the result of a suit instituted, the company announces that the United States District Court for the Eastern District of Michigan recently granted a perpetual injunction against the Phonograph Supply Co., of Detroit, restraining it from infringement of a copyright covering its 1924 catalog and other copyrights covering photo-engravings listed in this catalog. The court further ordered delivery of all infringing copies and all plates and other means for making same.

The company plans to continue this protection of its rights and announces it will spend any further sum necessary against any further parties who infringe on its copyrights. It is completing a year that has surpassed all others in volume of business transacted in talking machine parts. Local business not only passed all records but exceptional foreign business was reported as well. The sales staff now consists of seven men, who are covering all parts of the country. Plans for the coming year will probably make it even a greater one with respect to sales of the Honest Quaker line. A sales campaign of greater magnitude than former drives is under consideration.

Federal Panel Proves Popular

BUFFALO, N. Y., December 8.—The Federal Tel. Mfg. Co. announces that the Federal panels, Types 200 and 417, for insertion in the new console models of Victrolas are proving extremely popular with talking machine dealers throughout the country. These two models were designed to work in perfect harmony with the Victrola and in addition to being dependable radio receivers, simple in operation, their design adds rather than detracts from the appearance of the musical instrument.

New Building for Goggan

SAN ANTONIO, TEX., December 6.—The store of Thomas Goggan & Bros., in this city, has commenced a removal sale preliminary to occupying their new quarters at Travis street and Broadway on January 1. The new building, which is now nearing completion, is three stories in height and will be occupied in its entirety by the firm. Thomas Goggan, head of the house, states that it will probably take care of the firm's needs for expansion during the next twenty years.

Dulce-Tone

Radio Talking Machine Speaker

Make Radio Increase Your Talking Machine Business!

DULCE-TONE adapts the talking machine's perfected reproduction to radio. It makes radio reception and the playing of records instantly interchangeable.

Dulce-Tone protects your present talking machine sales and record sales, and in addi-

Two models to fit all talking machines. Retail price complete \$10

tion, makes possible a big volume of radio business! Victor jobbers sell Dulce-Tone. It is a most profitable instrument to handle. Ask for complete particulars.



THE TEAGLE COMPANY
1125 OREGON AVENUE CLEVELAND, OHIO

THIS IS

Pathé
REG. U.S. PAT. OFF.

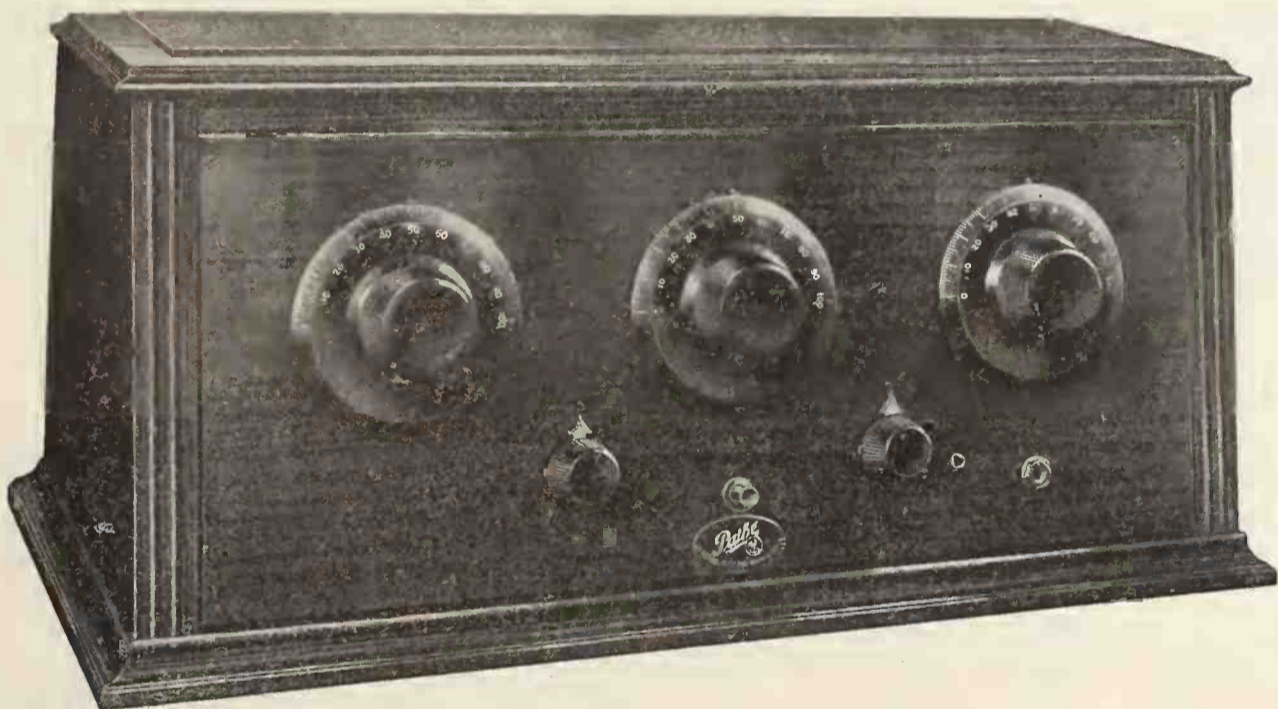


YEAR

High Quality Radio Receiver

Pathe B-5 \$60

West of Mississippi \$65



THE Pathe B-5 five-tube three-stage radio frequency receiver is of very high quality, of excellent performance, great selectivity that will get you distance as well as give you clear, loud reproduction of the nearby stations. It compares favorably with anything on the market. The sets are carefully made and thoroughly tested before shipment.

For Profits—Send Coupon To-day

Pathe Phonograph & Radio Corporation

40 GRAND AVENUE

BROOKLYN, N. Y.

Pathé Phonograph & Radio Corp.
40 Grand Ave., Brooklyn, N. Y.
Gentlemen: send me further information on how I
can make profits on Pathe Sets.
Name
Address
City
State
This puts me
under no
obligations.

Start of Holiday Gift Buying in Toledo Indicates Whirlwind Finish of Year

All Factors of the Trade Are Optimistic as Early Predictions of Good Holiday Demand Begin to Materialize—Victrola Show at Lion Store Draws Crowds—Activities of the Month

TOLEDO, O., December 8—The busiest month of the year for phonograph and record merchants has started on its career. Dealers feel confident it will not disappoint their plans for a holiday volume of good proportions. In fact, indications during the past week or two point to a fulfillment of the ambition. It is, however, believed there will be a large amount of last-minute buying this year.

Christmas Savings checks to the tune of five millions will be paid to depositors shortly. In the past a portion of this money has been used for buying machines—this year will be no exception. Moreover, record trade is maintaining a steady climb. Scarcely ever have discs shown greater activity than now. In the opinion of merchants radio broadcasting is contributing to the growing popularity of records.

C. H. Grinnell Optimistic Over Outlook

C. H. Grinnell, of Grinnell Bros., Detroit, while in Toledo this week stated the past month was a good one for both Victrolas and records. He also stated the future of the talking machine is bright, hence his concern expects to do a large volume of business during the new year. In a few towns a change of dealers may be advisable, in others dealers will be established—new blood is the life of any business. A trade which does not secure new customers can scarcely hope to progress.

Victrola Show at Lion Store

The Lion Store Music Rooms recently conducted a successful Victrola Show in the attractive salesrooms of the department. In the opinion of Harry J. Reeves, manager, this event did much to attract new customers to the store and was the means of closing sales with prospects who had delayed buying. A carload of exhibit goods was shipped from the Victor factory for the event. The parlors were decorated with Autumn foliage and floral pieces as well as colorful pennants and banners.

One showcase contained the tone arm and spring barrel manufacturing process detailed from start to finish. Also the record pressing process together with the raw materials and how and where they were obtained. Likewise the finishing stuffs for a Victrola. Then, the

completed product, the glass Victrola and the trade-mark machine along with the new vertical models 350, 360, 370 excited a deal of interest. Several custom-built wall models were also a part of the exhibit. The whole was most instructive and interesting to both old customers and prospects. Machines were displayed on platforms in individualistic settings.

Several record artists visited the show and entertained visitors each day, among them Georgie Price, Victor artist appearing with the Passing Show; Eddie Peabody, banjoist with Philip Spitalny's Orchestra, Cleveland, Victor artists; Jeane Goldkette, director of the Detroit Athletic Club Orchestra, record artists; also Bud Peltier and W. Dulwego, Detroit composers.

The radio department, which operates in conjunction with the talking machine section, is showing the Brunswick-Radiola line, recently taken on. Harold Goldy is a new member of the radio sales force. Miss Irene Fritz has joined the record sales staff.

J. W. Greene Holiday Drive

At the J. W. Greene Co. Christmas windows with Santa Claus decorations and interior trims of holly and tinsel give the Cheney, Victor and Brunswick machines festive settings. The store is exploiting the music-in-your-home-on-Christmas appeal through a long string of billboard and newspaper announcements. Direct mail Christmas literature also is going to hundreds of prospects. Extra sales people are employed here to serve holiday patrons. The department is now using a distinctive green record bag.

W. W. Smith, president of the Greene Co., and of the Piano Merchants Association, suffered a fractured collar bone in an automobile accident on Thanksgiving Day. He is in Toledo hospital.

Cable Co. Remodeling

The Cable Piano Co., Brunswick and Victor dealer, is rearranging and remodeling the store to care for new merchandise, including the Brunswick-Radiola line, recently added. The store is also displaying the Victrola 400 radio combination machine in window and interior arrangements. A Christmas record suggestion

rack of numbers appropriate to the season is selling many selections.

Columbia Masterwork Series Popular

At the Talking Machine Shop, the Columbia Masterwork record series, made up of classic works, is finding favor with patrons, Fred Frame stated. German and Polish record buyers look to this store for late folk songs and native music, he said. The Pal portable is new merchandise added lately.

L. J. Comer, Columbia representative for the Toledo territory, had on display for two days at this store the new Harmony Columbia console model. Several dealers viewed the machine and placed orders.

New Columbia Dealers

John A. Shaw, 3261 Monroe street, has recently opened an exclusive Columbia agency. He expects to do a large neighborhood Christmas business. The Abbey Music Co., Adrian, Mich., and H. C. Boynton, Bryan, O., are also new Columbia agencies established recently.

Trade Improves at Goosman Co.

At the Goosman Piano Co. holiday buying is under way. Business during the recent past has shown marked improvement, according to E. A. Rae, now in charge of the phonograph division. He formerly conducted Rae's Record Shop on Monroe street. Starr and Vocalion machines are leading sellers here.

Brief but Interesting

The La Salle & Koch Co. Record Shop has added the Brunswick line to that of the Victor. This department is one of the F. C. Henderson Co., Boston, group.

The United Music Store, in the theatrical district, has taken on the Brunswick line of machines and records. With this and the Victor range to work upon sales are on the upgrade.

The Whitney-Blaine-Wildermuth Co. is coupling its machine efforts with the wide publicity accorded the Victrola 400.

Radio Window Tie-Up With Stations Received

BALTIMORE, MD., December 6.—The Hub Piano Co., of this city, has recently created an ingenious method of attracting public attention to



Hub Brunswick-Radiola Display

its display windows. In the illustration shown, the stars on the windows indicate the different stations that had recently been reached on a Brunswick-Radiola No. 160. The arch over the instrument was finished in a color scheme that possessed great attention-getting qualities. The direct results produced by this singular display proved rather conclusively that a development of unusual ideas in window trimming fully justifies the effort spent in arrangement.

In New Home

The Davis, Burkham & Tyler Co., Wheeling, W. Va., recently moved to its new location in the Burgess store. The new quarters allow of a larger stock of musical instruments being carried, and the display facilities are much improved.

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



ASK—and you shall receive

A set of strikingly effective Display Cards that tie up directly with our National Ads. Attractive booklets—interesting, non-technical—ready to send to your customers.

They're free—you have only to ask for them.

Freed-Eisemann Radio Corporation

MANHATTAN BRIDGE PLAZA, BROOKLYN, NEW YORK

FREED-EISEMANN RADIO RECEIVERS



Console Talking Machines Prove Favorites of the Christmas Shoppers in St. Louis

Combination Radio-Phonograph Also Popular With Gift-Buying Public—C. R. Salmon New General Manager of Columbia Distributors—Big Edison Drive Under Way—Other Trade Activities

St. Louis, Mo., December 8.—Talking machines moved with somewhat less briskness in early December than is expected at this season. In talking machines consoles had the call, the orders for Christmas delivery being almost exclusively for these. There were good sales also of combination talking machines and radio. However, a last-minute buying rush is expected to bring up sales volumes.

C. R. Salmon in Important Post

Cuthbert R. Salmon, well-known St. Louis talking machine man, has been appointed general manager of the Columbia Distributors for the Mississippi Valley, with headquarters at 1327 Pine street. He succeeds A. B. Creal, who resigned to go into another line of business.

Mr. Salmon was connected with the Columbia branch here for years and was later, for two years, with the Chicago branch, operating in the Loop district. He returned to St. Louis October 1 as assistant to Mr. Creal.

Edison Prospect-Getting Campaign

The Silverstone Music Co., Edison distributor, has been stimulating Edison sales with the cooperation of Edison owners. Letters were sent several weeks ago to owners, asking for the names of friends who had expressed a desire to own one. The inducement offered was a dinner set of twenty-six pieces of Sheffield plate silverware for each sale made as a result of prospects furnished. The results were so satisfactory that a supplemental offer of a china dinner set of



One handle handles it
Outing
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

twenty-six pieces was made, and this offer also brought good results. Latterly, the owners furnishing prospects to whom sales were made have been given their choice of the silver or china.

C. E. Yaekel, of St. Elmo, Ill., has opened an account with the Silverstone Music Co. as an Edison dealer in his town.

M. Goldberg, vice-president of the Silverstone Music Co., says dealers have been buying conservatively during the Fall and early Winter, but he expects orders to come with a rush just before Christmas. The company's business in the past month has been exceptionally good in the oil section of Arkansas.

Urges "Shock Method" of Selling

The Koerber-Brenner Co., Victor distributor, in a recent "Analysis of Better Records," recommends the "shock method" of selling the public more records after it has bought what it wants. The method is said to be sometimes successful in bringing new music to a customer's attention, or at least in jarring him out of his complacent self. "So," runs the advice, "when a sale is completed and the customer is ready to go, instead of allowing him to follow you out of the booth and watch you wrap the package and make change, say: 'Let me put this record on for you while I am getting these ready.' Then play, not another of the same type he has been hearing but something as different as possible from the thing he has been hearing—a Gospel hymn for a dance customer, a Galli-Curci air for a Hawaiian customer, etc. You are not guilty of forcing, for you have given no hint of expecting the customer to buy, you are taking none of his time, and you are broadening his knowledge."

How a Live Dealer Gets Business

C. J. Hunt, who comes to St. Louis from Davis & Ruben, Minneapolis, has been in charge of the talking machine department of Hellrung & Grimm for the past six weeks, and each week he has put over a new idea for attracting attention to the Victor line.

A full-page advertisement in the Sunday papers was the opening gun of the campaign. This announced that for \$1.00 you might join the Christmas Victrola Club for that week only. A big corner-window display continued the message and a large part of the furniture display floor, opposite the entrance, was filled with Victrolas. Victor banners and a glass-encased Victrola helped to add interest to the display.

This was followed by taking advantage of that latest popular fad—the cross-word puzzle. In a prominent front window was displayed a huge cross-word puzzle, the central part of which formed the letters "H" and "G," and these were colored red to make them unmistakable. Duplicates on small cards were distributed to prospective customers and run in the newspapers.

When the solution was placed in the window, one week later, these words were in red and placed to read logically, in a sentence: "You

(Continued on page 98)

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*



We Are Doing Our Part

WE are going the limit to put the MU-RAD story over and to make it easy for our dealers to sell the MU-RAD line. Above are shown some of the media used.

To further help the dealer we have planned a fairly elaborate co-operative advertising campaign.

Write to your nearest distributor and ask for descriptive literature of the MU-RAD line and for information about our co-operative policy.

MU-RAD
 LABORATORIES, INC.
Asbury Park, New Jersey



MU-RAD MA-20—\$185



MU-RAD MA-15—\$180



MU-RAD MA-18—\$110

DISTRIBUTORS

- Wireless Mfg. Company.....Canton, Ohio
- Hickson Electric Co.....Rochester, N. Y.
- F. C. Howard Piano Co.....Syracuse, N. Y.
- Pierce Electric Co.....Tampa, Fla.
- Chandler & Farquhar.....Boston, Mass.
- Fred E. Holmes Co.....Detroit, Mich.
- Marshall-Wells Co.....Portland, Ore.
- Peaslee-Gaulbert Co.....Louisville, Ky.
- Redfield Electric Co.....Ogden, Utah
- Radio Equipment Co.....Dallas, Tex.
- American Radio Mfg. Co.....Kansas City, Mo.
- Standard Radio Supply Co.....Fort Dodge, Iowa
- Benson Radio Company.....St. Louis, Mo.
- Pattinson Electric & Sup. Co.....Hutchinson, Kan.
- Radio Studio.....Buffalo, N. Y.
- Milhender Elec. Sup. Co.....Boston, Mass.
- Spartan Electric Corporation.....New York City
- T. W. Meiklejohn Co.....Fond du Lac, Wis.
- Edmund Gram, Inc.....Milwaukee, Wis.
- Radio Electric Company.....Shreveport, La.

Activities of St. Louis Trade

(Continued from page 96)

get the girl, we'll do the rest" (a slogan of Hellrung & Grimm of many years' standing), and "The Place to Buy Your Victrola."

This week a tie-up is being made with the Victor advertising of the No. 400 Victrola. This type of instrument in the window is made to stand out by the use of an orange spot light. On the windows are large arrows bearing a dozen or more points of superiority of the instruments and with ribbons running to the various parts of the machine described. The arrows center to a card bearing information about the Victrola No. 400.

Busy Days for Outing Jobber

Marks Phonograph & Radio Corp. are selling a large quantity of black leatherette Junior Outing portable phonographs, but they also report adding a large number of new accounts on their books with the "assistance of the Outing." Dealers demand a portable of quality and one that has an established reputation, and they have no difficulty whatsoever in selling all the Outings they can get.

News Gleanings

Dennis Bros., of Granite City, Ill., are making a city-wide canvass to gather the prospects for Christmas Victrolas. James Conway is now in charge of the department.

Friends of E. C. Rauth, vice-president of the Koerber-Brenner Co., will regret to learn of the recent death of his mother.

Victor dealers of St. Louis have been advertising the appearance recently of several Victor artists, Mme. Schumann-Heink, Sousa and His Band, Harold Bauer, and Georgie Price with the "Passing Show."

The Morton Radio Corp., New York, was recently incorporated at Albany with a capital stock of 100 shares of common stock, no par value. M. Shindler, G. Weinstein and R. Fichtel are the incorporators.

Brunswick-Balke-Collender Co. Offers New Stock Issue

130,000 Shares of Common Stock, No Par Value, Offered to the Public—Interesting Report Made Regarding Company's Affairs

The Brunswick-Balke-Collender Co. recently offered to the public 130,000 shares of the common stock in the company of no par value. In offering the stock there was published in daily newspaper advertisements a letter from D. E. Bensinger, president of the company, outlining the history and development of the business and emphasizing particularly the opportunities for the development of radio, upon some of which the company has realized to a material degree.

The letter presented some interesting figures regarding the net sales of the company and the net profits realized, the sales in 1923 totaling \$28,295,385.82, with a net profit of \$2,555,884.67. The new common stock was offered at \$49.50 per share, and it was announced that application will be made to have the stock listed on the New York and Chicago Stock Exchanges. The stock was immediately oversubscribed on announcement.

Three New Radio Products Announced by Mu-Rad Lab.

The Mu-Rad Lab., Inc., Asbury Park, N. J., has recently announced three of its newest productions. This concern is well known as the manufacturer of the Mu-Rad six-tube loop receiver, Type MA-15, and the five-tube single control receiver, Type MA-18. These two receivers are continued as standard equipment for the present season. In addition, this company has just announced its Type MA-20 receiver, its Recto-Filter unit, and its B-Radiator unit.

The Type MA-20 receiver should prove to be

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

one of the most remarkable developments in radio for some years past. It is a five-tube, three-dial, tuned radio frequency set, designed especially to permit the elimination of strong interference from local broadcasting stations, while distant reception is being conducted. It may be used with batteries like all other previous types of receivers, but presents an espe-



Mu-Rad MA-20

cially unique installation when used with the Mu-Rad Recto-Filter unit, with which arrangement no storage batteries or B batteries are required, nor is an antenna or loop necessary. All that is required is to plug into the ordinary 110-volt, 60-cycle, A. C. lighting socket.

The Recto-Filter unit is a device which changes the 110-volt, 60-cycle alternating current from the light lines into current of the



Mu-Rad Recto Filter

proper magnitude and at the proper voltages and other characteristics suitable for operating the MA-20 receiver. The Recto-Filter cannot be used with any other type of receiver than the Mu-Rad MA-20.

The Mu-Rad B-Radiator is a unit whose function is well defined by its name. It elimi-



Mu-Rad B-Radiator

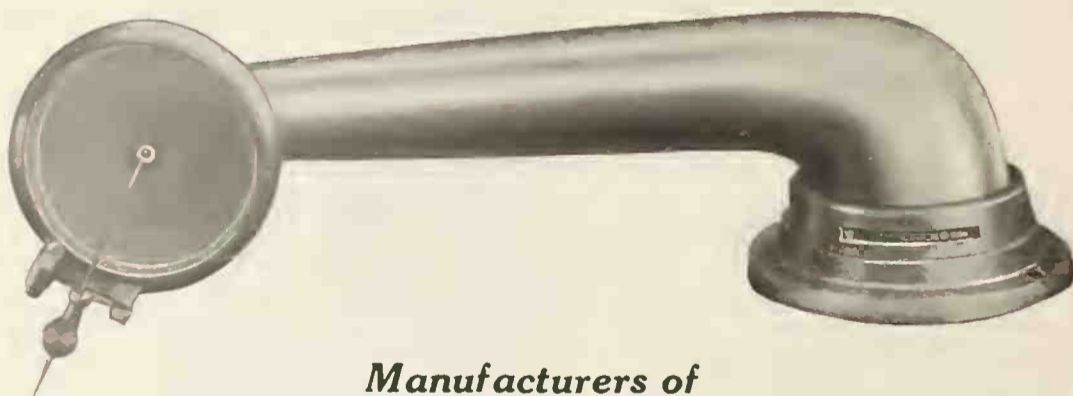
nates B batteries. It can be used with any type of circuit or any type of receiving set. It is remarkable on account of its small size and weight. The dimensions are 10 inches by 4½ inches by 6 inches. The weight is 13 pounds. Like the Recto-Filter, it uses either one or two standard UV-201A tubes. There are no adjustments to be made on this unit as automatic regulation of the voltages is provided by the unique electrical design of the unit.

The Type MA-20 is also furnished in handsome console cabinet, if desired, with built-in loud speaker of specially powerful and faithful reproduction characteristics. These instruments round out the line of Murad Lab., Inc.

U. S. Radio Corp. Chartered

The United States Radio Mfg. Corp., New York, was recently incorporated at Albany, with a capital stock of \$50,000. J. Fiastl and F. Bieber are the incorporators.

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

The Responsibilities of A Policy

It takes years to build a reputation which eventually becomes summed up in the word "Dependability." It is true of a nation, of a concern and its goods, or an individual and his conduct. Therefore, a reputation for dependability usually carries with it a known policy and a corresponding responsibility.

You don't expect an article stamped "Sterling" to be silver plated. When you buy jewelry at Tiffany's, you expect the quality that the name implies. The Cadillac Company was one of the last to install a self-starter as a part of the Cadillac equipment. Previously there were experiments in the form of acetylene gas, compressed air, and spring mechanisms, none of which were worthy of adoption by the Cadillac Company. But with the installation of the Delco self-starter, the first dependable device of the kind was marketed. Again a reputation was maintained, leadership was recognized, and others hastened to follow.

The Blackman Talking Machine Company could have entered the radio business sooner and added to its sales, but we could not have done so maintaining our policy for selling dependable goods and giving customary service. We believe Victor Dealers have been getting valuable experience in the radio line. We are confident it has enabled them to better appreciate Victor quality and service.

We are very optimistic regarding the outlook for 1925. President Coolidge has received the support which we believe he deserves as a courageous leader, and the stock market is forecasting greatly improved business and returning confidence.

The responsibilities of a policy have seemed to temporarily give an undue advantage to competitors in the manufacturing and distributing field, but we feel the dawn of a new achievement is at hand.

We wish our friends a Very Merry Christmas and a Happy, Healthy and Prosperous New Year, and believe the outlook will justify the fulfillment.

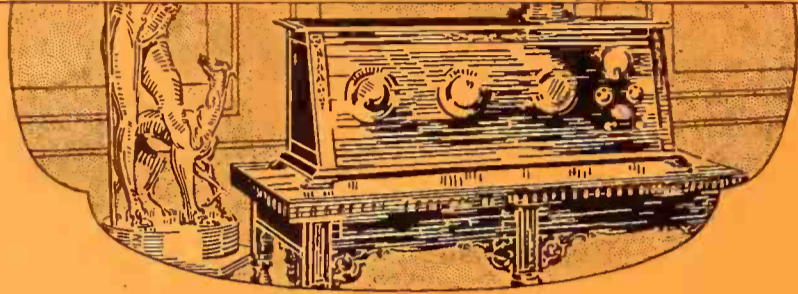
J. NEWCOMB BLACKMAN.



Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS

These are but two examples
of the Garod Newspaper
Advertising now appearing
all over the United States.

Is there a best radio receiver?



ONLY deliberate comparison of various receivers can determine. Noises once thought inseparable from radio *must* tune out. The ideal receiver is a musical instrument when music is desired. And the voice of the singer . . . near or far . . . must be as rich in charm as in actuality . . . Wherever the test of hearing includes the Garod Neutrodyne the choice is always Garod. Distant programs are not distant

to the Garod . . . even when local stations are broadcasting . . . Its vast reserve of power is controlled by a single, simple dial . . . Go to the Garod dealer and ask for the Visitor's Hearing. It will mark the end of your seeking . . . the end of your quest for the best in radio achievement . . . And the man who selects a Garod need not pay for it all at once. Any Garod dealer will explain the unique payment plan.

GAROD
NEUTRODYNE

DISTRIBUTOR'S NAME HERE

STREET ADDRESS



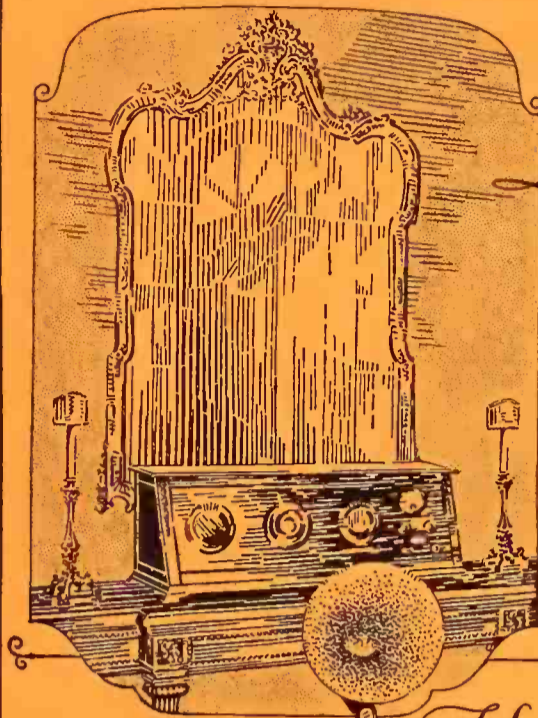
TOWN OR CITY

Advertising Power plus Garod Power—

Dealer helps are of a dozen sorts. All of them have very definite value in the sale of any product. With Garod, dealer help is *advertising* help and the two advertisements shown on these pages are only part of the big effort to acquaint the buying public with the definitely established power and clarity and volume of the Garod Neutrodyne.

Garod Corporation, 120 Adams Street, Newark, N. J.





Let the
loud speaker
test the
receiver

HERE, perhaps, is the ultimate proof of perfect reproduction. The *speaker* test. All Garod achievement... its clearness... its tone fidelity... its spanning of distance, is measured by *speaker* evidence. The harmonies of a concert orchestra blend only as the master conductor intends. Yet the elusive reeds and sweet wood instrumental tones are heard as individually as the ear may choose. And when the reserve power of the Garod is tapped by the turn of a simple dial, the welling of great volume floods the room. It is merely magnifying a joyous sound, free of distortion and clear as musicians have made it.

Go to the Garod dealer and ask for the Visitor's Hearing. His test will be a loud speaker test, and through it you will learn what no mere words can convey. The man who chooses a Garod need not pay for it all at once. Any Garod dealer will explain the payment plan ~

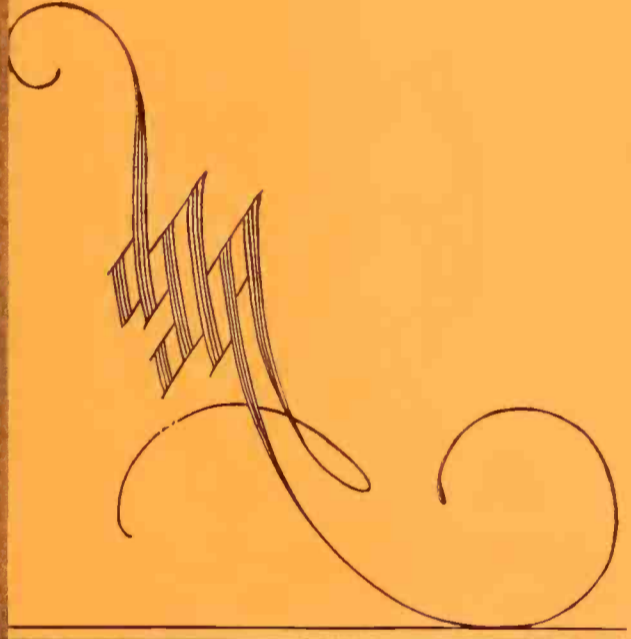


DISTRIBUTOR'S NAME HERE

STREET ADDRESS



TOWN OR CITY



Broadcasting Bigger Business for Dealers

In addition to the newspaper campaign, advertisements will appear in Vanity Fair, American Magazine, Cosmopolitan, Harper's Bazar and House and Garden. To the dealer who has chosen Garod it will be an added satisfaction to know that advertising power is contributing to the established power of merit of an already great receiver.

Canadian Distributors: Continental Equipment Co., Ltd., 357 St. Catharine St., West, Montreal





A FOUR-POINT PROGRAM—

Any dealer has a four-point interest in the Radio equipment he sells.

1st—Performance

2nd—Saleability

3rd—Manufacturer's Support

And fourth, the financial strength behind the product he represents.

The performance of the Sleeper Monotrol is best judged by you critically and comparatively. Its saleability is not a question of theory but a fact proven in hundreds of markets. Through 1925 an extensive and intensive advertising and merchandising program assures the Sleeper dealer of consumer acceptance and demand.

A completed million-dollar stock issue allows the Sleeper Company to keep its product and policies where they should be—a long stride ahead of competition.

See a Sleeper. There is some open territory. A wire will bring you detailed information.

John C. Sleeper

SLEEPER
RADIO CORPORATION
Long Island City, N. Y.

Sleeper
MONOTROL
REG. U.S. PAT. OFF.

Trade Leaders Predict a Prosperous 1925

Prominent Members of the Trade Throughout the Country Express Optimism Over the Outlook for the New Year—National Election Results Held to Insure Business Stability for Time at Least

MEMBERS of the talking machine trade as a whole will enter the New Year full of confidence in what it promises to bring forth in a business way. There have cropped out in the trade occasionally during the past few months some pessimistic utterances regarding business, although a casting up of accounts appears to indicate the year as a whole has in many sections produced a sales volume approximating normal. Regarding 1925, however, pessimism is conspicuous by its absence, according to reports that have reached *The World* from those who have to do with the production and distribution of talking machine products.

Prophecy is a dangerous thing, for the ability to gauge accurately what is going to happen six months or a year hence is given to few men. There are, however, definite fundamentals of business and economic data, a consideration of which affords a basis for arriving at fairly accurate conclusions regarding the immediate future.

Prominent trade members see in the result of the election and the continuance of the present administration, with its avowed policies of sound government, a definite assurance that for some time at least business may be expected to go along smoothly.

Views of the Manufacturers

Victor Talking Machine Co., Camden, N. J. By Eldridge R. Johnson, President.

Mr. Coolidge was elected by a majority which leaves no doubt as to the approval of his policies and the American public has again demonstrated that the people are capable of grasping broad national problems and that they desire, above all things, to be fair to business and to business men. The foolish radical theory of using tax laws as a means of destroying wealth seems to have been repudiated. Mr. Coolidge's last message is strong and sound; its effect will surely be to put new heart into the class of business men who have suffered so much during the last twenty years from persecution at the hands of the radical political element.

The present business slow-up was precipitated by the hostile attitude of the 68th Congress and, while business is now on the mend, it will take some time before general business gets back into its old stride. The business depression since last Spring has been general; of course there are a few exceptions, such as radio. The Victor Co. has suffered less than many of the so-called standard lines. The Victor Co. is going on with its plans of building, advertising and developing and the temporary slackening in the demand is really a benefit. We have confidence in the permanency of our business and are taking advantage of this opportunity to attend to many things that were badly in need of attention but were not taken care of before because the Victor organization was so deeply absorbed in the problems of production.

The radio situation is receiving special consideration. There is every promise that radio will become an important article of commerce in this country (at present it is very complicated and there are many confusing and dangerous conditions existing that must be adjusted before radio can be accepted as a permanent business), but I can see no reason to change the policy of the Victor Co. as was outlined some months ago. The Victor Co. has no intention of going into the manufacture of general radio devices. We desire to co-operate with the radio manufacturers as far as possible but shall confine our efforts to the manufacture of devices that are necessary connecting links between the talking machine and the radio and we hope, in the near future, to be able to make it easier for the trade to handle Victrolas which are combined with highly efficient radio outfits.

There has been a constantly increasing demand, with a few periods of reaction, for Victor

goods in the last twenty-five years. Victor product is a staple product, it will not be superseded by radio and while I firmly believe, as I stated above, that the radio business will eventually become substantial it will go through a period of reorganization and regeneration before it can seriously be considered as really a staple article.

Brunswick-Balke-Collender Co., Chicago. By Percy L. Deutsch, Vice-President.

Dr. Frank Crane has stated "The city of the future will be intelligently planned, before a single house is built or a lot sold."

Although our program for 1925 has no direct connection with this well-known writer's prediction, we are at the present moment developing what we trust will prove an intelligent plan.

The only premise upon which we consider it consistent to base an estimate is experience, and we will therefore necessarily be guided to a great extent by the trend of demand, market possibilities, and business indices that we are getting to-day, and have noted for some few months past.

Our position in this industry is unique, in view of the enormous market we have begun to uncover with our new product, Brunswick-Radiolas. We don't mind stating frankly that, in spite of the fact that our production facilities have been amplified considerably, we are still facing the embarrassing situation of being unable to supply enough goods to meet the market. This condition, however, is a temporary one, as we have already laid plans for further extension of our manufacturing plants, and have worked out schedules for 1925 which, we feel, will be more comparable with the tremendous demand for our product. Our schedules, too, will call for a large production of Brunswick phonographs and Brunswick records, which the coming year should see sold on a large scale.

The advertising plans of the Brunswick-Balke-Collender Co. for 1925 are based upon a scale commensurate with our scheduled production activities. This part of our program has been expanded to an extent that would not have been contemplated even by our most enthusiastic estimates a year ago. However, our pleasant business experience during 1924 justifies in full the extensive advertising plan which we will launch in the new year.

As already stated, we have based our plan of operation largely upon experiences that have been met, and on events that are in immediate prospect. With the present trend of satisfaction in general business and increasing markets, due to expanding prosperity, there is every reason

to believe that our big program for 1925 will be in line with the great opportunities that the market will present. This year was the largest in our history, and we are confident that 1925 will produce more business for our dealer organization than has ever before been encountered. Our entire plan is based upon this happy estimate.

Although trade has been described as "spotty" since the opening of the Fall season, following several months of rather poor business, the general tendency has been upgrade. There has been sufficient improvement in business to promise a very fair balance for the entire year and lead to the expectation that after January 1 increased industrial production now plainly evident, better prices for farm products, increase in export trade and easy money market will all begin to have their effect on business in general and, naturally, the talking machine industry will benefit accordingly.

There are those in the trade who feel inclined to believe that the talking machine business will swing back to a boom condition during 1925. Perhaps their optimism is fully justified, for even the most conservative members foresee a twelve months' period that will show a volume of trade at least of normal size and, it is hoped, considerably above normal.

Numerous members of the talking machine industry have taken occasion to express their opinions as to what the future holds for the trade for the columns of *The World*, and some of these opinions, many of them highly interesting, are presented herewith:

Sonora Phonograph Co., Inc., New York. By S. O. Martin, President.

A markedly brighter year for the phonograph industry in 1925 than in 1924 can be confidently and logically expected. In the first place, general business will continue the improvement already in progress. Four factors are present that have always before preceded steadily swelling prosperity in the United States namely, increasing industrial production after depression, better agricultural prices, increasing exports, and easy money. The phonograph industry has always followed the general business trend upward and even exceeded the high mark registered by general business just as it has descended under the low mark of general business in dull times. Furthermore, the increasing reciprocity developing between the phonograph and radio industry with benefit to each will add to the impetus given by general business improvement. Already these joint influences have caused the Sonora plant to begin to operate at full capacity in September and with night shift continuously since October with certainty of continuing so through the first quarter of 1925 and probably throughout the year. The above facts and factors would certainly seem to warrant optimism for 1925.

General Phonograph Corp., New York. By Otto Heineman, President.

I do not believe that I have heard more pessimistic expressions at any time about the phonograph industry, with the exception of the year 1920, than this Summer.

I have been told by everybody that the radio would finally put the phonograph out of business. This remark was like a disease which spread throughout the country.

Just at that time we were discussing our plans for the manufacture of phonograph motors, etc., and everybody was surprised at my plans for the manufacture of motors for the Fall, which were about twice as large as in 1923. I was asked: "Why this optimism for the phonograph industry?" to which I replied about the same as in my letter to our jobbers and dealers in June, 1924, which answer was:

"A continuation of our present government

(Continued on page 100)

TRADE LEADERS PREDICT A PROSPEROUS 1925—(Continued from page 99)

with the addition of Mr. Dawes as vice-president would bring prosperity to every trade, including the phonograph industry. This was based on the expectations of the success of the London conference in July, 1924, which meant a reconstruction of Europe, financially and politically."

During my many travels in Europe I have seen that especially Germany was like a great factory with the finest machinery, excellent workmen and the best brains in the management, but the wheels were not turning because of lack of working capital to buy the raw materials and to finance the sales of the merchandise.

The Dawes plan has started to give Germany working capital and the wheels are again turning; and where will Germany get its raw materials? Practically everything from America, and what refers to Germany also refers to other European countries.

If America is prosperous and if a hundred

and ten million people are buying, there will also be some people, and plenty of them, to buy phonographs and records. The phonograph has not put the piano out of business as was predicted in the early days and radio will not put the phonograph out of business. Radio and phonograph are both home entertainers, but each in its field.

I believe that the year 1925 will see a greater phonograph business and a greater record business than we have seen since the boom days of 1918 and 1919.

Starr Piano Co., Richmond, Ind. By Fred Gennett, Secretary.

I cannot look forward to the year 1925 except with the happiest anticipations for a continued increase of business in the talking machine and radio industry. The happy combination of the radio unit in the phonograph has lent new life and prospects to the phonograph industry. The opportunity afforded the dealer to make a new deal with his old cus-

tomers and the satisfaction given by the old instrument means that those who have sown good-will through the furnishing of an honest product will reap the benefits of added sales through the stimulus of the new buying demand, and in this field the Starr radio-phonograph will undoubtedly reap its due benefits. **Wolf Mfg. Industries, Quincy, Ill. By F. A. Wolf, Treasurer.**

Our volume of sales for 1924 will amount to 25 per cent more than any previous year. The business outlook for 1925 looks very promising, as our unfilled orders are considerably more than at any time in the history of our business. **Barnhart Brothers & Spindler, Chicago. By L. R. Brink, Phonograph Department.**

In our opinion the general public has confidence in the present administration and buying seems to be on the increase. We believe this is a barometer for a prosperous year for 1925.

Fletcher-Wickes Co., Chicago. By Elmer Fletcher, President.

Although 1924 has been a successful year in some lines, many men in business no doubt would be glad to forget, if it were possible, the results obtained during 1924, and make a new start in 1925 when the prospects are more encouraging for a successful year in all lines. The results of the November 4 election have left the country in a more optimistic state in regard to business than heretofore. With this and the increasing demand for our products in foreign countries, 1925 and years following will see business in this country in a healthier and more prosperous condition than ever before, the talking machine business included.

Peerless Album Co., New York. By Phil Ravis, President.

Now that the political sky is clear and European conditions are taking on a more placid aspect, the outlook for 1925 seems like a beautiful sunrise after a night of storm. There is no question but that some of the worst days are behind us.

In the talking machine industry interests and sales volumes have been divided by radio, but this situation will gradually adjust itself as there is plenty of room in our vast and rapidly assimilating American capacity for many different things to accommodate both radio and an instrument of permanent music.

Already a trend toward the home record library has been felt by the large manufacturers who are making forward strides to meet the new demand, a demand that Peerless has been advocating for the past five years.

Udell Works, Indianapolis, Ind. By Tom Griffith, Vice-President.

In 1924, as a whole, we will not do as much business as we did during 1923. In volume of business it will probably show a shrinkage of about 15 per cent. We have, of course, tried to cut down overhead and eliminate all unnecessary expense.

The first quarter of 1924 was very good; the second quarter, however, was far from normal; the last quarter will be fair and we really believe it would have been good if it had not been for the uncertainty about the election.

As for 1925, we feel that the manufacturer with the merchandise, right selling organization and with aggressive tactics will get a good volume of trade. We feel that competition will be keen, however, and that we will have to be on our toes all the time.

In other words, while we felt that the election of Mr. Coolidge tended to restore confidence and give us courage for the future as far as business conditions are concerned, we also felt that it did not change the basic underlying conditions.

We are looking forward to a good year with much confidence, and as it will be our 53rd, we see no reason why with the experience that we

(Continued on page 102)

The FORDEC "B" BATTERY ELIMINATOR

is making a sensation—and MAKING GOOD. It is the final word in "B" battery eliminators—designed by the same skillful engineers who developed the successful Eagle Battery Charger. Tested under every conceivable condition.

Special Features of FORDEC

Clearer reception than when "B" batteries are used. Handles the detector tube without A C hum. Works perfectly on distant stations. Will handle all commercial sets, from a single tube to an eight tube super-heterodyne. Output, 75 milli-amperes.

Smooth, complete control of both detector and amplifier voltages. No taps.

Detector, 0 to 45 volts.

Amplifiers, 0 to 140 volts.

No special tubes required. Uses standard 5 volt $\frac{1}{4}$ ampere tubes—and USES THE IMPERFECT TUBES WHICH LIGHT BUT DO NOT OSCILLATE. A wonderful outlet for the defective tubes which are so hard to get replacement on. Tube life unlimited. Tests show 2,000 hours of successful operation.

Operates on 110 volt, 60 cycle Alternating Current only. Not built for Direct Current. Operating cost, 1-3 of one cent per day.

Jobbers—dealers—get busy on FORDEC. Write—wire—phone for samples and start to sell. There is REAL profit in selling FORDEC. Address the office nearest you.



Model B-----\$38.50
Model C-----45.00

Foreign and Domestic Electrical Commodities, Inc.

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

Western Sales Office
11502 Madison Ave.,
Cleveland, Ohio

**FADA
Neutrola Grand**
the aristocrat
of radio receivers

ALL the good features that you ever desired in a radio receiver enclosed in an inlaid solid mahogany cabinet, a masterpiece of the designer's art—the FADA Neutrola Grand, the aristocrat of radio receivers. Nothing finer in radio has ever been made than this FADA improved, five-tube Neutrodyne—amazing in performance, the FADA Neutrola Grand is radio's finest receiver. Nothing is lacking. Loud speaker is artistically built into the set. Ample space within to contain batteries. The Neutrola Grand is the radio receiver of the year—and for the years to come. Designed to use powerful tubes and guaranteed to give powerful results. Operates satisfactorily on outdoor and simple indoor aerials. (Price less tubes, batteries, etc.)



FADA Neutrola Grand No. 186-A
The beautiful Neutrola 186-A mounted on FADA Cabinet Table No. 186-A. Price (less tubes, batteries, etc.) \$295.

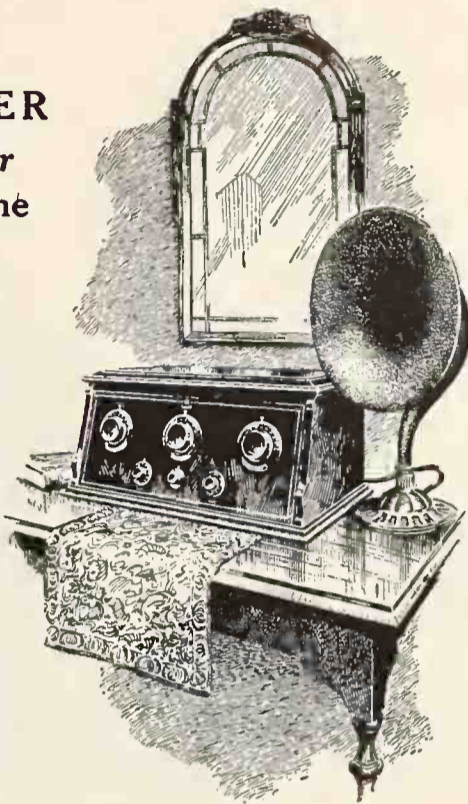
FADA Neutrodyne No. 175-A
Mahogany cabinet, including speaker and ample room for batteries. A (five-tube Neutrodyne). Price (less tubes, batteries, etc.) \$160.

FADA Neutrola No. 186-A
Mahogany cabinet, beautifully inlaid, including speaker and ample room for batteries. A (five-tube Neutrodyne). Price (less tubes, batteries, etc.) \$295.



**FADA
NEUTROCEIVER**
—a new and better
five-tube Neutrodyne

THE better you become acquainted with this FADA improved five-tube Neutrodyne, the more you will wonder at its amazing performance. There's nothing else like it. In appearance, too, the Neutroceiver is in a class by itself. The cabinet is a beautifully designed and proportioned piece of art furniture. The panel is perfectly balanced and inclines at a gentle slope to facilitate easy tuning.



Try the FADA Neutroceiver. You have a treat in store. Volume as loud as you want it. Selectivity to an unusual degree. Easy to tune. Tone—as clear and sweet and true as the music or voice itself. Distant stations at your command as locals. Designed to use powerful tubes and guaranteed to give powerful results. Operates satisfactorily on both outdoor and simple indoor aerials. Price (less tubes, batteries, etc.) \$160.

Other FADA three, four and five tube Neutrodyne receivers at your dealer's.
F. A. D. ANDREA, INC.
1581 JEROME AVE., NEW YORK

FADA Neutroceiver No. 175-A
Mahogany cabinet. Inclined panel and roomy battery shelf. 5 tubes. Price (less tubes, batteries, etc.) \$160.

**FADA
Radio**

**Advertising
that helps you sell
FADA receivers**

YOU have seen the striking full-page FADA advertisements in *The Saturday Evening Post* month after month. Look for the issues of December 6th and December 20th. The December 6th issue carries a big two-page smash in colors that will create interest and boost holiday sales of FADA Neutrodyne receivers. On December 20th, just when Christmas sales are heaviest, purchasers are again reminded to buy a FADA Neutroceiver or FADA Neutrola. This *Saturday Evening Post* advertising is supplemented by pages in all the leading radio magazines, by pages in *The Literary Digest* and *The American Magazine*.

In addition to one of the largest magazine campaigns ever conducted for radio receivers, FADA is using newspaper space generously in the leading radio centers. Some of this advertising is reproduced above—greatly reduced. It localizes FADA sales and brings customers to the stores selling FADA receivers.

Tie up with this FADA advertising. We will furnish mats or electros of FADA newspaper copy in 12 and 28½ inch space, with plenty of room for your own name. Use it before Christmas. This material is supplied free to dealers who agree to run it in their local papers. Write for further information about FADA Neutrodyne receivers and FADA advertising.

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

**And NOW—
a three-tube
FADA
Neutrodyne**

A FULL-FLEDGED, powerful three-tube Neutrodyne radio receiver designed to use powerful tubes and give maximum results—the FADA "Neutro-Junior."

Made to meet the demand for a receiver of moderate price and excellent performance, the Neutro-Junior more than fulfills expectations. Operates satisfactorily on either outdoor or indoor aerials. It is simplicity itself in control, and most metropolitan users get tant stations on the loud speaker. Price (less tubes, batteries, etc.) \$75.



FADA Neutro-Junior Three-tube Neutrodyne that is a wonderful performer. Price (less tubes, batteries, etc.) \$75.



**FADA
Radio**

TRADE LEADERS PREDICT A PROSPEROUS 1925—(Continued from page 100)

have had that it should not be a good one for us.

Vitanola Talking Machine Co., Chicago. By S. S. Schiff, President.

At this season of the year we are always inclined to be optimistic in our prophecy for the coming year. A new year always seems to carry with it new opportunities, and it is only natural we should expect and plan to make the most of them. But this year all will agree that never was a favorable forecast based on such solid foundation of facts. Politically, socially, and commercially, the American nation has proved itself sound. With decreased burdens of taxation, and American business being given many new encouragements, the future certainly looks bright. As for the talking machine and radio business in which we are interested, conditions have been very good the past two months, and we cannot see anything but good for 1925. Our combination radio and phono-

graph sets are in big demand, and our straight phonographs, too, are going well. In fact, the large volume of orders we have recently been receiving on straight phonographs has outstripped even our own optimistic forecasts.

Oro-Tone Co., Chicago, Ill. By L. Hunt.

We believe that general prosperity will prevail for the next four years at least. Some businesses will of course show greater activity than others. This will depend on conditions and elements which may enter into various business channels. Generally speaking, we look for good business.

Everybody's Talking Machine Co., Inc., Philadelphia. By S. Fingrutd, Secretary.

We believe that the business outlook for the new year is very encouraging. We base our opinion upon the splendid financial condition of the entire country, and place particular emphasis upon the business being done to-day in the stock and bond market.

We regard the stock market as a barometer of business conditions, and with the excellent business being done to-day we feel confident that the phonograph industry will certainly enjoy its share of the good business that the new year will bring.

Wm. Phillips Phono Parts Corp., New York. By William Phillips, President.

We believe that the year 1925 will be very successful for the phonograph manufacturer if he will design cabinets suitable for the standard radio sets that are on the market, eliminating extra cabinets for those that have radios in their homes.

The phonograph horn is the best amplifier and where there are radio tone arms on the market to-day the phonograph manufacturer should take advantage of same by building the proper cabinet for radio and phonograph combined.

Doehler Die-Casting Co., Brooklyn, N. Y. By Lester H. Pillion, General Sales Manager.

That 1924 was a further and probably final period of readjustment, following post-war inflation, appears very evident from a survey of the various statistics available. The thoroughness of the liquidation of the past year leads us to anticipate a period of gradual improvement with prices advancing to meet the increased demand.

We regard the outlook for 1925 as favorable to good business.

Views of the Distributors

Cohen & Hughes, Baltimore, Md. By William Biel, Secretary and Treasurer.

Generally speaking, as far as the Victor business was concerned for 1924, we are entirely satisfied with the results achieved in view of general business conditions throughout the country, with particular reference to the South, where a large portion of our transactions occur.

Although it appeared that for one reason or another Victor popularity was not up to its usual standard, upon close inspection of general business conditions we reached the conclusion that it was not the fault of the talking machine business but general conditions throughout the United States, and we can truthfully say that the talking machine business, as far as we were concerned, has held its own as well as, if not better than, other commodities.

The outlook for radio, in which we have recently become interested, is exceedingly bright, and we think will become increasingly so after conditions in this industry become more stabilized.

Chas. H. Ditson & Co., New York. By Paul Carlson, Manager, Wholesale Victor Department.

My opinion is that business will be more stabilized in 1925 than during the past year. The re-election of President Coolidge has created a feeling of confidence throughout the country that obviously is already being favorably reflected in business.

Victor business will be good, as it occupies a place separate and distinct from anything else on the market.

"The best music available whenever you want it" will continue to be a slogan of much value to Victor dealers.

New York Talking Machine Co., New York. By A. D. Geissler, President.

The Victor Talking Machine Co.'s far-sighted attitude in preparing for the era of economic confidence which we have entered is going to give the Victor jobber and Victor dealer their greatest opportunity in 1925. They have completed, and paid for, this year a beautiful \$2,000,000 addition to their factory, and another \$1,000,000 addition will be completed within the next few months. These important signs of confidence exhibited by the Victor Board of Directors cause us to consider again whether,

(Continued on page 104)

New Aluminum Shell Tenor Banjos

Special Features of Aluminum Shell

The trouble with the usual wooden-banjo is that the shell, after a while, has a tendency to warp, huckle, or crack. It is impossible to get a good tone from a banjo with a warped rim. Our aluminum shell eliminates this trouble as it cannot warp, huckle, or crack. This feature alone makes it far more desirable than the ordinary wooden-banjo.

The only other banjo on the market with a metal shell that we know of retails for about \$250.00. Our instruments having the same feature retail from \$30.00 to \$60.00. It goes without saying that the tone of these aluminum shell instruments is far superior to the usual banjo of a similar price. The tone is more resonant, the vibrations are longer and the result is a more "banjoish" sustaining tone. Due to our aluminum shell, our banjo gives more of a banjo "twang", a greater volume, and therefore is much more desirable.



\$17⁵⁰

The Alumitone "Leader"

Our best seller—has aluminum shell about one-half inch thick, finished in natural color buffed and polished. Has mahogany finished resonator rubbed and polished, twenty professional brackets, 3-piece maple neck block inlaid down the back, black veneered head-piece with pearl ornamentations, white bone nut, 4 pearl position dots and fingerboard, good white head.

\$17⁵⁰

No. B1510R—Dealer's price, each.....

The Alumitone "Grand"

For tonal quality is almost equal to the Alumitone King. Has solid aluminum shell about one-half inch thick, finished in natural color, buffed and polished. Has mahogany finish resonator rubbed and polished; heavy grooved straining hoop, twenty professional brackets, Waverly extension tailpiece, Joseph Rogers, Jr. head. Neck is made of maple three-piece with black inlaid strip down the back, black veneered head plate with fancy pearl inlaid ornaments veneered fingerboard, pearl ornaments, white bone nut.

\$22⁰⁰

No. B1511R.—Dealer's price, each

The Alumitone "King"

For tone the best in the line. Has solid aluminum shell with baked black enamel finish—has fancy cut block inlaid resonator rubbed and polished, 20 professional brackets, arm rest, Joseph Rogers, Jr., head, fancy pearl inlay headpiece, fingerboard with pearl ornaments, ebonized heel plate.

No. B1512R — Dealer's price, each

\$30⁰⁰

Cases To Fit

Flannel Lined Cases

Are made of 5-ply veneer, covered with keratol, and lined with flannel. Very durable, and attractive in appearance. To fit any instrument shown on these two pages.

Order by No. B1520R. Price, each.....

\$6⁵⁰

Velvet Lined Cases

Are made of 5-ply veneer, covered with keratol and lined with beautiful purple velvet. Very durable and attractive. To fit any instrument shown on these two pages.

Order by No. B1521R. Price, each.....

\$7⁷⁵

OUR GUARANTEE!!

Every Alumitone tenor banjo carries an unconditional guarantee. Should any instrument prove defective in any way (breaking of heads excluded) within a period of two years, we will replace it, no charge. We further guarantee these instruments to be perfect in tone in every respect, and will gladly accept back any Alumitone tenor banjo that is not satisfactory in every respect, if returned within 30 days of its purchase.

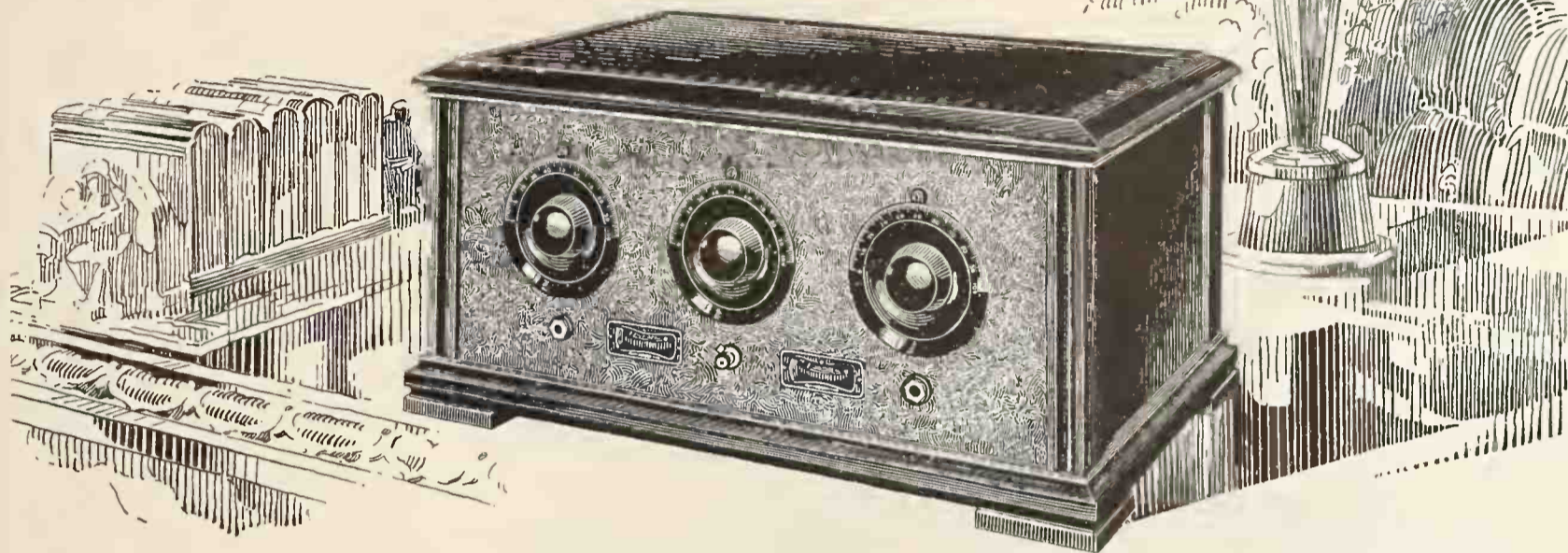
COLE & DUNAS MUSIC CO.

430 SO. WABASH AVENUE

CHICAGO, ILL.

EISEMANN

ELECTRICAL EQUIPMENT



Type 6-D Broadcast Receiver

Non-oscillating ~ Non-radiating

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.

THE real, intrinsic value of the 6-D Receiver can be fully appreciated only by making direct, side-by-side tests with other makes.

Such comparisons need not be confined to sets in the same price-class. The 6-D is the equal, in every detail, of many receivers priced \$25, \$50 and even \$75 higher.

Performance of the highest order, strikingly attractive appearance and moderate price—all these elements of true worth are found in the 6-D.

You will note its clarity and the full, generous volume. You will also observe the unusual sharpness of tuning. And the finely carved, high finish mahogany cabinet will make a strong appeal.



Price \$125.00 without accessories. If your jobber cannot supply you, write to us.

EISEMANN · MAGNETO · CORPORATION
 General Offices: 165 Broadway, New York
 DETROIT · SAN FRANCISCO · CHICAGO

TRADE LEADERS PREDICT A PROSPEROUS 1925—(Continued from page 102)

even with these increased facilities, they will be able to take care of Victor demand.

Radio seems to be rapidly assuming the aspect of a more stabilized industry. The Victor Co. in its advertising and our dealers in their activities seem to recognize this. This should be an excellent thing for the Victor business. Hundreds of thousands of people in the narrow confines of their little homes who did not know before what the outside musical world was doing have been developed into excellent Victrola prospects. There is room in every home for a Victrola and a radio, or better still, for a Victrola with a receptacle permitting the owner to install the radio of his own choice.

The most wonderful thing that has happened for these United States, and possibly for the world, has been the election of President Coolidge and the assurance of a continuation of a conservative and economic administration, and the man who takes advantage of the present situation and enters wholeheartedly into an ag-

gressive selling campaign of Victor products and possibly other musical instruments cannot fail to make good in 1925.

Gibson-Snow Co., Inc., Syracuse, N. Y. By C. T. Malcolm.

The year 1924 has given us all a new lease on life and we believe that the balance of this year and the year 1925 will be the best years in the history of both the phonograph and radio business.

Walter S. Gray Co., San Francisco, Cal. By Walter S. Gray, President.

I consider results for 1924 in the music business as satisfactory on the whole. It is true that the phonograph business suffered quite severely from the increased sale of radio, but I think that will all come back to the music business in the year 1925, because of the fact that practically all music dealers are now dealers in radio, as well, having added that very popular branch of the music business to their phonograph establishments. The principal en-

joyment of radio is music; it properly belongs in the music store and the public go to the music stores for it. The manufacturers also, I find, are looking toward the music business as their proper outlet, and altogether it seems to me that the volume of business in the year 1925 in the music trade must be very much larger than that in 1924.

Greater City Phonograph Co., Inc., New York. By Maurice Landay.

Considering that general business conditions for the first nine months of this year were below normal, plus the rivalry of radio, the phonograph dealer who really went after business in an aggressive manner did fairly well. As for those of our dealers who took in radio in the early part of this year, and pushed both lines vigorously, they have done very well indeed.

Since September business has been decidedly on the up-grade, and most of our dealers will show an increase of business, in volume, over last year.

1925 looks like a real boom year for phonograph dealers who will push phonographs, radio phonograph combinations and straight radio. Phonograph dealers selling radio and radio combinations on the instalment plan are insisting on at least a one-third down payment, which is bringing in a great deal more cash than when they were selling phonographs only, so that their business is on a sounder and more liquid basis.

L. D. Heater Co., Portland, Ore. By L. D. Heater, President.

The results for 1924, as a whole, have been very satisfactory and the outlook for the next six weeks before the first of the year is very gratifying. Some of our trade found, however, that the business slowed down materially before election, but after this question was settled it increased materially.

The outlook for 1925 is for one of the best years which we have ever had outside of those during the peak of the trade in war time. We find in our territory that the radio has in the last six months affected the talking machine sales materially and will probably do so for some time to come. However, we look for the pendulum to swing back and the talking machine trade soon to become stabilized and believe that there will be a very good business done in both lines in our territory during the coming year.

Kiefer-Stewart Co., Indianapolis, Ind. By O. C. Maurer, Vice-President.

We are highly pleased with results obtained so far in 1924, as we had a slight increase in the sale of talking machines over 1923; and we believe that, in spite of the tremendous radio business now being done, 1925 will prove to be even a better year.

Reinhardt's, Inc., Memphis, Tenn. By Walter C. Reinhardt, President.

1924, to the writer, has proved to be another one of those times that come every four to seven years and the retail merchant must have his business flexible to meet these changes.

During the writer's twenty-three years in business he can recall when the bulk of our business was music boxes, accordions and sheet music for the piano, also quite a volume of mandolins and mandolin music. This was in 1901, 1902 and 1903. Then there was a change; from 1905 to 1910 the larger sales came from phonographs; then from 1910 to 1920 the bulk was divided between phonographs and records, records increasing monthly. Then about that time, 1920, the band and string instruments came back to life again and are now bearing the burden.

The past year is simply a repetition and the music man has had to shift his store around and add radio and let this and the band and string instrument departments take care of the decline in record and phonograph sales.

Business conditions in general are considerably off evidently because of the conditions in the rural districts during the past four years.

RESAS Tone-A-Dyne



There's Big Money in Selling This Marvelous Receiver



The Resas Tone-A-Dyne opens up a big field of money making. It is just what thousands of people have been waiting for—a low-priced set that not only is equal to high-priced sets in appearance, but that will do everything any other set will do.

Everything is in your favor when you handle the Resas Tone-A-Dyne—liberal profits, easy sales and additional sales through recommendations of old customers.

The 5-tube Resas Tone-A-Dyne will give unexcelled volume and clarity on indoor or outdoor antenna. And the exclusive Tone Modulator permits regulating the tone and volume by turning a knob.

It tunes right through local stations. Distant stations are always at your command.

Has a handsomely finished Mahogany cabinet, size 21½" x 8½" x 9½".

In everything except price, the Resas Tone-A-Dyne is a \$150.00 set. It is fully guaranteed for one year.

Why not reap the harvest of big sales and nice profits that are sure to be yours when you sell this remarkable set. Send now for a sample at regular dealers' discount with the understanding that you may return it at the end of five days if not entirely satisfactory. Mail the coupon now, while you think of it.

RESAS, Inc.

112 Chambers St. New York, N. Y.

Resas, Inc.,
112 Chambers
St., New York.
Send one Resas
Tone-A-Dyne set at
\$78.00 less regular
dealers' discount with
the understanding that
it may be returned in five
days and no charge made
if we are not entirely satis-
fied with it.

Name

Street

Town..... State.....

Again let us
express the
pleasure we de-
rive in serving
you and wish
you a Merry
Christmas.



C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only

Columbia General Record Catalog for 1925 Issued

A Timely Publication—Contains All Records Listed Up to and Including December, 1924

The advertising department of the Columbia Phonograph Co., Inc., New York, N. Y., is receiving congratulations from Columbia dealers everywhere upon the publication of the 1925 general record catalog, which is now in the hands of the dealers. Aside from the attractive appearance of the publication, an outstanding feature of the production of the 1925 book is the fact that it is in the hands of the dealers before January 1, 1925, thereby establishing a new record for the issuance of a book of this character.

The Columbia 1925 record catalog contains all records listed up to and including December, 1924, giving Columbia dealers an up-to-date and complete catalog which can be used to splendid advantage. The book is divided into five sec-

tions, providing for maximum convenience for the dealer and public. Part 1 is an alphabetical list of artists making Columbia records; part 2 is a complete list of Columbia records, alphabetically arranged and cross-indexed (any desired title which has been recorded and listed may be found under the title itself, the name of the artist or organization making the record, the class of music or performance and in many cases under the name of the composer); part 3 contains classified lists of specially selected Columbia records; part 4 features gems and novelties from Columbia catalogs of foreign language records; part 5 is a tinted section containing the new Columbia series of Musical Masterworks and a list of Columbia's concert and operatic stars with their recordings.

The 1925 Columbia catalog is the largest ever issued by the Columbia Phonograph Co., Inc., indicating the care and attention that this organization is giving to the development and growth of its record activities. The book in itself is typographically perfect, handsomely designed and in every way a worthy and welcome

addition to the quality literature that has been issued the past six months by the advertising and sales divisions of the Columbia Co.

Brilliantone Special Holiday Needle Package

Two Hundred and Fifty Needles Contained in Record Cleaner Can

The Brilliantone Steel Needle Co., New York City, sole selling agent for the W. H. Bagshaw Co., Lowell, Mass., has produced a needle package particularly appropriate for holiday sales. This new package contains 250 needles, in a combination record cleaner can. The article has double utility, in that it is a needle container and record cleaner in one. These two features, plus its general attractiveness, will undoubtedly make it a big seller.

The Brilliantone Steel Needle Co., which is also sole selling agent for the Petmecky needle, made by the W. H. Bagshaw Co., is enclosing in all packages of Petmecky needles delivered to dealers a special notice announcing that the enclosed needles are the genuine Petmecky Multi-tone needles, as near hand-made as it is possible to make talking machine needles. Warning is given that the word Multi-tone, due to the fact that it cannot be copyrighted, is being used by imitators. In conclusion, the Petmecky guarantee is given, agreeing to refund the money without question should the needles not give perfect satisfaction.

Bestone Receiving Set Welcomed by Music Trade

Henry Hyman & Co., Inc., New York, manufacturers of Bestone V-60 radio receiving sets, is distributing its products exclusively to the music trade. "We have adhered to our original plan of selling to the music dealer and have found that it works out most satisfactorily," said B. F. Muldoon, advertising manager of the company, in a recent chat with *The World*.

"We have been most successful in avoiding the element of price cutting, inasmuch as we have, by using the music trade, avoided channels of distribution which might otherwise result in the cutting of prices. In this plan we have received the enthusiastic endorsement of many leading dealers throughout the country and a number of them have commented on the fact that they are well pleased with our merchandising policy. We have been interested to note the successful method adopted by several of our dealers in avoiding the complications and complaints resulting from the sale of receivers on the instalment plan by not selling the set complete with accessories. These dealers sell the set with a separate guarantee and thus avoid complaints which might result from troubles encountered from the accessories in reality, but which are often blamed by the customer on the set itself."

Prisoners Hear Italy on Fada

The results of radio reception during the recent international broadcasting tests, as announced by F. A. D. Andrea, Inc., New York, manufacturer of Fada neudrodyne radio receiving sets, aside from reflecting credit on the Fada's reception ability, strikes a pathetic note reflected from the steel and masonry of a prison. This report comes from the Pennsylvania State Prison at Bellefont, Pa., in a letter written by one of the prisoners and authorized by the warden, reading in part as follows:

"On Tuesday, November 25th, at 11:20 p.m. we detected a station and by careful tuning in were rewarded with a soprano solo in Italian. After this number was finished the announcer came on and spoke in Italian and we listened in on several other selections, which we heard very clearly, at the end of which the station was announced and the call letters given as IRO."



Eagle Battery Chargers

have made good in a big way. They are the standard in the independent charger field.

LEGITIMATE—Tungar Bulbs are used in EAGLE CHARGERS under arrangement with General Electric Company.

STRONG SELLING FEATURES—Two winding transformers that cannot burn out radio tubes. The only charger which charges 120 volts of "B" battery in series. Complete control of the charging rate. Adopted as standard equipment by leading manufacturers. Sold by 120 leading radio distributors, in always increasing volume. Written guarantee with each charger.

SALES POLICY—Absolutely clean. Trade and consumer advertising counter cards and good printed matter, and plenty of all.

PERFORMANCE—EAGLE CHARGERS have an earned reputation for splendid performance under practically every condition. Wherever they are sold we have favorable reports and the trade tells us of increased sales through word of mouth advertising by pleased users.

THE DISTRIBUTORS' OPPORTUNITY: Factory production for this season is almost entirely allotted. A few more good distributors can be taken care of, and then we shall have to close the list until next year. Act quickly, and we will take care of you. We make no delivery promises which we cannot fulfill, nor do we oversell our production.

Get the EAGLE CHARGER proposition—learn how easy it is to please the public and make money by selling a really good bulb charger. Address the office nearest you.

Foreign and Domestic Electrical Commodities, Inc.

Eastern Sales Office
629-635 West 23rd St.,
NEW YORK, N. Y.

Western Sales Office
11502 Madison Ave.,
CLEVELAND, OHIO

ZENITH RADIO

TRADE MARK REG.

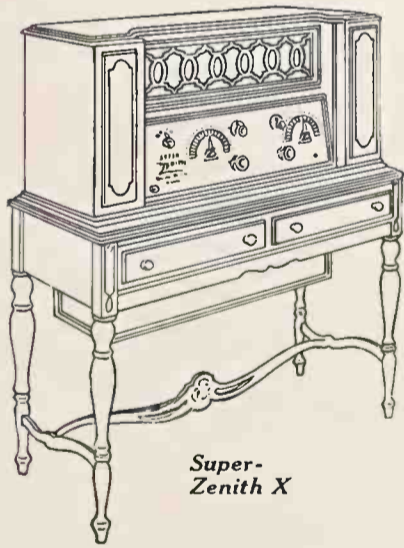


Super-Zenith VII—
the ideal radio set
for the fine home

Zenith Fulfills All the Music Man's Requirements—

*They Cost More
But They Do More*

In radio, as in other lines sold by the music merchant, four factors are important:



Super-Zenith X

1. **Merchandise** so excellently made that it will appeal to people who understand and appreciate beauty of design, craftsmanlike construction, adequate performance. Zenith, built *by* music men, *for* music men, at a music man's **discount**, offers the merchant radio sets that hold their own with the finest musical instruments on the merchant's floor. Seven models, ranging in price from \$95 to \$550.
2. **Service** so thorough and complete that it retains the customer's good will for life. Zenith requires a minimum of service—performs admirably even under the most adverse conditions—delivers radio results that exceed even the fondest hopes of the enthusiast.
3. **A Margin of Profit** consistent with the heavy investment and generous service required in the maintenance of a high-class music store. Zenith offers the music merchant an unusually liberal margin. The nation-wide popularity of Zenith, backed by its unique publicity, assures him rapid sales, quick turnover.
4. **Permanence** in the industry—protection against unfair competition. Zenith provides the merchant an exclusive territorial franchise which assures him the opportunity to build a permanent and highly profitable business.

A few territories are still open, but they are going fast. Wire for particulars.

ZENITH RADIO CORPORATION

332 South Michigan Avenue, Chicago

ZENITH—the exclusive choice of MacMillan for his North Pole Expedition—Holder of the Berengaria Record

The complete Zenith line includes seven models, ranging in price from \$95 to \$550.

With either Zenith 3R or Zenith 4R, satisfactory reception over distances of 2,000 to 3,000 miles is readily accomplished, *using any ordinary loud speaker*. Models 3R and 4R licensed under Armstrong U. S. Pat. No. 1,113,149.

ZENITH 4R—A specially designed three-circuit regenerative receiver in combination with an audion detector and *three-stage* audio-frequency amplifier, all in one cabinet. Price (exclusive of tubes and batteries) **\$95**

ZENITH 3R—A specially designed distortionless *three-stage* amplifier in combination with the new and different Zenith three-circuit regenerative tuner—all in one cabinet. Extreme selectivity. Price (exclusive of tubes and batteries) **\$160**

The new Super-Zenith is a six-tube set with a new, unique, and really different patented circuit, controlled exclusively by the Zenith Radio Corporation. It is NOT regenerative.

SUPER-ZENITH VII—Six tubes—2 stages tuned frequency amplification—detector and 3 stages audio frequency amplification. Installed in a beautifully finished cabinet of solid mahogany—44 $\frac{1}{4}$ inches long, 16 $\frac{3}{4}$ inches wide, 10 $\frac{5}{8}$ inches high. Compartments at either end for dry batteries. Price (exclusive of tubes and batteries) **\$230**

SUPER-ZENITH VIII—Same as VII except—console type. Price (exclusive of tubes and batteries) **\$250**

SUPER-ZENITH IX—Console model with additional compartments containing built-in Zenith loud speaker and generous storage battery space. Price (exclusive of tubes and batteries) **\$350**

SUPER-ZENITH X—Contains two new features superseding all receivers. 1st—Built in, patented, Super-Zenith Duo-Loud Speakers, designed to reproduce both high and low pitch tones otherwise impossible with single-unit speakers. 2nd—Zenith Battery Eliminator. Requires no A or B batteries. Price (exclusive of tubes) **\$550**

Price (without battery eliminator) **\$450**
All Prices F. O. B. Factory.

ZENITH RADIO CORPORATION

Dept. 12W
332 South Michigan Avenue, Chicago, Ill.

Gentlemen: Please send me full details of your dealer proposition.
Name.....
Address.....

Quality Products Favored in Talking Machine Industry

Deductions From Investigation Among Radio Dealers Give Interesting Conclusions

"An investigation among radio dealers to ascertain the outlook for the next few months, shows an unprecedented demand for high quality radio parts," said S. H. Mapes, sales manager of the Joseph W. Jones Radio Mfg. Co., New York, in a recent chat with The World. "Dealers interviewed state that they have endeavored to close out their stocks of cheap merchandise and are preparing to take care of a record demand for quality radio parts.

"The time has come when the public realizes that it is impossible to get good reception with a set that contains low-grade parts. Of course, there will be some demand for cheap apparatus, but the demand will be so small that it will be almost negligible. Cheap parts cannot give results and radio fans are beginning to realize this. One dealer stated that he had already noticed an unusually keen interest among his customers in quality merchandise, with price a minor factor in his sales.

"It is now apparent that the dealer who hopes to build up a profitable business on gyp parts may just as well go out of business. Two years ago the demand was for 'price' merchandise, but last year this demand fell off considerably, and this year it is showing a still greater decline. Many manufacturers have reached the point where they can produce quality merchandise in large quantities at a low enough cost to compete with the inferior low-grade merchandise, and they have also systematized their factories so as to turn out sets at much lower prices than heretofore. It is, therefore, not surprising to learn that manufacturers of high-grade radio merchandise are speeding production to take care of what will probably be the biggest radio-parts season."

William J. Murdock Made President of Chelsea Bank

CHelsea, MASS., December 8.—William J. Murdock, president of the William J. Murdock Co., of this city, who is known as one of the pioneers of the radio industry, has been elected president of the Broadway National Bank, of Chelsea, Mass. This is a decided tribute to the executive ability of Mr. Murdock, which has already been proved through the rapid growth of the William J. Murdock Co. under his direction. This company was among the first concerns in the country to engage in the manufacture of radio accessories at the time when the amateur was beginning to dabble in the new art. After the inception of broadcasting the Murdock Co. refrained from engaging in the manufacture of a complete set until Professor L. A. Hazeltine, of the Stevens Institute of Technology, announced his invention of the neutrodyne circuit. The Murdock Co. is holder of the Hazeltine license and the Murdock neutrodyne set has been made known throughout the entire country. Many talking machine dealers are successfully merchandising the line.

New Record by Wendell Hall

A window poster featuring the second installment of "It Ain't Gonna Rain No Mo'," sung by Wendell Hall on Victor records, has been sent to all Victor dealers. The popularity of the first recording by this artist is an assurance that the second edition of his famous song will be equally well received. Since the issuance of the first record, Mr. Hall has appeared in many broadcasting stations in all sections of the country and thousands of radio enthusiasts will welcome the new record. Coupled with the "Rain" song on the record released December 12, is "We're Gonna Have Weather," sung by the same artist.

Gross-Brennan Represents Thermiodyne in New York

Adds Well-known Plattsburg, N. Y., Manufacturer's Line to Radio Sets Now Handled

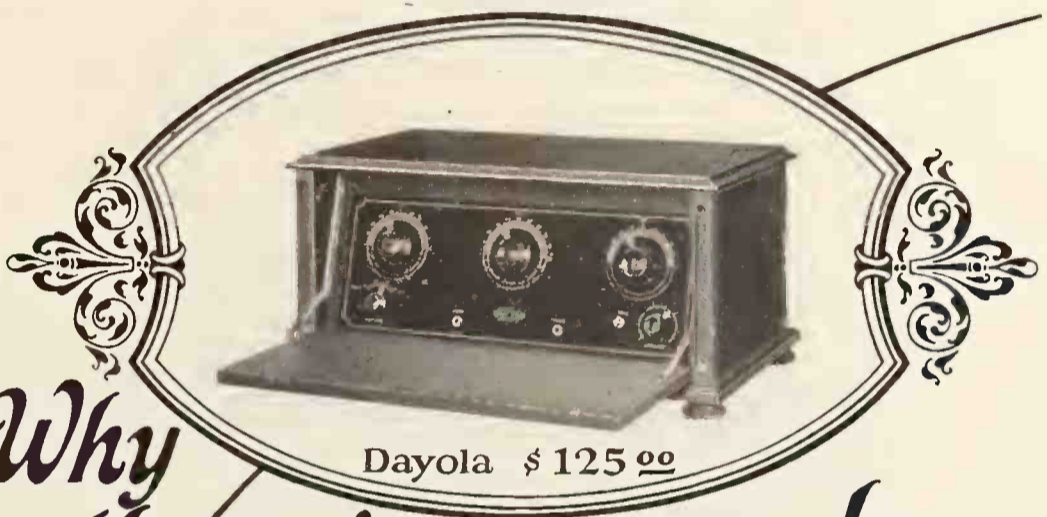
Gross-Brennan, Inc., 342 Madison avenue, New York, who have been attaining considerable success as manufacturers' representatives for well-known radio products, have been appointed manufacturers' representatives for the Thermiodyne Corp., Plattsburg, N. Y., maker of the Thermiodyne receiving set. This instrument, which is a six-tube set, with a one-dial control, attracted wide attention at all of the radio shows this season, and it is being extensively advertised to the trade and public. Gross-Brennan, Inc., will represent the company in its relations with jobbers, covering twelve of the most important Eastern States, with the exception of Pennsylvania.

The success of Gross-Brennan, Inc., is a tribute to the experience and capability of the

founders of the organization, Benjamin Gross and Herbert A. Brennan. Mr. Gross is widely known in the electrical and radio industries, and Mr. Brennan is a veteran of the talking machine trade with several years' experience in the radio field. Starting with a two-man staff the company has steadily increased in growth until today the force comprises twelve men. Among the various firms it represents is the Stromberg-Carlson neutrodyne set for which the company is manufacturers' representative in the East, dealing direct with the dealers. Its success with this set has been very gratifying, and many important accounts have been opened during the past few months.

New Edison Featured in Ads.

Lyon & Healy, of Chicago, have recently been running full-page advertisements featuring the new Edison. The illustrations used in these advertisements are particularly effective and the whole campaign is calculated to bring considerable holiday business to this famous house.



Dayola \$ 125 00

Why there is more value in DAY-FAN Radio



OEM-7 \$98 00



DAYTONIA \$285 00 and other models

All essential parts of DAY-FAN sets are made in our factory. These sets are not merely an assembly of parts made by others. All parts are designed and manufactured to work in unison and make possible extreme accuracy.

The appearance of DAY-FAN sets suggests a quality entirely in keeping with their accuracy of manufacture.

Their volume is such that on many stations it must be dampened for the ordinary room.

Their selectivity can be varied at will from broad tuning to extreme sharpness.

Manufacturing accuracy and the use of rivets instead of screws reduce servicing to the lowest point yet obtained in radio manufacturing.

These are a few of the remarkable DAY-FAN qualities. A demonstration will add many more

The DAYTON FAN & MOTOR CO.
Manufacturers of High-Grade Electrical Apparatus for more than 35 Years
DAYTON, OHIO.

Day-Fan RADIO

Entire Baltimore Trade Is Optimistic

Advent of December Brings Marked Improvement in Demand for All Lines of Merchandise—Month's Trade News and Activities

BALTIMORE, Md., December 10.—While the talking machine business last month slumped to some extent generally, a marked improvement has been noted since the first of the month and dealers are now very optimistic over the outlook for ending the year with a substantial increase over 1923. One gratifying feature to the retailers is the demand for the higher-priced machines and the number of cash sales on the more popular-priced models. This feeling of optimism is also evident in the local jobbing field and is reflected in the hustle that is now on to supply the Christmas trade.

While this practice of buying in small quantities naturally increases the jobbers' overhead it is looked upon with favor generally. In commenting on this situation one prominent jobber said: "The retail trade to-day is buying more conservatively than at any time since the war and I for one am glad to see it. A number of retailers who formerly bought in twenty-five lots of a certain type of the more popular machines are now buying in lots of five and ten.

W. C. Roberts Predicts Busiest Month

W. C. Roberts, manager of E. F. Droop & Sons, Inc., Victor distributors, is another local jobber who is optimistic over the outlook for business this year as well as the continued popularity of the talking machine despite the rapid increase in radio. "I am looking for the biggest December in the history of the firm," said Mr. Roberts, "and unless business takes an awful slump I feel sure my prediction will come true. Business started off with a rush on the first of the month and I see no reason why it should not continue right along up to Christ-



Baltimore Headquarters for Columbia Service



READY TO DELIVER

All types of Columbia Phonographs
The New Imported Recordings
Records of Hits—While they are Hits
All Best Selling Standard Selections
Best Line of Race Records on the Market
Old Time Tunes and Fiddlin' Records

Let Us Serve You

COLUMBIA WHOLESALERS, Inc.

L. L. Andrews

Exclusively Wholesale

Wm. H. Swartz

205 W. Camden St.

Baltimore, Md.

mas. One thing that is going to help is the fact that the jobber to-day for the first time in years has the stock on hand to supply the trade with practically every type of machine and there will be no waiting for delivery from the factory which has been the case in past years. The radio is not going to hurt the talking machine business no matter how many radio sets are sold as there will always be a demand for music that can be supplied only by the talking machine. We are the only talk-

ing machine jobbers in Baltimore who have not taken on a line of radio and one of the few in the country. While radio is not a passing fancy and is here to stay it will never take the place of the talking machine with the music-loving public and eventually, I believe, it will prove a big aid in the sale of records."

Features Artists in Window

And speaking of records, A. B. Feder, who manages the record department at Eisenberg's department store, has built up one of the largest record businesses in the city within the past year by a very unique and original method. Mr. Feder features every performer appearing at the local theatres in a window display each week. The most popular record maker is given the place of honor each week with a large picture in the center and the other artists' pictures are grouped around it, together with their song hits. In addition, Mr. Feder attends every show each week and in that way keeps posted on the popular hits of the day.

Many Dealers Feature Outing

Mr. Swartz, of the Columbia Distributors, is finding that because Outing portables have been sold for so many years and are so well known among the dealers in his territory, since taking on the Outing portable distribution six months ago he has added a large number of new accounts.

W. L. Vanaman in New Post

The Columbia Wholesalers, Inc., which has built up a large business in the distribution of radio sets, accessories and parts has announced the appointment of W. L. Vanaman to its staff. Mr. Vanaman is an ex-post signal officer and educational officer of the United States Army, and for the past three years has been radio editor of the Baltimore News. Mr. Vanaman's extensive experience will doubtless be of much service to him in the important duties he now assumes and will also be of genuine benefit to the many dealers whom the Columbia Wholesalers, Inc., serve.

Large Demand for Brunswick-Radiolas

Chas. F. Shaw, manager of the local Brunswick agency, was in the midst of a salesmen's meeting when The World representative dropped in to see him but paused long enough to say that business generally is very satisfactory and the only trouble he is having at present is in getting enough Brunswick-Radiolas to supply the demand. "We have been over-sold ever since the machines were put on the

(Continued on page 110)

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"

*National Advertising
to 728,088 Readers
Makes Sales for EAGLE Dealers*

*NOW
Appearing
in the
January
issues of*

**POPULAR
RADIO
—
RADIO
BROADCAST**

Q. S. T.

**POPULAR
SCIENCE
MONTHLY**

**VOGUE
—
CHARM**

*Tie up with
this Tide of
Popular Demand*

**WRITE FOR
PROPOSITION**

*The GREATER Neutrodyne
EAGLE
Balanced Receiver*



New Model B
5 Tubes
\$175.00

A Happier New Year

**REASONS
for Buying the
New Model B**



**The EAGLE
GUARANTEE**
The warrantee that
accompanies every
Eagle Receiver fully
protects you.

Exclusive EAGLE Instruments
Multiple (filament control)
switch; ball-bearing, die-cast con-
densers; revolving resistor ele-
ment rheostat—found only in the
New Model B.

Balance
The perfect balance of tube
capacities—the secret of neutro-
dyne efficiency.



EAGLE

RADIO CO.



*My dear Boy
Only your wonderful thoughtful-
ness could have found just the very
gift I wanted—the New Eagle
Receiver. When folks asked me this
year "Was Santa Claus good to you?"
I told them I had someone who
was better to me than even Santa Claus.
I was a little afraid that
radio might prove too complicated
for me but the Eagle is as easy
to operate as my phonograph. John
made up a log for me and now all
I do is decide on the program I want
to hear and turn the dial to the
numbers for that station. No more
loneliness, long evenings, dull times.
My Eagle keeps me entertained.
John says it's the best radio set
money could buy, to which I replied,
"Of course, don't let Bob select it for me."
Now John is going to get a new Model
B Eagle. Says it's just the set he's
been waiting for.
I appreciate this wonderful gift
more than I can tell you.
Your affectionate,
Mother*

EAGLE RADIO CO.



22 Boyden Pl., Newark, N. J.

Baltimore Trade Activities

(Continued from page 108)

market," he said, "and the trade in this territory has been only about half canvassed at that. Sales of talking machines are also very good and we are to-day carrying less stock than at any time since I took charge of the agency. We are shipping them out as fast as we receive them and the demand for the York model still keeps up. Our record business is showing a very gratifying increase and I believe the radio is going to help the sale of both machines and records." New accounts taken on this month by the Brunswick agency include the Radio Sales Studio, Inc., of Washington; Bunch Furniture Co., of Statesville, N. C., and Holoway Bros., Monroe, N. C.

Columbia Wholesalers Rushed

"Business is booming, with a capital B," said W. H. Swartz, vice-president of the Columbia Wholesalers, Inc., distributors of the Columbia. "Last week we shipped out more records than in any week this year and two weeks ago we shipped out the largest number of machines. "The console 239-R, which is the \$100 console arranged to accommodate a radio panel, has taken big with the trade, and we are shipping them out as fast as we can get them from the factory. We are also equipping this console with the four-tube Federal panel and earphones which proved a big leader with many dealers."

Paul Specht's records are setting a record in this territory, according to Mr. Swartz, since the firm distributed to the trade copies of "Success," containing Paul Specht's own story, coupled with the appearance of the orchestra at the Century Roof Garden a couple of weeks ago.

Brief But Interesting

Ted Weems and His Orchestra came down from Philadelphia on Wednesday to play at the annual dinner of the Johns Hopkins fraternity at the Southern Hotel and were given a great ovation by the large crowd in attendance.

C. J. Chirmer, assistant to C. F. Shaw, manager of the Brunswick agency, is receiving the congratulations of the staff on the arrival of a baby girl last month.

North Carolina is booming and is one of the busiest States in the Union just at present, according to M. M. Kuhn, who represents Brunswick in that territory. "But keep your eye on Virginia," said F. H. Espey, when he could get a word in. Both Mr. Kuhn and Mr. Espey were in attendance at the local salesmen's conference.

Articles of incorporation have been filed with the State Tax Commission by the Wilson Music Shop, Inc., Gay and Monument streets, Baltimore. The capital stock of the company is \$10,000 and the incorporators are John F. Wilson, George J. Sellmayer and Edward J. Sellmayer.

Electradyne Receivers Selling in Brisk Fashion

These Sets, Together With Fordec Eliminator and Eagle Charger, Well Received by Music Trade—All Lines Oversold

The Foreign & Domestic Electrical Commodities, Inc., New York, manufacturer of the Electradyne radio receiver, the Fordec "B" battery eliminator and the Eagle battery charger, reports a satisfactory demand for all three products. Since these articles of radio equipment were introduced to the market a little more than a month ago, a complete sales organization has been built up, covering every section of the country. About sixty distributing connections have been made and the company is closing the distributor list for the season as the demand for the products has been so heavy that the factory has been hard put to take care of the representatives already appointed. H. H. Southgate, vice-president in charge of sales, states that the company would rather have fewer representatives and be able to satisfy their demands for their products than increase the representation and fall farther short in filling orders of their dealers.

The Electradyne receiver has been particularly well received, and the factory recently increased production to keep up with the demand. During the recent international broadcasting tests Newcastle, Eng., was heard on an Electradyne set on the loud speaker in the heart of New York at East Twenty-second street. A thirty-five-foot aerial was used, concretely demonstrating the eminently satisfactory receptive power of this set.

The Eagle battery charger is in high favor with talking machine dealers, as is also the Fordec eliminator. Both of these products are oversold and the factory has a number of unfilled orders, but this is not exceptional, as, in summing up, Mr. Southgate stated to The World that from present indications he expects all three products to be oversold for some time to come in spite of capacity production at the plant.



One handle handles it
Outing
TRADE MARK
Master of Movable Music

4 Years
Have Proved
Outing
Portables
Are the
Best

Columbia Wholesalers, Inc.
305 W. Camden St. Baltimore, Md.
Outing Distributor

Lucien Barnes Appointed Sleeper Export Manager

Has Had Wide Experience in Export—Possesses Broad Knowledge of Foreign Trade

The Sleeper Radio Corp., Long Island City, manufacturer of the Sleeper Monotrol Type 54 radio receiving sets, announced recently through Gordon C. Sleeper, president of the company, the appointment of Lucien Barnes as manager of its export department. Mr. Barnes was connected for the last ten years with the Westinghouse Electric International Co., traveling through Latin-America. During this time he has had ample opportunity to study market conditions and is, by virtue of his knowledge, able to compete with foreign concerns and apply his experience to the sale of the Sleeper Monotrol abroad. He has been actively engaged in the export business for the last eighteen years, having visited all South and Central American countries, including the West Indies. Mr. Barnes, in commenting on the possibilities of the volume of radio business in foreign countries, said: "The extreme simplicity of operation of the Sleeper Type 54 Monotrol will go far toward establishing its popularity in the Latin-American countries. The radio is just beginning to enjoy its rightful popularity throughout South America and I feel certain that the Sleeper product is most suitable for the export trade."

New Gennett Artists

New Gennett artists whose recordings have found favor with the record-buying public include Willie Creager and His Orchestra, who recorded such popular favorites as "All Alone," "Me and the Boy Friend" and "My Best Girl," all of which are moving in quite satisfactory fashion. The Tremaine Brothers are another recent acquisition to the list of Gennett artists. Their rendition as a duet of "Dreamer of Dreams" was exceptionally well received.

New Fada Panel Introduced

F. A. D. Andrea, Inc., New York, manufacturer of the Fada neotrodyne radio receiving sets, has recently placed on the market a new five-tube phonograph panel unit. This product is offered to the phonograph trade at a most appropriate time, inasmuch as during the Christmas season a large demand has been created for the combination radio phonograph. Dealers have found a ready market for the installation of these panels in console model phonographs. The unit is designed so that it may easily be installed in the Victor console models or any other standard console phonograph.

Harry W. Allen has taken over full interest in the Humboldt Music House, 426 F street, Eureka, Cal.

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
CROSLY	ATLAS	WESTON	THOROLA
MAGNAVOX	PHILCO	APCO	

COLUMBIA NEW MODEL PHONOGRAPHS
COLUMBIA NEW PROCESS RECORDS

The following names represent the best jobbing service obtainable in the trade.

COLUMBIA WHOLESALERS, Inc.

L. L. Andrews

Wm. H. Swartz

205 W. Camden St.

Exclusively Wholesale

Baltimore, Md.

FAMOUS *overnight*

These three new models of *Phonoradio*

with Full "Music Master" Horn

Why the "Phonoradio" is a wonderful merchandising proposition for the dealer

The Phonoradio, as a musical-radio instrument, has demonstrated its superiority in tone and ease of operation over the period of nearly two years it has been on the market. And in these three handsome new models the dealer now has an opportunity that is unparalleled for taking advantage of the tremendous demand that exists today for combination phonograph and radio instruments.

PHONORADIO—the instrument that changes from
(Trade-Mark Reg. U. S. Pat. Off.)
Phonograph to Radio in a flash

Many experts acknowledge the Phonoradio to be not only the simplest hook-up of a satisfactory nature between phonograph and radio but also say the Phonoradio is the *best* combination now on the market—especially in view of the extremely moderate prices asked for each Phonoradio. In the Phonoradio you have one moment, the finest reproduction of the finest record, with every tone shading brought out in remarkable trueness. Then in another moment, by merely pushing a lever, you have the finest radio reception, through the remarkable spruce Music Master Horn. To really appreciate the Phonoradio you must try it—see it in action. Compare its simplicity with other phonograph radio tie-ups. Write us and we will arrange for you to do this.

**A 100%
Selling Opportunity**

The Wasmuth-Goodrich Company offers in the same three console designs three distinct selling opportunities which follow:



The Verdi Console Model



The Wagner Console Model

Proposition 1—The Phonoradio—the New Emerson and radio hook-up—the only combination offering the full floating Music Master Horn and Duo-tone Controlla, 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 2—The Emerson Phonograph equipped for radio installation. 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.

Proposition 3—Each of these New Emerson 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.



The Mozart Console Model

Get This Valuable Franchise

The Phonoradio franchise offers you a new and better deal in every way. You can offer your customers the instrument that suits every purse and purpose—positively the best value in the country. Write for details and description. Act now to Profit now.

WASMUTH-GOODRICH COMPANY, Peru, Indiana
Manufacturers of the Phonoradio and Emerson Console Phonographs

Representatives of Wasmuth-Goodrich Company:

- H. J. BLIGH, Eastern Sales Representative, 114 Chambers St., New York City
- T. W. HINDLEY, Central States Sales Representative, Care of Wasmuth-Goodrich Co., 510 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.

Phonoradio

(Trade-Mark Reg. U. S. Pat. Off.)

"THE VOICE OF THE PAST and PRESENT"

Thomas A. Edison Analyzes Business Conditions and Gives Views on Outlook

Famous Inventor and President of Thos. A. Edison, Inc., States That, in His Opinion, Business in 1925 Will Be Better Than That Experienced This Year—Talks on Retailing and Radio

[Thomas A. Edison is not given to extravagant optimism, but bases any statements regarding the possibilities of future business upon carefully compiled facts. When, therefore, Mr. Edison expresses the belief that 1925 will be at least a moderately good phonograph year and bring with it results in excess of those of the year just closing, and even better than for 1923, that statement is worthy of serious consideration by those who are preparing to chart their business courses for the coming twelve months.—Editor.]

I feel that it is very difficult to make any prognostication at the present time although, when the actual sales results to the public during the holiday season can be checked up, it will be possible to arrive at more definite convictions. In January we should know quite a few things more than it is possible to ascertain on any investigation or experimental basis at the present time.

Inasmuch, however, as you desire to have something to use in your Holiday Number, I would say that in my opinion the phonograph business in 1925 will be moderately good. By that I mean quite some better than it has been during 1924, and a shade or so better than it was in 1923. I think we can safely count on that much and very possibly more.

As to what the retail music dealers should do to insure prosperity for the coming year, the principal thing required seems to be that they emerge from the "grouch of 1924" caused by the depression which the average dealer has felt during the current year. While this state of mind has been justly warranted, one can't help but feel that with the improvement in conditions there must also be a change in the state of mind as, regardless of the improved conditions in a physical and economic way, there will still be needed a strong spirit of optimism which brings with it aggressive selling effort.

Regarding the subject of radio, this is a big country, and the wave of abnormal popularity of the radio may last as long as five years. During this period, however, the phonograph will be steadily coming back into its own, and there will be a distinct improvement in public interest in the phonograph starting with 1925.

The dealers handling radio still have much experience to acquire and of a more or less costly character. The broadcasting problem has not yet been solved on a sound basis, and it is of course a serious matter to the permanent

success of radio. The service problem is still tantamount in so far as the dealer is concerned, and the public continues to show a disposition to wrongfully blame the dealer for many of its own errors in such things as leaving the switches on all night. In many cases the dealers have had to absorb a good deal of what is really unwarranted service, upkeep and replacement cost in order to keep their customers satisfied. Until this phase of radio has been worked out on a more commercial basis, the profit to be made by the retail dealer is in con-



Thos. A. Edison

siderable jeopardy, although it appears likely that the manufacturers in the radio field can continue to make substantial profits for several years to come, with a gradual weeding out of those whose products are not of a superior sort, and whose merchandising methods are not up to scratch.

Our investigations to date have not indicated any considerable public demand for the combination phonograph and radio, and it appears that the market for this type of instrument will always be of a more or less limited sort. It is not the present intention of the Edison com-

pany to manufacture a combination outfit; our present interest in the radio being confined to the new Edison radio battery which is already making satisfactory strides in public popularity and sales distribution.

There is little reason to doubt that radio has become a permanent adjunct to the business of the retail music merchant. There is no question, however, but that the soundest course for the retail music merchant to pursue is to separate his radio business and his phonograph business into two distinct departments. It is only by this method that the dealer can really tell where each product stands from the standpoint of profits, and it is only by this method that the dealer can be assured that both the radio and the phonograph will be vigorously pushed in the manner that the particular virtues of each merits. The situation is much the same as when the phonograph was first introduced into the music business; when the most successful course was found to be that of making a separate and distinct phonograph department rather than trying to merge it with the piano business.

Our records indicate that most of the dealers who have undertaken to make an exclusive business of radio are not able to stay in business. This is probably somewhat due to the seasonable character of the radio business itself, and it seems likely that during 1925 a number of exclusively radio dealers will take on phonographs as a means of stabilizing their business.

Getting back to the phonograph proper, it is our feeling that the 1925 demand will be largely for the console type of instrument. I do not look for any sensational developments in the phonograph itself, but there will unquestionably be steady progress in the refinement of the phonograph as it now stands.

The present system of releasing records which is employed by the Edison Co. has proved most advantageous, and it will, therefore, be continued.

As regards general conditions, I do not look for any boom, nor do I look for highly inflated prices, as powerful forces will be set up to counteract the danger of excess in this direction. If we have one more good crop year for the farmers we can then expect real prosperity. In the main, the farmers have needed the profits derived from the present good year to pay off their debts, and they need another good year to acquire surplus funds for spending. Moreover, it is recognized by practically all authorities that the prosperity of the nation as a whole depends in a primary way on prosperity in the rural districts, and that is why I mention this point.

During 1924 the Edison company has added a large number of new dealers, and we are still adding them at a rapid rate. Many of our new connections have been made with retail music merchants who are the outstanding leaders in their respective communities.

It has been, and will continue to be, the Edison policy to help the retail Edison dealer to make as large a profit as possible. To this end we are discouraging excessive inventory and recommending moderate inventory with rapid turnover on both records and phonographs. We are also offering much valuable sales promotion help, particularly in the way of the Edison Tone Tests which have long since established their sales value to the dealer.

All things considered, I feel that the Edison company and the Edison dealers, and in fact the industry as a whole, can look forward to a New Year with every prospect of doing a satisfactory business.

Music House Bankrupt

Troy, N. Y., December 6.—A petition in bankruptcy has been filed recently by Colvin Colwell Co., Inc., a music house of this city. The concern listed its liabilities at \$26,903 and nominal assets at \$26,992. The Colwell Co. has been in business for some time and is well known.



The REMO TRUMPET

"You'll hear the duplicate of this loud speaker when Gabriel blows!"



Dealers:

If you want a quick-selling Radio Loud Speaker and one that will give instant, lasting satisfaction, send for a sample of the Remo Trumpet.

Wonderful tone, volume and clarity. Small, compact and beautifully finished.

Retails for \$12.50

Send for your sample today. You'll be convinced.

Also the Remola Recreator in mahogany cabinet.

Price \$25.00

THE REMO CORPORATION, Radio Division Meriden, Conn.

A FINANCING SERVICE—

—that solves the music merchant's ever-present problem of financing his time sales!

The **C. I. T. PLAN** enables you to realize the greatest amount of cash on your customer's time paper—

At a minimum of cost!

You will find it devoid of much of the detail work required by other plans—

And as to remittance service, paper is remitted for on the same day it is received.

Our extensive experience, large capital and resources, and nationwide operation qualify us to handle your time paper with the greatest possible degree of efficiency and safety for you.

In short, a connection with us assures you of adequate financial support at all times, quick and efficient service at nominal cost, and that courteous, friendly consideration that is your due.

COMMERCIAL INVESTMENT TRUST INCORPORATED

41 East 42nd Street, New York City

Capital and Surplus, \$11,000,000.00

TEAR OFF AND MAIL THE COUPON BELOW

Commercial Investment Trust Incorporated,
41 East 42nd Street, New York City.

Dated....., 192...

Please send full information regarding the C. I. T. Plan for financing "time paper" on the following products.....

- 1. Name
- 2. Address
- 3. City
- 4. State

All Branches of Denver Trade Enjoying Better Demand As Holidays Approach

Retailers and Wholesalers Expect Satisfactory Wind-up to the Business Year—Christmas Clubs Are Popular With Patrons—Concerts Prove Aid to Record Sales—The News

DENVER, COLO., December 8.—The early part of November was rather quiet as regards the talking machine and radio trade, due to the unseasonable weather which was experienced, resulting in keeping the public outdoors without much thought or need of home entertainment. However, the approach of the holiday season was made manifest toward the latter part of the month, and at present writing the dealers in this section are enjoying a nice, consistent business in both branches of the trade, with the most activity apparent in radio. Dealers are optimistic over prospects for 1925 as general business conditions are excellent with money easier than has been the rule in some time.

It is expected that there will be a boom in radio with the completion of the General Elec-

tric Co.'s broadcasting station in Montclair, a suburb of this city. It is believed that when this station is put in operation the possibilities of radio will be brought home to those people who fail to realize them at the present time.

Christmas Club Stimulating Business

Russell Gates, Brunswick and Columbia dealer, recently started his Christmas Club and it is being received with the usual success. Determined sales efforts are put behind the Club plan each year, and the results more than compensate for the efforts expended.

Outing Portables Selling Briskly

Carl Florine, representative of the Starr Piano Co., reports that records are selling in satisfactory fashion. Mr. Florine also wholesales the Outing portable talking machines and



'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

states that these instruments are duplicating their performances of former years, namely, selling as well in the Winter months as during the vacation season. He reports that he took many orders for the new model, encased in green leatherette, before the sample had arrived.

Record Sales Helped by Concerts

The appearance of Rosa Raisa, exclusive Vocalion artist and dramatic soprano of the Chicago Opera Co., at the City Auditorium resulted in the sale of many of her records by Vocalion dealers. The Moore-Bird Co., distributor of Vocalion Red records, states that the appearance of Raisa in Denver is the signal for an unusually large demand for her records.

Other recording artists who have appeared in this city during the past month and whose presence helped stimulate the sale of records include Sophie Braslau, contralto, who records for Victor, and the Kelly Sisters and Lynch, Brunswick artists.

Darrow Co. Plans Expansion

The Darrow Music Co. recently purchased the property at 1517-1523 Stout street for \$125,000. A six-story building will be erected as soon as the present lease on the property expires, which will be one year from now. The building to be erected will be the home of the Darrow Music Co., and will be one of the finest music houses in the West.

Chat of the Trade

The A. L. Arvidson Piano Co., Edison dealer, recently added a radio department in which is carried the Atwater Kent, Freed-Eisemann, Kennedy and Crosley lines.

N. B. Lewellen, manager of the phonograph and radio department of the American Furniture Co., handling the Victor, Sonora and other lines of instruments and all prominent radio sets, states that he finds the phonograph business better than a year ago.

The radio department of the Knight-Campbell Music Co. is doing a brisk business, with an exceptional demand at all times for the Ware neutrodyne, Model T.

The Daniels & Fisher Stores Co. recently displayed an Atwater Kent radio receiver in its large corner window in a most attractive setting. The display attracted much favorable comment.

Incorporations

The A. G. Ogren Music Co., 415-17 Seventh street, Rockford, Ill., has been incorporated, with a capital stock of \$30,000, to deal in a general line of musical instruments.

* * * *

The Radio Union, New York, has been incorporated at Albany to manufacture apparatus, with a capital stock of \$20,000. Incorporators are H. and S. Gernsback and R. W. Demott.

* * * *

The Hecht Radio Industries, New York, were recently incorporated at Albany with a capital stock of 100 shares of common stock of no par value. C. and I. Marcus are the incorporators.

Compare it with Any for Volume—Quality—Distance—Simplicity Selectivity—Economy

No "A" battery—you just plug into the house lighting circuit. ELECTRADYNE is a rare merchandising proposition—think of selling a handsome cabinet set 15 x 16", of solid mahogany, with loud speaker built into it and the wonderful Radio-Powr unit, which eliminates the "A" battery, at a price of less than \$130.00 for the complete installation. This set puts radio within the reach of every home.

ELECTRADYNE operates on 60 cycle, 110 volt A C—the usual house current line. Not built for D C. Safe—the Radio-Powr unit is approved by the Fire Underwriters. And the operating cost is less than 10c. a month! The price, without tubes, batteries or antenna equipment, is

\$110.00

This includes the built-in loud speaker and Radio-Powr "A" battery eliminator.

You can log your stations with ELECTRADYNE. Anyone can install it—a child can operate it. ELECTRADYNE is a distance-getter, is selective, will demonstrate well, and it will stay sold. The biggest value ever offered in radio. ELECTRADYNE has the volume of a five tube set!

Complete protection to the distributor and real merchandising co-operation. Territory is going fast. Get busy on yours to-day.

Here is the chance for every dealer to literally "clean up" his immediate locality. Everybody will buy at this price.

Write—wire—phone—get the proposition. Don't delay—get started. Address the office nearest you.

Foreign and Domestic Electrical Commodities, Inc.

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

Western Sales Office
11502 Madison Ave.,
Cleveland, Ohio



ELECTRADYNE

The Set that uses the
HOUSE LIGHTING CIRCUIT
instead of "A" Batteries!



“Single Control”—

Makes Selling Easier and Quicker

THE dominant note in Radio today—CONTROL! The tuning-in-troubles you experience in demonstrating a set are often apt to discourage a sale. Now here comes a six-tube Thermiodyne with all this eliminated for all time—one control so simplified and so certain that a child can tune in six to ten stations in a minute's time, and local stations and distant stations cannot interfere with each other.

Show it against any other make and it will sell itself in every instance. An entirely new principle of radio reception — SIX TUBES, 3 stages of ther-

mionic frequency, detector and 2 stages of audio frequency—all with one control!

This is but one of the wonders of the new Thermiodyne—there are many other points of supremacy that a customer can readily understand. For your own information compare the fine performance of this wonder set with anything you have, or have heard of.

If it's in the air Thermiodyne will get it, regardless of distance. We stand behind every set with an unconditional guarantee. Send now for full information regarding the Thermiodyne Franchise—the key to easier sales and bigger profits.

THERMIODYNE RADIO CORPORATION, PLATTSBURGH, N. Y.

Price **\$140**
Without Accessories

Thermiodyne

TF6

(Ther-MY-odyne)

Reg. U. S. Pat. Off.

Business Improves in Brooklyn and Long Island as Holiday Shoppers Make Rounds

Lethargy of Last Month Gives Way to More Satisfactory Condition—Effective Artists' Tie-Up—Concerts Boost Record Sales—Death of J. Neil Hallinan—Other Trade Activities of Month

The talking machine and radio trade in the Brooklyn and Long Island territory for the month of November showed an appreciable pick-up over the figures for the month of October. During the early part of the month business was on a more or less even keel. Later in the month an increase in sales totals was noted, but the buying was spasmodic and it was not until the last few days of last month that a steady, consistent business was reported.

It seems that the falling of the thermometer indicated, in addition to colder weather, more favorable talking machine and radio business. There can be no doubt but that the unusually mild Fall and Winter weather, which this section has been experiencing, has had its effect on the business of the talking machine dealer, but opinions as to what extent the weather can be held to account vary with the different dealers.

Approach of Holidays Stimulates All Lines

However, starting with the latter days of last month and continuing to the present time the approach of the holiday season has been felt. An upward trend is apparent in increased demand for radio receivers and talking machines. Dealers who put concerted effort behind the talking machine are reporting good business and some dealers who carry both lines and divide their sales efforts almost equally between the two products state that the talking machine sales are in advance of those of radio sets.

Tie-up With Academy Concerts

Gibbons & Owens, Inc., Victor dealers, used their display window to tie up with the appearance of Sousa's Band and Paul Whiteman's Orchestra in concerts at the Academy of Music during the past month. Attractive pictures of the leaders and of their organizations were placed in the window, together with listings of the latest recordings.

Concert Appearances Boost Record Sales

Records have been showing real activity and latest reports from dealers are to the effect that record sales are quite satisfactory. A number of reasons can be given for the stimulation of this branch of the business. The new album sets being put on the market by the various

manufacturers have met with popular favor, and Victor dealers cashed in on the appearances during the past month of Sousa and His Band and Paul Whiteman and His Orchestra at the Academy of Music. Both of these recording aggregations are popular with Victor record buyers and as they played to capacity houses on the occasions of their concerts those dealers who tied up with their appearances gained the benefits.

Victor Jobber Reports Increase

The American Talking Machine Co., Victor wholesaler, reports a decided increase in orders during the early part of this month, with most activity in the record department. Dealers who had held off ordering now find it imperative to replace the machines sold from their floors during the latter part of November.

Newark Firm Opens Branch

A branch of the National Light & Electric Co., Newark, was recently opened at 353 Atlantic avenue. This firm carries a most complete line of radio sets and equipment, featuring the products of the Radio Corp. of America.

Sonora Business Brisk

R. H. Keith, president of the Long Island Phonograph Co., Sonora jobber, reports that a brisk business was enjoyed during the past month, with activity in all lines, the Sonoradio No. 242, the combination of the Sonora phonograph and the Warc receiving set, selling particularly well.

J. Neil Hallinan Dead

The many friends of J. Neil Hallinan were shocked to hear of his sudden death on Monday, December 1. Mr. Hallinan was ill but a few days with septic pneumonia when the end came. At the time of his death he was connected with the Wholesale Radio Equipment Co. as Brooklyn and Long Island representative. Previous to that he was connected with the Long Island Phonograph Co. and was for some time connected with the Musical Instrument Sales Co., Victor wholesaler, New York.

Ed. Norton in New Position

Ed. Norton, who was formerly assistant manager of the talking machine department of H. Batterman Co. and more recently occupied a

similar position with Abraham & Straus, Inc., large department store, has joined the organization of Fred'k Loeser & Co. as manager of the radio department. Mr. Norton reports that the Brunswick-Radiola and Atwater Kent sets are selling briskly. A recent sales drive on the Grimes Duplex sets was most successful.

Abraham & Straus Feature Radio Display

A very attractive window display of radio sets is now being shown in the large windows on Fulton street of Abraham & Straus, Inc. The Brunswick-Radiola occupies a prominent part in the display and other sets offered as gift suggestions include the Radiola Regenoflex, the Ware neudrodyne, the Garod receivers and the Atwater Kent in Pooley cabinets.

Schweiger Bros. Give Store Concert

Schweiger Bros., Inc., recently stimulated the sale of records through a Saturday afternoon concert given in the store. A well-known orchestra appeared and played selections that were included in the latest record releases. A capacity audience attended and an immediate increase in record sales was the result.

Vincent Lopez Orchestra Heard at the Metropolitan

First of "Symphonic" Jazz Concerts Given by Popular Orchestra Leader Before a Crowded House—Something of the Program

Vincent Lopez and his augmented orchestra of forty selected soloists gave the first of their "symphonic jazz" concerts on Sunday afternoon, November 23, at the Metropolitan Opera House, New York.

This is the first concert appearance made by this orchestra under the direction of William Morris and S. Hurok and will be followed by a tour of the country and a series of short trips to Europe.

The opening was played to a crowded house. The reception was enthusiastic and made necessary repeated encores. While the orchestra played some symphonic arrangements of several standard numbers the program was mostly confined to those things that have already found popular favor.

The program opened with the Russian Fantasy, in which are incorporated "Song of the Volga Boatmen," "Song of India" and "March of the Sirdar." There is also a Biblical Suite and Rimsky-Korsakow's "Scheherazade." Other features are Emerson Whithorne's "Pell Street" from "New York Days and Nights." A greater part of the balance of the program was devoted to specially arranged popular numbers, including "June Night" (Feist), "Indian Love Song" (Harms), "Follow the Swallow" (Remick), "All Alone" (Berlin), "In a Little Rendezvous" (Waterson), "Why Live a Lie" (Feist). The soloists included Yvette Rugel, soprano; several harmonica solos by Borrah Minevitch, and Lopez himself at the piano playing "Nola."

Of chief importance to the trade was the result that the concert had in stimulating the sale of Okeh records. Dealers located in the metropolitan section reported that the week following the concert witnessed an unusual demand for Lopez Okeh records. It was quite evident also that a number of the purchasers were new Lopez "fans" as they purchased quantities of the records, both recent and former releases. Okeh dealers in the cities which are to be visited by the Lopez aggregation on its Continental tour will profit through co-operating and effecting every possible tie-up with the local appearances, as the value of this form of exploitation work is inestimable.

Special Drive on Columbias

MACON, GA., December 8.—The Cable Piano Co. recently staged a special drive on New Columbia phonographs, which was successful from every possible angle. E. D. Jordan, factory representative of the company, assisted the local manager during the period of the sale and was extremely pleased with results.

To Our Dealers and Friends:—

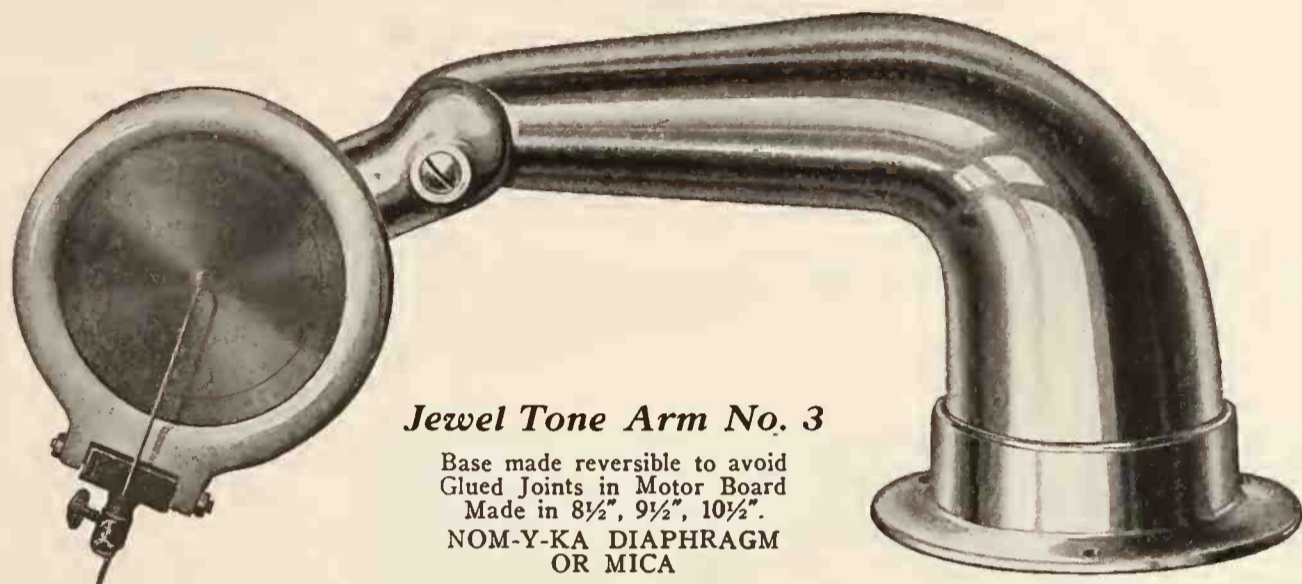
"A Merry Christmas"

WE ALSO WISH FOR YOU,
A NEW YEAR OF GOOD
HEALTH, PROSPERITY AND
HAPPINESS.

AMERICAN
TALKING MACHINE CO.
BROOKLYN, N.Y.
VICTOR WHOLESALERS



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.

Music Trades Ass'n of Southern California Adopts Constructive Resolutions

Association Takes Important Step to Insure Better Merchandising Methods of Its Members—Resolutions Deal With Selling, Terms, Commissions and Other Vital Factors

LOS ANGELES, CAL., December 4.—Among the constructive resolutions adopted by the Music Trades Association of Southern California for the guidance of its membership in the development of better business methods are several that apply directly to the merchandising of phonographs. These may prove of interest to dealers in other sections of the country who desire to keep in touch with what are considered the best methods of merchandising. Some of these resolutions are as follows:

Maximum length of contract for sale of phonographs, 15 months.

Minimum amount on first payment on phonographs, 10 per cent of list price.

Retail price and name of model to accompany advertisements.

No commission to be paid to other than regular employes on the sale of phonographs.

Standing reward for recovery of lost or stolen

phonographs at the rate of 10 per cent of unpaid balance. Minimum reward \$5.

Records on approval limited to twelve to a customer, returnable in forty-eight hours. At least one-third of those sent to be retained by customers. No records of new monthly issues until ten days after date of issue.

Names of makes of phonographs to be eliminated from all displays or classified advertisements of used phonographs.

No phonograph, new or used, not regularly carried by a member to be on display in window.

A sale is defined as follows:

(a) When the contract has been signed by the customer and instrument has been delivered.

(b) When an instrument has been delivered on an open account.

(c) When a contract has been signed by the customer and deposit on first payment made, or the equivalent as a consideration.



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

Canvass to be made by secretary regarding fair rate of interest on phonographs and piano contracts. (Secretary reported that practically all favored 8 per cent and were printing contracts accordingly.)

Members advertising combination outfits consisting of phonographs, records, etc., should list them thus: Right way—(Name) phonograph, \$150. Ten double-sided records, 20 selections, \$7.50. Other merchandise, \$3.25. Total, \$160.75. Wrong way—This phonograph with ten double-sided records (20 selections) and merchandise, \$160.75.

It is understood that these resolutions have proved particularly popular with the members of the trade who desire to keep the business on a sound and successful basis.

Freed-Eisemann Booklet on "Buying a Radio"

The Freed-Eisemann Radio Corp., Brooklyn, N. Y., recently issued an interesting booklet entitled "Buying a Radio," which has secured wide circulation and which has been most favorably commented upon. The volume was written for the benefit of those who are interested in radio but who know little or nothing about the receiving set and who are anxious to attain the best possible results from their experiments in reception. It is written in non-technical, understandable language in the main, with a few words to the technical reader, wherein condensers and radio frequency are discussed. Descriptions of all the Freed-Eisemann models, including the loud speaker, the console and the set to fit various Victrolas, are given, with attractive illustrations.

Federal "Highboy" Sets Most Artistic Creations

BUFFALO, N. Y., December 7.—The Federal Tel. Mfg. Corp. recently announced the new Federal receiving set, the "Highboy," Types 159 and 161, combining one of the finest receivers made by the Federal organization, housed in cabinets of rare woods in exclusive finishes. The November issue of "Federal Features," issued each month to dealers, contained an attractive illustration of this model, one suitable for display in the dealer's warerooms.

Radio Firm Chartered

Trans-O-Dyne Radio, New York, was recently incorporated at Albany, with a capital stock of \$24,000. The incorporators are: J. R. Cameron, W. W. Jones and L. Schwartz.

Gotham Arliff Radios, manufacturing radio apparatus, have been granted a charter of incorporation at Dover, Del., with a capital stock of \$1,500,000. The incorporators are Myron Kaufmann, H. B. Bintliff and A. M. Sariol, New York.



Radiola

REGENOFLEX

and the NEW ENGLAND PHONOGRAPH DEALER

Last Call on Radio for Holiday Profits

One half of the year's radio business will be done during the next three months—your most profitable season. Don't let another minute elapse before you find out how Pitts Service on radio merchandise can help you to establish your radio department. We have no "side lines," for radio is our only business, and we are obliged to make this work profitable for you. You get concentrated service covering the best of radio products.

The big fear of securing unsalable merchandise is eliminated by using Pitts Service. Let us tell you all about the radio business; what other dealers in the talking machine field have done, and show you exactly where you can achieve the same results.

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.

Holiday Gift Buying Getting Under Way Slowly in New England Trade Territory

Indications Point to a Last-Minute Rush and a Satisfactory Wind-Up to the Year—Foresighted Dealers Well Stocked—Heavy Demand for Some Lines—Radio Show Aroused Interest

BOSTON, MASS., December 9.—The holiday business, unless it takes a decided spurt within the next week or ten days, is not what dealers had hoped for by any means. Jobbers advised the trade early to lay in needed stocks which would be called for in a hurry. Some dealers, those in particular who always are looking ahead with commendable foresight, took the advice and ordered early; others perhaps over-cautious held off and even now at this writing are buying hand to mouth as one might say; they are fearful to commit themselves to any large stock. However, in either case dealers for the time are not worrying insofar as stocks are concerned, for while the man who stocked up well is able to give his customers a better choice of goods, the other man, and of course he is the smaller dealer, is not finding it difficult to meet present demands. While that is the story just now, there is reason to believe it will not suffice to tell toward the twentieth of the month, for there still are a great many people who delay Christmas buying until the last moment.

Ralph L. Freeman

Ralph L. Freeman, director of distribution of the Victor Co., was in Boston during November, and while here was the guest of Charles H. Farnsworth, of the Eastern Talking Machine Co. Mr. Freeman expressed himself as very optimistic regarding the business outlook.

Eastern Co. Takes on Garod

The Eastern Talking Machine Co. has taken on the distribution of the Garod neotrodynes, which the company has found to be very good from the standpoint of efficiency and salability, and it is being recommended to dealers. The Eastern has signed up with Forbes & Wallace, of Springfield, to handle this line. The Eastern has met with much success with its radio outfits and the Thorola loud speaker is going well, as is the Federal five-tube panel. Mr. Durkee, of the Salem Talking Machine Co., was a caller at the Eastern offices a few days ago with a view to taking on the radio proposition.

Paul L. Welke With C. C. Harvey Co.

An addition to the staff of the C. C. Harvey Co. is Paul L. Welke, who is confining his activities to the retail talking machine and radio business. Formerly Mr. Welke was with Barker Bros. at Los Angeles, Cal., and before going to the Coast was located in Baltimore.

A. C. Erisman Co. Busy

Arthur C. Erisman, of A. C. Erisman Co., has been spending a good deal of his time this week at the radio exposition in Mechanics Building, where he has a good exhibit of the sets he handles. Mr. Erisman reports radio business exceptionally good, and there also is a good demand, though not quite what it should be at this time, for the Strand machines and Vocalion records.

A Record November Business

In the Sonoradio line as well as other features of radio which the New England Phonograph Distributing Co. carries November business was reported by Manager Burke to have been quite the biggest one yet experienced. The various salesmen under Joe Burke are finishing up their work in the New England territory and will be back in the Boston office in a few days and will not go out again until after the holidays. Joe says the loud speaker which his house carries has been finding wide

favor, and he cannot begin to supply the demand. To-day Joe went over to New York for a conference with some of the people whose goods he carries.

A Feature of the Radio Show

The American Radio & Research Corp., Medford Hillside, Boston, Mass., was brought into considerable prominence at the recent radio show in Boston, Mass. One of the high

spots of this show was the first public transmission and reception of photographs by means of radio. The pictures were transmitted through the ether on a special apparatus devised by C. Francis Jenkins, Washington, D. C., direct to Exhibition Hall, Boston. There they were picked up by one of the new Amrad neotrodynes receivers which was hooked up to a recording device invented by Mr. Jenkins.

A. B. Ayers Visits Boston

Albert B. Ayers, sales manager for the Eagle Radio Co., Newark, N. J., spent some time recently with the Chandler & Farquhar Co., distributor for the Eagle Radio Co. at 250 Devonshire street, Boston, where the whole force are

(Continued on page 120)

The EASTERN TALKING MACHINE CO. BOSTON

Sends Its Best Wishes
For
A Merry Christmas
And
A Prosperous New Year

WHOLESALE



EXCLUSIVELY

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 119)

FOR the successful year which we are now closing, we voice our appreciation to our many friends. The whole-hearted cooperation of New England Victor and radio retailers in the past has spurred us on to still greater efforts for 1925.

*We shall continue to prove that
"Steinert Service Serves."*

M. Steinert & Sons

Victor Wholesalers

35-37 Arch Street

Boston, Mass.

very enthusiastic Eagle boosters. Mr. Ayers met an army of old friends who wanted to give him the keys of the city.

Thomas Wardell Suffers Fire Loss

The local trade was sorry to learn of the great loss, by fire, sustained by Thomas Wardell at his large store in the heart of the business section of Lowell the latter part of November. The fire broke out in the block early in the morning, and several alarms brought all the fire apparatus of the city, and for a time the fire assumed very threatening proportions. The second and third floors maintained by the Wardell store were all burned out and the ground floor suffered considerably from smoke and water. Mr. Wardell had an unusually large stock of Victor goods on hand. Immediately on learning of the fire, Kenneth Reed went to Lowell to extend his sympathy to Mr. Wardell. The store is one of the oldest selling talking

machines in the city, and has been established probably twenty-eight years, Mr. Wardell first handling the old Edison cylinder type of machine. There is some question, it is understood, whether Mr. Wardell will continue in business.

Mourn Death of J. L. Gateley

There is general regret over the passing of John L. Gateley, which was reported in last month's World, who was formerly well known in Boston and New England as the New England representative of the Victor Co. for several years. Mr. Gateley went to Albany, N. Y., and opened a Victor distributing agency there. His home originally was in Somerville, a few miles outside of Boston.

Edison Business Improving Steadily

Frederick Silliman, head of the Pardee-Ellenberger Co., reporting for the Edison business, says that there has been a marked improvement

in sales these last few weeks, and the mill cities, where business has been quiet because of general conditions, are picking up perceptibly. With the exception of Aroostock County, he says that Maine is piling up good business this Fall, although there is one dealer in Holton who is making a much better showing than he did a year ago.

Healthy Columbia Business

Manager William S. Parks, of the New England department of the Columbia Co., states that while business conditions in this territory have not shown the grand rush that some people anticipated was to follow immediately upon the election of President Coolidge those points which Mr. Parks has had the pleasure of visiting in the last few weeks show a very healthy condition, and the Columbia business as a whole for the month of November was about 25 per cent ahead of the previous month, which is very gratifying.

Mr. Parks, in speaking of the new model phonographs equipped for the installation of radio units recently announced by the Columbia Co., says they have been received by the trade as a whole in the most enthusiastic manner, and the flood of orders which the New England headquarters has received in excess of the stock available before Christmas would indicate, he says, that this is going to mean a great deal of plus business for the Columbia Co.

Masterworks Series Finding Ready Sale

The Masterworks series of fine art recordings put out by the Columbia Co. a while ago are finding a ready sale among the New England Columbia dealers, and in a number of stores that never before have handled talking machines and records, and this has resulted in the New England department of the Columbia Co. establishing a great many new connections. These sets, coupled with the Columbia's new product and the present liberal policy, says Mr. Parks in an interview, are rapidly making new friends for Columbia and causing dealers to forget the past.

"Discovers" Artist for Columbia

An arrangement was recently made by Manager Parks with Chester Gaylord, of Worcester, to make some Columbia recordings, which, it is hoped, will be released before Christmas. Mr. Gaylord is extremely popular in the New England States in view of his having broadcast from the station in Sherer's Department Store in Worcester, through which many people were privileged to hear his good tenor voice in such popular songs as strongly appeal to the public.

F. D. Pitts Co. Busy

F. D. Pitts Co., exclusively wholesale distributor of radio products in this city, reports that the advent of cold weather has had its effect in a decidedly increased demand for radio sets and accessories throughout the New England territory. This concern has a large sales staff, which thoroughly covers the entire field and is familiar with local conditions. For a long time past the F. D. Pitts Co. has conducted a specialized department for service to the talking machine trade and reports that business with talking machine dealers has reached large proportions.

Cheney Sales Gain

G. Dunbar Shewell, Jr., manager of the New England field for the Cheney, makes a very encouraging report of conditions businesswise for his line. He says that November would have exceeded other previous months were it possible to get the goods shipped, but that is a contingency he has had to face for some time this Fall. Mr. Shewell is now interested in a new proposition, the Pooley-Atwater-Kent radio outfit, which he has just taken on and which he is placing in a number of warerooms throughout New England. It has been placed with the Elgin Hardware Co., Main street, Worcester, among other places.

Mr. Shewell was over in New York a short time ago and gave one of his Cheney talks in

Okeh and Odeon Records

New England is mighty busy territory during the hectic holiday season, but we've been serving it satisfactorily for years, know the needs of this fruitful market, and, therefore, are amply stocked and fully prepared to meet the demands of its unusually lively Christmas rush. Send your orders to us—we'll fill them quickly and correctly!

May your Christmas be a merry one and the coming year bring you every happiness and great prosperity!

**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 120)

the talking machine department of the Wana-maker Store, and he had quite an attentive audience. He is scheduled to speak at one of the big Worcester stores some time this month. While focusing attention on the Cheney acoustic system he finds it worth while to show how this is linked up with radio to the advantage of both propositions.

Annual Radio Show

Boston's fourth annual radio exposition was held the week of December 1 in Mechanics' Building, and a throng of visitors crowded the auditorium to view the exhibits, of which there were more than 250, some of these veritable salons with luxurious appointments. Among the exhibitors were the Atwater Kent Co., De Forest Radio Corp., Edison Shop, A. C. Erisman Co., which had two booths; Freed-Eismann Radio Corp., New England Talking Machine Co., Shepard Stores, and M. Steinert & Sons. For the benefit of those directly connected with the radio industry, special trade hours, from 11 each morning until 1 o'clock, when the public was admitted, were arranged for each day.

Outing Sales Contest Creates Rivalry

A. C. Erisman Co. reports that the contest between its salesmen for prizes offered for the largest number of Outing sales before Christmas has resulted in a very spirited contest. Mr. Erisman also reports that the display in his showroom of the complete "Outing Family" has attracted no end of attention, and that the new heather green leatherette is now passing all the other numbers in sales.

G. P. Donnelly, Jr., With Columbia Co.

An addition to Manager Parks' staff at the New England headquarters of the Columbia Co. is George P. Donnelly, Jr., who has just begun his talking machine career. The young man gives promise of becoming just as capable and well liked in the business as his popular Dad.

Distributing Leading Radio Lines

The New England Talking Machine Co., under the able direction of H. H. Ambler, is making rapid strides in the distribution of radio sets and accessories. Placing the same individual service behind the merchandising of radio that has characterized the conduct of its talking machine business has earned for it a host of friends and a constantly increasing number of dealers. Realizing the importance of distributing quality products, this company has taken on the distribution of Grimes sets, Philco "A" and "B" batteries and chargers, Dictograph loud speakers, Valley rechargers, Brach aerial equipment and Frost car phones. Mr. Ambler is



Wishing our many friends
A Merry Xmas and A Happy
and Prosperous New Year.

The Horton-Gallo-Creamer Co.
Victor Service Specialists
NEW HAVEN, CONN.

making extensive plans for the coming year.
Entertains Steinert Salesmen

Kenneth Reed, of the Arch street store of the Steinert house, entertained eighteen of the Steinert salesmen and technical men at his estate in Canton a while ago, and a pleasant time was enjoyed by all, to quote a hackneyed phrase.

Interesting News Gleanings

Frederick H. Silliman, of the Pardee-Ellenberger Co., was one of those who motored down to New Haven for the big Harvard-Yale game, but in reality he didn't get into the bowl, for conditions were so bad that he thought it wise to exercise prudence, so he was one of those who didn't get soaked to the skin.

Irving Caplan, manager of the talking machine department of the Brown Thomson Co., Hartford, Conn., was initiated into the Masonic fraternity a week or so ago, and several of his talking-machine brethren were on hand for the initial rites.

G. Dunbar Shewell, Jr., of the New England department of the Cheney Co., was one of those who hurried over to Philadelphia Thanksgiving Day to witness the University of Pennsylvania-Cornell game, which was played in Franklin Field. As a graduate of U. P., he gloated over its victory.

H. H. Murray, in charge of the engineering department of the Victor, was a recent visitor to Boston, paying his respects to the various Victor jobbing houses.

DeForest Dealers Steinert Guests

Robert Steinert, of the firm of M. Steinert & Sons, DeForest distributors, last week played host at a dinner which the company gave at the Hotel Westminster to all the New England DeForest radio dealers. Practically all of these dealers are in the city this week for the radio show at Mechanics Building and the Steinert house seized on this opportunity to entertain those who come in immediate touch with the Steinert house.

Greetings of the Season

It is our privilege once again to extend our sincere wishes for a Happy and Prosperous Holiday Season to Victor Dealers, to express our appreciation of the spirit of co-operation they have shown during the past year, and to wish for them and the whole Victor trade a New Year of greater accomplishment.

OLIVER DITSON CO.
BOSTON, MASS.

CHAS. H. DITSON & CO.
NEW YORK



STYLE NO. 400
List \$160
FIGURED MAHOGANY
OR WALNUT
Height 34 3/4"
Width 36 1/4"
Depth 22 1/2"

The
Pooley
PHONOGRAPH

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.

Industrial Prosperity in Detroit Is Reflected in Early Holiday Gift Sales

Retailers and Wholesalers Expecting Unusually Busy Month—Combination Phonograph-Radio Leads Demand—P. H. McCullogh in New Post—Shortage in Some Lines—The Month's News

DETROIT, MICH., December 9.—This is the month that counts in the talking machine industry—it is the month where in prosperous cities the local dealers reap their biggest harvest of the year—and with Detroit enjoying the greatest era of prosperity in its career the dealers naturally are going to get their share. It is true that not all of our motor factories are operating to capacity—some of them are—while others are operating certain departments and getting ready for new models that will keep them going most of the Winter. The great number of new subdivisions that are now on the market and the lots being sold and new homes being erected indicate how fast Detroit is expanding—and expansion of new homes always means more business for music and talking machine dealers. Where five years ago six miles from the center of town was considered "some" distance, to-day new homes are going up thirteen miles out and being built up solid to that point.

Expects Record-Breaking Business

Manager Quinn, of the Brunswick Shop, says he will break all records in December so far as sales are concerned, and adds there is no limit to what he can do if he can get the Radiolas. "Our greatest trouble is to get enough of them," he declared. "We are behind now in our orders and we cannot get them in fast enough. The type of combination machine that is selling best is priced high—around \$500. We can sell more of them than we can of the cheaper priced instruments—but the thing is to get them in fast enough. On the whole we have had a good year—we are

ahead of last year by a good margin—but the percentage of increase will be a big one because of our additional sales on the combination phonograph and radio, which we did not have last year. Record sales are good and we are doing nicely on Brunswick phonographs. While there will be new sales on the combination machines, the phonograph as a separate proposition will always find a goodly number of buyers, as many people will have their radio separate. We are taking in used phonographs on the combination machines but are careful in making allowances. This really is the big problem to contend with and it is something that must be watched very carefully."

Combination Instruments Lead Demand

The biggest demand for the holidays is for the combination radio and phonograph machine. It was predicted more than a year ago that the dealer who hesitates to put in this type of merchandise was going to lose out and it has worked out that way. Dealers who are handling the better grade of combination machines are certainly doing a landoffice business. This is more particularly true of the Brunswick-Radiola than any others, although other dealers are selling the cabinets for installing the radio. Radio apparently is here to stay and it is the logical thing for phonograph dealers to handle.

J. L. Hudson Co. Busy

The J. L. Hudson Music Store is enjoying an unusually good business in its talking machine department. Victrolas are selling better than ever, but the varied line handled by the Hudson store makes it possible to give the

customer almost anything desired. The Brunswick and Cheney lines are also handled in addition to radio sets. Ed. Andrew, manager of the talking machine department, anticipates a big holiday trade and has stocked up accordingly.

Big Demand for Royal

Sam Lind, of the Sam E. Lind Co., wholesaler, is certainly enjoying a tremendous trade on the Royal line of phonographs and radio machines. Mr. Lind distributes the line in Detroit, the lower peninsula of Michigan and part of Ohio and the volume of orders taken and some yet to be filled will bring 1924 to a point where Mr. Lind will have his best year. In addition to the Royal, Mr. Lind is Vocalion distributor for this territory, and it is a fact that Vocalion records never sold better than at the present time.

Tie Up With Artists

Grinnell Bros. had the pleasure of an hour's visit from the Duncan Sisters one day last week, and the public was invited to enjoy the event. Rose and Vivian Duncan, who were playing one of the local theatres in Topsy and Eva, consented to come over to the recital hall and sing a number of their songs from the show. A tremendous crowd accepted the invitation—in fact, more people were turned away than the hall could hold.

C. A. Grinnell, president of Grinnell Bros., leaves the latter part of January for his Winter home at Sea Breeze, Fla., right after the annual convention of branch managers.

P. H. McCullogh in New Post

P. H. McCullogh, formerly of Chicago, is now in charge of the phonograph division of the Brunswick-Balke Collender Co.

Edison Holding Its Own

R. B. Alling, of the Edison Shop, says business is exceedingly good—both in the whole—
(Continued on page 123)

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



FIBRE, VOCALION
BRILLIANTONE,
PETMECKY and
GILT EDGE NEEDLES



One handle handles it
Outing
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 Buying in Detroit
(Continued from page 122)

sale and retail ends. The Edison has come to the front during the past year and has a big following in Detroit among the wealthier classes. For example, Henry and Edsel Ford and all the department heads of the Ford Motor Co. are owners of Edison phonographs, and Mr. Alling says the phonograph is selling better than ever. So are the new Edison records. In addition, the DeForest radio is going over big at the Edison Shop. "We haven't a complaint to make; in fact, we are mighty well pleased with business as a whole during 1924," said Mr. Alling.

Outing Popularity Grows

C. L. Marshall reports that sales on the Senior model Outing portable are now passing the sales of the Junior model and in commenting on this he states in all probability it is because the Senior at \$37.50 meets a real need for an inexpensive talking machine. The continued good demand for the Outing proves the year 'round salability of these instruments.

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 .67
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 .58
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 1/2"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 1/2"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, Hein. Col., etc.....	.29
3/4"x.025x10', marine ends, Hein. Col., etc.....	.27
3/8"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.

**Conference on Distribution
in Washington Next Month**

U. S. Chamber of Commerce Calls Meeting of
Manufacturers, Wholesalers and Retailers

WASHINGTON, D. C., December 1.—A national conference of retail, wholesale and manufacturing interests has been called by the United States Chamber of Commerce, to meet in Washington early next month to consider the problem of distribution, with a view to reducing this very important cost factor.

The conference will appoint committees to make detailed investigations of various phases of the question, whose reports will be discussed at a second general conference, when, it is hoped, a definite program will be evolved for the reduction of distribution costs in retail merchandising.

The forthcoming conference will be the first concerted attack upon the problem of distribution from the point of view of the distributor,

officials of the Chamber point out, and the field of inquiry which it is proposed to cover has been, for the most part, unexplored in the past. The owners of establishments employed in distribution constitute the largest single class of business men in the United States, it is declared.

DeForest Stock All Sold

Syndicate Closes Subscriptions for 75,000 Radio
Shares—Large Oversubscription

Announcement was made on December 4 that the syndicate which underwrote the offering of 75,000 shares of DeForest Radio had been closed and checks had been mailed to participants in the underwriting. It had been planned originally to close the syndicate on December 8, but because of the large oversubscription received for the stock it was closed December 4.

This offering was made by Jesse L. Livermore at \$21 a share and the stock now traded in on the New York Curb Market is selling around 24 to 25.

**"Everybody's Talking Machine Co., Inc.
Win Infringement Suit**

"The United States District Court for the Eastern District of Michigan, on October 6, 1924, has granted us a perpetual injunction against the Phonograph Supply Co. of Detroit restraining it from infringement of a copyright covering our 1924 catalogue and other copyrights covering various photo-engravings listed in our catalogue, and ordering the delivery up for destruction of all infringing copies and all plates and other means for making same.

"Everybody's Talking Machine Co., Inc. will spend any further sum necessary in order to protect their just rights against any further parties who infringe on their copyrights."

A Complete Line of
Talking Machine Repair
Materials



Makers of
Honest Quaker Main Springs
& Umantone Needles

Christmas Clubs and Other Holiday Trade Activities Feature Akron-Canton District

Talking Machine Sales Volumes Increasing Steadily as Holiday Gift-Buying Gets Under Way—Extensive Sales Promotion Drives Launched—Clyde Swain in New Post—The Month's News

AKRON-CANTON, O., December 8.—With the advent of the Christmas holidays talking machine business has greatly increased in volume. Some dealers report a good increase in sales over a year ago at this time, while others say the real holiday rush has not started. About 80 per cent of the dealers have launched extensive advertising campaigns in connection with their Christmas clubs and report a good volume of business from this source.

Recent visits here of recording orchestras of wide reputation and the appearance of recent New York musical show successes has resulted in record sales being greatly stimulated.

After several weeks of inactivity in talking machine merchandising, sales are now on the uptrend, according to W. E. Pyle, manager of the music department at the store of the W. R. Zollinger Co., Canton. "We had done little or nothing in talking machines for several months until December," said Mr. Pyle, "but we have done a good volume of business so far this month."

Talking machines will be one of the featured lines at the new store of the Grand Piano Co., just opened in the Eagle Temple block by Ernest Smith, who until recently was connected with the Smith & Mitten Piano Co., in the Masonic Building, Mill street.

Clyde Swain has been made manager of the Brunswick Music Shoppe, in the Harris Arcade Building, Canton. He succeeds W. D. Berger,

who was manager of the new store since it was opened, several months ago. Mr. Berger leaves the employ of the concern to engage in the hotel business in Lima, O.

The George S. Dales Co., Akron, which recently opened a new radio section in its new enlarged store, announces it has taken on the agency here for the DeForest radio sets, and this week has been making a special drive on them in one of its large display windows.

A gain of approximately 10 per cent is reported in talking machine and record sales at the Garver Bros. Co. store, Strasburg, O., according to a statement recently by John Garver, advertising manager. Talking machine sales had slumped for several months at the store, due to farmers being busy with their crops, according to Mr. Garver. He predicts a very substantial holiday business in this department.

Announcement is made that I. B. Weile has been appointed manager of the music department at the new store of the Stark Dry Goods Co., Canton. This store was only recently opened, and the music department is one of several new departments. It will specialize in all kinds of musical merchandise, including talking machines and records.

D. W. Lerch, proprietor of the D. W. Lerch Music Co., one of the largest retail music houses in Canton, reports a very satisfactory volume of talking machine business. "We anticipate a big holiday business and are stressing radio sets for Christmas gifts," he added.

As an aftermath of the personal appearance in this section of Paul Biese and His Victor Recording Orchestra, record sales have been greatly stimulated, according to dealers in both cities. Paul Biese is the third of several good recording orchestras to visit eastern Ohio in recent months. Vic Myers and Herb Wiedoeft's Orchestra, Brunswick artists, preceded him.

Federal Co. Introduces New Five-Tube Receiving Set

The Federal Telephone Mfg. Corp., Buffalo, N. Y., with New York offices in the Times Building, announced recently a new set designated as Type 141, which is meeting with exceptional success among the company's distributors and dealers. This set is a powerful five-tube receiver, with duplex control, and the company has issued attractive literature, calling attention to the set's duplex method of control, super-selectivity and simplicity.

In announcing Type 141 the Federal Telephone Mfg. Corp. said: "Designed as a five tube receiver for use with small indoor wire or the larger outdoor antenna systems, this set offers a range of reception covering practically all over the principal broadcasting stations in America, together with a number of smaller ones, through the use of two stages of radio frequency amplification, detector and two stages of audio frequency amplification. Its exceptional high degree of super-selectivity is obtained through a tuning system of the two circuit type with limited variable coupling. Tuning is accomplished through the use of two specially designed Federal variable air condens-

"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 Hazlett Pat. No. 1470000
Made by R. E. Thompson Mfg. Co.

January Releases—Now Ready



10 INCH RECORDS at \$0.75

- 113a—Gicolette—Fox-trot S. Papaccio
b—Mousmes S. Papaccio
111a—Tattonno Se Ne Va R. Ciaramella
b—Tarantella Sott'e Rose .. R. Ciaramella
124a—Buon Tempo—
Polka Mandolino e Chitarra
b—Quadriglia Siciliana,
Orchestra Siciliana
122a—'O Patuto 'e Mussolini—Part 1,
Scena Comica
b—'O Patuto 'e Mussolini—Part 2,
Scena Comica
121a—La Vigilia di Natale a Napoli,
Scena dal vero
b—'A Banca d' 'e Mellune,
Venditore Napoletano

Distributed by

ITALIAN BOOK CO.

145 Mulberry St.

New York City

ers, each equipped with unique vernier controls incorporated within the dials. The entire receiving unit is enclosed in a mahogany case, finished in a very dark brown, two doors in the front opening outward, giving access to the panel.

Chas. C. Henry Co-operates in International Broadcast

Charles C. Henry, radio engineer of the Sonora Phonograph Co., Inc., New York, N. Y., and widely known in radio circles, was delegated as an assistant in the recent international broadcasting test held at the Doubleday, Page & Co.'s plant in Garden City, N. Y. Mr. Henry had the interesting duty of receiving telephone calls and telegrams from all over the United States during the daily test of 11 p. m. until midnight. The maximum number of telegrams received in any one day was 700 and the greatest number of letters received was 1,200.

Mr. Henry believes that European stations were heard consistently in all parts of the United States and Canada. Pacific Coast reports of reception were as reliable as those from Nova Scotia. The experiments took place each evening during the week of November 24 to 30 and were generally successful.

Progressive Corp. Made Paragon Radio Distributor

The Adams-Morgan Co., Inc., manufacturer of Paragon radio receiving sets, Montclair, N. J., recently announced, through J. B. Renwick, sales manager, the appointment of the Progressive Musical Instrument Corp., New York, as a distributor in the metropolitan territory. The appointment of this company as a Paragon distributor is of particular significance to the phonograph trade, inasmuch as a great amount of the radio products which it distributes are sold to the talking machine dealers in the metropolitan district. The Progressive Musical Instrument Corp. is thoroughly familiar with the phonograph trade.

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.

Third Chicago Radio Show Great Success

Nearly 200,000 Visitors View Exhibits of Leading Radio Products in Coliseum—Importance of Talking Machine Trade Emphasized

With the close of the Third Annual Chicago Radio Show on Sunday, November 23, there passed into history not only the greatest radio exposition that has ever been held, but one of the most successful shows ever given in any industry. This radio exposition broke all records for attendance at a radio show and it was stated by show men that it broke all records for attendance at any trade event ever held in the Chicago Coliseum. The attendance for the week was approximately 200,000, exceeding by a considerable margin the figures for the September Radio World's Fair in New York, which was the previous high-water mark for attendance at a radio exposition.

Talking Machine Trade's Importance

From the viewpoint of the talking machine industry the most important factor of the exposition was the recognition accorded to talking machine jobbers and dealers by the radio manufacturers in attendance at the show. For the past year the talking machine distributor and retailer has steadily increased in importance as an outlet for the merchandising of radio products and the Chicago Radio Show demonstrated this importance conclusively and significantly. Jobbers and dealers from all parts of the country and, in fact, from several countries abroad visited the exposition, but the talking machine industry predominated by a very large margin among the trade visitors. At intervals during the show the talking machine men present were so numerous that there was a resemblance of old-time reunions and conventions and many important deals were closed by radio exhibitors with jobbers and dealers handling representative talking machine products.

The show itself was an emphatic success, particularly so far as the exhibitors were concerned, and although the exposition did not close until 11 o'clock Sunday night, James F. Kerr, general manager of the show, had received by 7 o'clock that evening reservations for 75 per cent of the available space for the 1925 exposition. It was stated that the exhibitors closed in actual business a total of \$6,500,000, as compared with \$5,000,000 at the New York show. The Radio Manufacturers' Show Association, which conducted the Radio World's Fair in Madison Square Garden, New York, in September, was also responsible for the Chicago Radio Show at the Coliseum, and the success of both expositions reflected the careful attention given to every detail at the two shows.

Radio Sets Show Marked Improvement

The Radio Show at the Chicago Coliseum gave the Middle West trade its first opportunity to view the past year's developments in the radio industry, as no radio exposition had been held in Chicago since the second annual radio show at the Coliseum last November. The jobbers and dealers were greatly impressed with the tremendous strides that the industry had made in the past year, particularly in the refinement of the most important phases of construction and cabinet building, which are, of course, vital factors in the talking machine dealers' sales plans. The sets on display represented successful efforts on the part of the manufacturers to provide jobbers and dealers with handsome, attractive instruments of quality and value for the money expended. No demonstration of sets was permitted during the course of the exposition in order to avoid confusion, but the great majority of the visitors were more interested in the use of the radio set as an entertainment and educational factor than in the technical feature of the various circuits. The sales representatives in attendance at the booths quickly sensed this important sales trend, and as a result the value of the radio receiving set as a force in

entertainment and education was given adequate and proper attention.

Prominence of the Loud Speaker

Loud speakers played a very prominent part at the show, and many new types were exhibited for the first time, particularly in cabinet designs. The public interest in loud speakers has increased steadily, notwithstanding the fact that the majority of the leading set manufacturers have placed one or more models in their lines that include built-in loud speakers in their equipment. This fact in itself has stimulated the public interest in loud speakers as a whole, and there is every reason to believe that during 1925 loud speaker sales will show a very large increase over the figures for 1924.

An important trade development as reflected in the activities at the Coliseum during the show week was the close attention paid to certain types of radio accessories and parts by talking machine jobbers and dealers. Such products as batteries, battery chargers, antennae kits, head phones and similar accessories were examined carefully by talking machine retailers, who stated that they were planning to merchandise these products aggressively during the coming year. It was apparent that the talking machine jobber and dealer is going to expand his radio activities in keeping with the industry's rapid development.

Combination Radios and Phonographs Popular

At many of the exhibits handsome combination phonograph and radio instruments were displayed and the public as well as the trade were keenly interested in these products. One prominent manufacturer of combination instruments used a unique form of contest to secure names of new prospects and this plan produced

something in the neighborhood of 6,000 live prospects. All of these names are being turned over to the company's dealers for attention, and in many instances the prospects asked that salesmen visit them immediately. This form of dealer co-operation was used to splendid advantage by many manufacturers, especially as no sales of any kind were made at the show and all prospects were turned over to jobbers or dealers for follow-up.

There were more than 250 concerns represented at the Chicago Radio Show, and every inch of the space at the Coliseum, together with the north and south annexes and the balcony space, was utilized by the exhibitors. The Coliseum itself was beautifully decorated and during the course of the week many of Chicago's most prominent citizens visited the exposition. Regardless of the tremendous value of the exposition to the radio industry from a trade angle, the show was noteworthy for the interest that it created in the public's mind towards radio. For several nights during the course of the exposition it was necessary to close the doors and refuse further admission because of the Coliseum being packed to the utmost. The newspapers used front page articles featuring the show and from one end of the city to the other radio was the principal topic of discussion. U. J. Herrmann and James F. Kerr, who were actively in charge of the exposition, received deserved congratulations from exhibitors in the trade upon the tremendous success of the exposition. It is planned to make the 1925 New York and Chicago shows even more impressive and more valuable to the trade than the 1924 expositions and steps in this direction have already been taken.

Among the Exhibitors

Brunswick-Balke-Collender Co.

Occupying several handsomely decorated booths, the Brunswick-Balke-Collender Co., Chicago, Ill., featured the complete line of Brunswick-Radiolas, which have now attained wide popularity. Among the instruments displayed were Brunswick-Radiola 360, with super-heterodyne equipment; No. 260, with super-heterodyne; No. 160, with super-heterodyne; No. 100, with Regenoflex; No. 35, with Radiola 111-A, and No. 30, with Radiola 111. The company sponsored a very effective contest whereby a \$285 Brunswick-Radiola was given away at the close of the show. The exhibit was in charge of W. C. Hutchings, assistant general sales manager of the phonograph division; Harry Bibb, Chicago district manager; H. D. Leopold, manager of dealer service department, and Howard Schendorf, of the publicity division. P. L. Deutsch, vice-president and general manager of the company, and A. J. Kendrick, general sales manager of the phonograph division, were visitors to the show. Throughout the week the Brunswick staff in attendance included Miss Boynton and Messrs. Parks, Williams, Riggs, Bannon, Smith, Averill and Ackerman.

A. H. Grebe & Co.

Two models of the new Grebe Synchronphase set formed the center of attraction at the booths of A. H. Grebe & Co., Richmond Hill, N. Y. One of these models was dry-cell operated, using six tubes, and the other storage battery operated, using five tubes. The booth was artistically decorated, furnishing an ideal background for the Synchronphase sets. Douglas Rigney, general manager of the company, was in charge of the exhibit, assisted by Kenneth Smith and Richard Weyler of the Chicago office.

Radio Corp. of America

Artistically decorated and designed, the two booths occupied by the Radio Corp. of America featured to excellent advantage the various Radiolas which are among the most popular instruments in the company's line. A gigantic aluminum reproduction of the famous RCA trade-mark was a feature of the main booth, and among the Radiolas on display were the Super-Heterodyne, Regenoflex, Super VIII, X, III and IIIA. The popular Radiola push-pull amplifier was also exhibited, and broadcasting took place every night under the auspices of the Radio Corp. of America from station WEBL. Geo. A. Clark, exposition director of the company, was responsible for and designed the exhibit. He was assisted at the booth by J. M. Sharp and B. Millard, of the Chicago sales office.

Zenith Radio Corp.

The word "Zenith" was given exceptional publicity

throughout the week of the show, for, following the plan which it inaugurated at the Madison Square Garden Show in New York, the Zenith Radio Corp. distributed over 200,000 bags for the use of visitors. These bags were very convenient and practicable, enabling the visitors to collect all of the literature and data they desired and convey it to their homes in handy form. One of the features of the Zenith exhibit was the original Zenith set used by Dr. McMillan, famous Arctic explorer, on his ship the "Bowdoin." Donald Mix, radio operator on the ship, was also present and gave interesting information regarding the expedition. The Zenith models on display included a complete line of the new super Zeniths comprising models 7, 8, 9 and 10. Types 4R and 3R of the standard Zenith line were on display as well as the Zenith portable. Eugene F. McDonald, Jr., president of the company, was in attendance throughout the week, together with H. H. Roemer, director of sales promotion; N. A. Fegen, sales manager, and R. H. G. Matthews, radio engineer. Among the sales staff present were J. Reynolds, E. J. Jordan, J. U. McCarthy, Roy S. Dunn, and Frederick Aylesworth.

Atwater Kent Mfg. Co.

Complete lines of Atwater Kent receiving sets and loud speakers were featured to excellent advantage in the handsomely decorated booths occupied by the Atwater Kent Mfg. Co., Philadelphia, Pa. Among the instruments displayed were the model 20 and the model 20 DeLuxe, both of which are completely enclosed in handsome cabinets. The open sets on display were the model 10, five-tube set and the model 19, four-tube set. The loud speakers exhibited included three popular models known as M, R, and L. An attractive multi-colored flash sign showing the mammoth Atwater Kent plant was a feature of the exhibit as well as an Attractoscope furnished to Atwater Kent distributors for use at their local shows. V. W. Collamore, general sales manager of the company, visited Chicago for the special purpose of attending the show for a few days, and among others in attendance were H. T. Stockholm, in charge of Southwest territory; Fred McGowan, Minneapolis sales representative; L. A. Pratt, of the Northwest sales staff; Robt. Wheeler, of the Chicago sales staff, and R. B. McKinstrey, of Southwest territory. During the course of the show the company distributed handsome ash trays to visiting jobbers and dealers.

DeForest Radio Co.

The popular DeForest D 14 in mahogany cabinet with concealed loop was featured at the handsome display prepared by the DeForest Radio Co., Jersey City, N. J. The D 12 model, which is widely known throughout the country, also attracted considerable attention,

(Continued on page 126)

THIRD CHICAGO RADIO SHOW GREAT SUCCESS—(Continued from page 125)

being shown in mahogany and art leather. The new DeForest loud speaker won considerable praise from jobbers and dealers and two types of Audion tubes completed the display. Wm. H. Ingersoll, vice-president and general sales manager of the company, was present for several days during the show and the exhibit was in charge of Messrs. Pfaff and Flynn.

R. E. Thompson Mfg. Co.

The display presented by the R. E. Thompson Mfg. Co., New York, N. Y., featured a complete line of Thompson neutrodyne sets, including the Grandette, Parlor Grand, and the Concert Grand, the last named being a six-tube set for dry cell operation. Other products on display were the Thompson speaker and the Thompson knock-down neutrodyne kit. R. W. Porter, general sales manager of the company, was in charge of the exhibit, assisted by Wm. H. Nolan, Western sales representative, and T. W. Williams, of the staff of the Thompson Chicago jobber.

Crosley Radio Corp.

The complete Crosley line was shown at the booths occupied by the Crosley Radio Corp., Cincinnati, O., and among the instruments displayed were the following models: Crosley 50, a one-tube set; 51, a two-tube set; 52, a three-tube set; Trirdyn special and the Trirdyn Newport. An interesting feature of the Crosley exhibit was a parody or by-play on the vogue for cross-word puzzles, a large signboard being so arranged that it carried out effectively its slogan "There are no cross words with a Crosley." Powel Crosley, Jr., president of the Crosley Radio Corp., was present during the course of the show, together with Geo. H. Lewis, assistant to the president; A. M. Joralemon, general sales manager, and Alvin R. Plough, publicity director. Royal A. Stemm, Chicago representative of the company, was in charge of the exhibit, assisted by members of his staff.

Adams-Morgan Co., Inc.

A handsome display of Paragon sets made by the Adams-Morgan Co., Inc., Montclair, N. J., gave the trade and public an opportunity to become acquainted with this popular line. Among the instruments on display were Paragon types 2, 3 and 4, being two, three, and four-tube sets, respectively. J. B. Renwick, Jr., sales manager of the company, was in charge of the display, assisted by C. L. Huffman, Western representative.

Sonora Phonograph Co., Inc.

The Sonora Radio Speaker was one of the principal attractions at the booth of the Sonora Phonograph Co., New York, N. Y., and among the other well-known Sonora products on display were the Sonoradio combinations 242 and 241; and the Tournaine and Marquette Sonora phonograph models, radio adapted. A. C. Valeur, general manager of the Illinois Phonograph Corp., Sonora jobber, was in charge of the exhibit, assisted by Leon Golder, sales manager of the company, and John A. Read, of the sales staff in New York.

Colin B. Kennedy Co.

A complete line of Kennedy sets was shown in the booth of the Colin B. Kennedy Co., St. Louis, Mo. Among the instruments on display were the Spanish Desk model equipped with a new five-tube unit and self-contained loud speaking unit; the Jacobean console model, a five-tube set with self-contained loud speaker; model 15, a five-tube set operated on a loop; model six, a four-tube set; model five, a three-tube set; and model 11, a four-tube set. Kennedy four-tube and three-tube panels for installation in Victrolas 215, 400, 405 and 410 were also displayed. The booth was in charge of A. L. Weitekamp, of Ray D. Lillibridge, Inc., New York, N. Y., the advertising agency responsible for the Colin B. Kennedy campaign. B. R. Hassler, general sales manager of the company, was present during the show and E. W. Kennard, of the sales staff, was also in attendance.

Adler Mfg. Co.

A very elaborate display of Adler-Royal radio and phonograph products was sponsored by the Adler Mfg. Co., New York, N. Y., and Louisville, Ky., in conjunction with its Chicago representative, the Ed-Ray Sales Corp. Among the products on display were the new Adler-Royal neutrodyne No. 199, a five-tube set operated completely by dry cell batteries. The new Adler-Royal cabinet loud speaker was also displayed and it attracted considerable attention. Other sets exhibited were: No. 201, a neutrodyne five-tube set, storage battery operated; a floor type model containing a built-in loud speaker with a five-tube set; a five-tube neutrodyne panel for use in console models and several console phonographs equipped with three-tube regenerative sets and five-tube neutrodyne sets. The exhibit was under the direct charge of Allan Straus, general radio representative of the company, who was assisted by the organization of the Ed Ray Sales Corp., including Edward Blimke, Ray Reilly, Irving Leon and Fred Binger. During the course of the week the Adler Mfg. Co.'s executives were present at the show, including C. L. Adler, president; Lambert Friedl, vice-president and general sales manager; N. P. Bloom, secretary, and Frank Hinners, radio engineer.

Music Master Corp.

The gigantic Music Master horn which has been featured at radio shows all over the country was used to excellent advantage in the Coliseum in connection with the amplification of musical programs and important addresses. The exhibit sponsored by the Music Master Corp., Philadelphia, Pa., was especially attractive, representing the combined efforts of E. D. Williams, manager of the Chicago office, and M. J. Eckhardt, of the

Chicago organization. The complete Music Master line was on display, including model 5, cabinet type speaker; model 6, horn type; model 7, horn type; model 8, cabinet type; model 9, polychrome Japanese lacquer horn type, and the model 10 pedestal type for use in clubs, hotels, and large rooms. Walter L. Eckhardt, president of the company, visited the show for several days, en route to the new Music Master factory at Kitchener, Can. Among others in attendance at the show were J. R. Loughran and Albert Higgins, of the sales force.

Freed-Eisemann Radio Corp.

The complete line of Freed-Eisemann neutrodyne sets made by the Freed-Eisemann Radio Corp., Brooklyn, N. Y., was featured in an attractive setting at the show. The instruments on display included N R 5, a five-tube set; N R 6, a five-tube set, and the N R 20, a console model with built-in loud speaker. The new Freed-Eisemann four-tube neutrodyne panels for use in Victrolas 400, 405 and 410, were also displayed, as well as the N R 12, a four-tube set, and the new Freed-Eisemann cabinet loud speaker. "Jesse" James, sales representative of the company, was in charge of the exhibit, assisted by Jas. Gibson, traveling representative.

Pooley Company, Inc.

A handsome display, together with an auxiliary exhibit at the Congress Hotel, was sponsored by the Pooley Co., Inc., Philadelphia, Pa. Among the instruments featured at the exhibit were the Pooley radio cabinet, 1000-R-1, to accommodate any standard radio set, and models 600-R-2, 1100-R-2 and 1200-R-2, which are designed to accommodate the new Atwater Kent receivers. Two models of Pooley phonograph and radio combinations were on display, equipped with Federal four-tube phonograph panels. B. R. Stauffer, treasurer and general manager of the company, was in charge of the exhibit, assisted by Martin J. Polikoff, Southern sales representative.

Federal Tel. Mfg. Corp.

The Federal No. 417 five-tube panel for installation in the 405 Victrola was one of the features at the booth of the Federal Tel. Mfg. Corp., Buffalo, N. Y. Other products on display included the new 159 and 161 cabinet Federal sets, both having self-contained loud speakers; Federal 140 panel in a Phonoradio and the No. 135 four-tube panel for the 210 Victrola. The new Federal loud speaker attracted considerable attention and other sets on display were Nos. 59, 58, 102 and 110. J. P. Miller, City sales manager, was in charge of the exhibit, together with C. J. Jones, district manager, and S. M. Doak, special representative in Chicago.

F. A. D. Andrea, Inc.

Fada neutrodyne products made by F. A. D. Andrea, Inc., New York, N. Y., were shown under the auspices of the Triangle Electric Co., Chicago, Ill. Among the Fada sets on exhibition were models 175 A, 195 A, and 185 A, the last named being a desk model with built-in loud speaker. There were also shown models 16 A and the Fada 169 A and 165 A neutrodyne kits. F. A. D. Andrea, president of the company, and R. M. Klein, general manager, were present and the exhibit was in charge of L. J. Chatten, Western sales manager.

Talking Machine World

The only trade paper in the music industry to be represented at the Show this year was The Talking Machine World, which occupied a booth in the main building. An attractive display was presented, the feature of which was a large sign carrying the slogan "The Big Book with the Orange Cover Carries More Radio Set and Loud Speaker Advertising than Any Trade Paper Published." There were also displayed copies of all of the radio advertisements carried in the November issue of The World and this advertising attracted wide attention from visiting members of the trade. The booth was used as a headquarters for many talking machine jobbers and dealers who attended the show.

Th. Goldschmidt Corp.

All of the N & K products, made by the Th. Goldschmidt Corp., New York, were displayed in a very handsome setting designed under the personal direction of J. B. Price, sales and advertising manager of the company's radio division. A model dealer's store window was the background for the display wherein were featured N & K loud speakers, head phones, and phonograph units. Mr. Price spent the week at the show, and was ably assisted by Harry E. Kamen, who was recently appointed Middle West district manager.

Eisemann Magneto Corp.

The well-known Eisemann No. 6 five-tube set was attractively featured in the display of the Eisemann Magneto Corp., Brooklyn, N. Y. This new set, which has many important constructional features, made its first appearance at the New York show, and at its premier showing in Chicago it attracted considerable attention from the trade. A multi-colored flash electric sign showing the Eisemann No. 6 added to the attractiveness of the booth. Thos. E. Kennedy, sales manager of the company, was present throughout the week and was assisted at the booth by O. S. Stanley, manager of the Chicago sales office; C. M. Montz, M. Dinnsen, and John J. Machacek.

Colonial Radio Corp.

Colonial radio sets, manufactured by the Colonial Radio Corp., Long Island City, N. Y., made their first appearance at the Chicago radio show and attracted wide attention from jobbers and dealers. The company also maintained an auxiliary exhibit at the Congress Hotel. Among the instruments shown at the Coliseum were

the Colonial 16, a five-tube tuned compensated radio frequency set and the Colonial 17, a four-tube tuned compensated radio frequency set. The display was exceptionally attractive and the trade was interested to learn that Colonial cabinets were by Brewster. G. R. Brainard, vice-president and general sales manager of the company, was in charge of the exhibit, assisted by J. N. B. Hill, assistant sales manager; H. B. Keane, assistant sales manager; E. B. McCaffrey, assistant sales manager and H. S. Williams, assistant sales manager.

Pathe Phonograph & Radio Co.

The Pathe Phonograph & Radio Co., Brooklyn, N. Y., featured its "High Boy" set in mahogany and five-tube reflex set. W. E. Hotchkiss, sales manager of the Chicago branch, was in charge of the display. W. H. Tholman, manager of the Pathe factory at Plymouth, Wis., attended the exposition.

Reichmann Co.

A complete line of the popular Thorola radio speakers manufactured by the Reichmann Co., of Chicago, was displayed at this company's booth, and among the models shown were the Thorola No. 9 cabinet model and the Thorola No. 4 horn type speaker. The Thorophone power type loud speaker attracted considerable attention as well as a Grandé horn and base combination that is proving very popular. The Thorola phonograph attachment was included in the exhibit, together with a handsome panel showing the parts used in making the Thorola unit. Frank Reichmann, president of the company, was present throughout the week, together with E. S. Reidel, assistant general manager.

Jewett Radio & Phonograph Co.

One of the features of the exhibit of the Jewett Phonograph & Radio Co., Detroit, Mich.; was the new type C Superspeaker in cabinet shape with room to accommodate a standard radio set and batteries. The standard models of the popular Jewett Superspeaker were also on display, together with Parkay radio cabinets and the new Jewett Micro-Dial for accurate tuning. A giant model of the Superspeaker was shown, and the exhibit was in charge of T. F. W. Meyer, general sales manager of the company; M. E. Mikesell, Chicago district manager, and Norman E. Albee, production manager.

United Mfg. & Distributing Co.

The Unidyne four-tube tuned radio frequency set and the Super-Unidyne five-tube receiving set were featured in the display of the United Mfg. & Distributing Co., Chicago, Ill. There were also shown Unidyne and Super-Unidyne panels for installation in phonographs, and United transformers. Frank F. Paul, general sales manager of the company, was a frequent visitor to the booth, and among those in attendance throughout the week were N. E. Wunderlich, chief engineer; E. R. Tennyson and M. C. Olson, of the sales staff.

Sleeper Radio Corp.

The 1925 Type 54 Sleeper Monotrol set, which has been extensively advertised during the past few months, was featured in the display of the Sleeper Radio Corp., Long Island City, N. Y. Colored slides depicting some of the unlimited forms of entertainment and education afforded by radio were used to excellent advantage. Gordon Sleeper, president of the company, was present during the course of the show and the exhibit was in charge of J. L. McWeeny and J. P. Devine.

Henry Hyman & Co., Inc.

A giant model of the Aristocrat set in the Bestone line formed an artistic background for the display of Henry Hyman & Co., Inc., New York, N. Y. This mammoth instrument attracted wide attention, and among the models on display were the Aristocrat, and the Imperial. Sam Weiner, of the Chicago sales office, was in charge of the exhibit, together with A. Rubin, radio engineer from the New York factory.

Wasmuth-Goodrich Co.

The products of the Wasmuth-Goodrich Co., Peru, Ind., were shown in two booths occupied by the Howard Radio Co. and the Federal Tel. Mfg. Corp. In the Howard booth there was featured the new Verdi Phonoradio which is a part of the 1925 Wasmuth-Goodrich line. The radio equipment comprised the Howard five-tube neutrodyne. In the Federal booth the Blenheim Phonoradio was displayed, using for its radio equipment a four-tube, Federal panel. Earl V. Hughes, secretary of the Wasmuth-Goodrich Co., was a visitor to the show and Thos. W. Hindley, manager of the company's Chicago office, spent the entire week at the exposition.

Gilfillan Bros., Inc.

The Kansas City, Mo., division of Gilfillan Bros., Inc., sponsored a very attractive exhibit, featuring the popular G N 1 and G N 2, five-tube neutrodyne sets. Another interesting factor of the exhibit was the Gilfillan neutrodyne kit. Many out of town visitors made their headquarters at the Gilfillan exhibit, particularly from far Western points. D. G. Kurfman and G. T. Scoville were in charge of the exhibit.

American Radio & Research Corp.

Several popular models of Amrad neutrodyne products were displayed by the American Radio & Research Corp., Medford Hillside, Mass. Among the models on display were the Amrad, five-tube neutrodyne set with two dials; the Inductrole No. 3500 and the Amrad Jewel. W. P. Gage, vice-president and sales manager of the company, was in charge of the exhibit, assisted by L. R. Hood, sales promotion manager with headquarters in Kansas City, Mo., and Harold J. Tyzzer, chief engineer. Co-operating with the company at the show was the Radio Institute, Chicago, Ill., Amrad jobber, represented

(Continued on page 128)



The Interior of the Coliseum in Chicago During the Third Annual Chicago Radio Show

The illustration gives an idea of the way radio fans and those interested in radio in a commercial sense crowded into the large exhibition auditorium in Chicago to view the varied and interesting displays of all kinds and makes of radio sets and accessories. All records for attendance at a show of this character were broken at this event and a tremendous amount of actual business was done

THIRD CHICAGO RADIO SHOW GREAT SUCCESS—(Continued from page 126)

by W. A. McCombs, general manager, and L. A. Donovan, sales manager.

Eagle Radio Co.

Models A and B, five-tube Eagle neotrodynes were among the instruments displayed by the Eagle Radio Co., Newark, N. J. In addition to the standard models there were also on display models A and B console types with built-in loud speakers. W. A. Hitchcock, president of the Lake States Radio Co., was in charge of the exhibit, and during the course of the week there were also in attendance Frank Nutze, assistant sales manager of the Eagle Radio Co., and Donald Friend, of the Newark sales organization.

C. Brandes, Inc.

The feature of the exhibit prepared by C. Brandes, Inc., New York, was a tremendous electric sign upon which an electric light flashed every time a Brandes product was sold. This display was in the form of a map of the United States and the light flashed continuously, giving visitors to the show a fair indication of the sale of Brandes products. The popular Brandes Table Talker was displayed, together with the complete line of head phones manufactured by the company. Giant models of Brandes Table Talkers added to the effectiveness of the exhibit, which was in charge of Harry J. Walsh, assistant advertising manager of the company, assisted by M. E. Van Sickel and B. Calahan.

Jos. W. Jones Radio Mfg. Co.

The display sponsored by the Jos. W. Jones Radio Mfg. Co., New York, N. Y., presented the Jos. W. Jones four and five-tube sets in cabinet and table types, with a self-contained loud speaker. There was also on display a five-tube panel for installation in Victrolas, a knock-down set and a comprehensive exhibit of the company's line of parts, including jacks, switches, etc. Among the executives of the company in attendance during the week were Jos. W. Jones, president; E. N. Burns, vice-president, and general manager, and Col. S. H. Mapes, assistant to the president and general sales manager. The display was in charge of R. H. Norton and J. J. Welker, of the Chicago office.

Bristol Co.

The complete new line of Audiophone loud speakers manufactured by the Bristol Co., Waterbury, Conn., was displayed at the company's booth, the models featured being model C cabinet speaker, model S, model J, Baby Grand and the Baby horn types. There were also shown the Bristol one-stage power amplifier, loud speaker testers for the use of dealers and manufacturers and a multiple five-horn amplifying system for use in amplifying speech and music in public places. This system is also made in ten and twenty-horn units. Another interesting feature of the display was a group showing of the parts used in the new unit incorporated in models C, S, and J. H. G. Hall, Chicago manager, was in charge of the exhibit, assisted by N. J. Nimick, E. J. Jorgenson, and J. H. Ferguson.

Philadelphia Storage Battery Co.

A complete line of Philco rechargeable radio batteries was exhibited by the Philadelphia Storage Battery Co., Philadelphia, Pa. Both A and B batteries in glass cases and in rubber and wood containers were displayed and a feature of the exhibit was a switchboard panel showing how the use of this switchboard permitted the recharging of batteries without removing them from the cabinets. E. W. Shepard, Chicago district supervisor, was in charge of the exhibit, together with J. N. North, in charge of radio sales for Western territory, and W. C. Eggemeier, district representative.

Andrews Radio Corp.

The Deresnadyne Radio set, embodying various distinctive features, attracted considerable attention at the booth of the Andrews Radio Co., Chicago, Ill. The standard and DeLuxe models were displayed, both instruments being five-tube radio frequency sets, featuring the Deresonated plate. The DeLuxe model was particularly interesting to the crowds, as it operated on either a loop or outside antenna. The loop used is made especially for the Andrews Radio Co. by the Radio Units, Maywood, Ill. Among those in attendance at the booth were F. L. A. Johnson, president of the company; E. F. Andrews, vice-president; E. S. Stevens, factory manager; Chas. C. Cruse and A. L. Mitchell.

Krasco Mfg. Co.

A full line of 1925 Monarch portables was displayed by the Krasco Mfg. Co., Chicago, Ill. Models A and B were given an attractive setting and there was also featured the Monarch No. 4, phonograph panel, a four-tube panel that is proving very popular. Walter Magill, general manager of the company's radio division, was in charge of the exhibit, assisted by H. O. Wirth, of the sales staff.

Dayton Fan & Motor Co.

A complete line of Dayton radio receivers was displayed at the booth of the Dayton Fan & Motor Co., Dayton, O., and among the instruments shown were the OEM 11, a three-tube model; OEM 7, four-tube set; Dayradio, four tubes; Dayola, four tubes; Daycroft, four tubes, and the Daytonia, a four-tube console model with self-contained loud speaker. B. J. Mockenhaupt, factory representative, was in charge of the exhibit and others in attendance were Major Marvel, chief engineer of the company's radio division; H. D. Gibson, sales representative in the Northwest, and F. H. Johnston, sales engineer.

Amsco Products, Inc.

Melco Supreme sets made by Amsco Products, Inc., of New York, N. Y., were featured at this company's exhibit and among the instruments on display were MS 24, a four-tube set, and MS 25, a five-tube set. An advance announcement was made in connection with a new model that will be ready January first. Other products shown were Melco Supreme kits, Melco Supreme knock-down sets

and a complete line of parts. B. H. Price, president of the company, was in charge of the exhibit, together with Chas. Hardy, treasurer and E. F. Duski, Chicago representative.

Thermiodyne Corp.

The TF 6 Thermiodyne, a six-tube set which is being widely advertised by the Thermiodyne Corp., Plattsburg, N. Y., attracted considerable attention at the show. This instrument is a six-tube set with single dial control embodying various distinctive constructional features. Leo Potter, president of the company, and R. H. Shepard, vice-president, were in charge of the exhibit.

W. J. Murdock Co.

The new \$100 Murdock five-tube neotrodyn with built in loud speaker was the center of attraction at the booth of the Wm. J. Murdock Co., Springfield, Mass. This instrument is being advertised widely throughout the country, and the fact that it has a built-in loud speaker unit and horn together with B battery compartment occasioned considerable comment from visiting dealers and jobbers. Murdock head sets were also shown together with plugs, jacks and other parts. R. C. Blume, district sales agent for the company in Chicago, was in charge of the exhibit.

Stromberg-Carlson Tel. Mfg. Co.

Several models of the Stromberg-Carlson neotrodyn line were featured in the display of the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y. Among the instruments shown were the No. 2-A console type, five-tube set with built-in loud speaker and No. 1-A semi-portable set. The Stromberg-Carlson loud speaker was also exhibited as well as head phones and a complete line of parts. Geo. A. Scoville, general sales manager of the company; Roy H. Manson, chief engineer, and W. T. Eastwood, advertising manager, were visitors at the show and in charge of the exhibit were Carl W. Schafer, Chicago manager; H. T. McCaig, assistant Chicago manager, and W. J. Pfanger, radio engineer.

Mohawk Electric Corp.

A complete line of Mohawk radio receiving sets and other products manufactured by the Mohawk Electric Corp., Chicago, were presented at this company's booth and attracted considerable comment from members of the trade. The Mohawk model V, a five-tube set operated by one dial was the center of attraction, together with a console model with built-in loud speaker and a console model with built-in loud speaker. The Mohawk table talker was also shown, as well as the Spartan speaker which is being distributed by the Mohawk Electric Corp. A complete line of head phones and parts, including sockets, plugs, etc., was a part of the display. Harry Cisin, sales and advertising manager of the company, was in charge and among others present were David H. Lipsey, H. Z. Rothschild, and Geo. Rudson.

Operadio Corp.

The 1925 Operadio set, well known throughout the phonograph trade, was featured in the exhibit of the Operadio Corp., Chicago. Sectional views of the set attracted considerable attention, together with moving pictures showing L. A. King, of the sales staff, demonstrating the set to prospective purchasers. Among those in attendance at the company's booth were J. M. Stone, president; W. M. Ricketts, secretary and sales manager; H. H. Shotwell, secretary and factory manager; E. W. Zacharias, of the sales staff, and L. A. DuBois.

Radiolamp Co.

R. B. Wheelan, president of the Radiolamp Co., New York, N. Y., and widely known throughout the industry, was in personal charge of the company's very attractive exhibit which featured the Radialamp loud speaker. Mr. Wheelan was kept busy throughout the week showing just how this lamp-shaped speaker operates.

David Grimes, Inc.

The popular 3XP Grimes Inverse Duplex set was featured in the display of David Grimes, Inc., New York, N. Y. The instrument attracted considerable attention. The exhibit was under the direction of N. D. Furnadjieff, of the Chicago sales organization.

Dual Loud Speaker Co.

Among the products exhibited by the Dual Loud Speaker Co., New York, was the Charmitone Loud Singer, which has been widely advertised by this company. Considerable attention was also attracted to the company's display of a new Ra-Dynamic five-tube set operated without batteries by the use of alternating or direct current. There was also shown a Hecht radio set, a five-tube instrument with a self-contained loud speaker and the customary battery provisions. A. S. Hecht, president of the company, was in charge of the exhibit, assisted by F. E. Allen, Western representative; Irving Hecht, of the Chicago sales staff; Jesse Grant, electrical engineer; and R. A. Williams, Cleveland factory representative.

National Carbon Co.

The main attraction at the exhibit of the National Carbon Co., Long Island City, N. Y., was the large panel that this company has been exhibiting at the leading radio shows. This panel, which attracted the attention of all visitors to the Coliseum, showed by practical demonstration how the proper use of C batteries could reduce the drain on B batteries. Lectures on this important subject were amplified so that they were heard in all parts of the Coliseum. J. M. Spangler, Chicago manager, was in charge of the exhibit, assisted by F. T. Bowditch, of the National Carbon Co.'s engineering staff, who designed the panel and was in charge of the demonstration; A. Zinkin, of the Chicago sales staff, and C. R. Howell, of the Chicago sales force.

Splitdorf Electric Co.

The R 100 radio receiver console model and the 101 "knock-down" set were featured in the display of the Splitdorf Electric Co., Newark, N. J. Among the other

products displayed were its loud speakers in both adjustable and non-adjustable types, and phonograph units. O. W. Smith, Chicago branch manager, was in charge of the exhibit. E. A. Kelly, secretary and treasurer, and H. E. Barnes, radio engineer, were visitors to the show.

Rader Appliance Co.

The Run-A-Radio device for eliminating batteries was displayed at the booth of the Rader Appliance Co., West New York, N. J. Two models were shown, one being designed to eliminate all batteries and the other to eliminate B batteries. J. C. Hindle, vice-president of the company, was in charge of the exhibit, assisted by the staff of the Radio Institute, Chicago, Run-A-Radio jobber.

Armac Radio Co.

Echophone radio sets made by the Armac Co., Chicago, attracted considerable attention at the company's booth. Among the instruments shown were models 3, 4 and 5, three-tube, four-tube, and five-tube sets respectively. There was also on display the Echophone panel installed in a Columbia phonograph. The exhibit was in charge of A. R. McDonald, president of the company, assisted by C. Buckman, general manager; A. B. Dorman, sales manager, and S. Hasemeier, chief engineer.

United Radio Corp.

The Black Beauty loud speaker, framed in a setting of black and gold, drew attention to the display of the United Radio Corp., Bloomfield, N. J. The exhibit was sponsored by the Hartzell Sales Co., New York City, and was under the immediate direction of A. F. Parkhurst, Chicago manager. C. C. Hartzell, president, New York, was present during the entire show.

Multiple Electric Products Co.

Models 101 and 102 Atlas loud speakers were featured by the Multiple Electric Products Co., Newark, N. J. The Atlas phonograph unit attracted considerable attention from talking machine jobbers and dealers and the display itself was noteworthy for its exceptionally artistic background. W. H. Shotwell, general manager of the company, was in charge of the exhibit, assisted by F. W. Will, Chicago district manager, C. J. Brennan and M. P. Dewey.

Garod Corp.

The complete 1925 line of Garod neotrodynes attracted considerable attention at the exhibit of the Garod Corp., Newark, N. J. The new models featured type V and Georgian sets, both being five-tube instruments. The cabinet of the Georgian is finished in hurl walnut and the set has a self-contained loud speaker. Type V is a mahogany finished set with wooden panels to match the cabinet. Other products on display were the RAF four-tube set, and special Pyrex socket showing the working parts in complete detail. Laurence Gardner, secretary and sales manager of the company, was in charge of the exhibit, assisted by John Stackhouse and J. R. Allen, representing Stackhouse & Allen, Chicago Garod representatives.

Burgess Battery Co.

The popular pyramid display of Burgess batteries that has been presented at several radio shows this season was a feature of the exhibit of the Burgess Battery Co., Madison, Wis., and Chicago. Considerable attention was directed to the display showing the batteries used by Dr. McMillan, famous Arctic explorer, on his recent trip to the Far North. Duncan Keith, vice-president of the company, and W. B. Schulte, chief engineer, were frequent visitors to the show. The exhibit was in charge of R. J. Koehr, office sales manager, and N. N. Miller, field sales manager.

L. S. Brach Mfg. Co.

The many popular radio products made by the L. S. Brach Mfg. Co., Newark, N. J., were displayed attractively at the company's booth and among the products featured were Brach lightning arresters, aerial outfits, phone plugs, soldering irons, etc. Godfrey Gort, vice-president of the company, was in charge of the exhibit, assisted by Frank Faeth, of the sales staff in the executive offices, and Stanley Bryant, of the Chicago office.

National Co., Inc.

The National Co., Inc., Cambridge, Mass., gave prominence in its display to the National velvet vernier condenser and dial and the Browning-Drake regenerator. George Q. Hill, Cambridge, Mass., sales manager, had charge of the exhibit.

A-C Electrical Mfg. Co.

The A-C Dayton XL5, a five-tube set made by the A. C. Electrical Mfg. Co., Dayton, Ill., was featured at this company's exhibit. A model of the instrument in a glass case attracted considerable attention. In charge of the display were Irving Jacobson and J. D. A. Cross, of the Chicago office.

Lakeside Supply Co.

Among the products featured by the Lakeside Supply Co., Chicago, were radio cabinets to accommodate console and standard sets. This company also displayed a complete line of radio cabinet hardware, a radio tone arm and a loud speaker test table for dealers' use. G. C. Fricke, president of the company, was in charge of the exhibit, assisted by his son, R. Fricke.

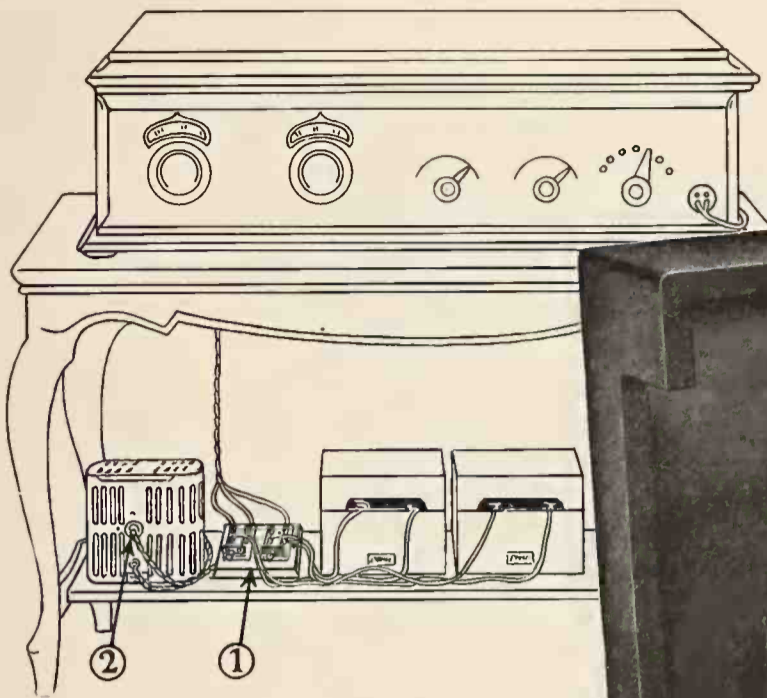
Clearstone Radio Co.

Among the instruments displayed by the Clearstone Radio Co., Cincinnati, O., were the Super Clear-O-Dyne models 80 and 82, five-tube console sets; models 70, 71 and 72 Clear-O-Dyne four-tube sets, and models 60, 61 and 62 Clearstone Gold Crest four-tube sets. A. B. Ideson, sales manager of the company, was in charge of the exhibit, together with H. W. Newton, Chicago district manager.

Dictograph Products Corp.

The Dictograph loud speaker R-12 with rubber bell formed the main attraction in the booth of the Dictograph

(Continued on page 130)



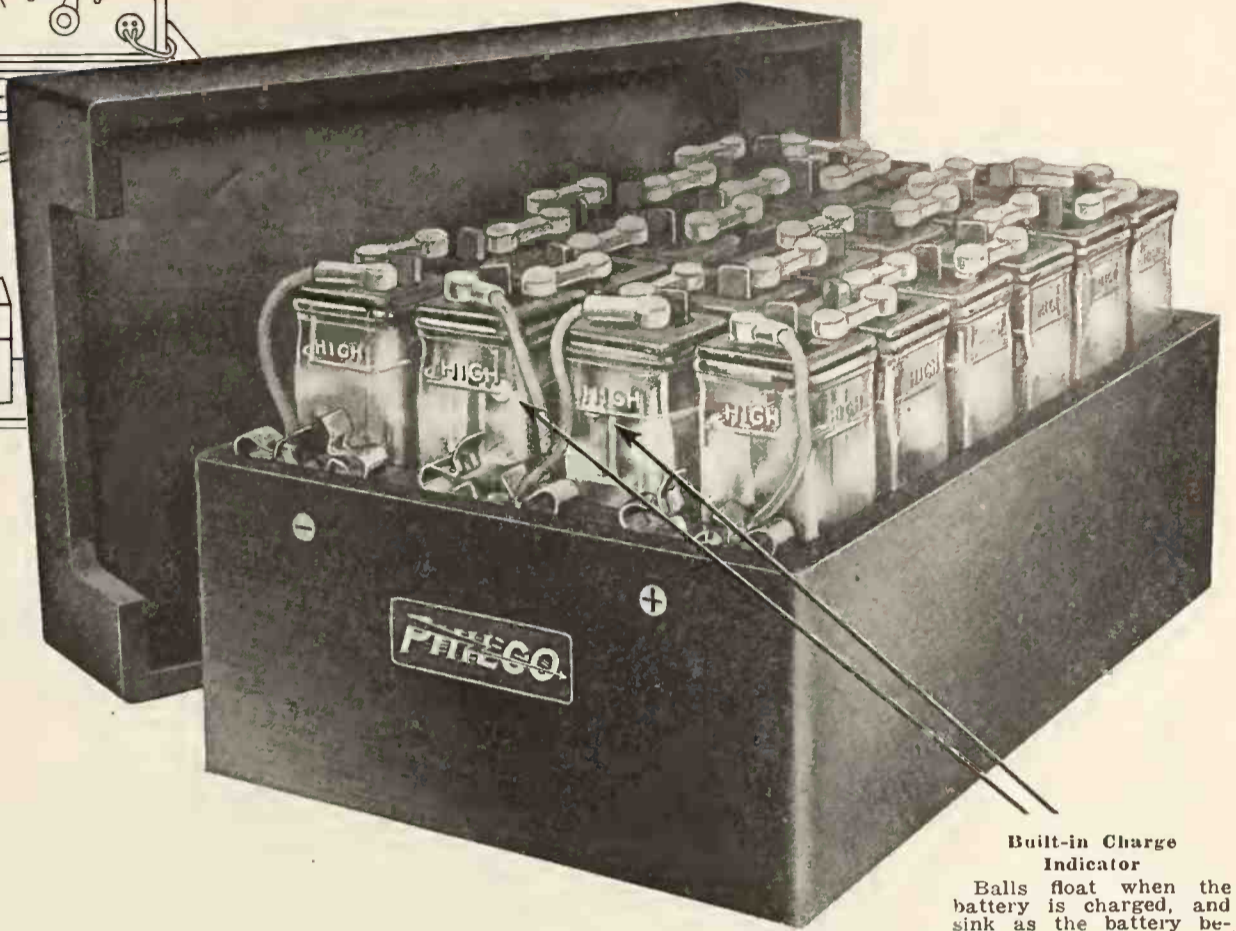
Philco "B" Batteries on Charge
 To connect the batteries to the receiving set, throw over switches on Charging Panel (1) and pull out plug (2) disconnecting the charger. Philco "A" Batteries are operated just as conveniently.

Philco Single Charger for all "B" batteries and UD44 "A" batteries. Noiseless. Consumer Price..... \$9.75

Philco Double Charger for all "B" batteries and UD86 "A" batteries. Noiseless. Consumer Price..... \$15

"B" Charging Panel, factory wired and ready for use. Consumer Price\$2.75

Philco Type DX "B" Battery with de luxe mahogany-finished case with cover (48 volts). Consumer Price \$20
 Type DXO, without cover (48 volts)\$16.50



Built-in Charge Indicator
 Balls float when the battery is charged, and sink as the battery becomes discharged.



Philco Pressed-Glass Case "A" Batteries
 Spray-proof. Stay dry and clean always. Built-in Charge Indicators.

Type UD86 for storage battery tubes. Consumer Price.....\$16

Type UD44, a "dry-cell replacement" which insures better results from dry cell tubes. Occupies less space than three dry cells and may be installed permanently in the radio cabinet. Consumer Price.....\$8



Philco Mahoganyized-Case "A" Batteries
 Two types—RAR and RW—for 6-volt tubes. Both in beautiful Adam-brown mahogany-finish cases harmonizing with your radio cabinet. Consumer Price \$14.50 up

Philco Charge Tester—permanently mounted in filler cap—avoids fussing with hydrometer. \$1.00 extra.

Recharge in your living room without changing a wire!

Storage "B" batteries are necessary because clear and distant radio reception depends on steady, non-drooping voltage and strong, hum-free current.

Philco has made the use of "B" storage batteries more convenient than the frequent renewal of dry cells—and far more economical, too.

To Recharge—just throw the Charging Panel switches and insert the plug in the Philco NOISELESS Charger. Cost—five to ten cents.

You don't move the batteries nor disconnect a wire. You avoid all danger of getting positive and negative mixed and burning out tubes.

Clean, Dry and Beautiful. The tightly sealed glass cells are assembled in Adam-brown mahogany-finish cases harmonizing with radio cabinets and furniture.

Built-in Charge Indicator. Tells at a glance how much charge is in the battery at any time. Does away with the old-fashioned hydrometer.

Dynamic—Fresh. Philco Radio Batteries are shipped to you Dynamic—CHARGED but absolutely DRY. You carry them in stock just as Victrola Records or tubes. There's no deterioration because the life of a Philco Radio Battery does not start until you or your customer pours in the electrolyte. This insures a fresh, new, power-packed battery.

Philco Sales Engineers will gladly cooperate with you in designing storage battery equipment for any type of cabinet, or for any radio purpose. Order at once through your wholesaler, or fill out the coupon below and mail to us.

Philadelphia Storage Battery Company
 Philadelphia

PHILCO DYNAMIC 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

State..... Jobber Dealer

THIRD CHICAGO RADIO SHOW GREAT SUCCESS—(Continued from page 128)

Products Corp., New York City. John R. Craig, Chicago district manager, was in charge of the exhibit. E. W. Andrews, manager of the radio division, and J. F. Stengel, assistant general manager, both of New York, attended the exposition.

Howard Radio Co.

Howard four and five-tube neotrodynes, together with a console model, were shown by the Howard Radio Co., Chicago. Moving pictures of the parts used in the construction of the Howard neotrodyne were also displayed and attracted considerable attention. H. A. Wendland and R. R. Shuber were in charge of the exhibit and A. A. Howard and R. R. Howard were frequent visitors during the week.

Western Coil & Electric Co.

The complete line of Radiodyne tuned radio frequency sets made by the Western Coil & Electric Co. was featured at this company's booth. The Radiodynes on display included the W.C. 11B, a six-tube set; the W.C. 11 console with built-in loud speaker; the W.C. 12B console, the W.C. 12 and the W.C. 5B, a four-tube set. W. Turnor Lewis, secretary and treasurer of the company, was in charge of the exhibit, assisted by M. M. Eells, research engineer.

Dubilier Condenser & Radio Corp.

The popular Super Ducon B battery eliminator was the feature of the display presented by the Dubilier Condenser & Radio Corp., New York City. Other products on display were Micadyne condensers, transmitting condensers. A. U. Howard, vice-president and general manager of the company, was present during the show, together with H. F. Bennett, director of publicity. J. A. Fried, sales engineer, and G. B. Peck, of the engineering staff, were in charge of the exhibit.

Apex Electric Mfg. Co.

An interesting display of Microdyne seven-tube super-heterodyne knockdown receivers was presented by the Apex Electric Mfg. Co., Chicago. The company's display also included the Apex superfine five-tube tuned radio frequency set, Apex vernial dial and a full line of transformers. John F. Prince, secretary of the company, and A. C. Johnson, sales manager, were in charge of the display.

National Airphone Co.

Somerset Radio receiving sets made by the National Airphone Co. of New York, were presented at this company's exhibit and among the models shown were the Stratford, a four-tube set; Shelbourne four-tube set; Standish, a four-tube set with self-contained loud speaker, and the Mars, a five-tube set. S. H. Silverman, general manager of the company, was in charge of the exhibit.

Holtzer-Cabot Electric Co.

A full line of loud speakers, head phones and phonograph attachments was displayed by the Holtzer-Cabot Electric Co., Boston, Mass. The attachments included types for all makes of phonographs and the products shown were the National and Universal loud speakers and two types of Universal head sets. National head sets were also on display as well as a lightning arrester. Among those at the display were Wm. Reid, H. L. Garvey, J. A. Powell, and A. Bogan.

Windsor Furniture Co.

The Windsor loud speaker radio console, Italian Renaissance style, attracted considerable attention to the booth of the Windsor Furniture Co., Chicago. Smaller console models and table sets were also displayed.

Apco Mfg. Co.

The Rectodyne, an eliminator of "B" batteries, was prominently displayed in the exhibit of the Apco Mfg. Co., Providence, R. I. Chargers for both "A" and "B" bat-

teries were also shown. F. W. Stahl, Chicago, district manager, was in charge of the display. C. D. Pettingill, sales manager, attended the exposition.

Ekko Co.

The Fansteel Balkite battery charger actually in operation drew attention to the exhibit of the Ekko Co., Chicago. The Centralab rheostat also was shown. T. K. Webster, president, was in charge of the booth. C. E. Stryker, Fansteel Products Co., electrical engineer, had charge of demonstrations.

Herbert H. Frost, Inc.

Herbert H. Frost, Inc., Chicago, featured in its attractive display the Musette loud speaker, Frost-phones and a complete line of parts and accessories. Bert Ibbertson, "the man who never smiles," drew large crowds to the booth through his offer of a set of head phones to the person who succeeded in making him smile. The silver loving cup won by the organization at the New York Radio World's Fair in September was also exhibited. C. R. Kiug, district sales manager, was in charge. H. H. Frost, president, and F. P. Melvin, Cleveland representative, were also in attendance.

Resas, Inc.

Resas, Inc., New York City, attracted interested crowds to its booth with its Tone-A-Dyne, five-tube tuned radio frequency set. Joseph Riley, merchandise manager, was in charge of the display and demonstration and Robert Foley, assistant to the vice-president, attended the show.

Grigsby-Grunow-Hinds Co.

The Grigsby-Grunow-Hinds Co., Chicago, used as its exhibit feature the GGH Reproducer, and several of the Pyralin models, in different designs and colors, were shown. B. J. Grigsby, president, had charge of the booth. W. C. Grunow, secretary and treasurer; O. Q. Hinds, general sales manager, were also in attendance throughout the show.

Co'o-Coil Co.

The Symphonic broadcast receiver, featured in the exhibit of the Coto-Coil Co., Providence, R. I., was well received by the trade. A. I. Allen, general sales manager, was in constant attendance. The exhibit was held under the direction of the Hartzell Sales Co., distributor.

Pfanstiehl Radio Service Co.

The Pfanstiehl Radio Service Co., Highland Park, Ill., featured in its exhibit the Pfanstiehl non-oscillating system receiving set, model 7. William Vandermeulen, sales engineer, was in charge of the booth. Carl Pfanstiehl, president, and Edmund Eitel, vice-president, Highland Park, Ill., attended the show.

Radio Industries Corp.

The Radio Industries Corp., New York City, featured in its exhibit the Tropadyne kit, Rico head phones and loud speakers. Benjamin Gould, secretary and treasurer, New York, was in charge of the booth, assisted by P. P. Periolat, sales department.

Capitol Phono & Radio Corp.

The Capitol Radiolamp, an attractive table lamp finished in various colors, utilizing the base as a loud speaker, was the center of attention and comment in the exhibit of the Capitol Phono & Radio Corp., Chicago. T. F. Sullivan, sales manager, had charge of the display.

Walter Lytton, Inc.

The five-tube Wav-O-Dyne set, in both table and console models, was shown in the exhibit of Walter Lytton, Inc., Chicago. Portable two, six and seven-tube sets were also displayed. A. J. Holland, sales manager, was in charge of the display.

Trimm Radio Mfg. Co.

The Trimm Radio Mfg. Co., Chicago, featured in its exhibit a display of loud speakers, head sets, and phonograph adapters. W. H. Trimm, president, was in charge of the booth, assisted by P. S. Pfeifer, sales manager.

Electric Storage Battery Co.

Exide batteries, used throughout the Arctic expeditions of Dr. McMillan, flanked by large pictures of the explorers and their ship, the Bowdoin, formed the feature of the exhibit of the Electric Storage Battery Co., Philadelphia, Pa. Small four-volt "A" batteries, rubber-cased, for use in Radiolas were also shown. The booth was arranged by E. F. Beatty, advertising department, and was in charge of J. C. Hammond, radio sales manager, Chicago branch.

Automatic Electric Devices Co.

The Homecharger formed the main attraction in the display of the Automatic Electric Devices Co., Cincinnati, O. O. P. Smith, Chicago representative, had charge of the booth. C. E. Ogden, president; Jerry Ogden, radio engineer, and B. C. Bickel, sales manager, all of Cincinnati, attended the exposition.

Carter Radio Co.

An automatic winding machine for winding resistance strips for rheostats made its debut in the exhibit of the Carter Radio Co., Chicago. Fixed capacity condensers and a complete line of parts and accessories were also shown. G. S. Pritchard, sales engineer, designed and conducted the exhibit. A. J. Carter, president, was also in attendance.

Timmons Talker, Inc.

The Timmons Talker, a cabinet loud speaker that is well known to the trade, and the Timmons B battery eliminators were the products displayed by Timmons Talker, Inc., Philadelphia, Pa. J. S. Timmons, president and C. A. Malliet, general sales manager, were present.

Gollos Radio Corp.

A new instrument known as the Gollos radio receiver made in three styles was displayed by the Gollos Radio Corp., Champaign, Ill., in conjunction with its sales representative, the Gollos Radio Co., of Chicago. This set has several distinctive features and Major Anatol Gollos, chief

engineer of the company, and well known in military circles, was busy during the week showing the instrument to the trade. Among those in attendance at the booth were Frank Pond, J. E. Chubb, H. L. Bartholomew and A. J. Crane, of the sales organization.

McKinley Phonograph Co.

The Armstrong cabinet speaker was featured in the booth of the McKinley Phonograph Co., Chicago, manufacturer. There was also on display a console radio cabinet equipped with the Armstrong speaker. The exhibit was in charge of Paul B. Armstrong, inventor of the product bearing his name.

Walhart Mfg. Co.

The Walbert five-tube set was one of the products displayed by the Walbert Mfg. Co., Chicago, together with the Univernier, the Walbert filament lock switch, and other parts. Walter Huth, president of the company, was in charge of the exhibit, assisted by H. M. Dodge, sales manager.

Chas. Freshman Co.

The Freshman Masterpiece, a five-tube tuned radio frequency set, was the feature of the display sponsored by the Chas. Freshman Co., of New York, and directed by the Barsook Co., Chicago, the company's local representative. There was also on display the Freshman Masterpiece kit. B. B. Barsook, president of the Barsook Co., was in charge of the exhibit.

Willard Storage Battery Co.

The exhibit of the Willard Storage Battery Co., Cleveland, O., attracted considerable attention and comment. A large map of the United States formed the background, upon which illuminated tacks designated the various broadcasting stations throughout the country equipped with Willard batteries. The new "A" battery in a rubber case with loud speaker finish, was also displayed. L. G. Baldwin, of Cleveland, radio sales manager, had charge of the booth.

Kodel Manufacturing Co.

The Kodel Mfg. Co., Cincinnati, O., featured its portable receiving sets, bound in leatherette, in all sizes from crystal to four-tube receiver sets. O. P. Smith, Chicago representative, had charge of the booth. C. E. Ogden, president; Perry Ogden, radio engineer, and B. C. Bickel, sales manager, all of Cincinnati, attended the exposition.

Lincoln Radio Corp.

The Lincoln Radio Corp., Chicago, gave especial prominence in its display to collapsible loop aerials, low-loss condensers, and the oscilloscope. One and three-tube kits and long 45-tuners were also shown. E. L. Schimm, sales department, was in charge of the booth.

C. D. Tuska Co.

The Superdyne, in various models, effectively displayed against a background of pillars and arches, draped in black velvet and gold, was presented by the C. D. Tuska Co., Hartford, Conn. E. G. Egloff, Chicago technical man, had charge of the exhibit and C. D. Tuska, president, attended the exposition.

Other Exhibitors

Among the other exhibitors were the Aeolus Corp., Airway Electric Appliance Corp., Alden Mfg. Co., Amplion Co. of America, Caswell Runyon Co., Don-Mac Co., E. I. DuPont de Nemours Co., Electrad Corp., Elgin Radio Corp., Equitable Radio Corp., Everett Radio Mfg. Co., Excello Products Corp., Express Body Corp., Fansteel Products Co., General Radio Co., Kellogg Switchboard & Supply Co., Michigan Radio Corp., Pacent Electric Co., Phenix Radio Corp., Pratt Radio Tube Co., Radio Institute, Inc., Rauland Mfg. Co., Raven Radio Co., Shamrock Mfg. Co., Signal Electric Co., U. S. Tool Co., Inc., Utah Radio Products Co., Weston Electrical Instrument Co., Westphal Co. and the Workrite Mfg. Co.

Importance of Showing Costs

What shall be the selling price of a product is one of the most complex problems facing the manufacturer or the retailer. If a price policy is adopted by guesswork or without thoughtful study, a risk is involved which may easily ruin a concern that should be a success.

Appreciation of quality may remain long after the price is forgotten; but in all broadly competitive markets price will always be a big factor in determining sales, so long as the purse of the buyer limits his purchasing power. And, from the other end, the price he gets determines the profit or loss of the manufacturer—whether or not he knows his costs. If profits, or losses, are to be controlled, the maker must know costs.

"It is my conviction," says Wm. R. Basset in Forbes Magazine, "that for most business men the sure way to profits is to make or to resell a commodity of proper quality at as low price as good methods permit."

Sell Phonograph Line

H. L. Lang & Co., for a number of years talking machine dealers in Staunton, Va., have sold their phonograph line to S. M. Wilker & Co., and have arranged to handle radio.

Hermann Thorens

Ste. Croix, Switzerland

Manufacturer of Europe's Most Celebrated Swiss Phonograph Motors

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

L. H. JUNOD & CO.

104 Fifth Ave. New York

Sole Agents for the U. S. A.



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.

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., DEC. 8, 1924

EVERY retail dealer will be thinking at this time of the Christmas business and of what he may do to brighten up his store windows and make read well the space which he will take in his local newspapers to announce the many good things he has for the festive season. A word in season should then be said for those most wonderful and attractive new albums of selected records which are now available in several editions and which constitute a unique addition to the attractions of a talking machine department in a music store as a place wherefrom to obtain the finest of Christmas gifts. As the columns of The Talking Machine World have duly announced, dealers have now the opportunity to set forth in attractive window displays and by judicious advertising the fineness and uniqueness for gift purposes of special record albums containing choice selections of the finest music made under the finest conditions by the finest orchestras, quartets and soloists, including complete works without cuts or condensations, with descriptive and explanatory matter printed on the record covers for the purpose of helping the recipient of one of these wonderful gifts to appreciate better the musical treasures it contains. For the price of a lady's handbag or a box of silk stockings a man might thus offer to a woman of discrimination and good musical taste a gift of priceless powers for permanent entertainment, such as nothing else in the realm of music could give. The possibilities, of course, are innumerable and a wise merchant with the minimum of trouble can arrange window displays of these special albums, of a nature which will attract crowds to his store and draw them within too. Christmas is pre-eminently a season for promotional sales work of this effective character and advantage should be taken of its forthcoming to introduce to the record-buying public in every community these new departures in record making, which are destined to revolutionize the relation of the people to the talking machine so far as appreciation and understanding are concerned.

Feature
the
Albums

It would not be sound judgment to assume that the present great bull market on the Stock Exchange portends an immediate boom in American business; yet it is very sound judgment to go on the assumption that the stock market's condition always foreshadows coming events in the business world. There has been a steady though undoubtedly slow recovery throughout the world of business, and all the available figures prove that this statement is not made recklessly. Business has been moving towards a healthy normal activity and in a good many quarters such activity has already been realized. In our judgment, those who have plans to make for 1925 ought to take the position that the coming months will show the whole country steadily placing itself upon a normal industrial and economic basis, with agricultural conditions improving continuously and with a steady increase in the purchasing power of the buying public. There is no good reason to urge against this view, but we should not be wise to predict booms or excited flurries of activity coming suddenly, and as suddenly dying away. Nothing could be more dangerous at the present moment than to encourage the view that the present bull market is the precursor of a boom; for booms are neither in sight at this moment, nor would be desirable if they were in sight. What we may confidently anticipate is a steady and cheerful improvement, which is to be seen in its first stages right now and which will most certainly continue not only up until Christmas, but for months thereafter, until business has once more reached its normal state of prosperity, which, we believe, may be looked for during the first half of the new year. These are the anticipations which may safely be indulged in, so we think from a survey of mid-West conditions made in very favorable circumstances. As a matter of fact, they are good, we feel, for the whole country and for every line of business. We have turned the corner and the dark night is over and we are at least well on in the brightness of the forenoon.

Slow,
But
Sure

THE Chicago Radio Show was not only an outstanding success so far as attendance, exhibits and actual business closed was concerned, but the show in itself was a significant indication of the tremendous progress that radio has made in the Middle West during the past year. The Chicago public is inclined to be clannish, in that the Coliseum in this city is not regarded merely as a place of amusement or as a suitable spot for trade expositions, but is *the* center of attraction whenever anything worth while is presented in its confines. This may in a measure account for the record-breaking attendance of nearly 200,000 at the recent Chicago Radio Show, but the fact remains that radio in itself is primarily and directly responsible for the phenomenal success of this exposition. There are very few products that could make a sufficient appeal to the general public to bring about closed doors at the Coliseum owing to lack of room for additional visitors. Radio apparently appeals to every class of individual, but it is encouraging to note that the "radio bug," so called, was in a very large minority at the recent show, and the predominating element was the substantial middle class, which, as we all know, represents the backbone of America's buying power. The talking machine industry, so far as personnel was concerned, was splendidly represented at the show, both in the exhibitors' booths and among the visiting jobbers and dealers. Walking through the Coliseum one evening we ran across such well-known talking machine men as Charlie Bennett, Bob Porter, Billy Nolan, Leslie Wiswell, Charlie Womeldorf, Arthur Trostler, and a host of other executive and sales representatives connected with prominent phonograph and radio manufacturers. It almost looked like a convention gathering of the old days.

Chicago
Radio Show
Scores

CHICAGO is happy in possessing a municipal official who appreciates music and knows what its place in life ought to be and may be.

"Says
the
Commissioner"

This is Doctor Herman Bundesen, Commissioner of the Health Department, who has been giving a great deal of attention to the use of music as a therapeutic agent, especially, of course, in relation to assisting in the convalescence of sick people and in its effects upon those who suffer from mental diseases. He has recently published some interesting short articles on these and related subjects in the Bulletin, periodically issued by his department, and at the Piano Club of Chicago has more recently still dilated on the whole subject to the great edification of the talking machine men who constituted the greater part of his audience on this occasion. Doctor Bundesen is doing a good work in so spreading the musical gospel in these strenuous days when noise and excitement fill so much of the lives of the people. Talking machine men might have been reminded by his remarks that they have to sell the most perfect of musical instruments, which preserve the finest of music, recorded under the finest of conditions, for release at the will of any person who possesses the necessary machine for the purpose. Considering the purchasing power of the average middle-class family in American communities to-day and the price of the average good talking machine, it sometimes appears incredible that anyone should complain of difficulty in making sales. Selling music is our job.

WE have been privileged to see some figures from the books of one of the largest manufacturers of records which show an appreciable, in fact a very respectable, increase in the figures of output for the first ten months of 1924 over those of the corresponding period during the very active year 1923. The showing is both interesting and remarkable. The record, in fact, is the backbone of the whole industry, and it is in itself absolutely unique. Nothing can take its place, and the people of this country are becoming aware of this fact. They are buying records, and buying them in ever-increasing quantities. Moreover, they are buying records of better music. There is no question of this, for the figures show the facts. In face of it, one views the end of the year with serene confidence.

The
Eternal
Record

From our **CHICAGO HEADQUARTERS**
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

Marked Upward Trend in Business Noted Throughout the Middle West Territory

Strong Feeling of Optimism Regarding Business Manifested in Heavy Ordering by Retailers—Great Demand for Talking Machines and Radio Combinations—Month's News and Activities

CHICAGO, ILL., December 8.—The talking machine trade in the West has shared with other lines the effects of the general wave of confidence sweeping the country since election, born of the ending of the political uncertainty. The strong upward turn in basic materials, and the letting loose of stored-up capital in many directions has manifested itself even in increased willingness to spend by the wage worker, who feels that his job is sure.

At any rate, jobbers, manufacturers selling direct, as well as retailers all report a decided upturn within a week after election. Wholesale orders are being received in large numbers and of a size that indicate that they had been withheld pending the nation's Presidential decision. One large dealer who had given an order for 300 high grade talking machines with the provision that it be automatically cancelled in case Coolidge was defeated, or the decision thrown into Congress, wired to go ahead and rush shipments as rapidly as possible. The volume of business generally for the month was reported as in excess of last year, many of those who reported this, saying that this was the first month of the year in which a decisive gain had taken place. While retail business continued to fluctuate with the temperature

more or less in November, the generally colder weather, the approach of the holidays and the relief from election uncertainties had a noticeable effect and several of the largest dealers in the Loop said that the business during the first half of November was equal to that of the entire month of October which was, it will be remembered, marked by unseasonably warm weather.

Jobbers and manufacturers contributed greatly to the increased buying during November by arguments strongly put by word of mouth and by letters to their dealers stressing the fact that the talk of a pending shortage was not merely a cry of "wolf," but that stocks were absolutely disappearing under the public's insistent demand, although they had previously seemed quite sizeable. Consequently, many dealers were induced to order stocks for immediate delivery in anticipation of their requirements up to January 1, and from all indications they will have every reason to be satisfied with their action.

The really notable thing about the present condition is the decided upturn this Fall in the demand for combination talking machines and radio models or for models especially equipped for the installation of radio. One Loop dealer

remarked that the number of people coming into his store to look at radio sets but who were not owners of talking machines was really astonishing and in the majority of cases a little intelligent salesmanship could convert a radio prospect into a buyer of a combination outfit.

Talks with visiting dealers and jobbers during the Radio Show revealed the fact that the opposition to radio even by those who formerly were opposed to it because of its effect on talking machines sales is dying out. It is not simply a matter of being forced to admit an unwelcome factor, but rather the recognition of the stabilization of the talking machine business and the advent of a new factor furnishing great sales and profit-making possibilities.

Nearly everyone interviewed recently in the trade is emphatic regarding the significance of stressing the better class of music as witnessed by such movements as the introduction to the new Victor music Art Library, the Master-Works series of the Columbia Phonograph Co., the new Hall of Fame recordings of the Brunswick Co., the splendid symphonic and other classical reproductions through Odeon records, and such splendid accomplishments as the seven double-faced recordings of Beethoven's Ninth Symphony on Vocalion records by the Aeolian Co. It is generally recognized that such work as this will have a positively beneficial effect in the sale of talking machines and constitute the means of carrying into homes of people capable of purchasing good machines that have not done so before. It will also have the effect of reviving

(Continued on page 136)



Style M
One of several beautiful console models



Kimball Style X—Tudor

KIMBALL PHONOGRAPHS

Reliability Makes Them Popular

WHETHER it is the dealer who buys in carload lots, or the individual customer, the *reliability* of the Kimball makes an instant appeal.

In the Kimball you find perfection of mechanism, exclusive features, visible beauty in design and finish, correct reproduction of *tone*, therefore, the Natural tone of voice, violin or other instrument.

Now is the Time to Buy

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

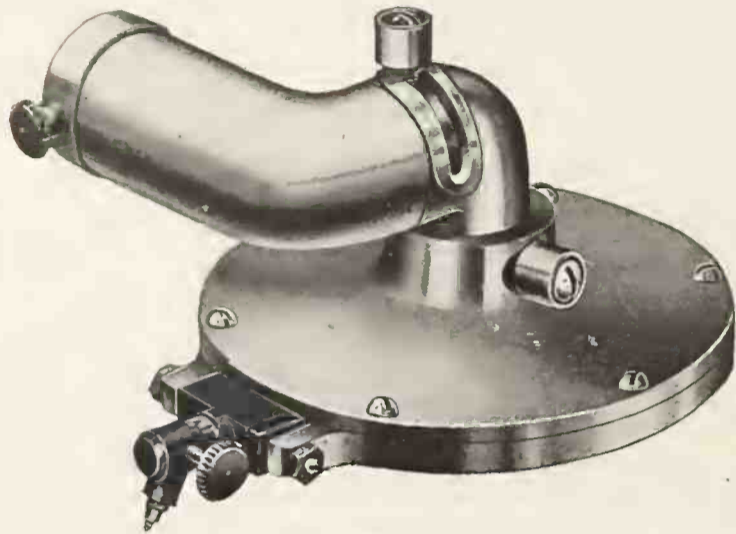


Style J
Mahogany
One of several beautiful upright models

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

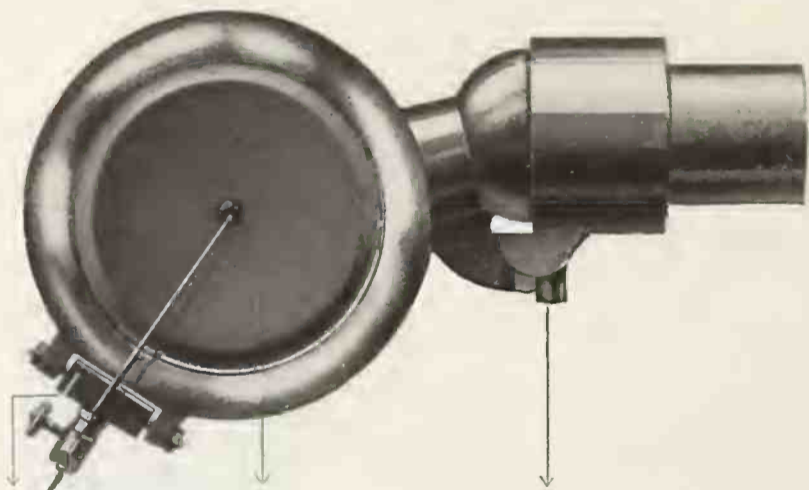
Edison Pathé

And All Other Records on the Victrola

Showing Jewel Victor Attachment in position for playing Edison and Pathé Records



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.

the use of talking machines that have fallen more or less into disuse. This has been hailed by all the better class of dealers as a constructive and creative movement with the highest value to them in the interest of merchandising.

Interesting New Folder Issued

The French Battery & Carbon Co., of Madison, Wis., with a Chicago office at 11 South Desplains street, has just issued a new folder, designated as Form No. 241, illustrating its complete line of Ray-O-Vac "A," "B" and "C" radio batteries. The trade is advised that the company recently adopted as standard a nickel-plated knurled screw terminal with washer instead of its patented wire terminal. There is also presented in one section of the folder complete information for the consumer's benefit relative to the proper use of batteries.

Sangamo Electric Co.'s Latest Product

The Sangamo Electric Co., Springfield, Ill., is now placing on the market a radio battery meter, or radio Ampherehour meter, as it is frequently called, which permits the user of storage batteries to keep these batteries in perfect condition and recharge them when necessary. This meter operates on the same principle as other Sangamo Ampherehour meters, which are used extensively on commercial and industrial storage battery applications of all kinds. A movable red pointer on the meter is set at the point where the battery should be recharged, and when the indicating hand that passes over a scale graduated in ampere hours overlaps this pointer, it is a visual warning that the battery should be recharged.

Radio Manufacturers' Show Ass'n Makes Awards

The Radio Manufacturers' Show Association, of this city, which conducted this year the Radio World's Fair at Madison Square Garden, New York, and the Third Annual Radio Show at the Coliseum in Chicago, announced recently several awards in connection with the latter show. James F. Kerr, general manager, repre-

sented the show management in connection with making these awards.

The D X Instrument Co., Harrisburg, Pa., won the silver loving cup awarded by the management to the exhibitor securing an order from the most distant point from Chicago. The D X Co. sold a bill of \$2,000 to the Australian Radio Corp., Perth, West Australia. The runner-up in this unique competition was the Westinghouse Union Battery Co., Swissvale, Pa., which landed a good sized order from John Chambers, Ltd., Hobart, Tasmania. Three handsome trophies and two honorable mentions were awarded for new inventions as follows: Miss Gail Savage, Brooklyn, N. Y., a silver cup for her combined amplifier and loud speaker; the Celotex Co., Chicago, a silver cup for the qualities of acousty-celotex for the acoustical control of sound; Paul B. Armstrong, McKinley Phonograph Co., of Chicago, a silver cup for the qualities of the Armstrong speaker; E. T. Flewelling, Highland Park, Ill.; A. J. Haynes, New York, and J. Elliott Jenkins, Chicago, were awarded silver cups as tokens of appreciation for their various valuable contributions to radio. Oscar Ryan, of Chicago, was given honorable mention for his Rian diaphragm, and several other minor honors were conferred by the exposition directors which will be announced later.

Kamens Shop Chartered

The Kamens Brunswick Shop, 38 South Dearborn street, was recently incorporated with a capital stock of \$25,000 to manufacture and deal in phonographs, radio apparatus and pianos. The incorporators are Daniel S. Jerka, Lowell A. Lawson and D. Harold Davis.

Targ & Dinner Pushing Portables

Max Targ, of Targ & Dinner, distributors of Outing portables, says that each month they publish a four-page circular, entitled "Items of Interest," and in the November number they have given considerable publicity to the fact that they have now been made Outing distributors. Furthermore, they are doing a substantial amount of holiday business.

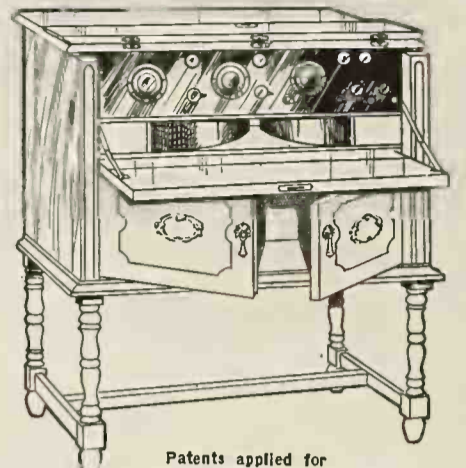
Plans Outing Sales Drive

Manager Bear, of the Columbia Co., has announced his intention of launching an Outing portable sales contest this month among his salesmen and that a substantial prize will be given the winner.

Traveling Radio Set Tells Election Results

The Freed-Eisemann neutrodyne receiver, encased in a miniature house and transported upon an automobile chassis, was used by Harry Alter & Co. to keep Loop workers in constant touch with results in the recent Presidential election. The exhibit moved from place

No. 500 Cabinet with Built-in Amplifying Chamber



Patents applied for

The above illustration shows our No. 500 Cabinet with built-in amplifying chamber, which, when equipped with speaker unit, gives a pure, mellow tone, amply loud enough for home use.

Made of genuine heavy walnut or mahogany panels, two-tone effect.

The wood panel is 10"x32" in the clear and is removable. Sets can be placed in cabinet as a unit or wood panel can be cut out to fit. Shelf in lower compartment to hold "B" batteries.

Solid one-piece legs. Sturdy construction throughout. This amplifying chamber is in the upper portion of the case, which is the proper place, as it allows to tune in with most satisfactory results.

List Price Cabinet with Amplifying Chamber (Less Speaker) \$75.00

LAKESIDE SUPPLY COMPANY
73 West Van Buren Street CHICAGO, ILL.
Phone Harrison 3840

to place, broadcasting, throughout the day, and was always followed by an interested crowd. During the Chicago Radio Show it was parked



Harry Alter & Co. "Traveling" Radio in front of the Coliseum, where it entertained the waiting lines of radio fans.

Utilizing Increased Facilities

The Blood Tone Arm Co. is just getting the full effect in the way of increased output of the new factory at 222 West Madison street.
(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".



NO. 10
WIDTH 35 INS
HEIGHT 33 INS
DEPTH 21 INS



NO. 40
WIDTH 35 INS
HEIGHT 33 INS
DEPTH 21 INS



NO. 50
WIDTH 35 INS
HEIGHT 33 INS
DEPTH 21 INS

STYLE NO 1
HEIGHT 40 INS
WIDTH 17 INS
DEPTH 19 INS



NO. 16
2 SPRING MOTOR
LARGE REPRODUCER
WIDTH 14 1/2 INS
HEIGHT 12 1/2 INS
DEPTH 7 1/2 INS
WEIGHT 17 1/2 LBS



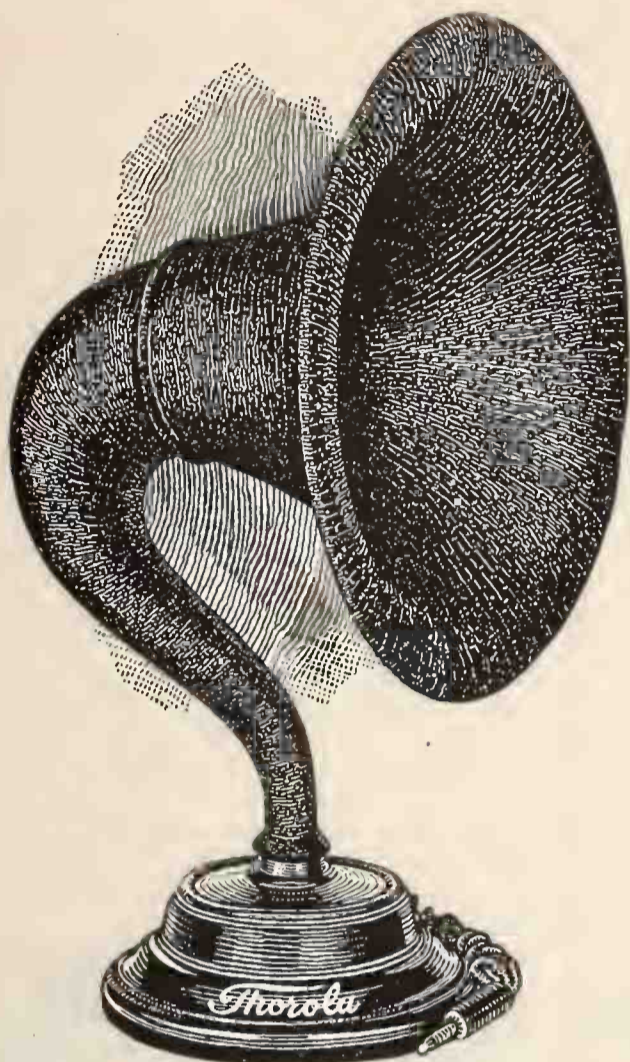
NO. 3
HEIGHT 46 INS
WIDTH 19 INS
DEPTH 21 INS

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



No external battery required. Plug in same as headphones.

Dear Mr. Martin:

“ . . . I am anxious for you to have a good loud speaker so that the reproduction of the music will be at its best for you, so that you, as a music critic, will not be disgusted with radio music. Last week I got a Thorola from the Reichmann Company of Chicago and I am so struck with this speaker that I am writing this, my first letter of endorsement of a radio part.”

(Signed) L. A. NIXON
General Manager, THE RADIO DEALER

Retail Prices

THOROLA 4 . . . \$25
 THOROPHONE
 Powerplus Speaker . \$45
 THOROLA 6
 Phonograph Attachment . . . \$15
 THOROLA 9
 Cabinet Loud Speaker \$40

MR. MARTIN of the New York World is not the first music critic Thorola loud speaker has challenged in radio's behalf. Thorola raises radio beyond comparison with mere reproduced music. Thorola renders *music itself*, just as surely as instruments before the microphone. Artists pronounce Thorola "the pipe organ of loud speakers" for its matchless combination of purest tone and greatest volume, made possible only by exclusive betterments.

The Thorola Controlled Mica Diaphragm embodies the most advanced acoustic principles ever applied to a radio reproducer. The Thorola Separix literally assort vibrations, preserving the tonal blends and shades vital to real music. Thorite horn compound, itself a supreme achievement, ends "sound interference" by the horn. And the Thorola Synchronizer perfectly balances Thorola in each set, just as every other circuit factor must be balanced for perfect reception.

New stations are brought in pure and strong, by superior Thorola amplifying efficiency. The original music, speech or entertainment is faithfully preserved by Thorola acoustic improvements. Thorola is powerfully guaranteed to fulfill every claim by America's pioneer loud speaker manufacturer. Thorola results are unmatched at any price. Thorola has *every* profit feature.

REICHMANN CO., 1725-39 W. 74th St., Chicago

Thorola

THE SPEAKING LIKENESS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)

HARRY ALTER & COMPANY

Radio and Electrical Supplies

OGDEN at CARROLL AVE. CHICAGO

Wholesale distributors for the following radio apparatus and supplies:

Freed-Eisemann	Mohawk	Frost
Remler	Premier	Signal
Freshman	Acme	Burgess
Dubilier	Allen-Bradley	Howard
Carter	Brandes	Radion
Benjamin	Eby	Walbert
France	Dulce-Tone	Balkite
Timmons	Unity	Kestner
Baldwin	American Hard Rubber	Erla
Electrad	Raven	C. R. L.
Rasla	Pacent	Weston
Apex	Keystone	Shamrock

Dealers who make Harry Alter & Co. their source of supply have at all times access to ample stocks of nationally-known merchandise, and prompt delivery from these stocks.

Our monthly catalog, The "Pocketbook," will be sent to any established dealer who requests it on his letterhead



With increased space, additional equipment and a much larger working force the company is for the first time this year beginning to catch up with orders. President Edward Roetsch is highly satisfied with the year's business and is very optimistic regarding what 1925 has in store for them, judging from contracts in hand.

Activities of the Howard Mfg. Co.

The Howard Mfg. Co. removed a part of its plant to 469 East Ohio street about the middle of November. Parts are still manufactured and stock carried at the former plant at 4248 North Western avenue. Manufacture of sets and assembly is carried on at the new plant, where office and shipping department are located.

Mohawk Distributor in Milwaukee

The Interstate Sales Co., Milwaukee, Wis., subsidiary of the Badger Talking Machine Co., was recently appointed sole distributor in Wisconsin for The Mohawk Electric Co. The new

distributor will concentrate upon the sale of Mohawk sets.

Oro-Tone Co. Pleased With Outlook

Leigh Hunt, secretary of the Oro-Tone Co., of this city, manufacturer of tone arms, sound boxes, portable phonographs and other products, is well pleased with Fall and holiday business, stating that the year, as a whole, will show a very substantial increase over 1923. Mr. Hunt is particularly gratified with the cordial reception accorded the new Oro-Tone No. 100, combined recording, reproducing and radio attachment, which was announced to the trade recently. This new attachment is now being merchandised in all of the leading cities, and in order to co-operate with the Oro-Tone clientele Mr. Hunt arranged for the production of a very handsome two-colored broadside, featuring the No. 100. This broadside is now being mailed to dealers, and the Oro-Tone jobbers will re-

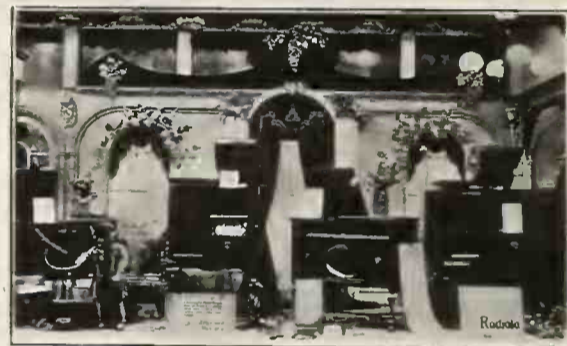
ceive the full benefit of this practical co-operation. Another one of the company's products that is meeting with outstanding success is the automatic radio tone arm, which is steadily increasing in popularity and gives every indication of being a leader in the company's activities during 1925. Oro-Tone portables are continuing to win new friends among the dealers, and increased production in the portable phonograph division is included in Mr. Hunt's manufacturing plans for the coming year.

Allan Strauss on Western Trip

After the close of the Radio Show in Chicago, Allan Strauss, of the radio sales division of the Adler Mfg. Co., New York City and Louisville, Ky., manufacturer of Royal phonographs and neotrodyne products, started on an important Western trip, including a visit to St. Louis, Detroit and Cleveland, stopping off at Pittsburgh and Buffalo on the way home. Mr. Strauss is working in close co-operation with Adler-Royal representatives in all of these cities, also calling upon the dealers and giving them the benefit of his thorough training as a radio technician and sales engineer.

Gushard's Windows Attract Trade

Window displays are attracting considerable attention to Gushard's, who are featuring the Brunswick line in Decatur, Ill. The accompanying illustration shows a display of Bruns-



Gushard's Attractive Brunswick Display

wick-Radiolas which recently appeared in the large window of this aggressive merchandiser, who has built up a substantial business not only in his city but also in the surrounding territory.

Immense Shipments of Kimball Instruments

J. V. Sill, manager of the wholesale department of the W. W. Kimball Co., believes that he has the answer to the often asked question as to what is going to be the effect of the radio on the talking machine business. This answer he finds in the actual shipping records on Kimball phonographs. During October and November the records showed that these two months were the largest in several years. This, however, according to Mr. Sill, is not incidental, but is the result of a steadily pursued campaign in convincing the dealers that there is a very healthy demand for phonographs if the dealers go energetically after the business.

As an instance in point, Mr. Sill referred to a telegram received early in December from one of their Eastern dealers in a city of about 100,000 population. He ordered sixty-five Kimball phonographs for immediate delivery, notwithstanding the fact that the same dealer had had over a carload in the previous thirty days. This same concern has sold about 3,000 Kimball phonographs in the past five years.

Arranging for Some Noted Speakers

Mr. Sill, who, by the way, is the new chairman of the Speakers' Committee of the Chicago Piano Club, is working very energetically to secure an exceptional list of able men for the programs of the Monday noon meetings of the Club this Winter.

Already the committee has had some exceptionally good speakers, notably in the past month, Commissioner of Health Herbert N. Bundensen, who made a most interesting talk on Music and Health, and the Rev. H. Keene Ryan, who gave a stirring address in Chicago on December 1. In a very short time Mr. Sill will be able to give a list of coming speakers

(Continued on page 140)

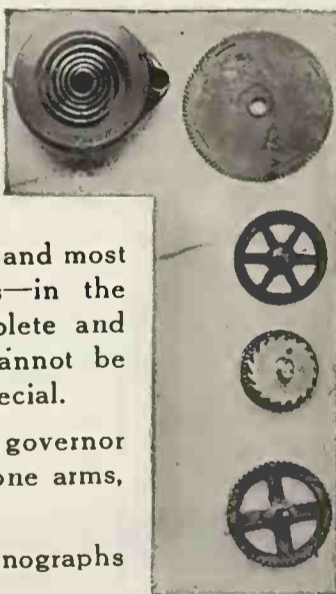
Repair Parts

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.

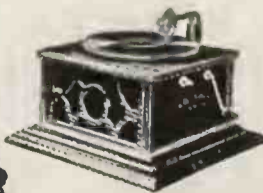


INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Araldo Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.



TRADE MARK
"CONSOLA"

CABLE ADDRESS
"CONSOLA"

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branches: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.

VITANOOLA

The Phonograph of Marvelous Tone

Our Faith in the New Year *Is Not* Founded on "Hopes"

We are confident 1925 offers the talking machine dealer a real, money-making opportunity and our confidence is not based upon optimism alone, but upon the way we visualize the facts.

The Public has shown that it WANTS and NEEDS BOTH the *phonograph* and the *radio* and that's why your opportunity today is bigger than it ever was. You have Vitanoala phonographs for the man who wants a straight phonograph, Vitaradio combination instruments for the person who wants phonograph and radio in one convenient unit, and Vitanoala radio cabinets for the man who wants to put his unsightly radio set in a beautiful cabinet (with built-in horn if desired).

The demand this coming year will undoubtedly be pretty evenly divided among the types of cabinets just mentioned and with the comprehensive Vitanoala line you will be prepared to meet and properly take care of this demand. For each Vitanoala instrument, whether straight phonograph or radio-phonograph, is not only a beautiful piece of cabinet work, but ahead of that even, it is a one-hundred per cent MUSICAL INSTRUMENT. Vitanoala is always high-quality but NOT high-priced. Write us today.

See This Innovation At January Furniture Market

(Chicago, Jan. 5 to 24, 1925)

We will show for the first time a real, unique idea—a "secretary phonograph combination." You can't imagine how clever it is, until you see it. There will also be displayed other special models not heretofore shown. So visit us without fail.

To "quantity buyers" visiting the furniture market, we have some special offerings that will interest you.

Vitanoala Talking Machine Co.

829 American Furniture Mart

666 Lake Shore Drive

Chicago, Ill.



No. 952.

Price \$220.00

Width 30 in. Height 45 in. Depth 16¾ in. Italian walnut finish. Includes 5-tube Vitaradio receiving set and loud speaker unit. No tubes or batteries. Cabinets constructed with horn in upper compartment behind doors. Grille in front of horn. Radio set behind center drop door. Room for batteries through two removable panels in rear.

This cabinet may be purchased separately, without the radio set or loud speaker unit.

Size of opening for radio panel, 7x24 in.



Vitanoala 500

\$100.00

Dimensions: Height 33¾ inches, width 31½ inches, depth 21½ inches.

Finish: Brown Mahogany.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

that will be read with the keenest interest by members of the club.

Edray Sales Corp., Royal distributor for the Adler Mfg. Co., has just made several additions to the rapidly growing list of dealers of the Royal phonograph and radio combinations and the Adler-Royal neotrodyne sets; notable among these being the H. Reickhart Talking Machine Co., of 64-21 South Halsted street, and both stores of Glick's Music House at 2100 West Division street and 1655 East Sixty-third street. The Witzell Music House features the line strongly in its new "quarter-million-dollar store" at Greenview and Barry avenues.

The Edray Sales Corp. has been using and will use extensive space in the Chicago Evening American every Friday until the holidays, describing and illustrating the Royal line, and announcing that it is on display in the stores of some twenty-five important dealers located in various parts of the city.

Attractive Kimball Pre-Holiday Ads

The advertising department of the W. W. Kimball Co. has sent out to its dealers the first of the proofs of some exceptionally attractive advertisements of the Kimball phonographs for pre-holiday use as well as a revised catalog of cuts of the different models.

New Operadio Los Angeles Distributor

The Operadio Co. recently appointed Cloyd Marshall, of the R. C. MacCauley Co., Los Angeles, Cal., sole distributor of its products in the State of California. The R. C. MacCauley Co. is also distributor in the Pacific Coast section for the Crosley Radio Corp. and the Dubilier Condenser & Radio Corp.

Gulbransen Art Calendar Distributed

Art calendars for the year 1925 have been distributed to dealers by the Gulbransen Co. The calendars are made up in three different designs and represent the firm's first endeavor in a dealers' calendar service. The trade has accepted the plan with so much favor that the

Gulbransen Co. is already planning an extensive campaign for the year 1926. A special design, featuring the product itself in a multi-colored art calendar, will be presented to the trade next year at this time.

H. E. Kamen With Th. Goldschmidt

J. B. Price, advertising and sales manager of the radio division of the Th. Goldschmidt Corp., New York, manufacturer of the N & K loud speaker, head phones and phonograph units, announced this week the appointment of Harry E. Kamen as Western district manager, with headquarters in Chicago. Pending the es-



Harry E. Kamen

establishment of his office Mr. Kamen is making his headquarters at the Granada Hotel in Chicago.

Mr. Kamen's appointment as Western dis-

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.

trict manager for N & K products will be welcome news to the phonograph industry throughout the Middle West, as he is generally recognized as an exceptionally capable sales executive who thoroughly understands the dealers' problems. For the past year he covered the New England territory for the Th. Goldschmidt Corp., achieving exceptional success and winning the confidence of the trade everywhere. He was previously associated with the A. C. Gilbert Mfg. Co., for which he visited electrical jobbers and co-operated with them along practical lines. He has already established important accounts for N & K products in the Middle West and is making plans for an aggressive sales campaign.

Interesting Holiday Dealers' Bulletin

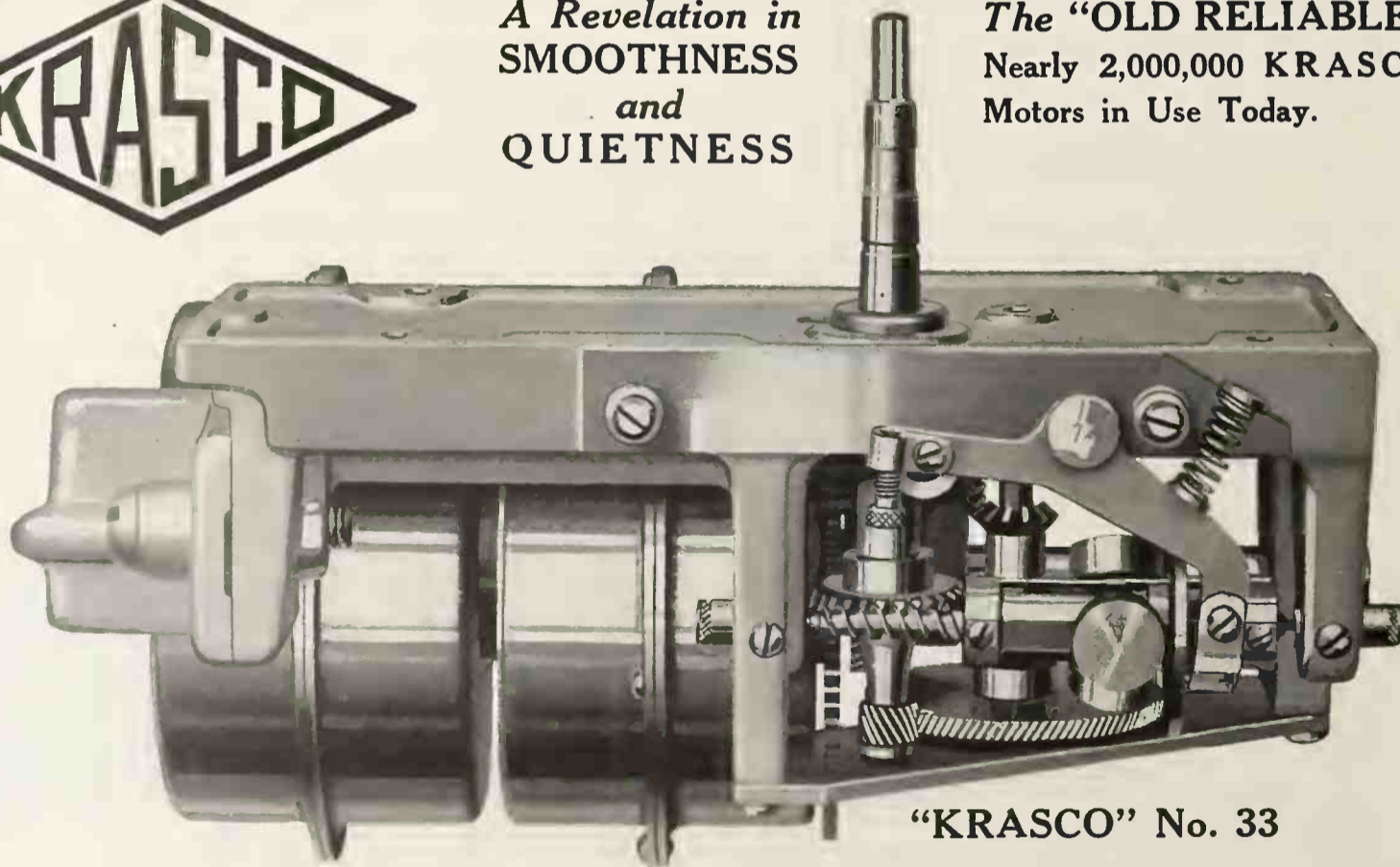
The December number of the Dealers' Bulletin, issued monthly by the Cole & Dunas Music Co., was mailed last week to more than twenty thousand dealers. The booklet presents to the trade pictures, descriptions and prices of the Cole & Dunas line of musical instruments, phonographs, attachments, radio sets, parts and accessories. Featured in this holiday number is the Lark portable phonograph, a small, lightweight machine, built with especial reference to durability and portability and retailing

(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

THIS busy holiday season, with its inevitable increase in the rapidity of sales in these popular record lines, is an opportune time to become acquainted with

“Consolidated Service”

and for “Consolidated” to extend to its host of friends and the trade in general its heartiest and sincerest wishes for

A Very
Merry Christmas

And A Prosperously
Happy New Year

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)

at \$19. Much space is also given to the new aluminum shell tenor banjos. The last named are manufactured solely for the Cole & Dunas Co., and according to Joseph Dunas it is the only banjo with an aluminum shell retailing below \$250. Superior tone, longer vibrations and protection against the shell warping, buckling or cracking are listed as the special features of this instrument.

Prominent Columbia Visitors in Chicago

W. C. Fuhri, general sales manager of the Columbia Phonograph Co., Inc., and R. E. Thallmayer, the European representative of the company's foreign record department, spent Monday, December 1, in Chicago, and with C. E. Baer, manager of the Chicago branch, interviewed a number of the local dealers in order to ascertain additional ways with which the company can co-operate with them in the expansion of their businesses.

Mr. Thallmayer's trip West was especially undertaken with a view to telling dealers about some of the recent European recordings and to find out what they wanted in the way of foreign records.

Mr. Fuhri left the same night for St. Louis, from where he went to Atlanta and then home to New York. Mr. Thallmayer spent Tuesday with the Milwaukee dealers and after another day in Chicago left for the East, stopping at Pittsburgh on the way.

In speaking of business in this district Mr. Baer said that it showed a decided improvement in November and the early part of December. In many sections covered by the Chicago office the dealers have done exceptionally well, and in every case where intelligently directed sales campaigns have been conducted it has been found that the phonograph business is distinctly alive. However, it is necessary to go after the business in order to get it. It does not come automatically.

One little indication of the trend of things is that dealers who are sedulously advertising the Christmas Club idea have got good results. In the majority of instances the customers after having deposited their dollar a week for a while got eager to have the machine in the house instead of waiting for Christmas to make the presentation.

The reception given the Columbia New Master Works series of records, according to Mr. Baer, has been very encouraging. A number of dealers report sales of the entire catalog of sets. The W. W. Kimball Co., for instance, has sold in its main retail store in Chicago the complete catalog to no less than eight individuals in the last few weeks.

New Columbia Traveler

J. Compton, at one time with the Victor Co. and for the last eight years traveling for the Edison Co., will cover Minnesota and the Dakotas for the Chicago office of the Columbia Co. He will make his headquarters at the Min-

neapolis office, which is under the supervision of the Chicago branch.

Remodel Davidson Store

Alterations and improvements of the handsome first floor of Davidson's Talking Machine Shop, 234 South Wabash avenue, have been completed. Not only has space been provided for the display of the line of Starr pianos, which has been recently added, but also the Victor record demonstration booths in the rear have been increased from four to eight. These are exclusively for record sales. There are no less than seventeen machine demonstration booths on the second floor.

Since November 1 the volume of business done by the company is exceedingly satisfactory to George and Cecil Davidson, the proprietors. The sales of Victor-console models equipped for radio installation have been by far the dominant feature in the business, the instruments being equipped with one of several well-known makes of radio carried by the shop.

Death of Fred Stinson

Fred C. Stinson, assistant manager of the retail store of the Werner Piano Co., piano and talking machine dealer at 1528 Milwaukee avenue, died on November 28 at his Chicago home. He is survived by his widow, Elizabeth Stinson, and three brothers, Alex., Benjamin and Mark. The first named is manager of the Werner

Piano Co., while Mark Stinson has long been connected with the talking machine department at Mandel Bros.

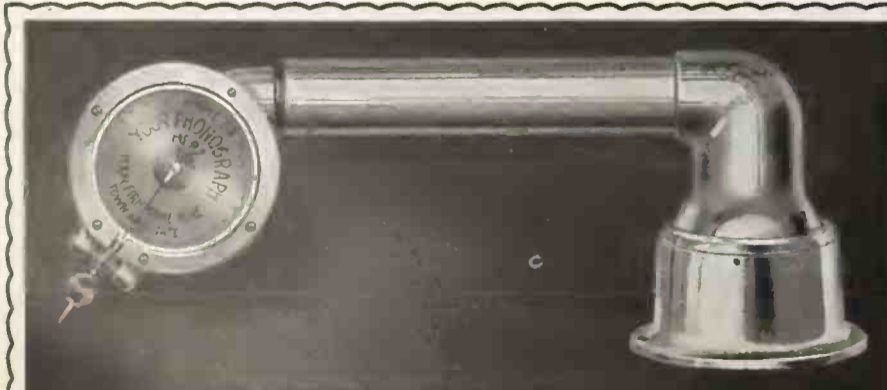
Plan "Love Nest" Week

Ray Hibbeler, composer and publisher and head of the Garrick Music Sales, is planning a "Bungalow Love Nest" week in Chicago during which several of the leading theatres will have special presentations of this big selling number. It is already one of the big radio hits in Chicago and is being broadcast by Ralph Williams and His Rainbo Skylarks, Ray Hibbeler himself, the Monogram Trio, Jack Parker, Dolores Edwards, Remington Welch, the organist at McVicker's Theatre; Ralph Emerson at the Barton organ, Clarence Thedders, Guyon's Paradise Orchestra and many others.

W. C. Griffith Discusses Improved Outlook

The Chicago Talking Machine Co. is enjoying a large volume of business, according to W. C. Griffith, secretary and sales manager. "Sales figures for December will greatly exceed those for the same month last year," said Mr. Griffith. "The change in the mental attitude of the buying public since the election has been slightly less than remarkable. Take, for example, the large sum now being turned loose by the closing out of Christmas Club savings accounts in this city. The amount involved

(Continued on page 144)



Scotford Tonearm and Superior Reproducer

Manufactured under patents of Louis K. Scotford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 8 1/2 inches center of base to needlepoint—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes



Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries. Samples sent anywhere for trial.

The Superior Spring Balanced Lid Support

A touch of one finger lifts or closes the lid which stops, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with escutcheon plate and all necessary screws.

Low quantity Prices quoted on application

BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STS., CHICAGO



**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

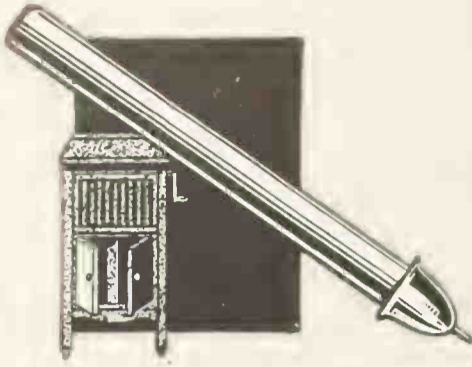
**RADIO-MASTER CORPORATION
OF AMERICA**

BAY CITY, MICHIGAN

F. B. WARD, President

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)

A little thing like a needle CAN "MAKE" OR "BREAK" THE FINEST RECORDING



That is why many of the leading recording studios "play back" their recordings with "TONOFONE" semi-permanent needles, which DO NOT INJURE the most delicate records, yet BRING OUT ALL THE TONES, clearly and distinctly.

For the same reasons, hundreds of talking machine DEALERS use TONOFONE exclusively for demonstrating records. 8,000 dealers SELL Tonofone, because of the profits and satisfaction attached to each transaction. When you display TONOFONE in your window or on your counters it's the same as offering your customer "life insurance" on each record you sell him. For TONOFONE DOES preserve records.

Over a long period of time, and with the most painstaking experiments, a semi-permanent needle, playing 20 to 40 records without injury, has demonstrated its ability to bring out every tone shading. The needle is:

Tonofone

Packed in colored display cartons, in convenient "dime and quarter" packages.

Dealers profit 100%

Write us or your jobber for proposition.

110 S. Wabash Ave.

THE TONOFONE CO.
Manufacturers

Chicago, Ill.

here alone will total \$20,000,000, and that is only a fraction of what will be spent buying holiday goods."

Arthur D. Geisler, president of the New York Talking Machine Co., visited the Chicago office for several days around the first of the month.

Will Soon Announce Loud Speaker Unit

The Fletcher-Wickes Co. now has in the last stages of development its loud speaker unit and expects to make an announcement regarding its being placed upon the market within the next sixty days. Officials of the firm are taking every measure to manufacture a loud speaker which will match the high standard of Fletcher-Wickes tone arms and reproducers.

Developing Sales of Race Records

The Ajax Record Co., of this city, credits its large volume of race record sales to consistent and wisely placed advertising in large measure, according to Manager Thomas Nash. The campaign being carried on through national dealer mediums is augmented with large advertisements in practically all of the leading Negro newspapers of the country. Copy and cartoons aptly devised to touch the colored sense of humor appear regularly, showing the latest releases. Reprints of these are displayed in the dealers' windows. This effective method, coupled with prompt shipment of records, has built up the

business to one of extraordinary proportions within the past seven months.

Krasco Mfg. Co.'s Important Announcement

The Krasco Mfg. Co. is placing upon the market the De Luxe portable, a six-tube set, with single dial control. The firm is also producing a special line of phonograph-radio panels designed to fit all makes of phonographs. The Monarch portable, six-tube set, and the Monarch, Jr., four-tube set (shown for the first time at the Chicago Radio Show), have met with universal favor, according to Walter McGill, sales manager of the radio department, and at present the plant is being pushed to fill the orders.

Noted Artists Entertain Piano Club Members

Opera, radio and Columbia artists, in a program arranged by Jack Kapp, of the Chicago Columbia branch, entertained the members of the Chicago Piano Club at the November 24 meeting. Art Kahn, exclusive Columbia artist and director of the Art Kahn Orchestra now playing at the Senate Theatre, played several numbers. Art Linnick sang several numbers, accompanied by Herbie Mintz at the piano, and gave club members an idea of how they perform nightly at station KYW. Phil Flemming, of the Ted Brown Music Co., composer of the "How Do You Do" song, sang improvised verses at the expense of several of those pres-

ent. Charles Hackett, of the Chicago Civic Opera Co., Columbia artist, spoke upon the struggle of American artists for recognition and urged upon his listeners the fact that the music-loving public of this country could aid in elevating American art by the mere expression of a greater enthusiasm.

Delfraisse Heard Europe

Broadcasting stations at Rome, Italy, and Bournemouth, England, were clearly heard by E. J. Delfraisse, advertising manager of the Q-R-S Music Co., on the night of November 26, using his Zenith set. He reports hearing "America" from the station in Rome, and "Rigoletto" by a quartet from the Bournemouth station.

Vincennes Phonograph Co. in New Quarters
The Vincennes Phonograph Co., Vincennes, Ind., manufacturer of Rivoli phonographs and

AJAX

"Blues Records"



MAMIE SMITH
Exclusive AJAX Artist

Wide-awake Phonograph dealers, all over the country, are becoming more and more alive to the potential possibilities in the fast-growing Negro population and the musical demands of this special group. Wherever there are Negroes, Phonograph dealers can "tap" an amazingly rich market with very little effort. AJAX is a nationally advertised line, supported by the finest "blues" talent and excellent dealers' service.

The Quality Race Record

Some Dealers' Territory Still Open
Ajax Record Company, 108 W. Lake St., Chicago, Ill. Phone State 1927



L. C. Samuels

radio cabinets, and its exclusive distributor, L. C. Samuels, have announced the opening of permanent headquarters on the second floor of the American Furniture Mart Building, 666 Lake Shore Drive, Chicago. The new home of the company is located in the house-furnishing division and covers 800 square feet.

Effective January 1 Mr. Samuels will discontinue his offices in the Republic Building, where he has been located for some time, and will remove to the American Furniture Mart Building. By the first of the year a complete showing of 1925 models of Rivoli phonographs and radio cabinets will be on display in the Furniture Mart. A complete new line has been designed, comprising seven models of phonographs in mahogany and walnut, and three combination radio cabinet models in mahogany and

(Continued on page 146)

Announcing
the Latest
Development in
Radio Reception

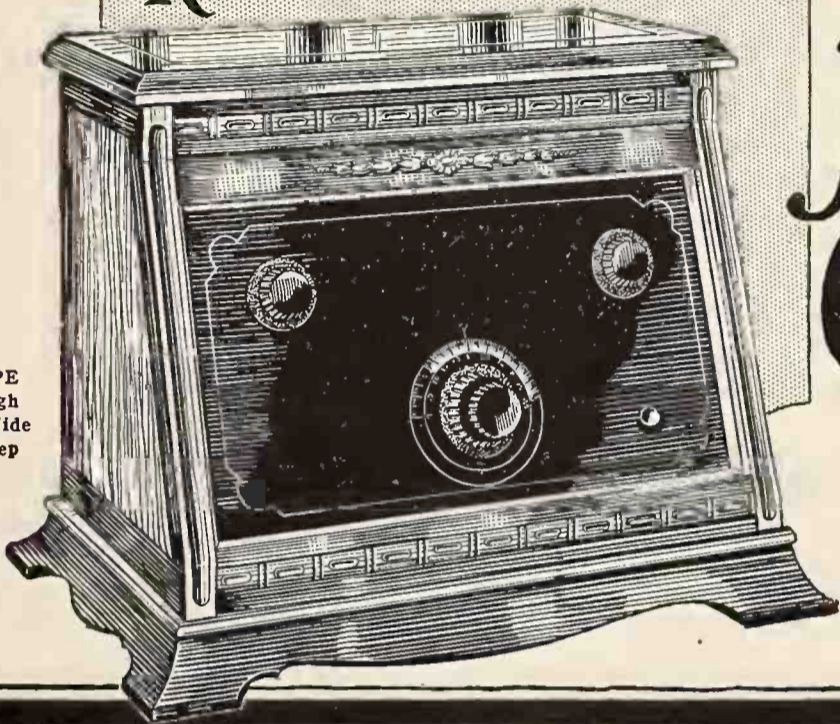


TABLE TYPE
 16 Inches High
 21½ Inches Wide
 14 Inches Deep

Just
ONE
Dial
To Tune



Just ONE Dial to Turn to Get Coast to Coast Range
Just ONE Dial to Adjust to Get Perfect Tone Reception
Just ONE Dial to Tune to Get the Utmost in Selectivity

This new 5-tube MOHAWK Receiver with its ONE Dial Control is an invention of immense importance to the dealer who sells radios, just as it is to the customer who buys and uses a radio set.

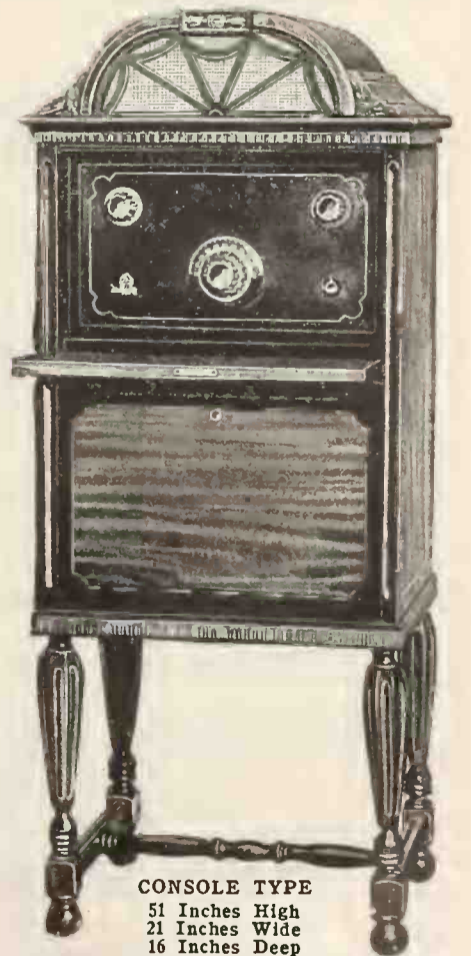
This ONE Dial idea as perfected in the MOHAWK will revolutionize the entire consumer demand for good radio sets,—because the MOHAWK with its simple ONE Dial Control will do anything any other five-tube set will do—and do it quicker, easier and better. The simplicity of tuning with just ONE Dial instantly appeals to every radio buyer, and this fact alone makes the MOHAWK sell itself in direct competition against any multiple dial set.

This radio set is built primarily to operate a loud speaker and you as a dealer can handle and sell the MOHAWK with the positive assurance that it will tune out nearby stations and bring in distant ones on the loud speaker with unfailing regularity. It has a record of receiving 43 different stations in one hour. Send for copy of letter from Mr. W. A. James, Ansonia, Conn.

Picture to yourself the big sales advantage of being the FIRST Dealer in your locality to offer the radio buyers this new and simplified type of Radio set. You can appreciate what that would mean in quick sales and substantial profits for you.

HERE IS OUR PROPOSITION

We do not ask you to take our word for these claims. Any responsible dealer can order a sample MOHAWK set. Put it in your store and test it alongside of any other radio set on the market. Compare its range—its tone quality—its selectivity and its ease of operation. Then if it does not meet and beat all competition,—if you are not fully satisfied that it is all and more than we claim—SEND IT BACK AND GET YOUR MONEY. The MOHAWK has so many superior selling features that you must absolutely see it,—hear it,—and operate it yourself before you will actually believe it. We advise you to write or wire us today for complete information. Do it today—tomorrow may be too late.



CONSOLE TYPE
 51 Inches High
 21 Inches Wide
 16 Inches Deep

Mohawk Electric Corporation

2244 Diversey Blvd.
 CHICAGO, ILLINOIS

The Mohawk
5 Tube Receiver

Mohawk sets are a quality product through and through. Built in THREE MODELS. Each encased in a distinctive type, hand-carved Adam Brown walnut cabinet which will instantly appeal to the artistic taste of the most critical. The console models have the LOUD SPEAKER built right into the cabinet.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144)

walnut. All phonographs will be designed to accommodate a radio panel, providing for combination phonograph and radio instruments to meet the popular demand for this type of product.

New Pathe Ambassador

H. W. Roberts, who recently joined the forces of the Chicago branch of the Pathe Phonograph & Radio Co. as Illinois traveler, is a technically equipped radio man who has succeeded, according to Manager Hotchkiss, in establishing a goodly number of new accounts in his territory. The policy of establishing exclusive dealers has been adopted in the smaller cities.

Gulbransen Posters Figure in Billboard Ball

One hundred thousand dollars for charity was the net result of the brilliant Billboard Ball, held Tuesday night at the Coliseum, Chicago. This joint charity and publicity function was one of the most successful in Chicago's history of charitable affairs. Its patrons were largely the most prominent society folk of the city.

The Gulbransen registering piano was the only piano product represented in the triple row of twenty-four-sheet posters which lined all four walls of the Coliseum. It was so located as to be one of the first posters visible to those entering the Coliseum. The fact that a Lincoln automobile poster was on its right and a Bell telephone poster on its left gives some idea of the sort of industries that contributed to the success of the Billboard Ball.

Gulbransen poster No. 6 was used, and particularly with the splendid lighting arrangement which had been installed in the Coliseum did the full artistry of the design impress one. Here, with scores of other twenty-four-sheet posters all about it for purposes of comparison, it was easy to understand why poster No. 6 is such a favorite with Gulbransen dealers, and why it has been largely responsible for the tremendous growth of Gulbransen posting service



The Deresnadyne Circuit

stops oscillation at its source

The exclusive principle of the *Balanced Plate Circuit* used in the Andrews Deresnadyne 5-tube Radio Receiving Set stops oscillation and distortion at its source, in the plate circuit.

The four essentials of fine broadcast receiving—tone, selectivity, distance and volume—are here combined for the first time.

De Luxe Model, \$165, without accessories. Write for complete description.

ANDREWS RADIO CO., 327 S. La Salle St., Chicago

Andrews Deresnadyne

DÉ-RÉS-NÂ-DÏNE · PATENTS PENDING

Radio Receiving Set

in all parts of the country. Poster No. 6 is the one showing the young woman, in coral-colored gown, seated before a Gulbransen. The wording is: "Real Music—As You Like It."

Many thousands of persons paid \$5 admission apiece for the purpose of viewing the Billboard Ball and to dance in the enclosure of twenty-four-sheet posters representing the country's best-known products. The rental of

the Coliseum was donated, hundreds of society women gave time and money to the affair, and the proceeds went to help the Illinois Children's Home and Aid Society. Incidentally, the Gulbransen Co. promises that poster No. 8, just about ready to be posted, will vie for high honors with poster No. 6. This represents the latest endeavor of the company to combine the

(Continued on page 147)

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 146)

artistic with merchandising value in twenty-four-sheet posters. The trade awaits with interest this latest release by the Gulbransen institution.

Deagan Chimes for Victor Co.

Last week a contract was placed with J. C. Deagan, Inc., manufacturer of chimes, bells and percussion instruments, by the Victor Talking Machine Co. for a set of eighteen Deagan chimes, to be used by the Victor Co. in its recording laboratories. The deal was closed November 29 between A. R. Barroff, Eastern representative of J. C. Deagan, Inc., and Eldridge R. Johnson, president of the Victor Co., and plans call for the installation of the chimes by January 15. These chimes are to be used in connection with all work in the Victor laboratories and are to be erected on a movable platform, which can be moved at will in recording work to bring out the true tone of the Deagan chimes.

Naturally, J. C. Deagan Co. feels highly elated

to have the Victor Co. choose these chimes in the recording of Victor records. The deal carries with it a very interesting story of how it came about through the performance of Deagan cathedral chimes.

Mr. Johnson recently made a large donation to the People's Christian Church, at Dover, Del., presenting a set of Deagan cathedral chimes to the memory of his father, A. S. Johnson. The chimes were dedicated November 23, and both Mr. Barroff and Mr. Johnson were attending the ceremony. Mr. Johnson was impressed with the tone of the chimes, and Mr. Barroff suggested using these chimes in the Victor recording laboratories, which, by the way, use other Deagan instruments, including cathedral bells and xylophones.

Capacity of U. S. Music Co. Plant Doubled

Thanks to the highest degree of factory efficiency in the production of U. S. rolls at the plant of the United States Music Co., 2934-38 West Lake street, Chicago, it has been made

RADIO WESTERN RADIO

DEALERS **FREE CATALOG**

WRITE FOR

Lowest Prices on Standard Sets & Parts

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. Use your letterhead.

JOBBER AND DISTRIBUTORS

WESTERN RADIO
MFG. CO.
138 W. LAKE ST. Dept. 12A CHICAGO



We extend cordial wishes
to everyone for a

Happy Christmas

and

Prosperous New Year

THE WOLF MANUFACTURING INDUSTRIES

(Established 1890)

BUILDERS OF "MASTERCRAFT" PHONOGRAPHS

QUINCY, ILLINOIS

possible to double the output. Some time ago, when the price of the U. S. rolls was reduced to 75 cents and a larger volume of business began taxing the production department, it was at first thought by the officials of the company that another addition would have to be made to meet the demands. The machine department, which builds practically all the machinery used in the manufacture of U. S. rolls, began building additional machinery. In this connection improvements were made, allowing for larger quantity production, at the same time also permitting efficiency through standardization.

Beginning with the first floor, a rearrangement of the factory was inaugurated. The offices were condensed, allowing more floor room in the shipping department and stockrooms; on the second floor, the production department, twelve machines were added, which is equivalent to twenty-four single machines, and on the third floor, or finishing department, like improvements were put into effect. The capacity of the plant, with these changes, has been doubled, and the United States Music Co. is exceptionally busy supplying the present demand.

Not only are the sales departments at the Chicago headquarters, as well as at the New York offices, exceptionally busy, but an indication of the growth of the New York branch is seen in the report of the past month, which shows an increase of 75 per cent over last year. The present month is expected to be even larger, stimulated by the large holiday business which is now well under way.

U. S. Music Co. to Announce New Catalog

The United States Music Co. also announces a new general catalog, the first to show the new prices in U. S. rolls. The new catalog lists a representative catalog of Auto-Art word and instrumental rolls for standardized electric reproducing and expression pianos and a library edition of standard vocal and instrumental rolls for all manually operated player-pianos, which, combined with the well-known U. S. word and regular rolls, emphasizes the completeness of the U. S. line. The booklet is of the pocket-size edition and has ninety-two pages of U. S. rolls. The index, in the back of the catalog, lists the following, which shows the wide selection: Auto-Art, Library Edition, Word Rolls, Regular Rolls, Special List of Marches, Special List of Waltzes, Sacred Music, Bohemian, German, Hawaiian, Hebrew, Hungarian, Italian, Lithuanian, Mexican, Polish, Portuguese, Slovenian and Spanish.

New Brunswick Hall Fibre Package

Hall Fibre needles were recently placed upon the market in a package of new design manufactured expressly for the Brunswick Co. The needles are enclosed in a lavender paper envelope with a large likeness of the needle shown in yellow. H. J. Fiddelke, manager of the Hall Manufacturing Co., is optimistic concerning the return of better class records to general favor, basing his opinion upon a survey

(Continued on page 148)

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 147)

which he recently made among the Chicago dealers. "Jazz has been riding the crest of the wave since 1916," said Mr. Fiddelke, "but the efforts of record producers and radio broadcasters are beginning to find fruit. True, the sale of jazz records is yet leading that of better class music, but demand for the latter is steadily increasing."

Consolidated Co. Adds Radio at Branches

The Consolidated Talking Machine Co. has had so much success with the wholesale radio department at its Chicago headquarters that it has decided to start similar departments at the Detroit and Minneapolis branches, and will work intensively the territory covered by these houses. Here will be featured the lines on which the company has built up its Chicago business, including the Workrite neutrodyne, the A-C Dayton sets, the Music Master speaker and Ever-ready batteries.

George Bradford, manager of the radio department at Chicago, left the first of the month

for Detroit, to get the new department there fully organized. Later he will go on to Minneapolis on a like mission. The company brought its salesmen in the Chicago territory to the Coliseum during the Radio Show, where they did clever and efficient work visiting the various booths of the manufacturers represented by the house, meeting the dealers there, working with the representatives of the manufacturers and impressing them with the merits of the various products, after which they would accompany the dealers to the booths of the other lines represented by the house.

F. P. Dunford, the Consolidated Co.'s Illinois manager; A. F. Bennest, who travels Indiana, and J. T. McGrath, the Wisconsin man, were all actively on the job, according to President E. A. Fearn, who says that their efforts resulted in the establishment of many desirable new accounts.

Widespread Interest in Sonoradio
At the Illinois Phonograph Corp. Manager



"One handle handles it"
Outing
TRADE MARK

"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

Valeur was inclined to be very optimistic regarding the continued and steady growth of the demand for the Sonoradio speaker, and especially about the reception given the Sonoradio model No. 242 (combined Sonora phonograph and Ware 3-tube neutrodyne set). Sonoradio No. 241 has also proved a notable seller.

These three were high features at the exhibit of the Sonora booth at the Coliseum. Here was entertained a host of dealers from California, Colorado, the Dakotas, Minnesota, Iowa, Kansas, Wisconsin, Michigan, Indiana, Illinois and Missouri, who displayed a live interest in all the radio features of the Sonora line.

Q R S Speaker Goes Over Big

The Mystery Speaker, extensively advertised product of The Q R S Music Co., has met with unusual favor with the dealers of the country. "The Mystery Radio Speaker is a decided success," said E. J. Delfraisse, advertising manager. "Dealers everywhere report enthusiastically of their sales and of the general favor with which the speaker is being received by the public. The question now is merely one of production."

Australian Distributor Here

A. H. Wills, of the important Australian house of Wills & Patan, Pty., Ltd., of Melbourne, was a Chicago visitor last month. He was accompanied by Mrs. Wills and they are now on the last lap of a very remarkable combined business and pleasure trip. They left home last June and after having spent some time in this country, visited England and France, on their return spending another period with the New York trade and after attending to important business and visiting the Radio Show in Chicago, left for San Francisco. They expected to sail for Hawaii on November 24, and from there leave on December 2 for home.

Besides doing a very large business as manufacturers of talking machines and distributors of parts and supplies, the company is a distributor for the State of Victoria for Edison phonographs and also for the product of the Brunswick-Balke-Collender Co., with whom they spent some time while in Chicago.

Mr. Wills states that the reports from home during his six months' absence indicated an excellent business. He also spoke eloquently of the development of radio business. His house is distributor for thirteen American firms making parts and supplies, among them being the American Electric Co. of Chicago, manufacturer of the Burns loud speaker, phonograph units, headphones and various specialties.

Mr. Wills gave out the information that his company already had 300 dealers handling its radio lines in Australia and while in New York he arranged with Capt. J. W. Evarard to act as consulting engineer for his house.

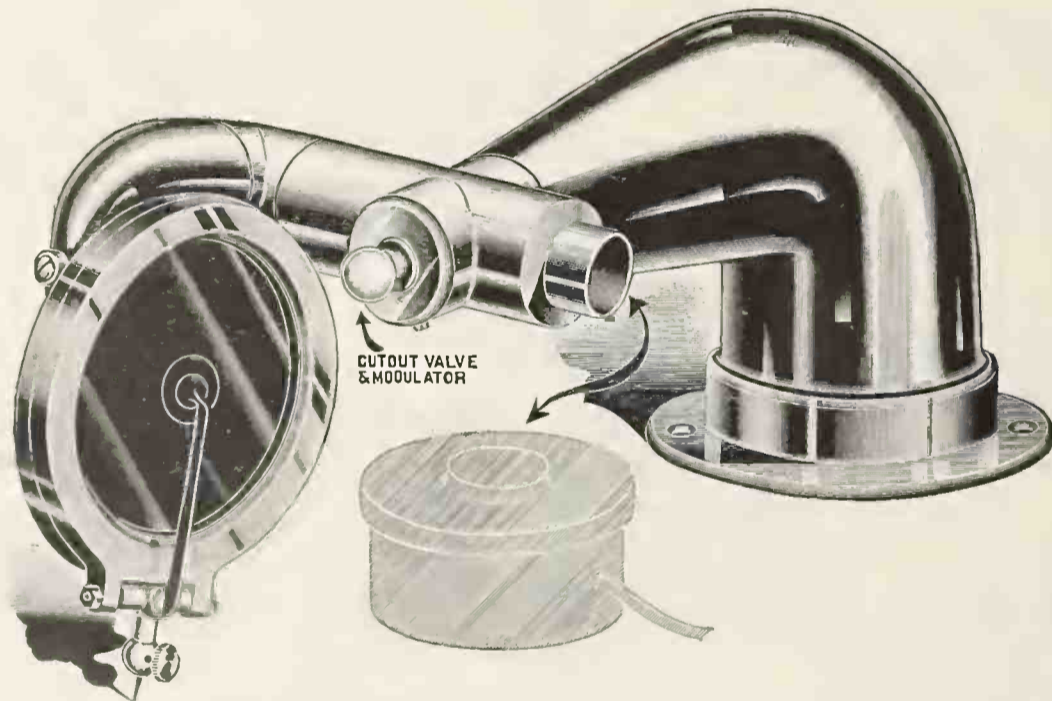
Talks on Northwest Conditions

Charles K. Bennett, manager of the George C. Beckwith Co., Victor distributor of St. Paul, was an interested visitor to the Radio Show last

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.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 148)

month and got much information that will aid him in the work with the organization of the recently inaugurated radio department. Mr. Bennett is a strong believer in the larger future of the talking machine industry and does not believe for a moment that the radio and the talking machine are mutually antagonistic.

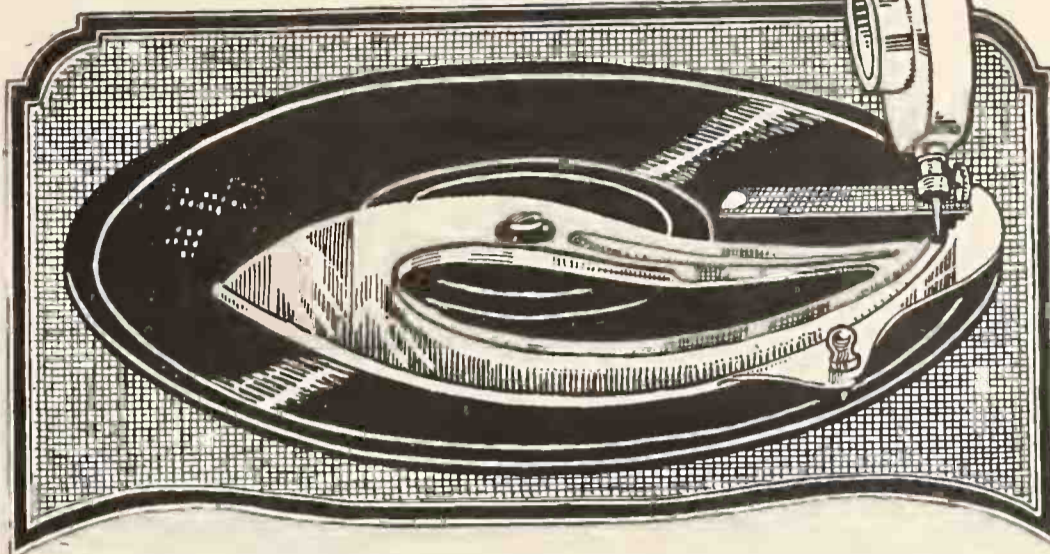
Regarding conditions in the Northwest, he said the mental attitude in business circles in the Northwest is decidedly improved and business is showing a moderate but steady improvement that is encouraging. However, it would be nonsensical to believe all the flamboyant headlines in the daily papers. Crops were good this year and prices high and the farmers are in fundamentally better condition than they have been for years. Still, it must be remembered that they are cleaning up. Many of them have discharged 75 per cent of their obligations and some are clear with the world. This is prophetic of good things to come but while the man who has been going through this process may be able to buy a new pair of overalls and indulge in more of the necessities of life than he has been, and possibly a few of the luxuries, the purchasing capacity of the agricultural Northwest at present is more limited than many people would think. However, with another good crop next year and with good prices arising from the general tendency to diversification, it is reasonable to expect that with next Fall at the latest, an era of great prosperity will come, and in the meantime, the money spent by the farmers in liquidation of their indebtedness is getting into circulation and is causing a gradual improvement in which the talking machine and in fact all branches of the music business are sharing.

Effects of Cheney National Advertising

The Cheney Talking Machine Co. is reaping a harvest as the result of its national advertising campaign inaugurated this Fall. Its dealers are hitching up with this wonderful publicity in

THE GEER REPEATER

Doubles the joy of owning a phonograph!



The Original, Standard Record Repeater

REPEATS 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

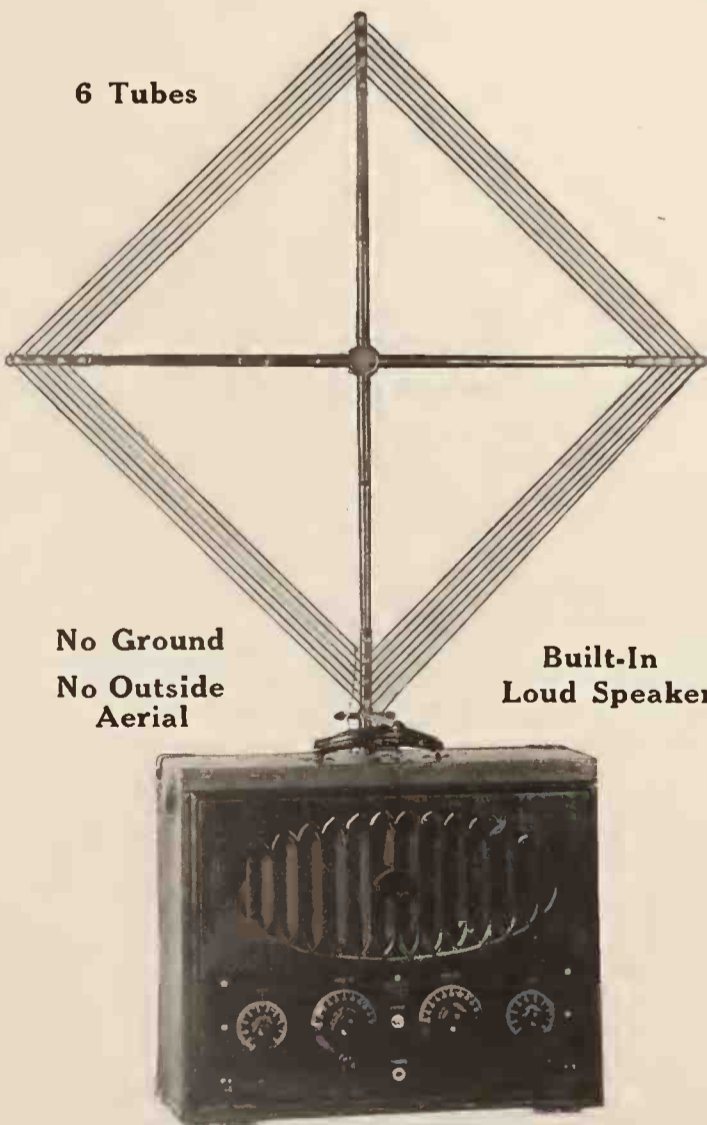
Chicago, Ill.

many ways and they are being kept thoroughly posted by means of advance proofs of the attractive announcements that are read by millions of readers. The page used in the December 6 issue of the Saturday Evening Post was a triumph of artistry and of holiday appeal and the Cheney was effectively referred to as "the Christmas gift that never grows old." The character of the illustration used in this national

publicity is exceptionally fine and in the holiday announcement referred to the beautiful Sheraton model was shown in all its beauty of line and finish in an exquisite home environment.

In a recent letter to the trade concerning this campaign the company gives a list of important retail concerns throughout the country which have found in this publicity work on the

(Continued on page 150)



The Monarch Portable Radio as Seen in Operation

Monarch PORTABLE Radio

Long Distance Receiving Set

Reception Any Place—Any Time

The new 1925 Monarch model and the Monarch Jr. represent the most salable radio sets offered to the trade this year

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 149)

Cheney a determining factor in adding the line. Among those are Lyon & Healy, of Chicago, John Wanamaker, Strawbridge & Clothier, and Snellenburg's of Philadelphia; Henry F. Miller & Sons Piano Co. of Boston, Barker's & Bullock's of Los Angeles, the Whitehouse and the Emporium of San Francisco, and the Cable Piano Co. of Chicago.

"In every city," runs the letter, "leading merchants are adding the Cheney to their stock because they know that the inherent merits of the instrument are backed by national advertising which makes customers eager to buy."

George M. Nesbit Visits Chicago

George M. Nesbit, formerly a very prominent figure in the Western talking machine trade and manager of the Chicago headquarters of the National Phonograph Co., the Edison cylinder phonograph distributors, a decade ago, was a visitor to the Chicago office of *The World* the other day and indulged in some interesting reminiscences of old times in the trade. Since

his retirement from the trade, Mr. Nesbit has spent most of the time in California in other lines but has returned to Chicago. He is in splendid health and showed every indication of having kept fairly in touch with the developments in the trade with which it is quite possible that he will renew his associations in the future.

Jobbing House Expands

The Targ & Dinner Music Co., 229 West Monroe street, has had quite a remarkable development. Less than two years ago it was running a retail store on Chicago avenue and carried its entire wholesale stock in the rear of the store. It moved to its present quarters in May of last year and since then has tripled the space occupied. The business is now developed to such an extent that it has leased adjoining space equal to that now occupied and will take occupancy the first of the year. This will give the house a total of about 7,000 square feet.

This concern handles talking machines, acces-

TESTED AND LISTED AS STANDARD BY UNDERWRITERS' LABORATORIES



Balkite—the noiseless battery charger—

one of the most popular and profitable items in radio

The Balkite Battery Charger is an ideal radio accessory for the music trade. It is fast moving, profitable, simple, and free from service trouble. It is entirely noiseless. It can be used while the radio set is in use. It does not create disturbances in either your set or your neighbor's. It has no moving parts, vibrators or bulbs, and has nothing to break, adjust or get out of order. It is simple and unfailing in operation. Besides charging "A" batteries it will also charge "B" batteries of the lead type in multiples of 6 cells.

Order through your jobber

FANSTEEL

Balkite Battery Charger

Price \$19⁵⁰

West of the Rockies \$20 • In Canada \$27⁵⁰

Manufactured by FANSTEEL PRODUCTS CO., Inc., North Chicago, Ill.

United Manufacturing and Distributing Co.

9705 Cottage Grove Ave.
Chicago, Ill.

Manufacturers of

Phonograph Motors Radio Panels

sories, repair parts and a full line of musical merchandise. It is the exclusive distributor in this district for the Mutual Phono Parts Manufacturing Co., New York, and also distributor for the Honest Quaker main springs and repair materials of Everybody's Talking Machine Co., Philadelphia.

Recent acquisitions, as reported in these columns, are the Outing portables made by the Outing Talking Machine Co. of Mt. Kisco, N. Y., for which it is now Chicago distributor, and also the Tonofone semi-permanent needles made by the Tonofone Co., Chicago. It is also distributor for the Rivoli phonographs made by the Vincennes Phonograph Co., Vincennes, Ind., and handles a line of console and upright models under its own "Marvel" trade-mark. The Targ & Dinner Co. issues a complete catalog and an illustrated supplement each month under the caption "Items of Interest."

Retailer Expands

The Ellers Music Shop, 2702 Division street, established nine years ago by L. Ellers and his son, H. L. Ellers, has by degrees developed from an exclusive talking machine establishment to a complete music store. The later development being the addition of radio and now the complete line of Lyon & Healy pianos, including uprights, players and grands. Brunswick and Columbia phonographs are handled and have a really surprising business in its section. An indication of the popularity of the combination proposition in a territory of moderate homes is that this concern has in a short time since the introduction of the Brunswick-Radiola sold no less than 15 of these instruments, all of the \$550 type.

Excel Co. to Display at Furniture Show

The Excel Phonograph Co. will have an extensive display of its product during the January Furniture Show at the American Furniture Mart, 666 Lake Shore Drive. I. S. Lund, sales manager of the company, will have charge of the exhibit. The company is having an exceedingly big Fall with the factory working overtime to take care of the demand for Excel phonographs, and its Columbian baby grand piano.

Colonial Display Interests

At the recent Chicago Radio Show considerable interest was created among the radio enthusiasts by the first public exhibition of the products of the Colonial Radio Corp., Long Island City, N. Y., manufacturer of radio receiving sets. The company at the present time is

producing two models, both a four and five-tube set. The Colonial model 16 is a five-tube receiver employing two stages of tuned compensated radio frequency amplification and two stages of audio amplification. The model 17 is a four-tube receiver, employing one stage less of radio frequency amplification, but, like model 16, two stages of audio amplification. The construction and design of the sets is such that all possibility of howling and squealing noises is eliminated. Both models operate on dry-cell batteries, which are enclosed in the cabinet.

A fact of particular interest to the phonograph industry is the appearance of the cabinet, which was designed and constructed by Brewster, the famous automobile body builder. It is constructed of natural grained lightly polished wood, with all dials on the panel finished in a novel and attractive combination of wood and metal.

G. R. Brainard, vice-president and director of sales of the company, stated upon his return from the Chicago show that he was well pleased with the reception that the Colonial products had met with by both the public and members of the trade. The company is pushing production to the utmost in order to meet the demand created for its products.

Olympian Receiver Placed on Market

The Olympian, a five-tube, tuned radio frequency set, was placed upon the market last week by the Cole & Dunas Music Co. The product met with prompt reception from the

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 150)

trade, according to Joseph Dunas, president, and shipments have already been made.

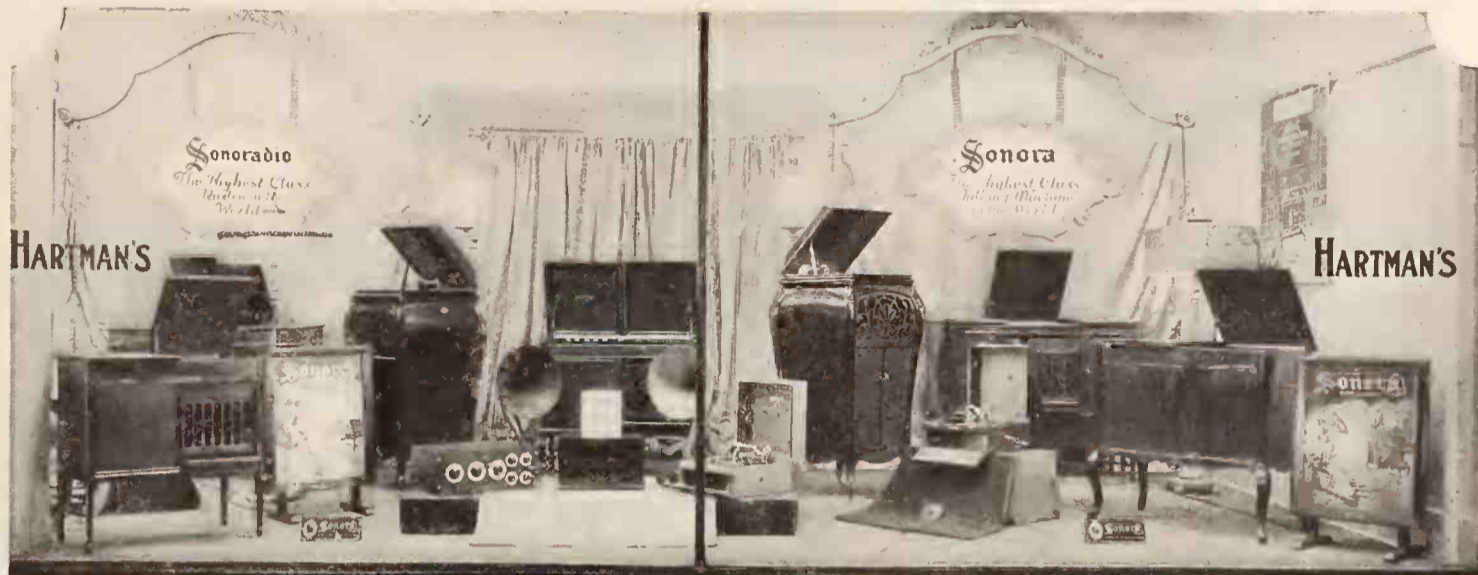
An Effective Sonora Window

One of the most resultful window displays, from the standpoint of interest aroused in the instrument shown, was that recently arranged by the Hartman Furniture Stores here. The display, illustrated herewith, was originated by

officers of the company are in an exceedingly pleasant frame of mind.

Vitanola Co. Plans to Entertain Buyers

The Vitanola Talking Machine Co. is preparing to entertain hundreds of furniture and department store buyers at the Chicago Furniture Market, which lasts from January 5 to 24. The Vitanola organization was one of the first of



The Unusually Attractive Sonora Window Display of the Hartman Furniture Stores

Manager Stracha, of the phonograph department, and it is considered one of the most successful ever installed by that organization. The spacious windows of the Hartman store lend themselves to artistic displays and full advantage of this was taken by Mr. Stracha.

Broadcaster Corp. Taxed to Capacity

S. L. Zax, sales manager of the Broadcaster Corp., heard President Coolidge's prophecy of a good business future for 1925 and heartily agrees with him. The plant has been working at full capacity for several months past and the

large talking machine organizations to see the possibilities of furniture store merchandising of phonographs. As a rule, upwards of 4,000 dealers, who come to the Chicago Furniture Market, visit the Vitanola exhibition rooms twice each year, and this season an even larger number of dealers is expected. The Vitanola Co. will have some real innovations to show dealers this season, notably a "secretary phonograph combination," which is a distinct novelty and a beautiful and useful piece of furniture, coupled with a high-grade phonograph.

Permanent headquarters for RIVOLI Phonographs and Console Radio Cabinets have been established in the House Furnishing Division, Second Floor, American Furniture Mart, 666 Lake Shore Drive, Chicago, Illinois.

There, our exclusive distributor, Mr. Leon C. Samuels, will maintain his office, and will be pleased to show RIVOLI'S 1925 offerings, embodying the newest features in cabinet design.

In these new designs RIVOLI'S customary high quality has been meticulously maintained. The same solid construction, superlative finish, and wonderful TONE, unequaled by any phonograph on the market today.



Vincennes Phonograph Co.

VINCENNES :: INDIANA

Distribution by

LEON C. SAMUELS
House Furnishing Division, Second
Floor, American Furniture Mart
666 Lake Shore Drive, Chicago, Ill.

MANUFACTURERS' AGENCY
314 Pan-American Bldg.
New Orleans, La.

Los Angeles Talking Machine Trade and the Public Interested in Radio Show

Retailers and Wholesalers to Exhibit Their Radio Lines—R. C. A. Jobbers Attend Banquet—Additions to Columbia Sales Organization—Successful Tie-up With Artists—The News

LOS ANGELES, CAL., December 1.—The attention of all phonograph-radio departments is concentrated to-day on the Radio Exposition, which opens to-morrow at the Ambassador Auditorium. Practically all of the jobbers are exhibiting as well as several music-radio dealers and it is anticipated that a considerable amount of retail selling will be done at the exposition. The auditorium itself affords bigger space for booths than was possible at the last Los Angeles show, held at the Biltmore Hotel, and, in addition, it has the advantage of being concentrated in one great undivided space, whereas the Biltmore show was held partly in the ballroom and partly in the spacious vestibule.

Radio Corp. Gives Banquet

A banquet which was attended by the officials from the four Radio Corp. of America jobbers, the heads of the local broadcast stations and others was given at the Biltmore Hotel, November 28. A. B. C. Scull, Pacific Coast sales manager, was present to assist Los Angeles Branch Manager Shecklin as host of the evening. Interesting speeches were made by A. B. C. Scull; Al Meyer, sales manager of the Leo J. Meyberg Co.; John Daggett, famous "Uncle John" of the Times (KHJ) broadcasting station; Mr. Hastings of the Herald broadcast station; Earl C. Anthony, owner of KFI broadcast station; J. C. Johnson, general manager of the American Radio Exposition Co.; Guy Earle, manager of the Express broadcast station (KNX). Interesting and instructive talks and discussions lasted until a late hour.

Grand Radio Industries Banquet

On the evening of the second day of the Radio Exposition—December 3—a dinner banquet will be held in the Fiesta Room of the Ambassador Hotel and will be attended by a large majority of the trade. Between three and four hundred guests are expected as well as a number of local celebrities and radio men of importance. The entertainment and speeches will be broadcast by KNX and include music by Earl Burntnett's Orchestra, singers and dancers

and speeches by Mayor Cryer, Chief of Police Heath, Federal Supervisor of Radio Dillon, Walter G. Clark and Dr. Ross Moore. The different business houses' talbes at the banquet include: Yale Radio Electric Co., Braun Corp., Sherman, Clay & Co., Brunswick-Balke-Collender Co., Barker Bros., Fitzgerald Music Co., Pacific States Electric Co., Cook-Nichols Co., Kierulff-Ravenscroft, Leo J. Meyberg Co., Platt Music Co., Listenwalter & Gough, Inc., Philco (A. J. Tobey Co.), Electric Sales Co., Martin Music Co., Radio Corp. of America, Illinois Electric Co., Germain's and Munson, Rayner Corp.

Fitzgerald Music Co. Strong for Show

The Fitzgerald Music Co., prominent Brunswick and Brunswick-Radiola dealer, as well as being a jobber for the De Forest line, is an enthusiastic supporter of the Radio Exposition and engaged extensive exhibit space. C. H. Mansfield, manager of the phonograph and radio departments, states that business is exceeding all prognostications in both departments, the Brunswick phonograph and record business holding its own, apart from the combination phono-radio sales which continue to be popular.

Sherman-Clay Employs Victrola Veteran

After fourteen years continuous work in the wholesale Victrola and Victor record business in Canada, Fred G. Scrafield, a Canadian, and until recently manager for "His Master's Voice" distributing branch in western Canada, has been specially engaged by Sherman, Clay & Co. to devote his entire time to the Los Angeles city Victor business, thus rendering valuable assistance to the local Victor houses.

New Los Angeles Columbia Salesmen

W. E. Henry, manager of the Los Angeles and San Francisco branches of the Columbia Phonograph Co., Inc., has engaged the services of C. V. Jones and Carter B. Corder. Both of these men, who will travel throughout the southern California territory, are well known in the phonograph business, the former was at one

time manager of the Columbia San Francisco branch, while the latter has been engaged in the phonograph wholesale business locally for the past few months.

Radio Association Divisions

The three main divisions of the radio trades consist, of course, of the retailers, jobbers and manufacturers' agents. Each division has its regular two meetings each month at which its particular problems and subjects are discussed. A. G. Farquharson acts as secretary for each of the three divisions, as well as for the Music Trades Association of Southern California, all being consolidated under one office and headquarters.

Capitalizes on Artist's Appearance

Recently when Mario Chamlee appeared in Los Angeles, the Southern California Music Co., which has long since recognized the opportunity



Window Tie-up With Mario Chamlee

of developing good business through the appearance of an artist, staged an unusual window display which produced splendid results. The display window featured a stage setting from the opera "Pagliacci," portraying the character of Canio, in which Chamlee is famous. They used a life-size wax figure and developed their message in detail by a display of Brunswick-Radiolas. In addition to a splendid advertising effort, the Southern California Music Co. also distributed four thousand very attractive folders through their intensive mailing list. Responding to the good work, Mario Chamlee appeared in the record department of this concern and autographed a great number of records for his numerous admirers.

Irving Westphal, manager of the phonograph and radio department of this famous California institution, states that an artist's appearance of this kind always affords an opportunity to develop a considerable amount of new business, which throughout the year pays the cost of advertising it many times over.

Gilfillan Set Entertains Chamber of Commerce

The members of the Los Angeles Chamber of Commerce had a new thrill on their annual excursion this year when they boarded the steanship City of Los Angeles and went out on the smiling waters of the Pacific for a round trip to Honolulu. With them they took a five-tube Gilfillan neudrodyne receiver and this instrument played an important part in the entertainment.

Atwater Kent Performance

E. L. Palmer & Sons, Atwater Kent dealers in Hamilton, Bermuda, have built up a large business with this line. The members of the firm, in addition to being commercially interested in radio, are also radio fans themselves. Recently, using the Atwater Kent Model No. 12, they were able to receive clearly a program from station KGO, Oakland, Cal., with excellent volume on the loud speaker. As station KGO is 3,000 miles distant from this city they were naturally pleased with their success and wrote of it to the manufacturers, Atwater Kent Mfg. Co., Philadelphia, Pa.

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

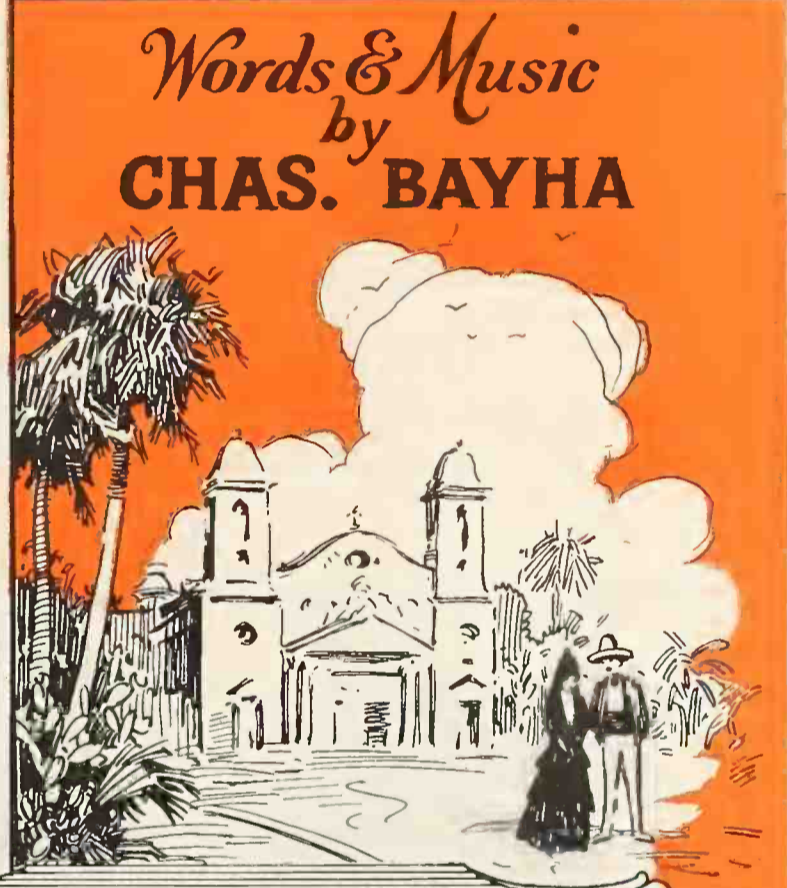
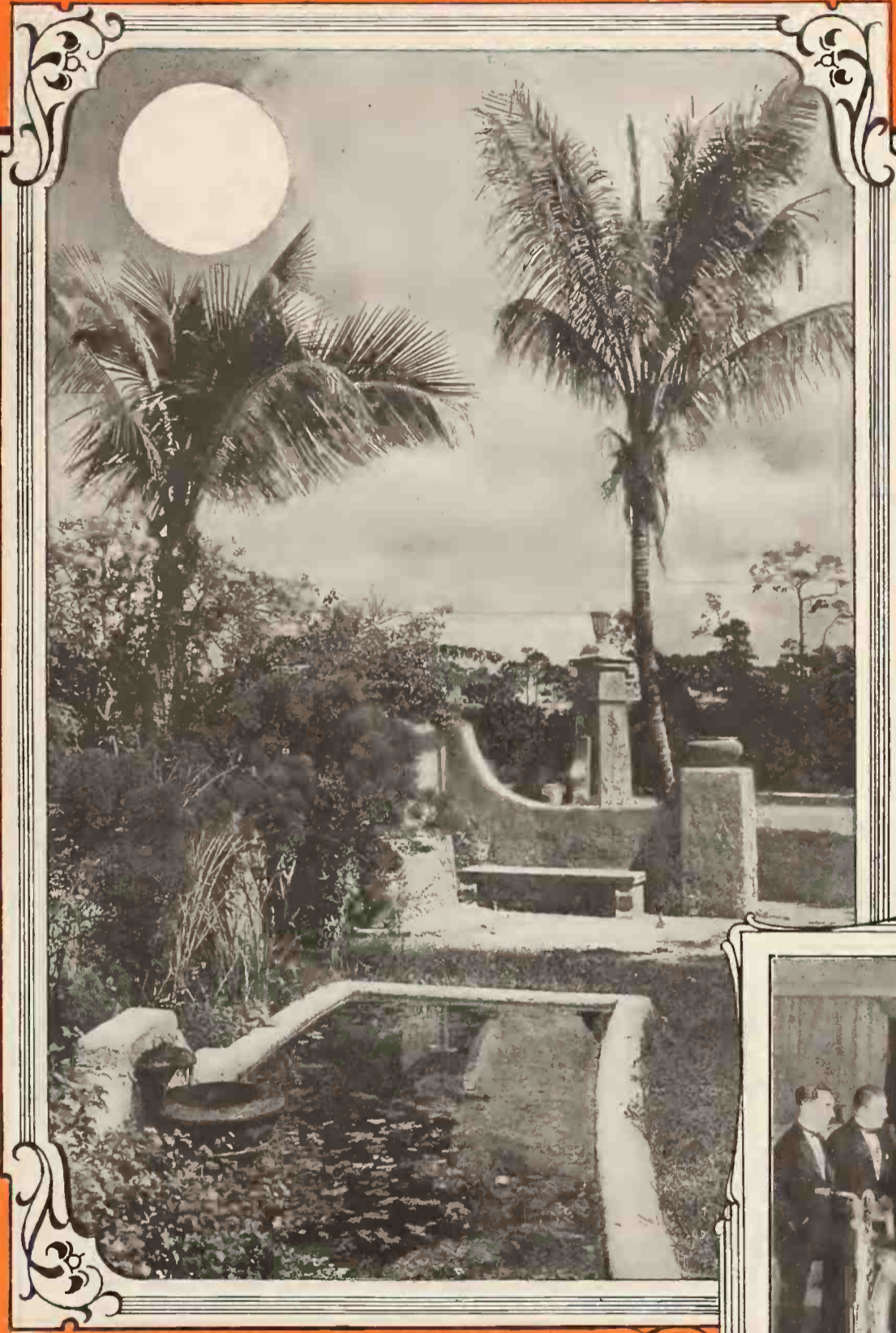
227 Fulton Street

New York City, N. Y.

VOLTRON MANUFACTURING COMPANY, Newark, N. J.

WHEN THE MOON SHINES IN CORAL GABLES

WITH UKULELE ARRANGEMENT



Words & Music
by
CHAS. BAYHA



IRVING BERLIN INC.

1607 Broadway New York City

MADE IN USA

CAPTURED!!! The Big Fox Trot Sensation
Order the Sheet Music Now—Watch for Early Record and Roll Releases

M. Steinert & Sons Tender Banquet to W. H. Ingersoll

Vice-President and Sales Director of De Forest Radio Co., With Some Fifty De Forest Dealers, Entertained by Prominent Boston House

BOSTON, Mass., December 6.—A banquet was given last night at the Hotel Westminster by M. Steinert & Sons Co. in honor of William H. Ingersoll, vice-president and sales director of the De Forest Radio Co. Those present numbered fifty or more of the De Forest dealers in New England who have been in town this week attending the Radio Show at Mechanics Building. The only address given was by Mr. Ingersoll, and this was broadcast by WNAC. Robert Steinert, of the Steinert firm, was toastmaster.

Mr. Ingersoll characterized radio as "the new voice of industry," and said it had "passed the swaddling clothes stage of popular fancy or fad." Following Mr. Ingersoll's broadcast speech the microphones were shut off and he gave an informal talk to the radio dealers present.

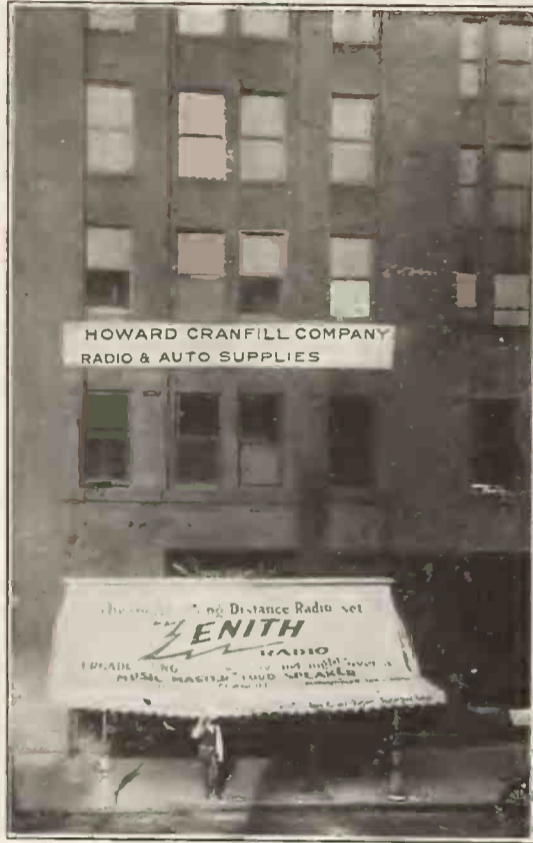
Gennett Irish Records Most Consistent Sellers

The Irish records in the Gennett catalog have been among the most consistent sellers throughout the year, and of these the outstanding hit is "Green Grow the Rushes," sung and played by Frank Quinn. Even though this record has been released for some six or seven months and has been a hit from the date of release, the New York office of the Starr Piano Co. is still filling orders for it at the rate of 1,000 a week. It is expected that the new release of Mr. Quinn's, "Pop Goes the Weasel," will be similarly successful.

Howard Cranfill Co. is Exclusive Jobber for Zenith

Will Cover Northern Part of Indiana In Bringing These Sets to Dealers' Attention

The Zenith Radio Corp., Chicago, Ill., manufacturer of Zenith radio receiving sets, announced recently that the Howard Cranfill



Large Quarters of Howard Cranfill Co. of South Bend, Ind., had been appointed exclusive jobber for Zenith products in the northern part of Indiana. The company has already attained exceptional success in merchandising

these sets, and agencies have been established with representative and progressive dealers throughout its territory.

William Bender, Jr., president of the company, is a well-known citizen of South Bend, and is also popular in St. Louis, where he spent many years in connection with important business activities. Howard Cranfill, general manager of the business, is Mr. Bender's son-in-law, and under his capable direction the sales organization is giving maximum service and co-operation to Zenith dealers in the development of a profitable business.

Morris Music Shop Has Re-opening Celebration

After extensive alterations and improvements the Morris Music Shop, 659 Lenox avenue, New York, held a re-opening celebration on December 5. The celebration started early in the day and the many friends which the establishment has made in the eighteen years which it has been in the Harlem section dropped in to congratulate Morris Nimcowitz, the proprietor, on his handsome new quarters. Souvenirs were distributed and a musical program was in almost continuous progress.

In addition to the line of Brunswick phonographs and Brunswick radiolas, the Sonora and Columbia phonographs and records, the store has secured the representation for the Victor line of talking machines and records. A complete line of musical merchandise and pianos is also carried.

Atlas Products Featured in Newark Window

James McGarry, talking machine dealer, Newark, N. J., has in recent months stocked a full line of radio receiving sets and the accompanying accessories. He features the Atlas radio reproduction speakers and has found a ready market for this product in Newark territory. Recently the McGarry store made a win-



Excellent McGarry Window showing in which particular prominence was given to display of the Atlas products. The window attracted unusual attention and, according to the store manager, resulted in an increased sale of this well-known loud speaker manufactured by the Multiple Elec. Prod. Co.

Canadian Victor Factory Hard Put to Meet Demand

MONTREAL, CAN., December 9.—Night work is made necessary at the factory of the Victor Talking Machine Co. of Canada, Ltd., Montreal, in order to cope with the demand for Victrolas. For several weeks past the blazing windows of the big factory have made known this fact.

The general sales manager, J. S. Shield, who recently returned from a trip to the Coast, states that all through the Central and Far West, as well as in the East, he found dealers decidedly optimistic as to the business outlook, and the fact that overtime is necessary at the factory in Montreal would go to show that the optimism of the dealers was justified.

Distinction of Appearance Excellence of Performance

make Stromberg-Carlson Radio Receivers Attractive to the Talking Machine Dealer.

The beautiful No. 2 Type Console Model shows especially well in any store. Every user of either style is enthusiastic over the volume and tone with which distant stations are received. Has a distance record of 7,400 miles made by L. P. R. Bean of Sydney, Australia, who heard Station K. G. O. at Oakland, Calif.

Stromberg-Carlson Receivers are sold direct from the factory to dealer. Nationally advertised; excellent dealer cooperation.

Made by a firm with 30 years' manufacturing experience, and with a world-wide reputation as the builder of fine telephone and radio apparatus.

Write for our plan of Dealer Service

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



Stromberg-Carlson



Stromberg-Carlson No. 2 Type Console. A superb instrument in American Walnut or Mahogany Cabinet. Built-in Loud Speaker and space for batteries and battery charger.

Stromberg-Carlson No. 1A 5 tube Neutrodyne Receiver. Finished in rich Adam-Brown Mahogany. Arranged to operate with No. 1A Loud Speaker.

"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.
- IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
- LINCOLN BUSINESS BUREAU.....1011 Race St., Philadelphia, Pa.
- COLUMBIA WHOLESALEERS, INC.....205 W. Camden St., Baltimore, Md.
- JAMES COWAN CO.....18 West Broad St., Richmond, Va.
- JAMES K. POLK CO., INC.....294 Decatur St., Atlanta, Ga.
- BELKNAP HARDWARE & MFG. CO.....111 E. Main St., Louisville, Ky.
- STERLING ROLL & RECORD CO.....137 West 4th St., Cincinnati, O.
- OHIO MUSICAL SALES CO.....1747 Chester Ave., Cleveland, O.
- C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
- TARG & DINNER MUSIC CO.....229 West Randolph St., Chicago, Ill.
- EDWARD G. HOCH CO.....27 No. 4th St., Minneapolis, Minn.
- MAJESTIC MUSIC SHOP.....16 South 7th St., Minneapolis, Minn.
- DUNING COMPANY.....303 Second St., Des Moines, Iowa
- RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
- MARKS PHONOGRAPH & RADIO CORP.....2215 Pine St., St. Louis, Mo.
- 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.

W. R. Davis and T. A. White Tender Resignations

Former Is Sales Manager of Magnavox Co.'s New York Office and the Latter Was in Charge of Chicago Headquarters

W. R. Davis, for five and one-half years with The Magnavox Co., has announced his resignation as sales manager in charge of the New York office, effective January 1, 1925. Announcement has also been made of the resignation of Thomas A. White, recently placed in charge of the Magnavox office in Chicago. Mr. White terminates two and one-half years' connection with The Magnavox Co.

As Magnavox representative in New York City since the opening of this branch office three years ago, Mr. Davis has made a wide and cordial circle of friends throughout the radio industry. Previous to his connection with The Magnavox Co. Mr. Davis was in the Aeroplane Service of the United States Navy, and assisted in many of the technical details of radio communication employed by the air forces during and after the war.

Through their unusually extensive experience in the selling and technical side of radio, Messrs. Davis and White have been able to appreciate very fully the unusual opportunities open for further interesting developments in this industry and will announce definite new plans soon.

Edison Xmas Advertising Suggestions Sent Dealers

The advertising department of Thos. A. Edison, Inc., has prepared a series of thirty-six advertisements for the use of Edison dealers in their local newspapers during the holiday season. These ads feature both Edison records and the new Edison phonograph and in space which ranges from single column four-inch advertisements to full-page newspaper ads. The principal theme is a Christmas one and such headings as these are typical: "Make Your Christmas Happiness Complete," "What Gift More Beautiful Than This," "A Christmas Gift For All the Family," "Will It Be There On Christmas Morning," "The Crowning Gift of All—the Beautiful New Edison." The copy and the illustrations fit into the same idea and also are most effective.

Chas. H. Womeldorff Heads Toledo Radio Company

With Other Former Officials of Toledo Talking Machine Co. He Organizes Company to Enter the Radio Field as Exclusive Wholesalers

TOLEDO, OHIO, December 8.—The Toledo Radio Co. has been incorporated with a capital of \$50,000.00 to do an exclusive wholesale radio business in sets and accessories. The officers of the company are: Chas. H. Womeldorff, president and general manager; Warren L. Kellogg, vice-president, and Arthur C. Leybourn, secretary and treasurer. All of the above are former officers of the Toledo Talking Machine Co., Victor wholesaler, which concern was recently merged with houses in Detroit and Cleveland. The officers, with J. Stanley Ball and Nolan Boggs, constitute the board of directors.

In the beginning the R. E. Thompson neodyne sets and the Adams & Morgan Co. Paragon outfits will be dealt in. Later, other high-grade radio merchandise may be added and expansion will take place as the growth of the business warrants, C. H. Womeldorff stated. The company's warehouse and office is at 143 North Tenth street. The music merchants with whom the partners are so well acquainted as well as the radio retailers will be served.

W. W. Smith Recovering From Automobile Accident

President of National Association of Music Merchants, With Mrs. Smith, Badly Hurt in Automobile Collision on Thanksgiving

TOLEDO, O., December 8.—W. W. Smith, president of the J. W. Greene Co., this city, and likewise president of the National Association of Music Merchants, who, with Mrs. Smith, was severely injured in an automobile accident on Thanksgiving Day when the Smith car collided with a heavy truck, is now well on the road to complete recovery. Mr. Smith suffered a fractured arm and collar bone, which are still in plaster casts, and Mrs. Smith suffered several severe cuts on the face and was badly shaken up. She, too, is recovering from the effects of the smash. Those who witnessed the collision declared that the Smiths were fortunate in escaping with their lives.

Feature De Forest Sets in Fifth Avenue Display

Landay Bros. Show Line of De Forest Receivers in Window of Fifth Avenue Store—Display Attracts Considerable Attention

The beautiful Fifth avenue store of Landay Bros. in New York has been showing during the past few weeks one of the most attractive Christmas windows in the metropolitan area.



Landay's De Forest Display

The products selected for this special showing were those of the De Forest Radio Co. It consisted of a mahogany cabinet reception set on a black velvet base with an excellent decorative effect in the foreground.

The Landay warerooms underwent alterations earlier this Fall and particular attention was paid to the new arrangement of the window. The Fifth avenue space is among the most expensive in New York City. The selection of products for showing in this valuable window location is a tribute to the merit of the product and to the general recognition that is accorded the name De Forest.

Huge Bestone Model at Shows

Henry Hyman & Co., Inc., New York, manufacturers of Bestone V-60 radio receivers, have attracted considerable attention at the recent



The Giant Bestone Radio Set

radio shows by displaying a greatly enlarged model of one of these receiving sets. This model is as tall as the average man and was placed in a conspicuous position in the company's booth during the expositions. A great deal of favorable comment has been received upon this display by the company, several dealers having stated that the impression it makes on the public mind is a lasting one and when occasion arises to invest in a radio they remember the Bestone set.

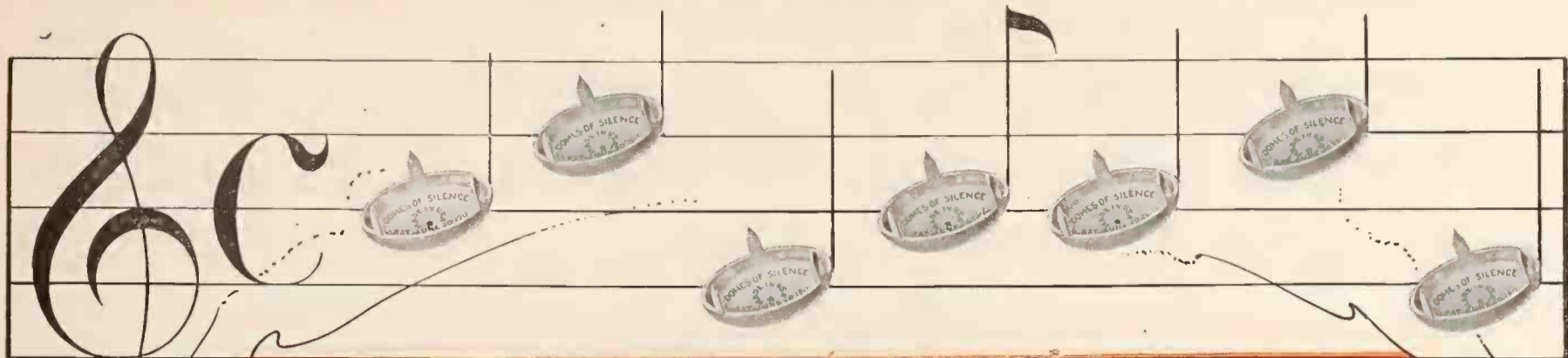
The General Operating Co., Wilmington, Del., was recently incorporated at Dover, to manufacture phonographs. The capital stock is \$5,000.

**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.



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

P-1678

Reg. U. S. Pat. Off.
No. 995758 which will
be strictly enforced



How Extensive Publicity Is Aiding Live R. C. A. Dealers in Merchandising Radio

Advertising Literature of Descriptive and Explanatory Nature Provided for Dealers Handling Radio Corp. of America Products Is Proving an Effective Sales Lever

One of the finest pieces of advertising literature that have ever been issued in the radio industry was distributed recently by the advertising department of the Radio Corporation of America to RCA distributors, dealers and their sales organization. The title of the book, "The RCA Campaign for Radiola Dealers—Fall and Winter, '24-'25," is, in a measure, explanatory of its contents, and the effectiveness of the publication is not only confined to its text and illustrations, for the manner in which the contents are presented is exceptional. The book is large in size, measuring eighteen by fourteen inches, and it is safe to assume that every RCA dealer who received a copy of the publication has not only read it carefully but is keeping it for permanent reference.

The first few pages of the book tell very briefly what RCA is doing to help its dealers sell the company's products. It is pointed out that the company is sponsoring eleven ways of helping the dealer sell Radiolas, five ways to help the sale of Radiola loud speaker, and five ways to help the dealers sell Radiotrons. This is being accomplished in three ways, namely, national advertising, dealer sales helps, and dealers' direct-mail campaign. Some of the eleven ways that are being utilized to help the dealers sell Radiolas are: Advertising in thirty general magazines of national circulation, advertising in radio sections in newspapers of key cities, newspaper advertisements, ready for inserting the dealer's name and address; Radiola window displays, Radiola dealers' illustrated four-page letterhead, dealers' counter rack for effective display of nine attractive literature pieces featuring the Radiola line, and RCA time-payment plan.

In the pages subsequent to this brief resumé of this mammoth campaign there are reproduced a few of the excellent advertisements now appearing in magazines and newspapers in behalf of Radiolas, Radiotrons and the Radiola loud speaker. There are also shown miniature reproductions of the covers of the dealer literature, together with photographs showing the various displays available for dealer use. Some of the electrotypes that may be secured by the dealers, free of charge, are illustrated, together with reproductions of a few of the issues from the weekly Radiola news poster service that is being used generally. The RCA dealers' direct-mail campaign is illustrated on one page of the book, and a reproduction of the very handsome double-page spread in color used by the Radio Corporation of America in the December 6 issue of the Saturday Evening Post is also reproduced. Motion picture slides, newspaper advertisements, catalog, mailing cover, wrapper, stickers and window streamers are all com-

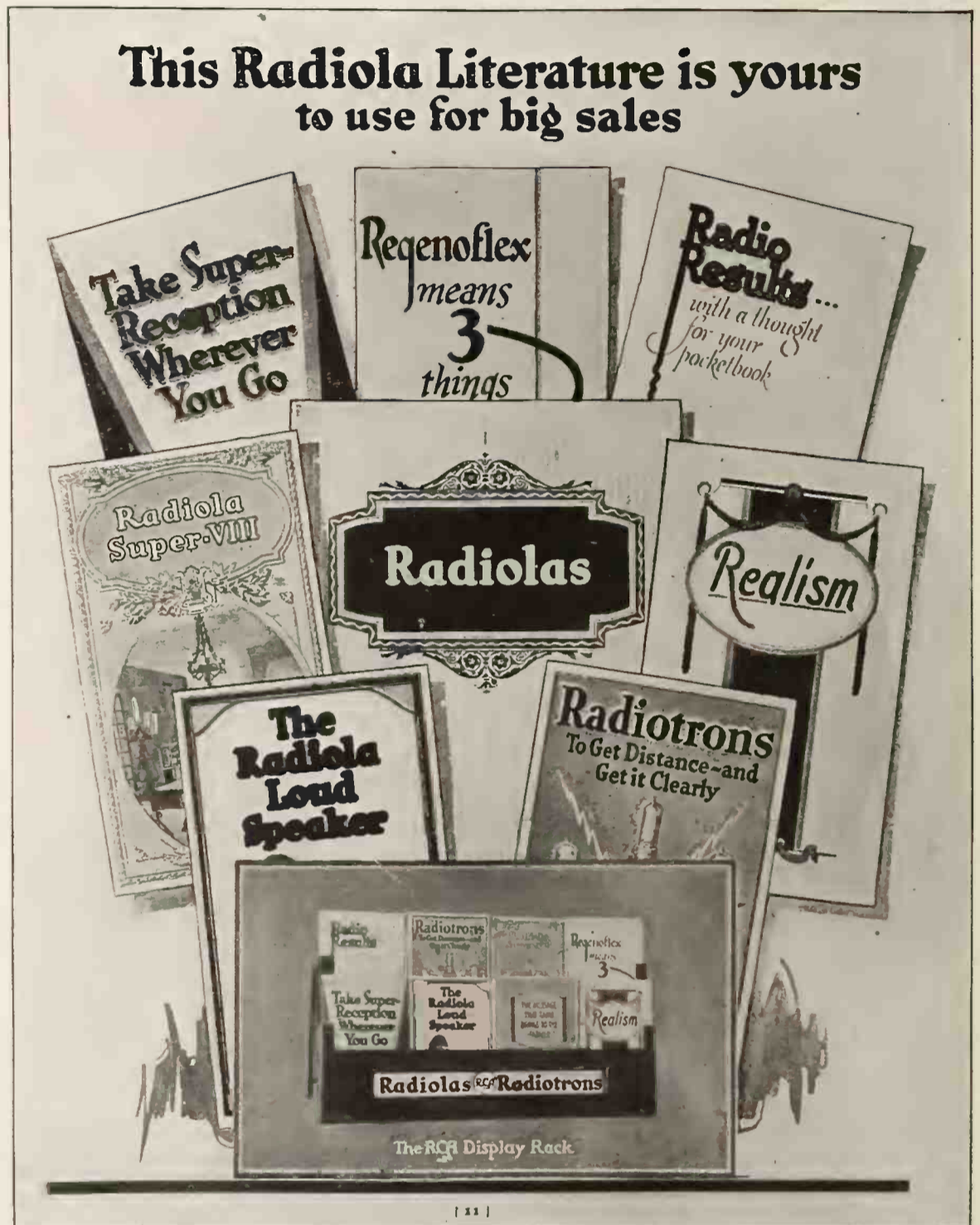
ponent parts of this gigantic publicity drive.

Full credit for the preparation and completion of this remarkable book should be given

thorough understanding of the dealers' sales problems, and the phenomenal success achieved by the RCA advertising division the past year is a tribute to his indefatigable efforts in behalf of RCA dealers and distributors.

Department Enlarged

The music department of the Hart Furniture Co., Winter Haven, Fla., has been enlarged and



The Wide Scope of R. C. A. Dealer's Publicity Is Visualized Here

to Pierre Boucheron, manager of the advertising and publicity departments of the Radio Corporation of America. Mr. Boucheron combines with his exceptional knowledge of advertising a

now carries a full stock of talking machines, pianos and sheet music. The Hart Co. is planning a vigorous business drive in behalf of the lines it handles.

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

The Trade in PHILADELPHIA and LOCALITY

Shortage of Popular Models in Sight as Quaker City Holiday Gift Buying Starts

Distributors Well Stocked With Instruments But Lack of Opportunity for Replenishment in Event of Sustained Rush Creates Danger of Shortage—Trade News and Activities of Month

PHILADELPHIA, PA., December 9—Not until the closing days of November did the Philadelphia trade begin to feel the effects of the improved industrial conditions brought about by the victory at the polls in the early part of the month and the nearness of the holiday season. While the distributors have been experiencing a gradual improvement that began in the early Fall there were not the customary inroads on stocks that have marked the approaching holiday season of other years. At this season in more prosperous times, most of the distributors have been caught with depleted warerooms. This year there are machines and records a-plenty on hand to meet any business which may come with the early days of the month should a sudden rush of buying issue from the retailers. While the distributors are well stocked with goods on hand, this condition is deplored by many who appreciate the fact that delayed purchases of machines mean there will be no opportunity to replenish them should the demand keep pace with the freer buying that came with early December days and with the late November markets. It is anticipated that there will be a shortage all around for the popular priced models as the holiday buying advances.

The most hopeful division of the trade for a brisker holiday market is that of the record dis-

tribution. The distributors have been experiencing a broad demand for all the special Christmas numbers, both in the English and foreign languages. The special list compiled by the Victor Co. and those selections of other well-known manufacturers are being freely patronized by the dealers and in turn by the public, in preparation for social, recreational and religious occasions during the Yuletide.

While most of the retailers are endeavoring to push the sales of talking machines at this time, they also are gradually developing a radio department, realizing that they must drift along with the popular favorite if they expect to maintain a profitable business, and so the radio is fast becoming a staple of the music trade stocks. Most of the large dealers already have added several of the well-known sets to supplement their talking machine business.

Cupid Busy at Everybody's Co.

Cupid has been doing very effective work in the ranks of Everybody's Talking Machine Co. On Thanksgiving Eve S. D. Lehrman, head of the stock department, was married to Miss Mildred Camora.

On Christmas Eve Ralph Silverman, Western representative, will take the so-called fatal step. On New Year's Eve George Rosen, Eastern Okeh representative, is to be married.

It is hinted that Cupid is not satisfied with

the excellent work which he has accomplished so far and that he has designs on other members of the organization, possibly extending his activities to one of the executives.

Brunswick Branch in New Home

With the introduction of a new Philadelphia manager, the Brunswick-Balke-Collender Co. has also made a change in local headquarters. During the month there was effected the removal of the Quaker City distribution center to larger quarters on the second floor of the Central Building, 40-50 North Sixth street, and the appointment of E. B. Shiddell as Philadelphia district manager. Manager Shiddell formerly was connected with the Columbia Phonograph Co. in various executive capacities in distributing centers and more recently operated his own organization, the E. B. Shiddell Co., disbanding that concern upon his appointment to the executive position with the Brunswick Co. made vacant by the resignation of Odin F. Jester, who is now with the Detroit branch of the Columbia Co. Joseph Graham, formerly of the sales organization, is now assistant to the manager. An early settlement was made by the Brunswick Co. in the new spacious quarters so that there would be no interference with the expanding holiday business which the firm is enjoying and with a particularly growing demand for the Brunswick-Radiola. During the month three large local firms joined the ranks of Brunswick dealers. They are Stern & Co., 712 Market street, furniture dealers; Jacobs, Inc., 1501 Germantown avenue, dealers in Victor, Sonora and Cheney, and H. Royer Smith, who long has been identified with the

(Continued on page 160)

THE LOUIS BUEHN COMPANY of Philadelphia

takes this opportunity of expressing its appreciation to the many *Victor Dealers* who have helped to make this for us so satisfactory a year. We wish you all

A Merry Christmas
and
A Prosperous New Year

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 159)

trade as a Victor dealer, with store located at Tenth and Walnut streets. Eastern District Manager H. A. Beach called on the local offices during late November for a business conference with the Philadelphia staff, coming here from the Metropolitan branch. Another caller at the Brunswick headquarters was M. H. Housel, who is head of a music house in Williamsport, Pa., and who is a Brunswick dealer in that Pennsylvania town.

Harry S. Somer, Inc., Chartered

A charter of incorporation was granted to the recently reorganized Starr & Moss Co., 3639 Germantown avenue, which was taken over by Harry Somer, formerly in charge of that department and a member of the firm of Starr & Moss. Under the reorganization the firm became Harry S. Somer, Inc. The officers of the corporation are, President, Harry S. Somer; vice-president, William Armstrong, an insurance man, and secretary and treasurer, Mrs. Virginia M. Lowe, who is in charge of the accounting department. There will be continued the same business of dealers in the Brunswick, Edison, Victor and Sonora. In addition there has been established a radio and electrical goods department.

J. R. Wilson Co. Expands

The J. R. Wilson Co., which last month took over the talking machine department of the Theodore Presser Co., music publisher and distributor, 1713 Chestnut street, is planning to develop the business so as to make this central city store its main retail establishment. The Wilson string now includes five talking machine and radio stores located in various sections of the city. Until the acquisition of the Presser talking machine department, the Wilson Co. concentrated on the Victor machines and records with the recent addition of radio. While having taken on a stock of Brunswick and Victor and the good will of the Presser Co. talking machine business, the Wilson Co. also will occupy the old quarters of the Presser Co., remaining in the recently remodeled store of that concern at 1710 Chestnut street. All the employes of the Presser Co. have been added to the Wilson staff and include, besides the sales organization, Manager John Haines, of the talking machine department, and Miss Marian Mills, in charge of records. On December 17 the Victor Co. will release the latest of Presser hits, the song,

**HOLIDAY GREETINGS**

to our many friends who have co-operated
with us in the sale and distribution
of our

Velvaloid Record Cleaner**PHILADELPHIA BADGE CO.****942 Market Street****Phila., U. S. A.**

"Sleepy Hollow Time," sung by Elsie Baker, on the Victor record.

Witlin Co. in Distributing Field

The Witlin Musical Instrument Co., local distributor of Gennett records and the Starr phonographs, which last month retired from the retail field, is now occupying sales and executive offices for the wholesale distribution of its various lines on the second floor of the building 904 Walnut street, where formerly the retail business was conducted on the store floor. While the executive offices of President Ben Witlin are located here, the stock will be confined to a warehouse until such a time as the firm is able to secure its own warehousing facilities. There will be carried larger stocks of Starr phonographs and Gennett records and radio loud speakers. President Witlin, who was confined for several days to his home suffering from grippe, is again able to be at his desk.

New Knabe Warerooms Opened

In a colorful setting of Autumn flowers and with an entertainment in the form of a concert, the doors of Philadelphia's newest music house, the Knabe Warerooms, 1020 Walnut street, were thrown open to the public in a formal way during the month. While the main business of the new company, of which David Jacobs, of the firm of S. Jacobs & Sons, 820 West Columbia avenue, is proprietor, will be to deal chiefly in pianos there also will be conducted a talking machine department featuring the Victor. The new firm occupies a handsome three-story structure of brick, concrete and metal, designed along artistic lines and built exclusively for its own purposes and is one of the show places of the trade for its size. The talking machine department is on the first floor

rear of the building, a combination store extension and concert hall arrangement having been made in planning out this section of the structure.

Clarence Nelson in New Post

Owing to the return of John Hession, former manager of the Victrola and roll department of the F. A. North Co., to England, his native land, Clarence Nelson has been placed in charge of this division of the business. The Victrola department has been augmented by the addition of radio sets with the Federal, Atwater Kent, DeForest and Victrola combinations of Freed-Eisemann being featured.

T. Cummings' Duties Increased

With the addition of a complete musical instrument department, Thomas Cummings, formerly in charge of the Victrola department of the Strawbridge & Clothier Co. department store, has also been assigned manager of the combined divisions of the musical merchandise section of that store. In addition to carrying a complete line of all the well-known makes of brass and string instruments the company carries the Victrola, Cheney, and Windham, the latter being its own special product. The two departments are located on the fifth floor adjoining the piano department, and were combined during the month when the musical instrument department was opened.

E. W. Eisenhart Promoted

After service of eight years with N. Snellenburg & Co., most of the time having been spent in the talking machine section, E. W. Eisenhart has been promoted to the managership of the entire department. Manager Eisenhart succeeds Maurice Tutuer, who resigned from the company last September. Since 1915 Manager Eisenhart has been in charge of the talking machine section, joining it as salesman and rising to the executiveship. Since taking over complete charge of the music department he has greatly extended the stock and considerably improved the surroundings for the better display of the lines. The talking machine section carries the Victrola, Brunswick, Sonora, Cheney, Edison, Pathé, Columbia and several other makes.

Going After Outing Business

Mr. Rogers at the Lincoln Business Bureau says that even though they have only recently become distributors for the Outing, they are more than pleased with the results so far. They have the complete "Line of Nine" displayed in their show-room, and they arranged with the Southwork Phonograph Co. for a similar display in its show-window, and report that it is attracting a lot of attention and producing sales for them.

Pomeroy's, Inc., Adds Victor

C. J. Hepe & Son have opened the talking machine department of the department store of Pomeroy's, Inc., of Reading, Pa. The Hepe company, through its wholesale Victor department, during the month installed a complete stock of the Victor machines and records in the Pomeroy establishment, the first which that long established concern has had since its organization. Manager Leo Sompson, of the Hepe talking machine jobbing department, is also conducting a wholesale radio business in the combination Victrola and panels, featuring

Greetings

WITH deep appreciation of your kindly consideration in the past and the happy anticipation of your continued good will we wish you a Merry Christmas and a happy, successful New Year.

H. A. Weymann & Son, Inc.**VICTOR WHOLESALERS****1108 Chestnut St.****Philadelphia, Pa.**

"LET PHIL FILL 'EM"

WE EXPRESS our appreciation of the wholehearted co-operation of our Victor retailers during the past year and also take the opportunity at this time to re-pledge our entire resources and facilities toward the increase of their Victor business in the year to come.

The Talking Machine Company
Victor Wholesale Exclusively

1025 Arch Street Philadelphia, Pa.

the Freed-Eisemann. There has been installed a retail radio department in conjunction with the retail talking machine department.

Victor Dealers in Co-operative Drive

In conjunction with the personal appearance of Paul Whiteman, in a concert with his band held on Thanksgiving Eve, at the Academy of Music, the Philadelphia dealers conducted a co-operative ad campaign for the Whiteman records recorded by the Victor Co. There was a large crowd present at the musical event. By special request from the audience Whiteman gave a rendition of his latest recording for the Victor, released on the day before his appearance here and which is entitled "All Alone" and numbered 19,487 in the Victor list for November. It was enthusiastically applauded. Among the local distributors who attended the concert was Earl Dare, manager of the Penn Phonograph Co. As a result of the broad advertising of the concert and the records there was enjoyed a very heavy demand for the selections of the Victor list in Whiteman numbers.

Heavy Radio Demand

So heavy has been the demand for all radio sets distributed by the Music Master Corp. that the firm has not been able to get enough goods to go the rounds. The Music Master is heavily oversold on the R. C. A., Zenith, Sleeper, and the two newest additions to its lines, the Workrite and the Thermodyne. H. N. McMenimen is now sales manager of the Music Master Corp., taking over the duties of P. C. Cummin, who resigned to join the Frank B. Stewart Electrical Co. Sales Manager McMenimen is well known in the talking machine trade because of his long association with the Pathe

Corp. H. A. Polk, formerly in charge of the talking machine department of the Music Master Corp., is now head of the bureau of adjustment of that concern.

Holiday Activity at Cheney Sales Corp.

A broad holiday distribution has been enjoyed by the Cheney Sales Corp. for its radio combinations of phonographs and sets, in the eastern Pennsylvania, New Jersey and New England territory. The holiday demand for the Freed-Eisemann, Federal and the Pooley Atwater Kent Radio Combinations has been most gratifying to the Cheney company, which is enjoying its first holiday business in the radio line.

O. F. Jester a Visitor

Former Manager O. F. Jester, who last month severed his connection with the company to join the Detroit forces of the Columbia Co., called on Manager A. J. Heath of the Quaker City branch of the Columbia Co. during the Thanksgiving holiday while on a brief visit to the city.

Two Victor Dealers Stage Openings

Two important openings are reported among Victor retailers in the Pennsylvania territory. Brown's Music House, Reading, held its opening on November 19, which proved a notable event in musical circles in that city. On December 9, Stephens Music House, of Norristown, held its opening after the completion of extensive alterations. Attractive souvenirs of the event were presented to all those attending.

Girard Co. Busy With Radio

The Girard Phonograph Co. is now distributing the Magnavox and DeForest lines in this territory. A special radio installation service has been provided by the DeForest Co., of

New York, for the dealers and a corps of engineers has been co-operating with the Girard Co. in installing the DeForest sets in the stores and homes. Arthur W. Rhinow, of the Girard Co., has been confined to his home for almost two weeks suffering from an attack of "flu" and is expected to be able to return to his desk shortly.

Roy R. Smith With Estey

Roy R. Smith, formerly with B. B. Todd, is now connected with the talking machine department of the Estey Co.

Sounds Note of Optimism

H. W. Weymann, president and general manager of H. A. Weymann & Son, Inc., Victor distributors of this city, has addressed an important communication to Victor dealers in the territory which this company serves. He points out in this letter that the music industry will unquestionably share in the general prosperity which has already started throughout the country and that the resumption of good business everywhere has contributed to the employment of the masses. He finds that the public is in a buying mood and that it is ready and willing to be sold. He then emphasizes the importance of going out after business, recommending the mails and newspaper advertising and the proper attention to attractive displays and constructive copy. Outside efforts linked with this effective advertising are well calculated to get results.

Mr. Weymann reports that both the Victrola department and the musical merchandise sales department are receiving rush orders in substantial quantities. He reports a particular demand for Victrolas of the console types 215, 400,

(Continued on page 162)

JOBBERS

REPAIR PARTS

GRAPHITOLEO

ALBUMS

BRILLIANTONE

GILT EDGE

RENOL POLISH

TRADE MARK

TONE ARM FOR COLUMBIA AS PICTURED

Sample	\$1.75
Lots of 12	1.50
Lots of 100	1.00

GUARANTEE TALKING MACHINE SUPPLY CO.
109 N. TENTH STREET, PHILADELPHIA

Write for our latest Main Spring Chart

JOBBERS

MOTORS

TONE ARMS

SOUND BOXES

ADDATONES

3-IN-1 OIL

ATTACHMENTS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 161)

405 and 410 which provide for installation of radio panels. Many reorders from Victor dealers for these models are reported, as well as Freed-Eisemann four-tube and Federal five-tube panels of which H. A. Weymann & Son are also wholesale distributors.

Progressive Policies Built Jones-Beach & Co.

Prominent Philadelphia Radio Distributing Organization Now Occupies Large Quarters Where Maximum Efficiency Is Possible

One of the largest buildings devoted to the distribution and servicing of radio merchandising anywhere in the country is occupied by Jones-Beach & Co., Philadelphia, Pa. This com-



The Jones-Beach Buildings

pany has been established for many years as wholesale distributors and jobbers of electrical apparatus. With the advent of radio the old quarters soon became inadequate.

C. E. Ludovici, president of the company, searched the city carefully to find just the type of building best suited to his needs. Fortunately, the large building shown in the accompanying picture was obtained but a few squares from the old location. In addition, several smaller adjoining houses were secured to take care of the big business that this company is doing. They are conveniently located for quick delivery of merchandise to all sections of Phila-

delphia and one of the approaches of the new suspension bridge across the Delaware will be only one square distant, providing easy access to the various cities in New Jersey.

The main building is 90 feet by 50 feet, five stories and basement. Windows on all four sides admit the maximum amount of daylight. In two of the four three-story buildings ad-



Executive and General Offices

joining are located the radio display rooms. The main building provides the maximum amount of efficiency in the carrying of stock and working conditions are of the finest.

Jones-Beach & Co. have selected three particularly and favorably known sets to distribute: the Radiola, the Atwater Kent and the Fada neutrodyne. They are also constantly in touch with the newest developments in the radio field and ready to supply the dealers with such new merchandise as meets with the Jones-Beach standard of quality.

Jones-Beach service is rendered on a plane comparable with the high quality of the merchandise distributed. In addition to the tremendous facilities provided by the Jones-Beach buildings the dealers served by this company may draw on the knowledge and experience of



Radio Stockroom for Complete Sets

the Jones-Beach staff. To facilitate handling of the business of the company seven trunk lines have been installed in both the Bell and Key-stone telephone systems.

Presents Views of Business Men to the President

U. S. Chamber of Commerce Submits Recommendations for Legislation Calculated to Benefit the Business Interests of the Country

WASHINGTON, D. C., December 8.—Views of American business men upon policies of the Government affecting industry were submitted to President Coolidge recently by Richard F. Grant, president, and Elliot H. Goodwin, resident vice-president, of the United States Chamber of Commerce.

Recommendations for legislation, as laid before the President, he was told, represent the views of business men generally, ascertained by the Chamber through questionnaires sent out to its membership. They included a suggestion for the repeal of the provision requiring the publication of certain data in income tax returns on the ground that publicity violates "the good faith which the Government owes to its citizens to protect them in their private affairs."

The Chamber also recommends the creation of a national tax commission to study the entire tax structure of the Federal Government; the establishment and carrying out of a merchant marine policy, the present policies and administration of the Shipping Board being felt not to be on a sound business basis which will promote the growth of an American merchant marine; the development of our inland waterways; settlement of the railroad labor problem; creation of an immigration commission to draw up a permanent immigration policy; extension of the budget system as applied to the Federal departments, and declaration of a policy regarding trade associations.

In regard to the last-named recommendation, it was pointed out that such associations, legitimately conducted, are an essential element to the promotion of American business and that legislation which would make them impossible, or make it impossible for them to function properly, would hinder not only industry but also the prosperity of the nation. The referendum vote of the chamber showed that business men generally approve the collection by trade associations of statistics of capacity, production, stock and sales, and statistics of actual prices in closed transactions, which should be distributed "without any comment or interpretation which could induce or facilitate concerted action on the part of the members."

Open Store in Evanston, Ill.

EVANSTON, ILL., December 6.—A new music store has been opened by Henderson & Hotchkiss, at 502 Main street, handling Kimball pianos, phonographs and radio. Both proprietors have had a wide experience in the music business and they have spent much time and effort making the new establishment an up-to-date one in every detail for the modern conduct of a music house.

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.



"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

EMERSON SOLVES THE PROBLEM

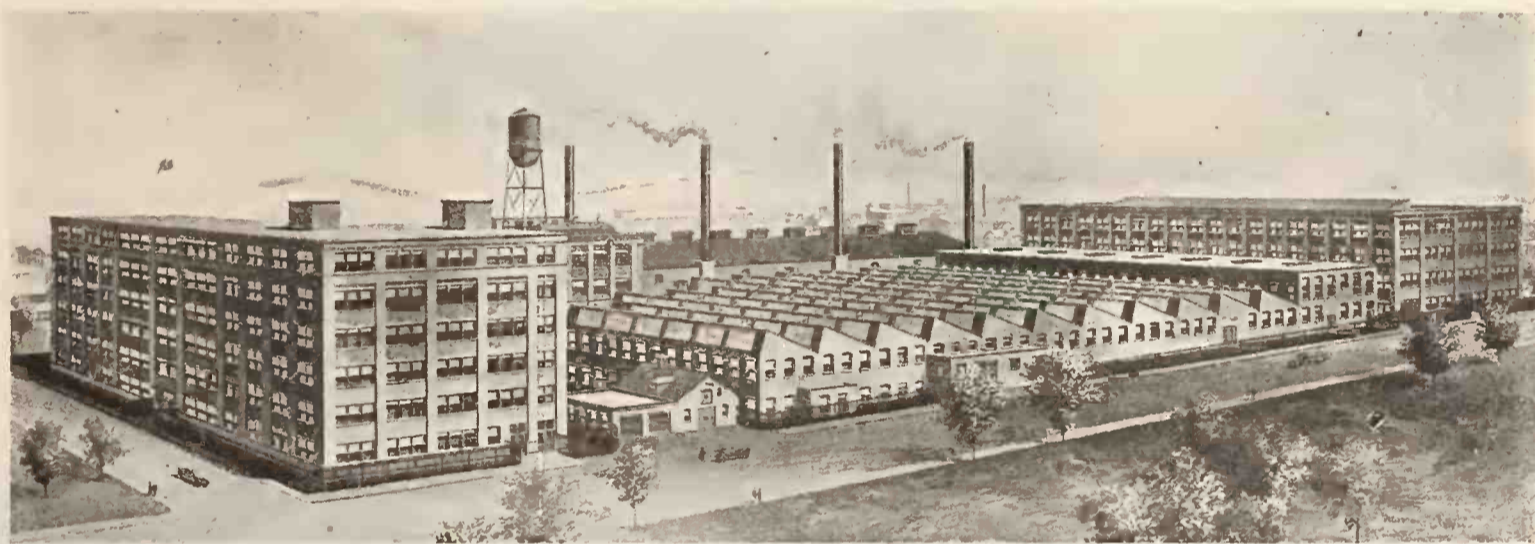
Emerson Records Now Distributed Exclusively By Jobbers

Dealers can now get quick service on popular price, nationally known Emerson records at regular dealers' discount.

Emerson Records

Standard Retail Price, 50 cents

The Scranton Button Co., Scranton, Pa., an institution of the highest financial standing, is back of the name Emerson and is now the complete manufacturer of Emerson Records—recording, plating, pressing.



THE HOME OF EMERSON RECORDS

LATEST SONGS
STANDARD
OPERATIC
RACE
SACRED



DANCE HITS
HAWAIIAN
NOVELTY
COMEDY
FOREIGN

Over 100,000,000 Emerson Records have been sold. The name Emerson is one of the most widely known in the record field.

NOTED ARTISTS—COMPREHENSIVE CATALOGS

JOBBERS:

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

C. J. Brown Becomes Sleeper District Manager

Will Cover States of Pennsylvania, Maryland, Delaware, Virginia and Parts of New Jersey and Washington, D. C. Territory

Following its policy of building up the strongest possible field staff, the Sleeper Radio Corp. has announced the appointment of C. J. Brown as district manager for the states of Pennsylvania, Maryland, Delaware, Virginia, the lower part of New Jersey and Washington, D. C. C. J. Brown is well known in the electrical field, having been for the past six years with the Elliott Lewis Electrical Co., of Philadelphia, for whom he organized and managed its radio department, building up sales from absolute scratch in 1918 to a total of over \$1,000,000 during the past year.

Mr. Brown has hosts of friends throughout the territory he is covering and is no stranger to the Sleeper line, as it has been featured along with the Radio Corporation of America products for the past three years by the Elliott-Lewis Electrical Co. Mr. Brown's duties will be to maintain close personal contact with the several hundred authorized Monotrol dealers already appointed in his territory and to assist the Sleeper distributors and their salesmen in every possible way.

New Headquarters Building Planned by Sterchi Bros.

Wholesale and Retail Furniture and Music House of Knoxville, Tenn., to Erect Ten-story Structure in That City in Near Future

KNOXVILLE, TENN., December 6.—Plans for building a new ten-story building at 114-16-18 South Gay street were announced here this week by Sterchi Bros., which concern operates sixteen large furniture and music stores through the South. The entire building is to be used for displaying merchandise and the music department will be segregated from the furniture end of the business in the future. Special rooms will be provided for the demonstration of pianos and players, and sound-proof phonograph booths will be another feature. Construction on the new building will be started in the Spring of 1925 and will be completed late in the Fall, according to the present plans of the company.

Plaza Music Co. Adds to List of Records Carried

New Arrangement Should Prove Beneficial to Dealers—Reports Increase in Record Sales—Pal Portable Demand Consistent

The Plaza Music Co., 10 West Twentieth street, New York, is now distributing Banner, Domino, Little Tot and Playtime records, as well as its long list of other products, including sheet music and accessories. The Plaza Co. will carry a complete stock of all of these various products and will be in a position to make complete shipments on overnight orders.

The sales department of the Plaza Music Co. looks forward to the new arrangement proving a most efficient plan for the retailer's use, inasmuch as it will eliminate the making out of individual orders on these products, assuring their shipment from one source and often in one package.

The Plaza Co. feels that during the coming year this new service will add greatly to its volume of business, particularly as the sales reports on both the Domino and Banner records have shown large increases during the past few months, and orders accompanied by efficient service should add to the total.

The Pal portable talking machine, manufactured by the Plaza Music Co., has created a year-round demand for itself. The increased popularity of portables in all seasons does not seem to diminish. This product appeals to all classes, the young and the old, and as it is available for both indoor and outdoor use, a permanent demand is looked forward to.

Supplementing its sales on the Pal portable, the Plaza Music Co. has found a ready market for its newer popular-priced Regal portable. The sales of this popular-priced model so far have not affected those of the higher-priced product. Invariably Plaza accounts carry both products.

According to the sheet music department of the company, there has been a renewed interest in popular music by retailers in all parts of the country. This, together with talking machine accessories, adds substantial additional revenue to the dealer's business and is a method of luring customers into the store. The Plaza Co. has added to the personnel of its sales organization and looks forward to the year 1925 as being the largest in its history from the standpoint of business.

W. H. Priess to Introduce New Radio Receiving Set

Radio Pioneer Now Connected With Priess Radio Corp.—One of Foremost and Earliest Figures in Commercial Development of Radio

William H. Priess, who is one of the pioneers of the radio art and who has a wide acquaintance among radio enthusiasts everywhere, will, according to a recent announcement, shortly introduce a radio set bearing his own name.

Mr. Priess' work is quite familiar through his activities with the Wireless Specialty Apparatus Co., Radio Corp. of America and more recently his association with the De Forest Radio Co.

He was formerly works manager and vice-president in charge of engineering with the De Forest Co. until very recently. He still remains a director in that company, but his future activities will be confined to the new company which bears his name. In a recent statement he said:

"I have assigned my name as a trade-mark to the Priess Radio Corp. and have also contracted for a period of ten years to give this company the benefit of any inventions I may make in that time. We will manufacture and my own personal offices will be at 693 Broadway, New York City."

Mr. Priess has been "in radio" almost from the beginning; that is, in the phase of it that has attended its main commercial development, probably the last twelve years. The first eight were extremely lean and barren. But the last four have more than made up for the hard years that went before. The modern type of inventor is far different from the picture usually drawn of inventors several decades back. The modern type combines business sagacity with imagination and Mr. Priess is nothing if not modern.

Billy Wynne's Orchestra Become Edison Artists

Thos. A. Edison, Inc., recently signed up Billy Wynne's Greenwich Village Orchestra and,



Billy Wynne's Orchestra during the current month, announced several releases by this popular organization.

Pooley Co. Plant Rushed

PHILADELPHIA, PA., December 10.—The Pooley Co., of this city, manufacturer of the Pooley phonograph and Pooley radio cabinets, is completing an exceptionally successful year. During the past year this company placed on the market a number of striking new models of radio cabinets with Atwater Kent radio equipment. The success of these models has kept the Pooley factory working overtime.

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

THE ONE BIG XMAS SELLER

Only Ten Days Until Christmas



Dimensions, 4 3/4 x 5 3/4 ins.
Weight, 4 1/2 lbs.

Fill your window with Kamera-phonographs and see them go.

The sensation of the Talking Machine Industry.

SEND FOR SAMPLE AND BE CONVINCED

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.

Now you can sell five symphony records as easily as one

Columbia Fine Art Series of Musical Masterworks is the greatest sales aid ever offered the phonograph trade. With complete symphonies and major works of chamber music in album sets you can sell three to five records where you used to sell but one.

The finest talent of Europe was assembled in the Columbia London laboratories for these records. Hear

these records and you will be astonished at the surface smoothness and tone perfection.

You cannot afford to be without these wonderful album sets. Write or wire the nearest Columbia branch or distributor for more information regarding the Fine Art Series of Musical Masterworks. Timely newspaper advertising and sales promotion will help you to sell them.

COLUMBIA PHONOGRAPH CO., 1819 Broadway, New York

IMPORTED

RECORDINGS



Fine art series of musical masterworks

The Columbia Fine Art Series of Musical Masterworks comes in eight beautiful albums as illustrated here. Descriptive material of the records in each album is on the cover.

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 Street
 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 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 PHONOGRAPH CO., LTD.
 22 West Front Street, Toronto

Columbia

PHONOGRAPHS AND  NEW PROCESS RECORDS

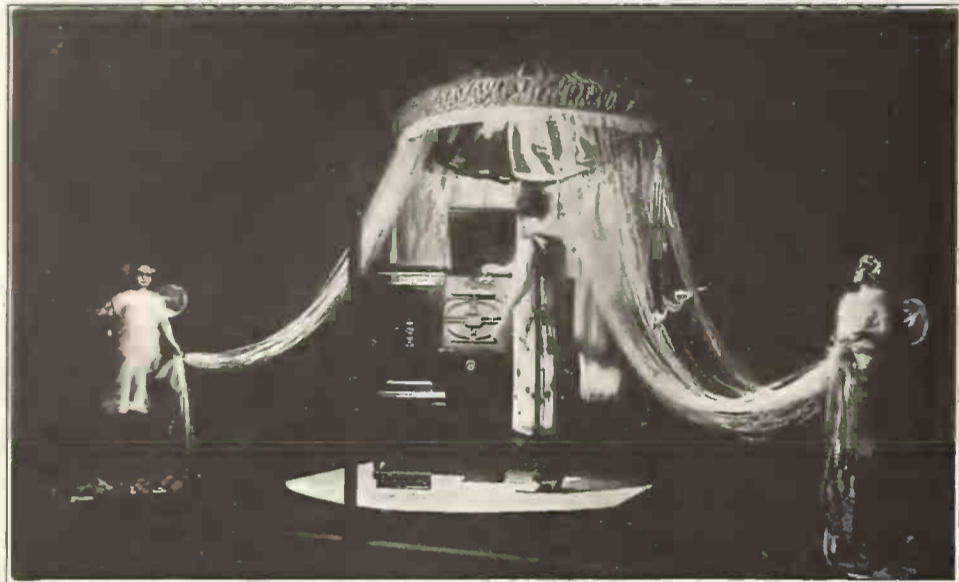
How the Falk Mercantile Co. Announced Department Opening Through Windows

Taking on of the Brunswick Line and Opening of Music Department Brought to the Attention of the Public Through Unusually Artistic Window Display Which Drew the Crowds

When the Falk Mercantile Co., Ltd., Boise, Idaho, large department store of that city, opened a music department, featuring the Brunswick line, as announced last month in *The World*, an intensive drive was inaugurated to "sell" the department to the public. Included in the campaign was the unusually artistic window display shown herewith, which was planned by D. P. Smith, window display manager. Mr.

but there is no doubt that the message, so attractively emphasized, reached the public and the store will cash in on it.

The new music department of this establishment is said to be the largest and most complete in the entire State devoted exclusively to phonographs and records. Complete sets of Audaks have been installed in the record department and there is every modern conveni-



Unusually Attractive Window of Falk Mercantile Co., Ltd.

Smith selected only one instrument for the display—a Brunswick-Radiola. The entire background is of black plush and the floor covering of the window is of the same material. The background for the instrument, on which the spotlight is focused, is silver metal cloth, making an effective contrast between the black of the main background and the instrument itself. The canopy over the machine is pink and green silk and the platform on which the machine and the figure stand is of light green silk. A large rose-colored flood light was concealed beneath the canopy. The figure, in a beautiful evening gown in harmony with the rest of the display, is in the act of starting the instrument, the radio compartment of which was pulled out far enough to show this feature. The two little cherubs posed on either side with spread wings and trumpets, holding the drawn curtains, were in the act of announcing the opening of the new music department. A rose-colored spotlight was focused on each figure. Because of the darkness of the background the display was lighted all day and until late each night.

The detailed description of this striking window is given for the reason that it illustrates in a powerful manner the artistic effects which can be obtained with talking machines. Most of the properties for an exhibit of this character can be secured from dealers handling the materials necessary to make the showing complete, provided of course, that proper credit is given in the window to the merchant from whom the materials are borrowed. This particular display was the center of attraction and there were very few moments when there were not a number of interested persons before the window. The effect of this publicity cannot be checked

ence for the enjoyment of customers and prospects. William Krull, who has been in the music business in Boise for some time and has had a successful career in the merchandising of phonographs and records, is manager of the department.

Capitol Co. to Distribute Adapto and Compendyne

The Capitol Distributing Co., New York, general distributor of radio sets and accessories, has added two new well-known numbers to the line which it distributes—the Adapto cabinet and the Compendyne receiver. This is in accordance with the policy of the Capitol Co. in being ever on the lookout for new numbers on the market which can be well merchandised by its dealers.

The Adapto, as its name would imply, is a

radio cabinet that fits practically any receiving set and has room for all radio set accessories. It is described as a fine piece of furniture, coupled with extreme utility, and has a specially designed horn built into the top. This cabinet is a product of the L. R. Donohue Lumber Co., of Perth Amboy, N. J.

The Compendyne receiver, made by the E. Singer Co., New York, is a five-tube receiving set with a specially patented feature of a third coil winding. It is claimed that this feature eliminates howling and squealing without reducing tone volume. It is expected that this feature will appeal very strongly to the talking machine dealer who is most interested in retailing radio sets of attractive appearance on a high standard of performance.

Ira Greene, president of the Capitol Distributing Co., who is one of the most prominent figures in the radio jobbing field, is enthusiastic over the Compendyne's future and predicts a great demand for it. In referring to this new number of the line he stated: "The elimination of howling and squealing in the Compendyne receiver, the volume, selectivity and ease and simplicity of operation, are all outstanding features that we have found our dealers looking for. I, therefore, feel that we have added a number to our line that will prove popular."

J. A. Sullivan Resigns From General Phono. Corp.

Joseph A. Sullivan, for the past two years assistant advertising manager of the General Phonograph Corp., New York, will resign from this organization December 27, to join a newly formed advertising agency as production manager and copy man. Mr. Sullivan, during the past two years, has been in close touch with the publicity and sales activities of Okeh jobbers and dealers, and in addition to his advertising work has been editor of the *Okeh Record*, the successful house organ issued by the company. During the past year Mr. Sullivan has collaborated to excellent advantage with J. A. Sieber, Okeh advertising manager, in the preparation of race record advertising. Having lived in the Southern States for many years, Mr. Sullivan is thoroughly familiar with the peculiarities of the Southern negro dialect, and Okeh advertising copy has reflected his knowledge in this direction. He is leaving the General Phonograph Corp. with the good wishes of every member of the organization and all feel certain that he will attain signal success in his new work.

The DEL'MARMOL RADIO-PHONOGRAPH CO.

*Wishes You a Very Merry Xmas
and a Happy and Prosperous New Year*

WATCH FOR OUR ADV. IN JAN. ISSUE

DEL'MARMOL RADIO-PHONOGRAPH CO.

3522 Frankford Ave.,

Phone Frankford 2886

Philadelphia, Pa.

Phonograph Repair Parts

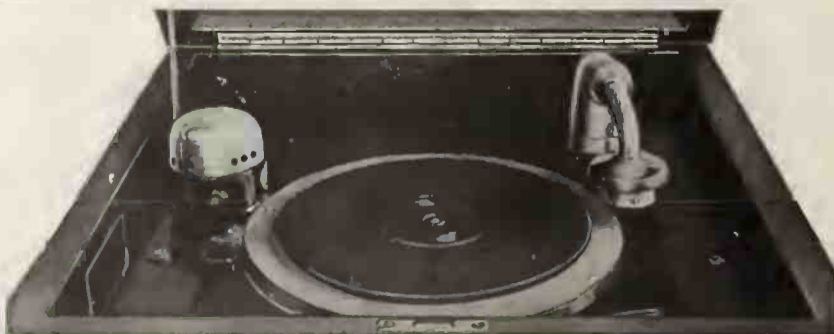
We carry a full line of repair parts for every motor made. Sixty-eight different types of main springs

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



THE SHELTON Electric Motor

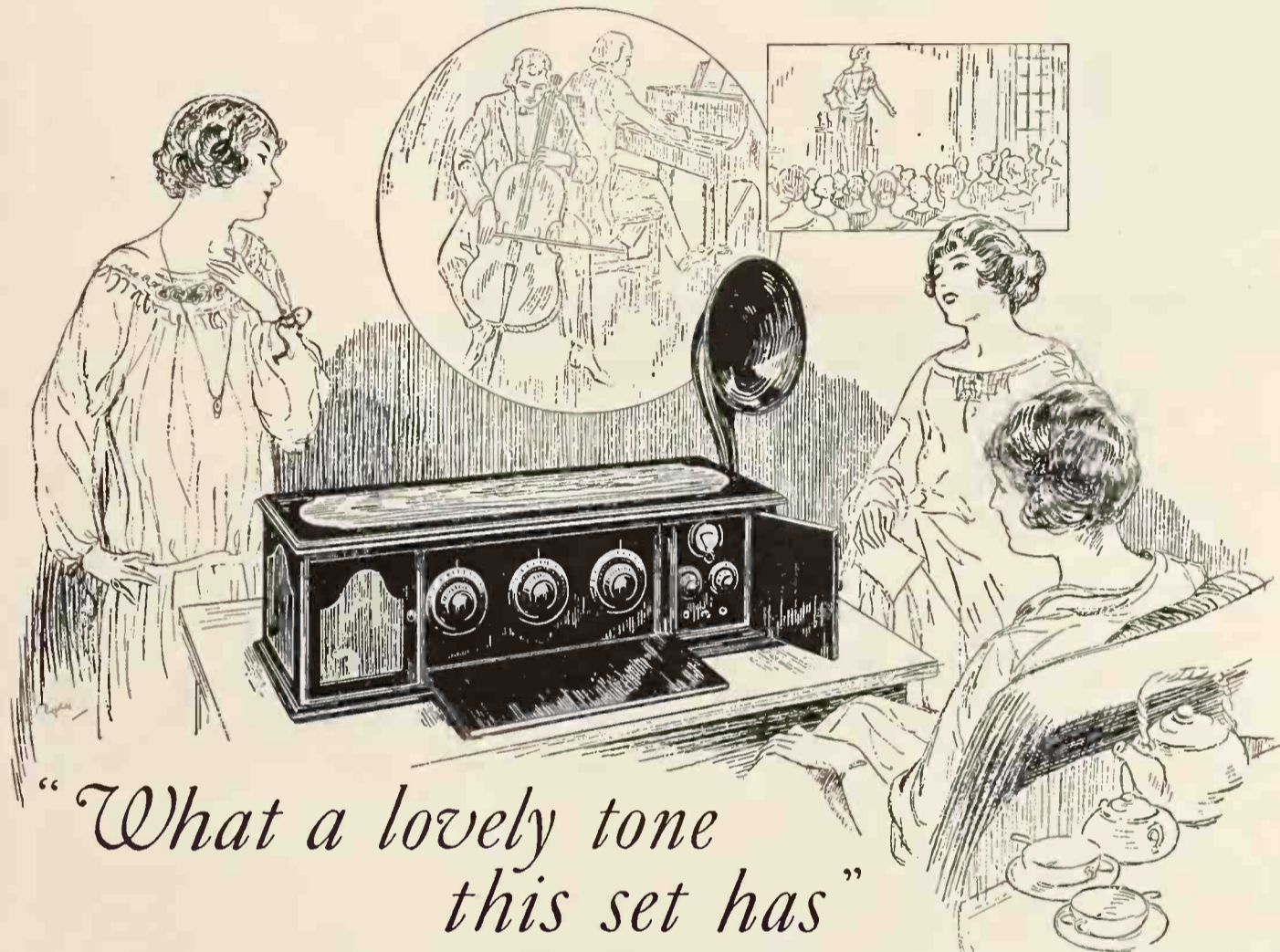
The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

SHELTON ELECTRIC CO., 16 East 42nd Street, New York



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**



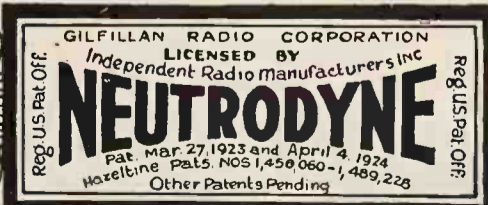
STYLE GN-2 Same Neutrodyne construction and features in smaller cabinet; price without accessories **\$140**

GILFILLAN BROS. INC.

KANSAS CITY
2525 W. PENNWAY

1815 W. 16th Street, LOS ANGELES, CAL.

NEW YORK CITY
225 WEST 57th ST.



COHEN & HUGHES INC.

WHOLESALE DISTRIBUTORS of

RADIO PRODUCTS

Ware Neutrodyne Receivers De Forest Reflex Sets Crosley Receiving Sets Music Master Radio Products The Jewett Superspeaker Atlas Loud Speakers De Forest Loud Speaker The Radialamp Balkite Battery Charger	Brach Aerial Equipment Burgess Batteries Ray-o-vac Batteries Philco Storage Batteries Run-A-Radio Phonograph Attachments N & K Imported Loud Speakers Accessories Victrola Radio Panels
---	---

HEAD OFFICE-225 W. SARATOGA ST., BALTIMORE, M.D.
BRANCHES-WASHINGTON, D.C.-PHILADELPHIA, PA.-PITTSBURG, PA.

Latest Figures on Exports and Imports of "Talkers"

Figures on Exports Show Substantial Increase for the Ten Months Ending in October—Interesting Data on Exports and Imports

WASHINGTON, D. C., December 9.—In the summary of exports and imports of the commerce of the United States for the month of October, 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 October, 1924, amounted in value to \$47,794, as compared with \$68,853 worth which were imported during the same period of 1923. The ten months' total ending October, 1924, showed importations valued at \$344,127, as compared with \$622,692 worth of talking machines and parts during the same period of 1923.

Talking machines to the number of 10,272, valued at \$363,801, were exported in October, 1924, as compared with 7,827 talking machines, valued at \$286,953, sent abroad in the same period of 1923. The ten months' total showed that we exported 62,512 talking machines, valued at \$2,349,072, as against 53,253 talking machines, valued at \$2,105,808, in 1923.

The total exports of records and supplies for October, 1924, were valued at \$151,961, as compared with \$115,818 in September, 1924. The ten months ending October, 1924, show records and accessories exported valued at \$1,512,513, as compared with \$1,140,383 in 1923.

Standard Records in Gennett Catalog in Demand

Sales of Gennett records for the month of November were eminently satisfactory, G. H. Keats, in charge of the record division of the New York office of the Starr Piano Co., stated recently. The activity was confined to no one type of record, the demand being general. Shipments for the month of December indicate an even greater volume of business with much activity apparent in the old standard songs, which have each December come back into popular favor.

The new Christmas records have also secured a warm welcome from dealers and repeat orders are keeping the distributing division busy.

Hangers Feature Cameo Stars

The Cameo Record Corp., New York, manufacturer of the popular-priced Cameo record, recently issued some very attractive display hangers. This material is in the form of an actual size ten-inch record, in which are reproduced half-tone portraits of the various Cameo vocal stars, including Finch and Britt, Bernard and Robinson, known as the Dixie Stars, Fred Hughes and Bill Axtman, Malie and Little and Collins and Stept.

The Cameo Record Corp. has just signed a contract with Salt and Pepper, known as the "Ukulele Boys," vaudeville stars who record vocal and instrumental numbers exclusively for Cameo records.

"Brunswick Hour of Music" to Be Feature of Five Radio Broadcasting Stations

Opening Program of First of a Series of Radio Programs by Famous Brunswick Artists Broadcast Over Radio Corp. of America Stations on December 9

There was inaugurated at five of the principal broadcasting stations of the country on Tuesday evening of this week what was termed the "Brunswick Hour of Music," which will be a regular weekly feature from these several stations. The opening program presented, of course, by Brunswick record artists, included opera selections by Mario Chamlee and Florence Easton, piano selection by Elly Ney and several numbers by the Cleveland Orchestra.

The program was broadcast from the Brun-

wick laboratories in New York and relayed through the following stations: WJZ, New York; WGY, Schenectady; WRC, Washington; KDKA, Pittsburgh, and KYW, Chicago. Later it is planned to add two or three stations in the West. The program started at 10 p. m. Eastern Standard time.

This Brunswick Hour of Music follows upon the arrangements made some time ago between the Brunswick-Balke-Collender Co. and the Radio Corp. of America, whereby the Brunswick Co. incorporated the Radiola receiving apparatus in its phonographs and planned to have its artists go on the air through the Radio Corp. stations.

The programs will be offered each Tuesday evening at the time stated, the program for December 16 including Ray Miller's Orchestra, Ohman and Arden, pianists; Marion Harris, Margaret Young and Wright and Bessinger, "The Radio Franks."

Gotham Victor Dealers Meet

The Metropolitan Victor Dealers' Association held its regular meeting on Wednesday, December 10, at the Cafe Boulevard, New York, at noon. The chief topic of discussion at the meeting was the subject of the Victor dealers' cooperative advertising campaign, which started on that day. Several short addresses were given by prominent members of the trade.

Now!

Self-Affixing

DECALCOMANIAS

"The Easy-To-Applly Name Plate"

SOLD BY

NORTHEASTERN RADIO CO.

Radio Essentials

302 ADAMS AVE.
SCRANTON, PA.

ACTUAL SIZE

Above design, our Style B, printed with gold background, red border and black lettering.

MR. DEALER! PUT YOUR NAME ON EVERYTHING YOU SELL.

It helps increase sales by bringing new customers to your store and old ones back for supplies and repair work. To apply, simply dip in water and slide design off top of paper onto any flat or curved surface.

100, \$6.00 200, \$10.00

Made by
The COMMERFORD CO.,
106 East 19th St., New York

Brandes
FRESHMAN
SPEEDY
KALE
BALDWIN
TREVOR

ABOVE ARE A FEW OF THE MANY RADIO FIRMS USING OUR SPECIAL DESIGNS SEND COPY FOR PRICE

H.S. HARTER
THE ELECTRIC SHOP
REPAIRS N.Y.

LEWIS & WALTHER
LITTLE ROCK, ARK.

SAUNDERS MUSIC CO.
OTTAWA, KANSAS

SEARS & CHAFFEE
SUPPLY COMPANY
CHICAGO, ILL.

Mail your order now

THE COMMERFORD CO.,
New York.

Date.....

Enclosed is check for \$..... Ship postpaid to address below Style B Decalcomanias with attached (quantity) copy imprinted in black.

Firm

Street

City State.....

No C.O.D. Orders accepted. Print or typewrite copy. Send business card to avoid errors.

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.

Ware

**NEUTRODYNE
Receivers**

Type TU

Retail Price \$150.00

without accessories

Beautiful upright cabinet model
in brown mahogany or walnut



The Tone Tells Them

Here's a tremendously significant fact. Thousands of men and women who as yet own no radio set are great Ware "boosters". When they buy a set they'll buy a Ware.

And why? At a dealer's or at some friend's they have heard a Ware. They have examined the set, and they know what it will do. The set itself has convinced them. When they hear the Ware, they know that we are really understating the fact when we say that Ware TONE QUALITY is a thing apart in Radio. It's Ware TONE QUALITY that Sells Ware Receivers!

Ware Type TU is a Neutrodyne in an upright cabinet model—a three-tube reflex receiver operated on dry-cell tubes and batteries. The unique method of reflexing one tube, devised and used only by Ware, gives the equivalent of a four-tube circuit. Type TU has built-in loud speaker. A and B dry-cell batteries concealed in the cabinet. Designed primarily for use with outdoor antenna.

Type TU is an ideal set for the home. It has remarkable range and the famous Ware TONE QUALITY, while the cabinet is, in itself, a distinct addition to the decorative scheme of any home.

Type T is a three-tube Neutrodyne reflex in a mahogany table cabinet. Type X, a table cabinet model, has four dry-cell tubes—one reflexed. Type XU is a four-tube Neutrodyne reflex in a handsome upright cabinet of brown mahogany or walnut.

Write to any of our distributors for full information, or direct to

Ware

RADIO CORPORATION
529-549 WEST 42ND STREET
NEW YORK

Distributors

Progressive Musical Instrument Corp.,
New York City, N. Y.
Dalrymple-Whitney Radio Corp.,
New York City, N. Y.
Cohen & Hughes, Inc.,
Baltimore, Md.
Washington, D. C.
Philadelphia, Pa.
Pittsburgh, Pa.

New England Phonograph Distributing Co.,
Boston, Mass.
Gibson-Snow Co., Inc.,
Syracuse, New York
Ohio Musical Sales Co.,
Cleveland, Ohio
Kiefer-Stewart Co.,
Indianapolis, Indiana
Illinois Phonograph Co.,
Chicago, Ill.

Yahr & Lange,
Milwaukee, Wis.
Lucker Sales Company,
Minneapolis, Minn.
J. W. Jenkins' Sons Music Co.,
Kansas City, Mo.
Mickel Bros. Company,
Omaha, Nebraska.
Knight-Campbell Music Co.,
Denver, Colorado

Distributors

Commercial Associates, Inc.,
Los Angeles, Calif.
Kohler Distributing Co., Inc.,
San Francisco, Calif.
D. H. Holmes Co., Ltd.,
New Orleans, La.
C. A. Richards, Inc.,
(Foreign Distributor)
New York, N. Y.

Licensed by
Independent Radio Manufacturers, Inc.
NEUTRODYNE
Pat. March 27, 1923 and April 1, 1924
Residuals Nos. 1,450,080 and 1,482,228
Other Patents Pending

Landau's Stages Some Unusual Window Displays and Record Demand Is Stimulated

Live Victor Dealer Operating a Chain of Stores in Pennsylvania Cities Has Built Up a Large Business Among the Foreign-born Through Intelligent Sales Promotion Methods

Does it pay to go after foreign-record business? It does, according to Landau's, live Victor dealer operating stores in Hazleton and other Pennsylvania cities. This concern carries a complete stock of Victor foreign records in the following languages: Polish, Slovak, Hungarian, Russian, German, Lithuanian, Ukrainian, as well as records in other foreign languages. There are many foreigners in the section of the State in which the Landau firm operates stores and from which it draws its business, and the methods used in going after this foreign-record business are typical of the policies which have made this one of the most successful retail houses in the entire State.

The illustration herewith shows a recent Landau window display of foreign records. As may be seen, the center of the display is a huge map of Europe flanked on both sides with records in the various languages.



The Landau Foreign Record Display Which Created Sales

Ribbons lead from the records to the countries represented by the records. At the head of the map is a placard which bears the following inspiring message to the foreign-born: "You can hear the music of your homeland right in your own home if you own a Victrola." At the foot of the map a placard announces: "We have a complete stock of Victor records in Polish, Slovak, Ukrainian, Hungarian, German, Russian, Lithuanian and other European records. Come in and hear your native music." On the right of the display is an upright Victrola with a placard emphasizing the fact that a small down payment will secure an instrument.

This is a concrete example of how a far-sighted talking machine dealer is actually cashing in on potential business which is overlooked or deliberately neglected by many retailers. Every manufacturing town has a fair share of people of foreign birth who can be turned into customers for machines and foreign records, as well as the current standard and jazz music. Experience of dealers proves that these people

make the best type of customers if they are handled properly. They are inclined to dicker and haggle over the prices before purchasing machines, but the dealer who maintains his price and never succumbs to the temptation to drop a few dollars from the price or throw in a few records or other accessories in order to close the sale will win their respect and trade. On the other hand, the dealer who lets a foreigner talk him into making price and other concessions will regret it, because the word quickly will be passed along and the trouble will begin. The dealer who remains firm and shows by his actions that he is fair in his dealing will

win the everlasting friendship of his foreign-born customers, and he will not only secure their business but they will be the means of bringing his store to the attention of their friends. This is publicity and good-will of the most profitable character.

L. C. Lincoln Resigns Post With Sonora Phonograph Co.

L. C. Lincoln, for the past seven years advertising manager of the Sonora Phonograph Co., Inc., New York, has resigned from this position, effective January 1. Mr. Lincoln has not yet announced his definite plans for the future, except that he will enter the advertising business for himself and probably act as advertising counselor for several well-known concerns.

Mr. Lincoln is ideally qualified to give valuable service to manufacturers regarding the marketing of their products through jobbers and dealers, for he is intimately familiar with every phase of wholesale and retail merchandising and publicity. As advertising manager for the Sonora Phonograph Co. he was responsible for the exceptionally effective and attractive campaigns prepared for these products, and he has worked in close touch with dealers throughout the country. In addition to his advertising training, Mr. Lincoln has been identified with practical sales activities which have enabled him to apply his publicity experience and knowledge to the best possible advantage.

Coto-Coil Co. Receiving Set Popular With Trade

PROVIDENCE, R. I., December 8.—The Coto-Coil Co., of this city, which has earned an enviable reputation in radio parts circles as manufacturer of the Coto-Coil, is now becoming equally well known for the complete radio set which it produces. This set has been long in the period of development and only comparatively recently introduced. The Coto-Coil Co. has a well developed sales and manufacturing organization and extensive manufacturing facilities. It is, therefore, entering on set manufacturing in an energetic manner and it is expected that its set, attractively cabined and with its wide selectivity, will prove popular among dealers, particularly in the talking machine field.

Zimmerman-Bitter Co. Completes Installation

The Zimmerman-Bitter Construction Co., New York, installer of equipment in phonograph stores, recently completed an installation at Friedman's Music Shop, 73 Springfield avenue, Newark, N. J. The installation consisted of the refitting of the entire store, the installing of record racks, counters, display cases and sheet music department. This company also recently completed the entire decorating and installing of equipment in the Morris Music Shop, Lenox avenue and 143d street, New York.

Dallas Orchestra Records

DALLAS, TEX., December 6.—One of the most popular of local orchestras, Jack Gardner's Orchestra of Dallas, was recently honored by being chosen to make recordings for the Okeh records, manufactured by the General Phonograph Corp. Members of the recording staff of the company visited Dallas to do the recording.

14-inch bell
Polished pyralin



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

No. 205B—With polished black bell.....	\$22.50
No. 205D—With shell pyralin bell.....	25.00
No. 100 —Folt for phonograph use.....	10.00

Write for our interesting trade prices.

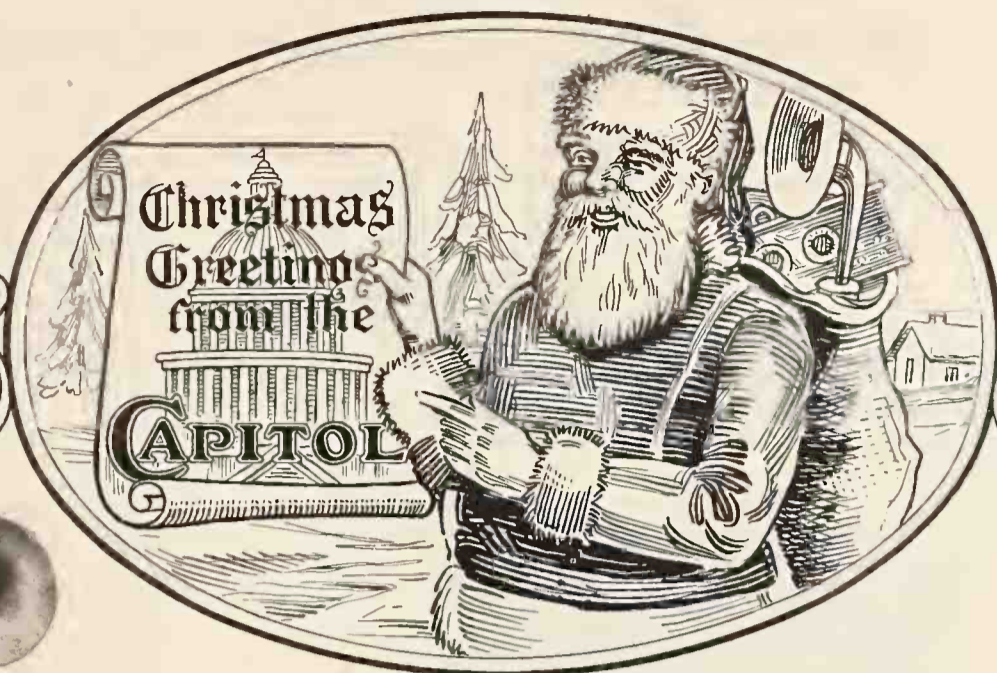
MANUFACTURERS

American Electric Company

State and 64th Streets
CHICAGO, U. S. A

Dictogrand

The Articulating
True Tone
LOUD SPEAKER



THE NEW MURDOCK
A 5-Tube Neutrodyne Receiver with built-in Loud Speaker. Supreme in performance and appearance. Unique design. The New Murdock represents radio at its best. A remarkable set for the price of \$100 only.



ADAPTO RADIO CABINET
A perfect radio cabinet that fits practically any set. An artistically designed cabinet with place for everything. Ventilated battery compartment. Specially designed horn built into top. The Adapto Cabinet combines Beauty, Convenience and Adaptability.



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.

CAPITOL PRODUCTS MEAN XMAS JOY ALL YEAR 'ROUND

The high-grade Capitol products will bring Xmas Greetings and Happiness throughout the entire year because they are made to serve indefinitely. The standard radio products of established quality that we distribute are well known for their magnificent performance, beautiful appearance and moderate prices. A good stock of Capitol products on hand will bring Xmas joy and happiness to the dealer as well as to his clientele.

Our well-trained sales force is ever ready to serve dealers quickly. But to avoid last minute rush orders, phone or wire your requirements without further delay. A good stock reserved NOW will insure your profits of the greatest holiday buying season in the history of the radio business.

- DISTRIBUTORS FOR**
- Dynergy
 - Murdock Neutrodyne
 - Compendyne Receiver
 - Ambler-Holman
 - Charmitone Loud Speakers
 - Ethovox Loud Speakers
 - Burns Loud Speakers
 - Belltone Speakers
 - Exide Batteries
 - Philco A & B Storage Batteries
 - Bright Star Batteries
 - Neidich Batteries
 - Cunningham RCA Tubes
 - Sampson Tubes
 - Adapto Cabinets
 - Burns Phonograph Attachments
 - S. D. V. Phonog. Panels
 - Ultra-Handy Chargers
 - Marion Loops
 - N. & K. Products



DYNERGY
A 5-Tube marvelous radio set that needs NO BATTERIES. Operates from any electric light socket (AC or DC current) at cost of less than one-half cent per hour. Excels in Tone, Volume and Distance. The most practical radio receiving set ever offered.



WHOLESALE RADIO

25 West 18th Street

New York City

Telephones Chelsea 5171-5172

Normal Business Features Portland Trade as the Public Starts Shopping for Gifts

Effect of General Business Prosperity Felt by Music Dealers—Oregon Radio Dealers' Association Elects—Edison Tone Test Recital Scheduled—Other Important Trade Activities

PORTLAND, ORE., December 4.—Business in Portland maintained that status known as normalcy during November. The repeal of the State Income Tax at the November election marked a step of more than ordinary importance to the development of Oregon. General business took a big stride and music dealers have naturally felt the effect of these improved conditions and all reports anticipate a record-breaking business for the coming holiday season.

Forty members of the Oregon Radio Dealers' Association met at the Portland Chamber of Commerce November 7, to elect officers for their new organization. G. F. Johnson, of the G. F. Johnson Piano Co., was elected president; Joseph Hallock, of Hallock & Watson, and the pioneer radio man of Portland, was elected vice-president; Sidney Goodwin, of Radio headquarters, secretary, and R. E. Brown, of Brown's Radio Shop, treasurer. A constitution and by-laws were adopted and read in part: "The purpose of the Association is to foster the interest of its members in any way connected with or relating to the radio industry in the State of Oregon; to establish and maintain uniformity and harmony in the customs and commercial usages of the radio industry; to acquire and preserve and disseminate business information; to promote a more enlarged and friendly intercourse among those engaged in the radio industry; all of which being consistent with the public interest and laws of the State and Nation."

Membership in the organization consists of radio manufacturers, their salesmen, radio jobbers and retailers. Music men who have joined to date are G. F. Johnson Piano Co.; Meier & Frank Co., Wiley B. Allen Co., L. D. Heater, jobber; and the McCormick Music Co.

Alma Gluck, one of the most popular of Victor artists, sang before a capacity audience in Portland's public auditorium, and again delighted her many admirers. Increased demand for her records followed.

Geraldine Farrar, another famous Victor artist, was presented in her celebrated role of "Carmen."

The Edison Phonograph, Ltd., of Portland, Edison distributor for the Pacific Northwest, feels unusually fortunate in procuring Betsy Lane Shepherd, famous soprano, who will be presented in an extended tone test recital tour throughout Oregon and Washington. Arthur Gabler, district manager, with headquarters in Portland, says: "It is seldom that so noted an artist can be procured for this work, due to the fact that artists of this high standing are usually contracted for by managers in their regular concert work. In fact, Betsy Lane Shepherd concludes a private tour at Olympia, Wash., about the middle of January and her Edison recitals will ensue immediately following. Miss Shepherd has been appearing before capacity audiences throughout her present tour." Edison dealers of the Pacific Northwest are admonished by Mr. Gabler to prepare for and procure the largest auditorium in their respective towns to accommodate their audiences.

Mr. Gabler reports shipments of Edison mer-

chandise to the following newly established dealers: The Victor Earle Music Co., of Chehalis, Wash.; Liberty Music Shoppe, of Seattle, Wash.; "Courson, the Music Man" of The Dalles, Ore.; Vernon Drug Co., of Portland; Raymond Drug Co., of Raymond, Wash.; and Ritzville Drug Co., of Ritzville, Wash.

Roy E. Titsworth, special representative from Thos. A. Edison, Inc., is visiting Edison dealers in Oregon and Washington, with special personal messages from Mr. Edison.

The wholesale department of Sherman, Clay & Co., Elmer Hunt, manager, reports excellent business in Victrolas, Victor records and the newly acquired radio, which comprises the products of the Radio Corp. of America, Crosley Radio Corp., and Gilfillan Bros., Inc. L. W. Sturdevant, radio manager from San Francisco Sherman, Clay & Co. headquarters, spent several days going over the radio field with Mr. Hunt and is more than pleased with the rapid progress being made in this district.

A. B. Mattingly, Pacific Northwest representative of the Victor Talking Machine Co., with headquarters in Seattle, spent several weeks in the Portland district, helping the Victor dealers with their problems, etc., and extending valuable information along these lines.

Mr. Hunt reports the following new Victor accounts: Wetherbee-Powess Furniture Co., Eugene, Ore., and the Silver Fox Pharmacy of Vernonia, Ore.

A. R. McKinley, Pacific Northwest manager for the Brunswick-Balke Phonograph Co., reports phenomenal business with the Brunswick-Radiolas. He says, "The Radiolas are revolutionizing our business and the demand for this combination phonograph and radio machine is enormous. The public is beginning to realize that they do not desire two machines in their homes and by combining the phonograph and radio they get just what they want." Mr. McKinley reports sales far exceeding those of former years when they sold phonographs alone.

Charles Soulé, wholesale manager of the Starr Piano Co., for Oregon, Washington and Idaho, spent several weeks in November touring western Washington in the interests of the Starr phonograph and Gennett records. Mr. Soulé reports a big volume of business with large orders for the holiday trade.

Lorraine Evon and her "Golden Bird," famous Gennett artist, paid Portland another visit and further endeared themselves to their many admirers. This interesting combination was the headliner at the Hippodrome Theatre.

The Bush & Lane Piano Co. is having a removal sale, preparatory to moving to a new location the first of the year at the expiration of the present lease. All musical instruments are being offered at attractive prices and a big business is being handled. H. W. Heineck, who has been local manager since last Spring, has resigned and J. F. O'Gara, for several years local credit manager, is in charge. D. A. Hलगren, of the Seattle branch, is assisting at the local store during the sale. The new location has not yet been announced.

National Victrola 400 Week went over big in Portland. All Victor dealers concentrated on this model and were greatly benefited in the time and thought given to the "drive" and large advertisements and exclusive window displays of the model were featured. H. J. Ebert, in charge of the Victrola department of Sherman, Clay & Co., had on display an unusually attractive window and reported splendid results. The holiday rush is on and the 400 is proving a favorite, now that it is publicly featured.

Frank M. Case, manager of the Wiley B. Allen Co., made a short business trip to San Francisco headquarters and returned full of enthusiasm for his Christmas business.

The exclusive Victrola department of the Powers Furniture store, A. T. Erickson, manager, is nicely installed in handsome new quarters on the main floor and reports business flourishing. A radio department has been installed with the Sherman, Clay & Co. George H. Stimson is in charge.

Walter Camp, famous football expert and originator of the "Daily Dozen," was a Portland visitor during November. The local papers were full of his visit and his "Daily Dozen" records were in big demand.

Eight Victor Artists Entertained in Portland

PORTLAND, ORE., December 3.—During the recent visit to this city of the Eight Popular Victor Artists for a concert at the Municipal Audi-



Eight Victor Artists at the Falls
torium they were the guests of the Portland Victor dealers at a luncheon at the Crown Point Chalet, on the famous Columbia River highway. The illustration shows the Victor artists, with Multnomah Falls in the background.

CARTER "ONE WAY" PLUG

Leading manufacturers have adopted this plug as standard equipment. 50c

An item that sells readily in the music store.

Any jobber can supply.

In Canada: Carter Radio Co., Limited
Toronto



Carter Radio Co.
103 S. STATE STREET
CHICAGO, ILL., U.S.A.

Sell one with every Loudspeaker or head set.

STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.
North Olmsted . . . OHIO

A Nation-Wide Favorite



**Retail
Price**
\$25.00

In Far West and
South \$27.00



A Proved Money Maker

Here is the famous Carryola Master—the sensational seller in the portable phonograph field, the prime favorite of portable buyers.

Dealers everywhere have found the Carryola Master a live wire every month in the year. It's the portable people prefer. Sells itself on appearance and performance. Stays sold by giving complete satisfaction.

The phenomenal success of the Carryola Master is the result of just two things. It is

Built Right

Here are just a few of the powerful sales-making features that have helped Carryola Master dealers capture the portable market:

The Carryola Master is the only portable with the widely known Add-A-Tone Reproducer. Produces a wonderfully clear tone of exceptional volume. Reversible for Edison Records. Diaphragm indestructible.

It is equipped with the famous Silent Motor, noiseless in winding and in operation. Guaranteed to play in excess of two records.

It is only 15 x 12 x 8 inches. Weighs 17 pounds. Has space in top for carrying 15 records. Substantially built. Beautiful Dupont Fabrikoid covering. Attractive nickeled fittings. Continuous piano-type hinge. Open the cover and it is ready to play.

Sold Right

The Carryola Master is sold only through recognized music channels. Carryola dealers are backed by a firmly established, ably financed company manufacturing on a quantity production scale. That explains the low price for this superior instrument. Retails at only \$25 (in far west and south \$27), a price that appeals to the big majority of portable phonograph buyers. A wonderful instrument for the money. Its big value makes volume sales and substantial profits certain. There is big money waiting every month in the year with the Carryola Master. Write to-day for our proposition.

Carryola Company of America
647 Clinton St. Milwaukee, Wis.

The
CARRYOLA MASTER

"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!

**"I'll See You
In My Dreams"**
The New Sure-fire Fox Trot
Hit by the writers of
"SWINGIN' DOWN THE LANE"
GUS KAHN and ISHAM JONES

**"Will You
Remember Me"**
A Fox-trot Ballad With
A Splendid Rhythm For
The Dancer.

"DOODLE DOO-DOO!"

"HONEST and TRULY" Where The Dreamy Wabash Flows

"MOONLIGHT MEMORIES" "MAY TIME"

© 1924 Leo. Feist, Inc.

All Factors of Dallas Trade Busy With Their Holiday Sales Promotion Campaigns

Entire Trade Optimistic That This Will Be Best Holiday Season in Several Years—Victor Co. Visitors Impressed With Trade Conditions—Dealers Ordering Heavily—The News

DALLAS, TEX., December 6.—All jobbers and retailers of talking machines and records in Dallas are busy with their Christmas holiday trade, and all report increasing sales for both machines and records. The holiday business in Texas this season is expected to surpass anything the State has experienced in several years. There is plenty of money in the State and the people who have denied themselves what they have regarded as luxuries are ready and willing to buy, and this is concretely manifested by the many inquiries made of dealers.

Lester Burchfield, in charge of the wholesale Victor department of Sanger Bros., reports a very encouraging outlook. Business is better than for some time and collections are good, Mr. Burchfield says, and he looks forward, confident of the outcome.

W. J. Staats, treasurer of the Victor Co.; W. W. Clark, an officer of the company, and B. L. Plank, the Victor Co.'s representative in the Southwest, visited the Dallas stores for several days during November, and looked into business conditions in the Dallas trade territory. From Dallas the party of Victor officials continued their tour of the Southwest, intending to visit Fort Worth, Houston, San Antonio, Galveston and other important trade centers in this territory.

All the members of the party were particularly impressed with trade conditions in Texas, which, they said, are the best of any section of the entire country. Plenty of money, an inclination to buy, with little or no old indebtedness to liquidate, these conditions, they said, put Texas in the front rank as a place to get business.

Mr. Burchfield reports that for the first time in more than a year he has a representative line of Victor machines to offer the trade. Up to this time, he reports, the demand has exceeded the output. The demand has not

lessened now, he says, but the output has increased.

There is a good demand for radio receiving sets in connection with the talking machine, and Mr. Burchfield says he believes the Victor people have hit on the right idea in building a cabinet for talking machine and radio receiving set. The radio receiving sets are changing too rapidly, there are too many new improvements and others are being made daily, for a radio set to be installed in a talking machine cabinet as a permanent part of the piece, Mr. Burchfield said, and any cabinet so designed will soon be cast aside. If the cabinet is built for installation of a radio receiving set to suit the owner, the set may be changed at any time new improvements warrant such change. This is what the Victor people are doing, and Mr. Burchfield reports this machine is proving very popular throughout his trade territory.

All retailers in Dallas are making a concerted drive for the retail holiday business, and all makes of talking machines are being offered on special term payments, as an inducement. Many machines of costly design can be placed in the home for an initial payment of \$1 and term payments of \$5 per month until paid for.

Haverty Furniture Co., retailer of Columbia machines, is making a special pre-holiday drive, and reports indicate that hundreds of machines are being placed in Dallas homes for the holidays.

The Texas-Oklahoma Phonograph Co., jobber of Edison machines in the Southwest, reports satisfactory business. Edison dealers throughout this trade territory are active, and sales of Edison machines this season will set a new record in the Southwest, according to J. B. Currie in charge of sales. The Dallas office is swamped with applications from dealers for Edison agencies in the cities and towns of this territory, but few changes are being made.

The Texas Radio Sales Co., representative of the Outing Talking Machine Co., states that there has been a continued and brisk demand for this type of instrument, with the greatest activity apparent in the movement of the Senior Outing portable. Dealers are sending in large orders in anticipation of an unusually large holiday business.

Thos. S. Loeser's Talks Interesting and Instructive

Thomas S. Loeser, radio engineer for the Eagle Radio Co., of Newark, N. J., and designer of that firm's product, known as the "Eagle Balance Neutrodyne Receiver," has recently been attending public demonstrations of the Eagle product given in retail warerooms throughout the country. One of the more recent of these demonstrations was given by the Plymouth Co., New Haven, Conn., through arrangement with Chandler & Farquhar, the New England distributors for the Eagle products. Mr. Loeser's talks during the demonstrations have been valuable to the sales forces of many retail organizations, as well as unusually interesting for visiting consumers.

Del'Marmol Combination Unit Proving Popular

PHILADELPHIA, PA., December 9.—M. J. Del'Marmol, general sales manager of the Del'Marmol Radio-Phonograph Co., of this city, reports that the demand for the Del'Marmol combined radio and phonograph reproducer has exceeded all expectations and that production is being stimulated in every possible way in order to keep up with this demand.

At a recent meeting of the board of directors M. T. Del'Marmol was elected vice-president of the company.

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



"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

The First Quality Record at 35¢ — and Still First!

CAMEO is the original 35c record—but that is only part of the story—

Cameo was the first record of genuine, unalloyed *quality* to sell at the price. And still that's not the whole story—

Cameo not only *started* on a quality basis but is going to *stay* there. The result is that *Cameo* is first in *prestige* and first in *sales*.

In offering records at 35c you may as well offer *quality*.

NOTE: See the new CAMEO list in news pages under "Advance Record Bulletins"

CAMEO

RECORDS

The Original
Quality Record at

35¢

Dealers who handle these nationally-known records know what the words "turnover" and "profit" really mean. Everybody who owns or buys a phonograph knows *Cameo Records* by name. A few good territories are open. Write or wire.

CAMEO RECORD CORPORATION
249 West 34th Street New York

Efforts of Atlanta Dealers to Secure Holiday Business Is Proving Effective

General Business Prosperity Throughout State Places Trade in a Favorable Position for Holiday Business—Special Christmas Advertising Stimulating Demand—News of the Month

ATLANTA, GA., December 8.—The month of November, from both a talking machine and radio point of view, was eminently satisfactory in this territory. The natural prosperous condition which is typical of all classes and grades of business and industry throughout Georgia is reflected in the sales volume of the merchandise carried by the music merchant. The approach of the holiday season is, of course, another factor which has a bearing on the upward trend of business.

Heavy Christmas Advertising

The talking machine department of the Phillips & Crew Piano Co. is making a determined drive in gaining members for the annual Christmas Victrola Club and large advertisements, featuring the reasonable terms by which an instrument can be purchased under the club plan, are appearing frequently in the local papers. The Cable Piano Co. is also making a strong effort to secure Christmas business through offering special combinations whereby certain models of Victrolas are together with libraries of records.

Outing Demand Continues

James K. Polk, Inc., distributor of Okeh and Odeon records and Outing portable talking machines, reports a consistent demand for all of these articles. The interest aroused through the Polk exhibit at the Southeastern Fair was the cause for an unusual demand for Okeh records as special concerts were given by Okeh artists, in particular, Fiddlin' John Carson. Although the Fair was held more than a month ago, the demand for these records is still felt. As regards the Outing portables, they have not fallen off at any time during the year and are regarded by dealers as being one of the most consistent sellers which they carry. The Outing senior is proving a strong favorite.

Brunswick-Radiola in High Favor

The Brunswick-Radiola is continuing to rank high in popular favor. This combination unit seems to exactly fill the niche for home entertainment which many people desired. J. D. Sparks, manager of the Brunswick department of Mather Bros., states that the demand for the Brunswick-Radiola is limited only by the in-

ability to secure the merchandise in the quantities desired. This report may be taken as being typical of the predicament of many dealers throughout this territory.

M. E. Lyle Reports Good Demand

M. E. Lyle reports a splendid demand for the products of the Manufacturers' Phonograph Co., which have a connection with radio. The Strand-Timmons loud speaker unit for utilizing the phonograph horn as a loud speaker and the various cabinets for housing radio sets are in great favor.

M. Rich Music Club Helps Record Sales

A. B. Willis, manager of the talking machine department of M. Rich Bros. & Co., reports a steady demand for all lines carried by the store. Record sales are particularly gratifying, due in large part to the intensive efforts on the part of the sales staff and the good-will built up by the Music Club formed by Mr. Willis. This club has regular concerts and the membership runs up into the thousands. In addition to being a stimulant to record sales, this organization has put the store into a high position as a factor in the musical life of the community. Local artists and musical organizations play a prominent part in the club's activities.

Thompson Advertising to Reach All Sections

Appropriation Divided so That Dealers in Rural Communities Will Benefit Equally With Those in Larger Cities

The R. E. Thompson Mfg. Co., Jersey City, N. J., manufacturer of the Thompson Neutrodyne receiver, has laid unusual stress on the sales to be made in rural communities in appointing jobbers. All of the Thompson distributing organizations are in large centers and naturally the demand in the cities for the Thompson products has been quite large. The Thompson organization believes, however, that its distributors should look well into the appointment of dealers as agents in smaller communities.



'One handle handles it'
Outing
Master of Movable Music'

4 Years
Have Proved
Outing
Portables
Are the
Best

James K. Polk, Inc.
294 Decatur St. Atlanta, Ga.
Outing Distributor

In its national advertising the R. E. Thompson Mfg. Co. has divided its appropriation in a manner that will place the Thompson products before consumers in outlying sections as well as those in the larger cities.

The result of its campaign has already been reflected in sales. Some of the Thompson distributors reaching farming communities have achieved as large sales totals as have been found possible in more congested centers.

"Radio Santa Claus" Gives Publicity to Grebe Set

The A. H. Grebe Co., Richmond Hill, Long Island, N. Y., manufacturer of the Grebe Synchrophase receiving set, is also owner of station WAHG, situated in Richmond Hill, Long Island. This broadcasting station is one of the most popular in the metropolitan territory and is broadcasting programs of particular merit. A feature of this station which is entirely individual in character and which is causing a large amount of interest is the "Radio Santa Claus." The "Radio Santa Claus" is heard nightly on station WAHG, and promises to present the successful contestants in a letter writing contest with several Grebe Synchrophase sets and other equally valuable articles. This contest is producing exceptional publicity for the Grebe Synchrophase set everywhere within tuning distance of station WAHG. As this station broadcast to Europe during the recent trans-Atlantic radio tests, it may be seen that this publicity is widespread and effective.

New Victor Artist Announced

A new and exclusive Victor artist will be introduced to the record-buying public on January 2 in the person of Jesse Crawford, organist at the Chicago Theatre, one of the foremost moving picture houses in the country. Mr. Crawford's playing is known to thousands of Chicago residents and it is felt that his recordings will be in great demand throughout that section. Two records are listed for release the first week of January, one "Rose Marie" coupled with "Dreamer of Dreams," and "Somewhere a Voice Is Calling" coupled with "Serenade" of Schubert.

Demand for Murdock Sets

The Capitol Distributing Co., New York City, which is the sole metropolitan distributor for the Murdock radio receiving sets made by the William J. Murdock Co., Chelsea, Mass., reports that the new five-tube neutrodyne with built-in loudspeaker has made a tremendous hit in the territory which the Capitol Co. covers. The many talking machine dealers using the service of the Capitol Distributing Co. report great success with this new number of the Murdock line.

Okeh and Odeon Records

CHRISTMAS is but a few days off—if you need a supply of these fast-selling Okeh Records to meet the demands of "last minute" shoppers, speed and accuracy are paramount. Call on Polk. Our stocks, more complete than ever, and our smoothly running organization insure you against profit-losing delays and inconveniences.

We extend to you our heartiest best wishes for a Very Merry Christmas and a Happy, Prosperous New Year.

Wholesale Phonograph Division

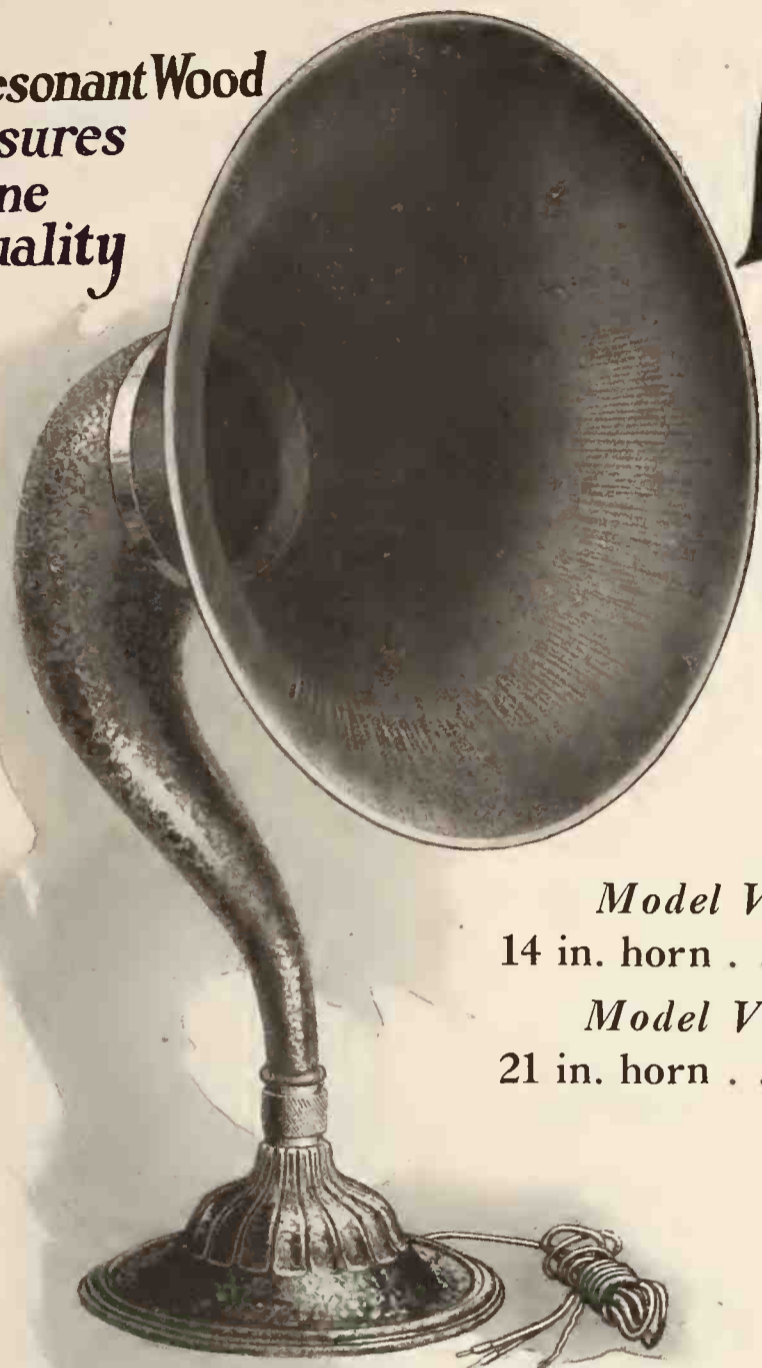
JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street ATLANTA, GA.

BUY OKEH NEEDLES—They Keep Record Sales Alive!

**Resonant Wood
Insures
Tone
Quality**



Model VI

14 in. horn . . \$30

Model VII

21 in. horn . . \$35



Model VIII

Mahogany Cabinet with
"Full Floating" horn of
natural wood . . \$35

Let Music Master Help to Sell Your Sets

A FAULTLESS demonstration such as only Music Master can give is the surest way to sell a receiving set.

Also it is the easiest way; the most profitable; Music Master becomes a part of the sale, and the customer is satisfied with his purchase.

The supersensitive Music Master reproducing unit picks up the most fugitive radio impulses. The tone chamber of heavy cast aluminum eliminates distortion and keeps signals clear and distinct. And, of utmost importance, the amplifying horn is *wood*, unequalled for resonance and tonal quality.

Let Music Master be your master salesman. It supplies the clinching argument that wins.

Music Master Corporation

Makers and Distributors of High-Grade
Radio Apparatus

Tenth and Cherry Streets

Chicago

Philadelphia

Pittsburgh

Connect any Music Master in place of headphones. No batteries required. No adjustments

Music Master

RADIO REPRODUCER

Holiday Activity Manifests Itself in Increased Sales in Louisville Territory

Record Demand Particularly Active—Local Appearances of Well-known Artists Influence Buying—Christmas Club Drives Productive of Results—News of the Month

LOUISVILLE, Ky., December 8.—The approach of the holiday season is reflected in the sales volume of the talking machine and radio departments of the various dealers here. The healthy condition of the trade is indicated by the fact that a consistent business is being done in all lines, both talking machines and records, as well as radio sets.

Record sales have in particular been very satisfactory. The appearance here of several recording artists was followed by an unusual demand for their records. Foremost among these was John McCormack, Victor artist, who sang at the Auditorium on Tuesday, December 2, to a capacity house. Louisville is honored each year by being on the concert tour of this popular artist, and Victor dealers are aware, through their former good experiences, of the value of a tie-up with the concert. On Wednesday, December 3, Josef Hoffmann, world-renowned pianist and exclusive Brunswick artist, played at the Woman's Club Auditorium to an enthusiastic audience. The Brunswick Co. had, for several days prior to the recital, inserted advertisements in the local papers regarding the appearance of this artist, and Brunswick dealers report that immediately following the recital the demand for this artist's recordings was unusually active. It is believed that the performance here, during the week of December 11, of "Blossom Time" will have a further good effect on record sales. This musical entertainment was given in Louisville last year, with a resultant increase in record sales, so dealers are providing for the demand which is expected next week.

The Belknap Hardware Co., distributor of Outing portables, reports that all models of this popular make of portable talking machine are selling well, with the senior Outing most in favor. The new model, encased in green leatherette, has been enthusiastically commented on by dealers. The volume of portable business done during the past month compares very favorably with any like period of the Summer.

The Baldwin Piano Co. is vigorously pushing the New Edison baby console and is advertising this popular model heavily in the local papers. The campaign has been fruitful of results and sales are quite satisfactory.

The Stewart Dry Goods Co. has put in operation the Christmas Victrola Club plan and states that the results already secured assure the December talking machine business of being up to the standard set in other years.

The Sutcliffe Co., wholesaler, is pushing the Atwater Kent sets vigorously and is advertising the receivers in all the local papers. The difficulty encountered by this firm is not in selling but in filling the rush of orders from dealers for the various models of receivers.

The Louisville Music & Radio Co. has secured a large amount of Christmas business in Atwater Kent sets through the operation of a Christmas club. Advertisements in the daily papers explained the procedure of the club and stressed the reasonable terms by which this set could be purchased at this time. The result was a large volume of business.

Newport Corp. Exhibits at Boston Radio Show

The Newport Radio Corp., New York, manufacturer of the Newport radio receiving set, was among the exhibitors at the recent Boston Radio Show, exhibiting its three models, the Georgian, Bruce and Patrician. T. B. Campbell was in charge of the exposition during the week of the show. "We were greatly pleased with the reception accorded the Radio Show by the public of Boston. There was an excellent attendance during the entire week, and practically everybody who visited the exhibition was interested in the buying of radio. We were so pleased with the results obtained that we have contracted for additional space at next year's show," said Mr. Campbell in a recent chat with The World.



'One handle handles it'
Outing
'Master of Movable Music'

4 Years
Have Proved
Outing
Portables
Are the
Best

Belknap Hardware Co.

Louisville

Kentucky

Outing Distributor

G. E. Burghard, Continental Corp., Active in Radio

The Continental Radio & Electric Corp., New York, distributor for the Radio Corp. of America, Colin B. Kennedy and other standard lines of radio merchandise, has in the two years of



George E. Burghard

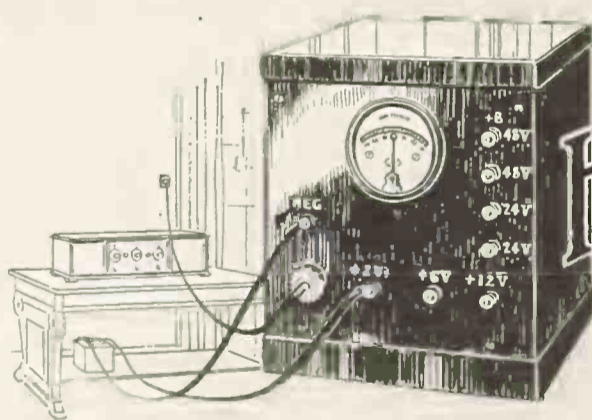
its existence reached a position of being regarded as one of the leading jobbing houses in its locality and one that offers real service to its dealers. It is this latter policy which is attributable for the growth of the business which has expanded from occupying one floor at 15 Warren street to taking over four complete floors at the same address.

George E. Burghard, the president of the company, is one of the best known figures in radio circles.

The other officers of the company are J. Grinan, vice-president, and J. Stantly, secretary and treasurer.

General Phonograph Corp. Distributing the Kimberly

The distributing division of the General Phonograph Corp., 15 West Eighteenth street, New York, recently arranged to wholesale the products of the Kimberly Phonograph Corp. of New Jersey. Norman Smith, manager of the distributing division, is enthusiastic over the acquisition of the Kimberly line as it rounds out and makes complete the line of musical products handled by his organization, which includes Okeh and Odeon records, the Outing Portable line and Honest Quaker parts and accessories, and, now, the Kimberly phonographs.



ULTRA HANDY CHARGER

ABSOLUTELY FIREPROOF

A Convenience and a Money Saver

Dealers: Every customer to whom you sell an expensive radio set is the best kind of a prospect for an Ultra Handy Battery Charger. And don't forget those customers whom you have already sold!

The Ultra Handy Charger is absolutely fireproof. It may be connected and left alone. Even if allowed to run for several days there is no danger of overcharging the battery or causing fire.

The Ultra Handy Battery Charger is easily connected. Simply attach pat-

ent clip on cords to the terminals of the battery—then plug the other cord into a light socket and turn on the current.

The Ultra Handy Charger is neat and compact. There are no bulbs to break and no acids to spill. It will not make the home messy and cannot harm the furniture.

Dealers everywhere are making big profits by handling this convenient radio accessory. Order from your jobber. Write in for illustrated literature.

Price \$18.00

INTERSTATE ELECTRIC CO. 4339 DUNCAN AVENUE ST. LOUIS, MISSOURI

IN THE MUSICAL MERCHANDISE FIELD

Scope of Band Instrument Field Offers Dealers Big Merchandising Opportunity

F. A. Buescher, President, Buescher Band Instrument Co., Outlines the Wide Sales Field Awaiting Exploitation by Live Retailers—Gives Some Valuable Hints on Building Business

From the correspondence we have with music merchants who do not carry wind instruments I plainly see that the average of such merchants is of the opinion that if he should stock band instruments he would have to find his market among the professional musicians of his city.

Nothing could be further from the truth. Had we to depend upon the professional musicians exclusively our business would never have got so close to the half-million annual mark (wholesale) as it now is, and those of our dealers whose retail sales run from \$100,000 upward would never have reached half that volume.

The relative importance of professional trade may be visualized by a statement I often make, and that is that the band instrument industry of Elkhart could outfit all the wind-instrument players who belong to the American Federation of Musicians with about one week's output. That, inferentially, leaves fifty-one weeks of the year that the output must be taken by the amateur or the beginner. We look upon the whole population of the country as prospective purchasers, and our dealers look upon the population of their territory as composed of all prospective buyers.

There are a great many music merchants who have hesitated to add the wind instruments to their stocks solely because they thought the market was restricted to professional men—or at least to those who already had a knowledge of playing. This is preposterous, of course.

The young fellow or girl who buys a saxophone, for instance, usually gets very much interested in ensemble music. At least, we find the first buyer in a neighborhood induces one other to buy. Then these two frequently hunt up a third or fourth and get up a trio or quartet. Very often the original purchaser's influence can be traced in as many as a dozen sales, and the organization of an amateur orchestra.

There is hardly any neighborhood where a competent person cannot be found to act as coach or teacher. In fact, a great many piano teachers have coached beginners on saxophones, without any prior knowledge of the instrument. In many cases we have records of a singer who has been impressed into service to coach a saxophone trio or sextet. The point is that practically any person with some knowledge of music—be it vocal or piano music or any other

kind—makes a fairly good coach for the budding orchestra.

In the rural communities there is always to be found some ex-bandsman who gladly takes an interest, and in the larger cities, of course, competent teachers of wind instruments are as numerous as piano teachers.

The music merchant who has neglected the wind instruments on the theory that he has to sell to professionals is all wrong. We, here in

Hawkes & Son, England Distributors of Vega Line

Prominent English Firm Gets Large Initial Shipment of Vega Banjos

Hawkes & Son, London, England, were recently appointed exclusive distributors of Vega banjos in England. In conjunction with the receipt of their initial large shipment of Vega banjos from the Vega Co., Boston, Mass., and also as an announcement of their handling this well-known line, Hawkes & Son had a particularly attractive window display at their headquarters in London, which is shown herewith. This company began the representation of the line in a proper manner by having a wide stock of the instruments on hand, ranging from the most inexpensive model to the De Luxe Vegaphone.

Vega banjos are already favorably known in the British Isles and are used in recording by the artists of three leading English companies, Columbia Gramophone, Vocalion Gramophone and His Master's Voice.

Mr. Hawkes is very optimistic about banjo sales in England and he reports that the banjo has become more and more popular over there.

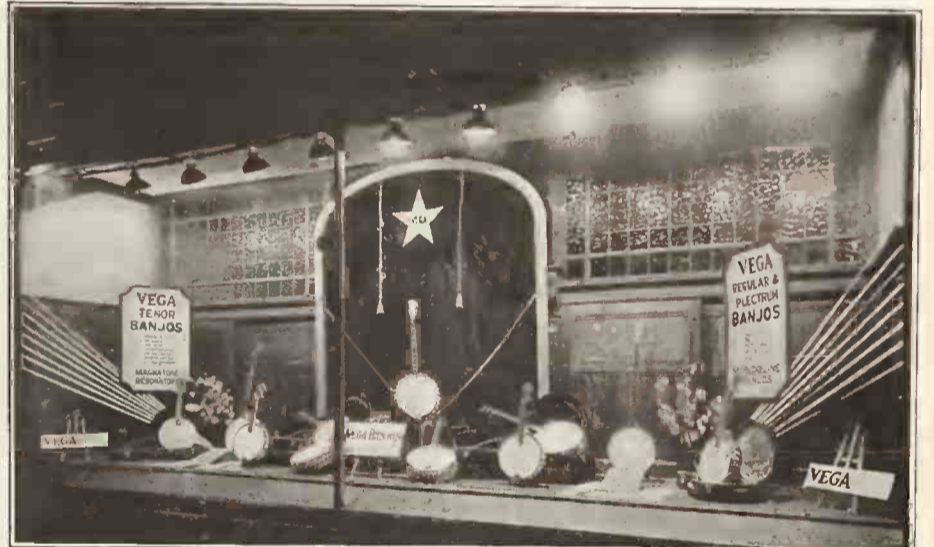
Elkhart, take the stand that our market is as wide as the market for pianos, or, for that matter, as wide as the market for phonographs. Every person who likes music is a prospective buyer of a saxophone or a trumpet or some one of the wind-instruments.

The whole secret of the enormous growth of this industry within the past decade is the fact that we acknowledge no limitations to our market; that we figure every person between fourteen and forty as a possible prospect, and every person between fourteen and twenty-four as a very live prospect. Our national advertising takes this stand. We appeal to the whole population and not by any means only to the professional class. The response is evident in the growth of the business of dealers.

C. H. Flint Resigns From Lyon & Healy to Come East

Former Sales Manager of Big Chicago Wholesale House Now in Advertising Business

CHICAGO, ILL., December 8.—C. H. Flint, sales manager for the past year of the wholesale small goods department of Lyon & Healy, Inc.,



Attractive Vega Display of Hawkes & Son

has resigned and gone East to accept a position in the advertising field. R. H. Roberts, manager of the department, will temporarily discharge the duties of both positions.

New Sherman, Clay Branch

A branch of Sherman, Clay & Co., carrying a full line of musical instruments, has been opened on Mission street, San Francisco, Cal.

ONE SELLS THE OTHER!

The Record Dealer, whether he sells race records of any make or standard dance records of Victor, Brunswick, Columbia, Edison or any other make, can point to his best records as shining examples of the fine qualities of Buescher Band Instruments and Saxophones—for the best bands in the records use Buescher instruments.

Buescher window material features the best-known record bands—shows them in full color, with their instruments showing in gold. These window trims, alone, add greatly to the sales-making ability of record shop show windows.

Ask about the Buescher dealership. Learn just how many of your records are made by Buescher-equipped bands. Figure how many of your record customers would buy Buescher Saxophones, Trumpets, etc. Write for full information.

BUESCHER BAND INSTRUMENT CO.

G-93 Buescher Block, ELKHART, INDIANA




Sam Wooding's Club Alabam Orchestra from Old Noo Orleans. At Club Alabam, New York.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 179)

HOHNER *Harmonicas* and *Accordions*

THE WORLD'S BEST




Plan now to make 1925 a Hohner year

Our new window display material
and instruction book will help you.

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

Chas F. Kienle, Treasurer of M. Hohner, Inc., Dies

Veteran of Harmonica and Accordion Trade
Passes Away at Home in New York After an
Illness of Several Months

Much regret has been expressed in the talking machine and musical merchandise trade at the passing of Charles F. Kienle, treasurer of M. Hohner, Inc., manufacturer of Hohner harmonicas and accordions, 114 East Sixteenth street, New York, who died at his home in this city, last month, after an illness of several months. Mr. Kienle, who was 58 years old, had been in poor health for about a year, but he was the type of man who found the greatest happiness in working hard, even though it taxed his strength and health.

Despite the fact that he had been ill for some time, his death came as a shock to his many friends in the trade, for he had been steadily improving during the past few weeks and was expected to return to his desk last week. A relapse set in, however, and death ensued.

Mr. Kienle was one of the oldest employes of the Hohner organization and had been a member of the firm for several years. He learned the harmonica business from the bot-

tom up, starting about twenty-five years ago. Possessed of a keen mind and a willingness to work hard, he steadily advanced in the company and when the firm was incorporated a few years ago he was made treasurer. His genial disposition as well as his loyalty won him hundreds of friends and he was known and liked throughout the entire trade. His loss is especially mourned by William J. Haussler, general manager of M. Hohner, Inc., who, like Mr. Kienle, grew up with the Hohner business and who worked shoulder to shoulder with him during the growth of the business. The latter was grief-stricken when he learned of the death of his friend and fellow worker.

C. Bruno & Son Complete Extensive Alterations

New York Headquarters Now Equipped So
Goods Are Displayed to Best Advantage—
Supplement to Catalog Issued

C. Bruno & Son, Inc., New York City, importers and wholesalers of musical merchandise, have completed extensive alterations and improvements to their headquarters at 351 Fourth avenue. New wall cases have been installed that display to the best advantage the full line

of musical merchandise. These cases are equipped with an effective interior lighting arrangement. It is stated that a number of visiting dealers have been so impressed with the display that they have made plans to use similar cases in their warerooms. These cases are the finishing touches to the extensive redecorating and refurnishing work accomplished at these headquarters a few months ago. C. Bruno & Son have issued a supplement to the general catalog. It covers Bruno merchandise for 1924-1925 and is to be used by dealers in conjunction with the Bruno catalog which has been in their possession for some time.

Holiday Issue of Conn House Organ Interesting

"The Musical Truth" Contains Many Live Features in Addition to Helpful Sales Hints, Advertising Aids and Tie-ups

The holiday issue of the Conn house organ, "The Musical Truth," is aptly named in that it contains a veritable mine of information for both the professional and amateur musician. The leading feature is an article entitled "Shaping a Tone Column," dealing with the manufacture of the various brass and wind instruments requiring shaping, bending and smoothing of the tapers that go into one of these instruments. This article, with the aid of illustrations, explains fully the old-fashioned hand method of shaping and smoothing the bows or bends and compares them with the new method, perfected by C. G. Conn, Ltd., whereby these bows, bends and taper branches are all shaped and smoothed by hydraulic pressure, thereby insuring accuracy to the thousandth of an inch. In addition, this process makes the inside of the branch as smooth as the outside, which adds to ease of blowing and also results in perfect pitch.

Other pages are devoted to the Western orchestras, giving a short history of each organization, together with an illustration. These stories are grouped under the heading "Boosting Conns Near the Golden Gate." A similar item appears on the editorial page under the caption "New York Orchestras Using Conn Instruments," which lists sixty-five of the leading orchestras in the city of New York which are using Conn instruments. In this list appear some of the most famous dance and recording orchestras in the United States.

Altogether this issue of "The Musical Truth" contains much interesting information, in addition to the many sales hints and advertising tie-ups which appear in its columns.

A. W. Shade has been appointed manager of the band instrument department of the Eberhardt Music Co., Wichita, Kan

"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

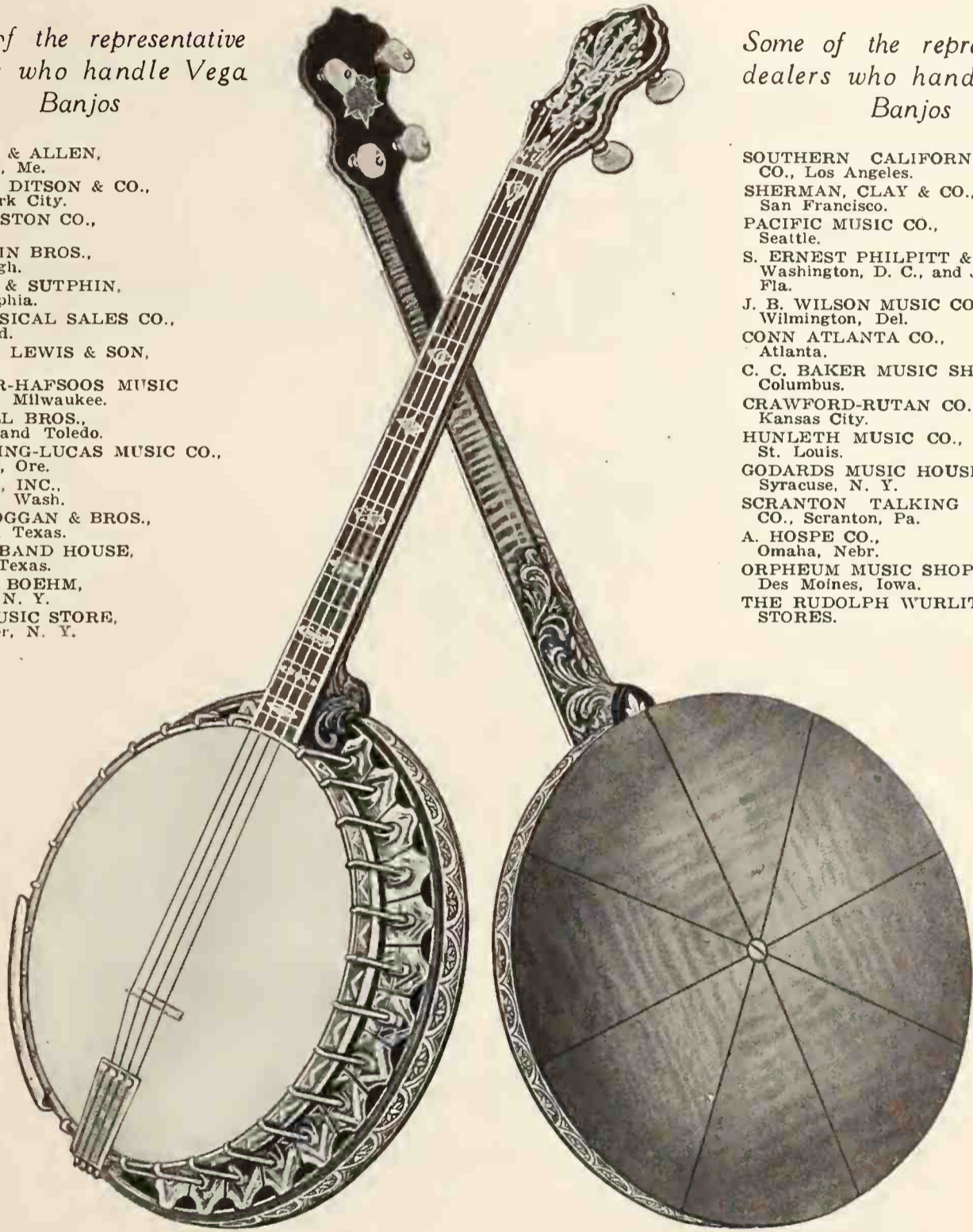
1611 No. Lincoln Street

Chicago, Ill.

VEGA BANJOS


*Some of the representative
dealers who handle Vega
Banjos*

CRESSLEY & ALLEN,
 Portland, Me.
 CHAS. H. DITSON & CO.,
 New York City.
 CONN BOSTON CO.,
 Boston.
 VOLKWEIN BROS.,
 Pittsburgh.
 HAFNER & SUTPHIN,
 Philadelphia.
 OHIO MUSICAL SALES CO.,
 Cleveland.
 WILLIAM LEWIS & SON,
 Chicago.
 FLANNER-HAFSOOS MUSIC
 HOUSE, Milwaukee.
 GRINNELL BROS.,
 Detroit and Toledo.
 SEIBERLING-LUCAS MUSIC CO.,
 Portland, Ore.
 BAILEY'S, INC.,
 Spokane, Wash.
 THOS. GOGGAN & BROS.,
 Houston, Texas.
 DALLAS BAND HOUSE,
 Dallas, Texas.
 WALTER BOEHM,
 Buffalo, N. Y.
 LEVIS MUSIC STORE,
 Rochester, N. Y.



*Some of the representative
dealers who handle Vega
Banjos*

SOUTHERN CALIFORNIA MUSIC
 CO., Los Angeles.
 SHERMAN, CLAY & CO.,
 San Francisco.
 PACIFIC MUSIC CO.,
 Seattle.
 S. ERNEST PHILPITT & SON,
 Washington, D. C., and Jacksonville,
 Fla.
 J. B. WILSON MUSIC CO.,
 Wilmington, Del.
 CONN ATLANTA CO.,
 Atlanta.
 C. C. BAKER MUSIC SHOP,
 Columbus.
 CRAWFORD-RUTAN CO.,
 Kansas City.
 HUNLETH MUSIC CO.,
 St. Louis.
 GODARDS MUSIC HOUSE,
 Syracuse, N. Y.
 SCRANTON TALKING MACHINE
 CO., Scranton, Pa.
 A. HOSPE CO.,
 Omaha, Nebr.
 ORPHEUM MUSIC SHOP,
 Des Moines, Iowa.
 THE RUDOLPH WURLITZER
 STORES.


THIRTY-FIVE years experience manufacturing superior Banjos places Vega
 in the lead to-day. Vega Banjos are the finest made, due to patented con-
 struction features, selected materials, and skilled craftsmanship. As such they
 have an unrivaled reputation and attain the greatest volume of sales.

Write for complete dealer information.

THE VEGA CO.

155 W. COLUMBUS AVENUE

BOSTON, MASS.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 180)

Now It's "Hohner Harmony Hours" for Radio Fans

To Be Regular Feature of WEA F Broadcasting Program—William J. Haussler and Jerome Harris Entertain Fans

"Hohner Harmony Hours" has become a regular feature of the Thursday evening program of WEA F, the New York broadcasting station of the American Tel. & Tel. Co. The time allotted is divided between harmonica solos, duets and ensembles and a short period of harmonica playing instruction. During the first evening's broadcasting, William J. Haussler, general manager of M. Hohner, Inc., offered to send to all applying, a harmonica instruction booklet. The results clearly proved the tremendous interest manifested in harmonicas by the general public, for over four thousand requests were received for the Hohner booklet.

On Thursday evening, December 4, the radio audience was well repaid for tuning in, for on that night William J. Haussler, himself, accompanied by Billy, Jr., obliged by playing "Old Black Joe" with piano and guitar accompaniment. Mr. Haussler also spoke interestingly on the subject of "How to Play the Harmonica." Another member of the trade, well known in musical merchandise circles, who entertained on that evening, was Jerome Harris, secretary of C. Bruno & Son, Inc., New York City, importers and wholesalers of musical merchandise. Mr. Harris accompanied one of the harmonica selections on the ukulele. Other features of the evening were harmonica bands from public schools.

Based on the four thousand inquiries alone it is positive that these hours of harmonica instruction and music are bound to have a far-reaching effect on harmonica sales. Music dealers everywhere will be wise to cash in on this opportunity.

Dealer Stimulates Business Through Musical Activities

S. Pierpaoli, Columbia Dealer, Teaches Clarinet and Accordion to Large Class With Resultant Increase of Musical Instrument Business

NEW HAVEN, CONN., December 9.—S. Pierpaoli, of S. Pierpaoli & Co., Columbia dealers, in addition to being one of the most enterprising talk-



S. Pierpaoli's Accordion Class

ing machine and musical instrument dealers in this section, is also prominent in musical circles of the city. He is a leading piano and accordion instructor of this city and at the present time has more than sixty pupils in his accordion and clarinet classes.

The company occupies a beautiful store at 101 Portsea street, and handles Columbia phonographs and complete libraries of American and foreign records, pianos and musical merchandise. Mr. Pierpaoli attributes a goodly proportion of the success which his store has achieved to the policy of using trucks to reach those prospects in distant points. The rapid growth of the business demands more space and plans are being made to move to a larger and more central store in the near future.

Armour & Co. Strings Are Proving Their Worth

Much misinformation and many false notions are prevalent as to the relative merits of steel "E" strings as contrasted with gut strings, remarks H. O. Gable, manager of the string department of Armour & Co., in a recent article.

Armour & Co are producing Orange moisture-proof violin "E" strings that outlast many steel strings. Further, they give a fine tone, do no injury to the instrument and are easy on the bow. The Armour Orange strings usually last a month and oftentimes longer. Armour & Co. have a duly authenticated record of a case where a Pacific Coast orchestra man played an Il Trovatore Orange "E" string daily for fourteen months before it was finally worn out. This is most remarkable when it is considered that in this particular instance the string was subjected to regular playing.

F. J. Bacon "On the Air"

Fred J. Bacon, described as one of the world's best known banjoists, and president of the Bacon Banjo Mfg. Co., New London, Conn., was again heard on the air in November through WEA F. Mr. Bacon has broadcast from this station in the past and letters received indicate his tremendous popularity with radio audiences. Mr. Bacon has, therefore, been added to the regular night's program and radio fans will once more be entertained by him.

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.

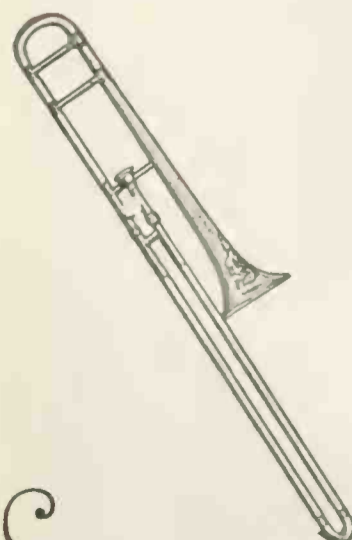
C. G. CONN, Ltd.

1252 Conn Building

Elkhart, Ind.



CULTIVATE YOUR MUSICAL BUMP



B & D SILVER BELL BANJOS

Profit Dealers Everywhere

SOME OF OUR DISTRIBUTORS

- BURDWISE, A.
Baltimore, Md.
- CHICAGO MUSICAL INSTRUMENT CO.
Chicago, Ill.
- DYER, W. J. & BRO.
St. Paul, Minn.
- GRINNELL BROS.
Detroit, Mich.
- JENKINS, J. W. & SON
Kansas City, Mo.
- DITSON, OLIVER CO.
Boston, Mass.
- OHIO MUSICAL SALES CO.
Cleveland, Ohio
- PEATE MUSICAL CO. LTD.
Montreal, Canada
- PROGRESSIVE MUSICAL INSTRUMENT CORP.
New York, N. Y.
- SHERMAN, CLAY & CO.
San Francisco, Calif.



SILVER BELL
PRICES

STYLE No. 1	\$145.00
STYLE No. 2	190.00
STYLE No. 3	270.00
STYLE No. 4	320.00
STYLE No. 5	370.00
STYLE No. 6	450.00

**Send for 1924-1925
New Illustrated Booklet**

*Feature Bacon Banjos
the Coming Season*

THE BACON BANJO CO., Inc.

GROTON, CONN.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 182)

Principles of Efficient Operation of the Musical Merchandise Department

Geo. H. Way, Sales Manager, Leedy Mfg. Co., Gives Some Constructive Pointers on Various Phases of Merchandising Small Goods—How to Secure Prospects and Sell Them, Etc.

There is probably no product in existence that is a real, true specialty—as we consider a specialty apart from a universal product—more than musical instruments. And as there are so many departments in the musical instrument business with such a vast amount of detail in each, it is not to be wondered at that we find so many specialty men within the field.

We have managers of stores who are thorough piano men, or phonograph men, sheet music men, violin men and brass instrument men, etc., and in about every case one will find that the store run by any one of these types of managers flourishes in his particular line and suffers elsewhere. He naturally puts forth every effort on the subject he knows best. Therefore the other departments will not show real results until he studies and learns each specialty. Few men will take this trouble, and if the store is large enough they will hand over what they cannot help but consider these "inferior" departments to some hired help. Of course, these other departments do not do as much as the one to which the manager is giving the most attention, consequently he considers them a burden and useless. Then we find the manager who is of an artistic temperament and has a beautiful store in decorations and fixtures—another who understands window dressing from A to Z; another who is a fine advertising man and, of course, sometimes we find one who has a broad knowledge of everything in musical instrument merchandising.

Drawing Trade to the Store

But the one all-important "missing link" is the manager who knows how to make sure of repeat business and who can draw trade from outside a short distance of his location. This is indeed a specialty and the one most neglected, the reason being that there are so few men in the retail field who understand the details and value of the mail-order branch. There is no reason why every retail music store cannot enjoy more or less mail-order business. The writer has talked to many managers who say, "Oh

yes, I have a mailing list and send out monthly phonograph record circulars." These lists are usually compiled from the phone book and as he does not often see direct results he thinks even this is wasted.

Having found one merchant who does know how to work this end of the game we believe it in keeping to cite his methods as it shows just how a man can build up the general business of his store with the proper effort the same as the violin specialist is sure of a prosperous string department.

His entire staff of clerks is saturated with instructions to make sure of getting the name and address of every man, woman and child who enters the front door. The reason for this is because if a person comes into the store he or she must be in some way interested in music or instruments and the name along with the good-will and acquaintance with others who are bound to be musically interested is worth more than a whole page of "wildcatting" in the phone book.

It would surprise the average manager to know how many such valuable names can be gathered in six months' time. The number is bound to be large, even in the small towns, and there are some managers who would give a round sum of money to have in their possession the name of every person who has ever visited the store.


Classification of Prospects

The next step is the careful classification of these names, but it must be borne in mind that a rut must not be formed by always soliciting them with literature of one nature only, because who knows but that the lady who buys sheet music continually might be a prospect for a phonograph and some of her relatives or friends might be persuaded to take up drums.

Utilization of Publicity Matter

The musical instrument merchant is more fortunate than most, because he has access to a vast amount of printed literature, but it is surprising to note how they pass up the oppor-

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.

tunity of using it, or else waste it. Manufacturers have found that the merchant who makes a request for printed matter is the one who conscientiously uses it, but where it is sent out promiscuously, as stated before, it is often wasted and all this goes to help hold up retail prices, as advertising is a tremendous factor in the music business.

Where a piece of literature can be placed on the doorstep of a prospect, it has far greater value than indirect effort. Some dealers believe in indirect effort, because it creates interest in the various lines and draws new prospects, but it has been proved that the dealer who makes a strenuous effort to gather names through personal touch gets the greatest results. It is impossible to take names from directory or phone book and being sure at the same time that you are reaching homes and families. One of the best ways to gather such names is to place a man outside of the school grounds and get the name and address of every school child. This can be done by giving away a little souvenir, such as a button or lead pencil, only handing them to each child that will give his full name and address.

Some dealers believe that the local field has been worked thoroughly and that they are in touch with everyone interested in musical instruments, but this is a dangerous belief, and it is not true that every local music store has a grip on every prospect, because if it were so, the distant mail-order house could not exist. Therefore, every manager should study direct-mailing methods and gather all good names and addresses. And lastly, the follow-up system on indirect mailing lists always brings results.

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 184)

Hohner Plays Big Part in Symphonic Jazz Concert

Borrah Minevitch Plays Solos on Hohner Chromatic Harmonica and Delights Large Audience on Occasion of Lopez Concert

What was probably the most effective form of exploitation work accomplished in behalf of the harmonica took place on Sunday, November 23, when Borrah Minevitch appeared as a soloist with Vincent Lopez and His Concert Orchestra at the Metropolitan Opera House, New York.

Playing a Hohner chromatic harmonica, Mr. Minevitch delighted an enthusiastic audience with his rendition of "My Heart At Thy Sweet Voice," from Samson and Delilah, and a special composition entitled "Rubeville Original Jazz Fantasy." An annotation in the program stated that Mr. Minevitch's solos were introduced to "prove that the harmonica, in the hands of an artist, has a valid claim to be taken seriously as a musical instrument." The applause from the large audience was proof positive that they accepted all claims made for the harmonica and so insistent were they that Mr. Minevitch was forced to play an encore, the "March of the Wooden Soldiers."

So impressed was Vincent Lopez with Mr. Minevitch's playing that he informed William J. Haussler, general manager of M. Hohner, Inc., that he intended to include Minevitch's solos in all future programs.

Bacon Co. Adds to Equipment

GROTON, CONN., December 9.—In order to take care of the big demand for the B & D Silver Bell banjos, the Bacon Banjo Co., of this city, has installed additional machinery, which was put in with the least possible interruption to business and is now in operation.

Armour's

3 Better Selling Music Strings

1. LA TRAVIATA
The last word in violin strings—guaranteed perfect in fifths. Unequaled for purity and richness of tone. The finest and most durable string on the market is the Orange-Colored Moisture-Proof La Traviata. Also made in "Special Italian" and Regular Finish. The favorite of musical artists.
2. IL TROVATORE
Is next and very close to the excellence of La Traviata. Meets every requirement of the exacting professional musician. Comes in moisture-proofed Regular Finish as well as Special Italian Finish.
3. ARMOUR'S
A high class moisture-proof string that stands up under the strain of daily professional use. It has remarkable durability and fine tonal qualities.

Send for our latest Price List

ARMOUR AND COMPANY

Music String Department CHICAGO

8086

Interesting Weymann Banjo Dealer Publicity

H. A. Weymann & Son, Inc., Philadelphia, Pa., manufacturers of the Weymann orchestra banjo and the Keystone State line of stringed instruments, have produced an interesting piece of literature entitled "The Key to Greater Profits." The inside spread shows six advertising suggestions for the dealers' use, and announces that electros of the ads are available. The back cover reproduces a large ad on the Weymann banjo run by the Hammann-Levin Co. in Baltimore, Md., who have had excellent returns from the publicity they have placed behind the Weymann line.

Wide Interest in Harmonica in Chicago Public Schools

A recent article in the Chicago Daily News depicts the widespread interest which harmonica playing has aroused throughout the public schools of Chicago. It points to the Nixon school of that city which has done exceptional work, as was recently demonstrated at a concert at Lyon & Healy hall. The article interestingly shows that girls and boys who compose the harmonica orchestra, aside from the fun of being able to play a tune, are gaining an appreciation for better music.

Makes Most Expensive Banjo

GROTON, CONN., December 5.—The Bacon Banjo Co., of this city, has produced a new model of the B. & D. Silver Bell banjo, technically known as model number 6. It is described as "the highest priced banjo in the world" and is a model de luxe in every sense of the word. The wood is ebony, inlaid with ivory. The rim and resonator is solid chased gold. It is a model that the connoisseur of banjos will thoroughly appreciate. A number of orders for the new banjo have already been received.

Another interesting tie-up in Hohner publicity is to be found in Buster Keaton's newest film, "The Navigator." William J. Haussler, general manager of M. Hohner, Inc., is supplying window posters of this well-known comedian with a giant size Hohner harmonica in one hand and a minute "Little Lady" in the other. The headline of the poster states: "Get Behind a Hohner Harmonica for Real Music and Fun." It is recommended to the dealer that he cash in on the publicity effected by the local appearance of the film by adding the line "Buster Keaton now appearing at the ——— theatre." These tie-ups, together with all the other elements of the Hohner campaign, have had a stimulating effect on sales.

Excellent Vega Demand

Carl Nelson, president of the Vega Co., Boston, Mass., well known as the manufacturer of Vega and Vegaphone banjos, recently returned from a trip which included Cincinnati and Chicago. The demand for Vega banjos is reported good from all sections of the country. Particularly good foreign business is reported, with the peak of the demand coming from Japan and Australia.

Attractive Leedy Leaflet

INDIANAPOLIS, IND., December 8.—The Leedy Mfg. Co., maker of the famous Leedy line of drums and drummers' instruments, recently sent to the trade an interesting leaflet, printed in colors and bearing the illustrations of some thirty or more leading drummers and their endorsements of the Leedy instruments.



Multi-Model Drum
\$32.50



Utility Drum
\$27.50

A Few Sure Fire Hits For The Dealer



Boy Wonder Drum
\$6.00

SEND FOR CAT. M
ITS AN OPPORTUNITY



Leedy
MFG. CO.
INDIANAPOLIS
INDIANA

Junior Outfit
\$20.00



Jazz-O-Box Drum
\$15.00



P'mico.

Send for the Latest 1925 Catalog

Wholesale Distributors and Manufacturers of Musical Merchandise of Quality

Write for your copy today!

Progressive

MUSICAL INSTRUMENT CORPORATION

319 Sixth Ave., New York

Sleeper Radio Corporation Increases Capital Stock

Well-known Radio Organization, One of Industry's Pioneers, Has Had Marvelous Expansion in Brief Existence

The Sleeper Radio Corp., New York, has increased its capitalization to \$1,500,000, following a successful underwriting of its securities through two prominent Wall Street investment houses, Messrs. Moore, Leonard & Lynch and Messrs. Bauer, Pond & Vivian, Inc. The company now has an authorized capital of 110,000 shares of no par value stock, represented by voting trust certificates now being traded in on the New York Curb Market.

This company is one of the real pioneers in radio, having been organized in 1920 by two brothers, Gordon C. Sleeper and Milton B. Sleeper. In 1921 they published their own magazine, Radio and Model Engineering, to tell the radio amateurs of the country what to build in radio and how to build it. They were then making construction or knocked-down sets, forerunners of the popular Kit sets of today. In 1922, on their original joint capital of two or three thousand dollars, sales in construction sets and parts were over \$250,000.

In 1923 the company turned almost completely to the manufacture of complete receivers, a radical change in policy for which Gordon C. Sleeper was responsible, his brother having left the company to make a separate enterprise of his magazines and technical publication. H. C. Doyle, F. A. Klingenschmitt and David Grimes, all well known in radio, joined the organization of the Sleeper Radio Corp.

The company's sales grew steadily through 1923 along sound and conservative merchandising lines, backed by aggressive trade and consumer advertising. The company made its trade-mark, "Monotrol" universally known and it was ready in 1924 for the expansion in its

business that enabled the company on its record of constant progress and success to go to the public for the big increase in capital necessary to carry on national distribution to the present high levels of sales and production.

The management and control of the company remain unchanged. Gordon C. Sleeper will continue to direct the sales and advertising policies, H. C. Doyle, production, and F. A. Klingenschmitt, the field service work.

In addition to the active branch office in Chicago under the direction of J. L. McWeeny, who travels five men throughout the Middle West, the company is covering all territory east of the Mississippi by its own district representatives traveling from the New York office. The company's export division is under the direction of Lucien Barnes, who was for ten years an executive officer of the Westinghouse Electric International Co.

Second Edison Edition of Popular "Rain" Song

Early in the Fall Thos. A. Edison, Inc., conceived the idea of putting out a second edition of the popular song, "It Ain't Gonna Rain No Mo'," with an entirely new set of verses. The demand for this second edition has proved of a substantial character and it is still going good.

Maurie Sherman Orchestra for Famous College Inn

CHICAGO, ILL., December 5.—Considerable interest in musical circles has been manifested in the recent announcement that Maurie Sherman and his five-piece orchestra had been engaged to play for matinee dances at the famous College Inn in the Hotel Sherman. Maurie Sherman is one of the most popular orchestra leaders in Chicago, having played at the Hotel Randolph for the past four years and establish-

ing a very large following among dance devotees. This hotel will be torn down very shortly to provide for a larger and more pretentious building, which accounts for Mr. Sherman's engagement at the College Inn. Mr. Sherman's appearance at this popular eating and dance center affects in no way the engagement



Maurie Sherman

of Isham Jones and His Orchestra, which will continue to play evenings at the College Inn. The personnel of the Maurie Sherman Orchestra is as follows. Maurie Sherman, violin; George Frewert, piano; Johnny Maitland, cornet; Johnny Fallis, clarinet and saxophone; Joseph Plotki, drums.

Joins Eagle Radio Co. Forces

Chas. Manley, head of the service department of the Eagle Radio Co., 16-Boyd Place, Newark, N. J.; manufacturers of the well-known Eagle neufodyne receiver, has appointed John Cobb Kuehl, of Morristown, N. J., as his first assistant. Mr. Kuehl is an expert mechanic and a radio enthusiast.

CHARMAPHONE

Profit-Making Phonographs

Better Merchandise—Lower Price

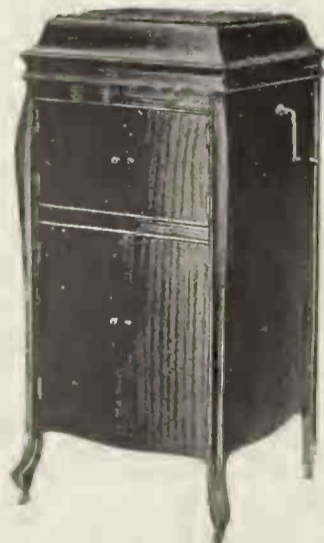
That's the Charmaphone slogan for this season. The Dealer's profit is extra liberal. The quality cabinets, fine workmanship and unusual tone assure sales.



MODEL No. 4
Retail \$60.
Height: 42 in.; width: 19 in.; depth 21 in.



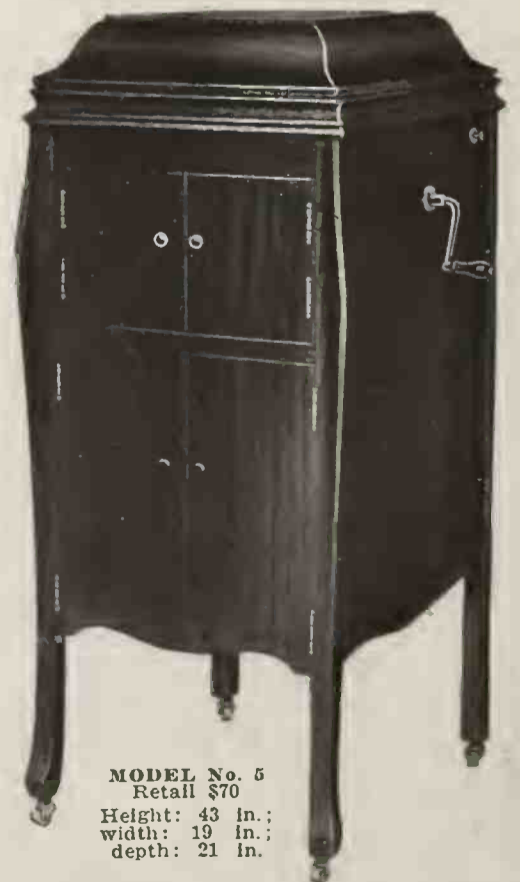
Retail \$80.
MODEL No. 15
Height: 32 in.; width: 31 1/2 in.; depth: 21 in.



MODEL No. 10.
Retail \$100.
Height: 49 in.; width: 22 in.; depth, 22 in.



MODEL No. 3
Retail \$40.
Height: 14 in.; width: 18 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

The Country Gentleman
Five Cents the Copy
The OLDEST AGRICULTURAL PAPER

The Literary Digest
NEARLY TWO MILLION VOTES FROM EVERY STATE
In the Mammoth Presidential Poll, Are Recorded and Analyzed in This Issue

THE SATURDAY EVENING POST
5¢ a copy
The Saturday Evening Post

Of Course It's a CROSLLEY
Better - Costs Less - Radio

THINK of the boundless delight of that dear old mother, lunched to the house by the rays of a Crosley Radio. Imagine the joy of the kiddies when they awaken you Christmas morning with the glad tidings that "Santa has brought us a Crosley Radio." Then decide to make this a Crosley Christmas.

There can be no gift with greater possibilities for continued happiness than a Crosley set. It gives Christmas long through the year, continuously giving new thrills and satisfaction and bringing pleasant thoughts of the giver.

It is a delight to operate a Crosley. The immediate response to the turn of the dial, the richness of reception from far distant points, the real ease with which local stations are tuned out all help to make Crosley reception distinctive and exceptionally enjoyable. The very low cost at which this really remarkable radio performance can be obtained makes Crosley sets within the reach of almost every Christmas gift.

The Crosley Traydium Regular, Special or Newport Labret as illustrated has especially opened the eyes of the radio world. Coming through the summer period of the year, it has proved its worth as a radio. Coming through the summer period of the year, it has proved its worth as a radio. Coming through the summer period of the year, it has proved its worth as a radio.

BEFORE YOU BUY - COMPARE
YOUR CHOICE WILL BE A CROSLLEY

Write for Complete Catalog
THE CROSLLEY RADIO CORPORATION
Cincinnati, Ohio

Crosley One Tube Model 51, \$14.95
Crosley Two Tube Model 51, \$18.50
Crosley Three Tube Model 51, \$27.00
Crosley Four Tube Model 51, \$35.00

More Crosley Customers for You

This December advertisement in the general magazines shown, as well as in all the prominent radio publications and many farm papers, will add even a greater impetus to Crosley Sales.

BE SURE AND PREPARE TO MEET THE DEMAND GOOD JOBBERS EVERYWHERE HANDLE CROSLEYS

Write for Complete Catalog

THE CROSLLEY RADIO CORPORATION

1226 Alfred Street

POWEL CROSLLEY, Jr., President

Cincinnati, O.

Crosley Owns and Operates Broadcasting Station WLW

HAPPENINGS IN THE DOMINION OF CANADA

Canadian Bureau for Advancement of Music Elects at Meeting in Toronto

Prominent Members of the Talking Machine Fraternity Elected as Officers—W. B. Puckett Made General Manager of Brunswick Co. of Canada—News and Activities of the Trade

TORONTO, ONT., December 7.—The seventh annual meeting of the Canadian Bureau for the Advancement of Music took place in this city recently. Included among the new officers elected for the ensuing year appear the following members of the phonograph fraternity: W. B. Puckett, Musical Merchandise Co., Ltd.; H. G. Stanton, R. S. Williams & Sons Co., Ltd.; E. C. Scythes, Scythes Vocalion Co., Ltd.

W. B. Puckett, president of Musical Merchandise Co., Ltd., has assumed the general management of the Brunswick-Balke Collender Co., of Canada, Ltd., with headquarters in this city. The latter organization is affiliated with the parent company, the Brunswick-Balke-Collender

Co., of Chicago. Up to the present time the company manufactured for the Canadian market at its factory on Hanna avenue, which plant was established in Canada in 1903, but its phonograph and record products were distributed by Musical Merchandise Co., Ltd., of which latter firm Mr. Puckett was president. The manufacturing end of the business remains unchanged but the distributing division is now to be amalgamated with the parent business and new office quarters and warerooms have been taken at 358 Bay street, in which the stock and staff are now comfortably settled.

The Otto Higel Co., Ltd., radio division, has been appointed Canadian distributor of the

Mohawk radio set manufactured by the Radio Electric Corp., of Chicago.

Canada is to have a Radio Week between the latter part of January and the first week of February.

D. A. Tait is now featuring Brunswick phonographs and records in Oshawa, Ont.

Lorne R. Bartlett has linked up with Musical Merchandise Co., Ltd., as wholesale road ambassador for Brunswick phonographs, records, Radiolas, and will cover the Niagara Peninsula districts as well as Hamilton territory.

Ottawa City is to have its second Radio Show, which will be held shortly under the auspices of the Ottawa Radio Association, which comprises trade representatives as well as several hundred radio enthusiasts.

C. W. Lindsay, president of C. W. Lindsay, Ltd., Montreal, has sold the valuable downtown business block at 113 and 115 Sparks street, Ottawa, for a price that is said to be in excess of \$100,000.

Holiday Atmosphere Predominates in the Stores Throughout Montreal Field

Vigorous Campaigns Intended to Promote Christmas Gift Buying of Music Launched—Many Concerns Add New Lines in Preparation for Holiday Business—Trade News of the Month

MONTREAL, CAN., December 8.—All music stores now present a holiday attire and atmosphere. Radio will play a prominent part in this year's distribution of Christmas gifts. The phonograph manufacturers and dealers cannot be blamed for not bringing their products to the attention of the public as the newspapers are teeming with advertisements of the various makes of phonographs, some of them utilizing full pages to tell their story. This, together with the numerous Christmas Club-sales plans with limited memberships, in which attractive features are offered with small initial deposits and easy instalments thereafter, is stimulating sales.

Hartney Co., Ltd., exclusive His Master's Voice dealer, has been appointed exclusive Montreal distributor of the Garod neotrodyne radio receivers.

By special arrangement Sgrei Musical House, Ltd., recently staged a successful sales drive on Edison phonographs and records.

Layton Bros., Ltd., have added to their radio line the well known make of the Northern Electric radio receiving sets. Among the firm's employes listed who contributed to the funds of the Federation Charities Campaign appeared the name of C. W. Lindsay, Ltd. The employes of the Victor Talking Machine Co., of Canada, Ltd., likewise contributed heavily.

Win. Lee Co., Ltd., recently inaugurated a Brunswick Club limited to 100 members, in which was offered a Model No. 4 Brunswick with ten double-sided records, 200 steel needles, one sapphire point, a record brush and a record album.

Brown's Talking Machine Shop, Inc., has now in full swing its record club, the plan of which works out as follows: Choice of any records from His Master's Voice catalog to the value of \$10 on payment of \$1.00 cash, and \$1.00 per week on the balance. Mr. Brown has worked this club for a number of years and has customers in all parts of Canada.

Garod radio receiving apparatus is now being manufactured in Canada and will be distributed exclusively through the Continental Equipment Co., Ltd., Montreal, which firm is the factory representative. The Continental Equipment Co., Ltd., since its establishment in Canada, has confined itself to a retail mail-order business but will now engage in a wholesale way. All models of the Garod sets will now be built in Canada by the recently-formed Neotrodyne Radio Sets, Ltd., of Montreal, which has opened a factory, and they will be distributed through dealers by the Continental Equipment, Ltd. It is expected that the manufacturing will be concentrated on the Garod R. A. F. receiving set primarily, the other sets to come in for more attention later. R. H. Lee Martin is president of the Continental Equipment Co., Ltd.

De Forest Phonofilm, of Canada, Ltd., has been incorporated under Dominion Charter, with an authorized capital of \$100,000 of no par value, head office to be in Montreal.

Anna Case, Edison artist, won still further honors in this city when she gave a recital in the Orpheum Theatre and added further to public opinion as being one of America's foremost concert artistes.

Canadian T. M. Dealers Advertising Heavily

MONTREAL, CAN., December 8.—Some excellent talking machine advertising is appearing in Canadian newspapers this holiday season.

The national copy of Victor Talking Machine Co. of Canada, Ltd., has received much favorable comment, not only for the merit of the text, but for the art work in the illustrations—the latter having moved an editorial writer in one of the Montreal papers to devote a good portion of his space to commending the unusually meritorious appearance of the ads.

Among the retail trade, both in the larger and smaller cities, much space is being used to interest holiday buyers. In Montreal Layton Bros., The Hartney Co., N. G. Valiquette & Co., City House Furnishing Co. and J. D. Langellier were large users of space featuring Christmas Victrola Clubs. In Toronto R. S. Williams Sons & Co., Heintzman & Co., Mason & Risch and others are aggressive advertisers. In Winnipeg J. J. H. McLean & Co., Mason & Risch and others appear prominently before newspaper readers with Victrola announcements. In Calgary C. B. Clarke, Alberta Piano Co., Mason & Risch and others give much publicity to their Victrola departments. Out on the Coast Fletcher Bros., both in Vancouver and Victoria, W. F. Evans, Ltd., Mason & Risch, of Vancouver and others throughout British Columbia attribute the excellent business they are enjoying to the advertising they have been running.

All through the Dominion Victrola dealers report increasing business on instruments and records; due, in no small measure, to the advertising being done by them backed up by aggressive selling.

New Canadian Victor Artist

MONTREAL, CAN., December 6.—The ever-popular Dumbells' Co., now touring Canada, has featured several songs which have strongly appealed to audiences everywhere. Al Plunkett, one of the favorite singers of the company, recently made several recordings at the recording laboratory of the Victor Talking Machine Co. of Canada, at Montreal, which provide a permanent source of enjoyment for those who enjoyed the show.

During the recent visit of the Prince of Wales to Winnipeg a Sonora phonograph formed an important part of the furnishings of his suite at the Royal Alexandra.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

UDELL
Consoloud-Speaker

ANNOUNCING! The UDELL Consoloud-Speaker



Two-toned finish in walnut or brown mahogany with genuine veneered top.

A beautiful Console Radio Cabinet with built-in Loud Speaker Unit and Horn — at a price that opens a big new market for your store.



Trade-mark Registered.

52 Years of Successful Experience

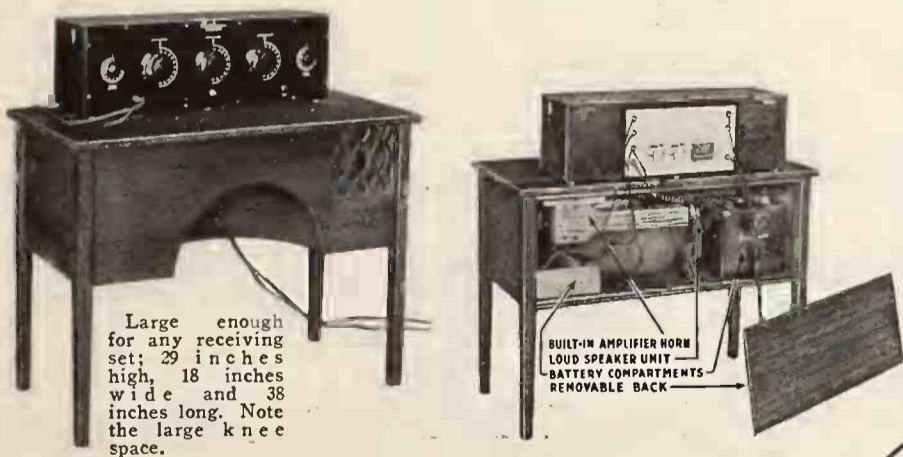
Are Embodied in This Remarkable Cabinet

NO doubt someone in your organization is a radio fan. "There is at least one in every office." Call him in and ask him what he thinks of this combination console radio cabinet and loud speaker — with built-in loud speaker unit. We know what he will say. The same as every other radio fan who has seen it. It's the most popular and fastest selling piece of radio equipment ever offered to the American public! The experience of many successful years is

reflected in the Udell Consoloud-Speaker. As manufacturers of fine talking machines and cabinets of unusual character, the Udell name everywhere represents an institution of skilled craftsmen and highest business ethics. This Consoloud-Speaker possesses all the refinements of the typical Udell quality construction. It is an admirable piece of furniture, an excellent loud speaker, and a practical cabinet for the radio receiving set, batteries and charger.

Has Powerful Loud-Speaker Unit and Amplifying Horn of Laminated Wood.

No head-set or separate horn is required. Just plug in the powerful loud speaker, which is an integral part of the cabinet, and enjoy the clear, resonant tones which are reproduced in the scientifically constructed laminated wood amplifying horn. The outlet of the horn as indicated by the artistic grill work, was deliberately placed on the right side as the most convenient location for tuning in.



Large enough for any receiving set; 29 inches high, 18 inches wide and 38 inches long. Note the large knee space.

See this Consoloud-Speaker at our Chicago Market Display — 10th floor American Furniture Mart.

THE UDELL WORKS, INC.

28th Street at Barnes Avenue
INDIANAPOLIS, INDIANA

MAIL THIS COUPON AT ONCE FOR OUR INTERESTING PROPOSITION.

The Udell Works, Inc.,
28th St. at Barnes Ave., Indianapolis.

You may send us immediately complete information, price, discount, etc., on your Consoloud-Speaker.

Name _____
Address _____

ORSENIGO

RADIO and PHONOGRAPH



A 1925 Forecast

The coming year will be marked by a healthy, normal business in the phonograph and radio industries, which, however, will be based upon a permanent foundation of quality and value.

The day of shoddy, inferior products has disappeared in the phonograph industry, and during 1925 the radio industry will also be guided by the influence of dependable, reliable merchandise.

ORSENIGO cabinets are recognized everywhere as standards of perfection in workmanship and design. They are now being manufactured completely equipped with phonograph mechanism or as phonograph and radio combinations. They represent quality instruments that can be presented during 1925 profitably and satisfactorily by progressive retailers.

We extend hearty wishes to the trade for a Merry Christmas and a Happy New Year.

The ORSENIGO COMPANY, Inc.

383 Madison Avenue
at 46th Street

New York City

Factory: Long Island City, N. Y.

GLEANINGS *from the* WORLD *of* MUSIC

Distribution Important Problem in Field of Standard Music Publications

Weakest Spot at the Present Time Is the Lack of Coverage in the Smaller Cities and Towns Which Reacts Directly Upon the Volume of Sales of These Numbers

On standard music there is seemingly a minimum of outlets for the distribution of the goods. This has long been recognized and, owing to the nature of the business with its wealth of details, its diversified stocks and the attention necessary to make a store or a department a success, the obstacle to enlarged distribution has been looked upon as insurmountable.

There is, of course, much truth in the feeling that is abroad in both retail and publishing circles, that it is well that there should be fewer distribution points, each, however, equipped to serve a musical clientele most advantageously. There are a number of drawbacks to a more widespread introduction of sales outlets but with all of this there are many important reasons why an increased distribution should be furthered.

A quick analysis of the distribution problem shows that the weakness at present is in the coverage of the smaller cities and towns. The dealer in such localities speaks of the music purchasers of his city as preferring to go to the large center for their supplies. This, of course, is encouraged by the dealer in the large cities. The retailer in the trade centers is well equipped to serve diversified musical tastes and has at hand comprehensive catalogs meeting most needs and is in a position to get further requirements almost overnight.

There are towns throughout the United States with a population as high as 10,000 the music establishments of which encourage the musical clientele of the locality to get their needs from adjacent cities. In some instances, however, outsiders opening up music stores have failed to see good reason for encouraging purchases outside the locality and in such cases there have been profitable and successful openings of sheet music departments.

This problem is a little greater than it appears at first thought. In fact, besides publishers and dealers, it should arouse the interest of the record manufacturer and all others who desire to see the development of America musically. Even the successful sheet music establishments in the larger cities, if the case were properly presented, could see the value to the country as a whole and to their section in particular if some of the smaller centers were covered more

advantageously for the distribution of music.

As it is musicians and musical enthusiasts in the smaller localities now make their purchases haphazardly. They make them after long delays or until such time as it is possible to get to the city. This often results in the early enthusiasm for the particular type of music waning and a loss of sales and possibly some musical development that will hardly return later.

The sheet music establishment in the small town can be and often is the source of much pioneering work. It is the outpost of musical propaganda and development and if enough centers in a given state were well covered and the needs of various communities were supplied promptly the progress of the state musically in a period of years would be reflected in further sales of musical literature and musical instruments.

There are, of course, more piano and talking machine stores in smaller centers by far than there are sheet music establishments or departments from which publication needs may be procured. This undoubtedly will always be so.

E. T. Paull Dies from Stroke of Apoplexy

Veteran Music Publisher and Composer of Marches Stricken in His Office and Dies After Illness of Two Days

Edward T. Paull, head of the E. T. Paull Music Co., New York, and famous composer of marches, died at his home, 83 Eighty-sixth street, Brooklyn, on Wednesday, November 26, as a result of a stroke of apoplexy. Mr. Paull was stricken at his desk on Monday and although taken home immediately and given every medical attention, he passed away on Wednesday without regaining consciousness.

Mr. Paull, who was about sixty-five years old, had spent practically all his life in the music business, starting as a piano and organ dealer in Richmond, Va., some thirty years ago. He had ambitions to become a composer, however, and devoted himself to the composition of marches exclusively. A number of them are accepted as standard by teachers and continue

in demand year after year. Among such marches may be included "Ben Hur Chariot Race," "Napoleon's Last Charge," "Burning of Rome," and several others. After he had published several marches Mr. Paull gave up his retail music business in Richmond and came to New York where he met with a full measure of success.

Funeral services were held at Mr. Paull's late home on Friday and a number of members of the music publishing trade attended to pay their last tribute, among them George Fischer, president of the Music Publishers' Association of the United States, of which organization Mr. Paull had been treasurer for many years.

It does not necessarily follow however that because musical instruments have a fair representation throughout a given territory in small communities musical development is being furthered. In fact, in most instances it only means that musical instruments are there to supply the demand that has probably been created through some source entirely outside of the retail establishments which absorb the sales for pianos and other instruments.

In figures given out by manufacturing associations, from the government and other sources, the sales of pianos have repeatedly been shown to be far below what should be the general average for such a prosperous country. If a further analysis of such sales were made it would probably demonstrate that the weakness in the distribution of pianos as well as sheet music and other musical adjuncts is well taken care of in the cities in the larger centers, but that distribution fails to get other than the minimum in the communities of a few thousand population.

If such centers were covered better to the advantage of the music industry and if efforts were made to further musical progress in the small community the bulk of sales when national figures were issued from the small centers might far exceed the consumption of the cities. In the final analysis the problem rests on intelligent sales promotion.

Features Marks Numbers

Bothwell Browne is appearing in vaudeville in a song program billed under the title "Joyous Musical Comedy Revue." The principal song of this miniature production is called "My Lady of Diamonds." There is also a fox-trot with a catchy melody called "Sweetheart." E. B. Marks Music Co. is the publisher.

"You Can't Go Wrong With Any 'FEIST' Song"

The New Fox-trot Hit!

DEAR ONE

There's an investible 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 LFO FEIST Inc.

FIVE RECORD RECORD BREAKERS

SHOW ME THE WAY

NOBODY LOVES YOU LIKE I DO

TAKE ME

SEVENTEEN

TOODLES

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

Launch Big Sales Drive on "Blue Eyed Sally"

More Than 3,500 Movie Houses to Feature New Waterson, Berlin & Snyder Popular Hit

One of the most intensive sales drives ever inaugurated in behalf of a popular song was placed under way recently by Waterson, Berlin & Snyder. The number selected for this campaign is "Blue Eyed Sally." The details of the plans giving further popularity to this successful publication show that every channel of music activity is being covered.

Over 3,500 photoplay houses throughout the country are to feature "Blue Eyed Sally" for the next several weeks. All of these houses will use colored song slides and both the organist, where available, and the orchestras are to program the number.

What is probably even more important is the fact that Waterson, Berlin & Snyder are using advertising space in more than 100 newspapers throughout the country, calling attention to "Blue Eyed Sally" and encouraging progressive purchasers to visit the music stores.

Most of the talking machine record and player-roll organizations, including the distributors and dealers, are to take part in this unusual sales and exploitation campaign. Supplementing this will be the activities of the sheet music dealers of the country, many of whom will accord "Blue Eyed Sally" special window showings and will give the number a most conspicuous space upon their counters.

The numerous branch offices of Waterson, Berlin & Snyder and their many representatives throughout the country are taking part in this campaign. The band and orchestra department has sent out thousands of orchestrations of the number. The professional department has induced a large number of vaudeville performers to program the song for the next thirty days.

All told the campaign should reach every theatre, motion picture house, dance hall, cabaret and other places of entertainment. Special crews of song pluggers have been added to the Waterson staff for this thirty-day sales drive and these singers will cover the smaller cities of the country, allowing the branch offices of the organizations to confine their activities to the larger centers.

Window strips, banners, streamers, extra title pages and appropriate literature is being forwarded by the publishers and jobbers of the country to retailers so that all can co-operate in the activity.

In conjunction with the drive on "Blue Eyed Sally" the songs "In Shadowland" and "Where Is My Sweetie Hiding" will be used as encore and supplementary material to the main campaign.

Bloedon Joins Staff of the E. B. Marks Co.

Well-known Figure in Music Field Resigns as Mechanical Manager of the Broadway Music Corp. to Go With Marks Co.

Ed. B. Bloedon, manager of the mechanical department of the Broadway Music Corp., has rejoined the Edward B. Marks Music Co. Mr. Bloedon during the past few years has been connected with some of the leading publishing houses, acting in the capacity of recording manager. He has a wide acquaintance in the industry and has had experience in the professional department as well. He leaves the Broadway Music Corp. with the best wishes of Will Von Tilzer and his other co-workers.

Concert Artists Using Chappell-Harms Ballads

John McCormack and Reinald Werrenrath Programming Numbers From Catalog

Among the other artists using Chappell-Harms ballads this season is John McCormack, who will program "I Look Into Your Garden," by Haydn Wood; "The Sweetest Call," by John Morrow, and "What a Wonderful World It Would Be," by Herman Lohr.

Reinald Werrenrath is programming "Go, Lovely Rose," by Roger Quilter, and "The Bubble Song," by Martin Shaw. Colin O'More is singing "Casey, the Fiddler," by Haydn Wood; "Brown Bird Singing," by Wood, and "What a Wonderful World It Would be," Lohr.

Fox Xmas Publicity

The Sam Fox Publishing Co. has issued a little circular announcing "Christmas Gift Suggestions." These include ten art songs, ten piano compositions and a series of seven selected cycles by successful American composers. The covers of all these compositions are works of art printed in several colors and are unusually attractive, making ideal musical gifts. These are placed in attractive gift envelopes by the dealers, which adds to their salability and appropriateness. The cycles include "Autumn Sketches," "Memoirs," "In An Old Rose Garden," "At the Bal Masque" and "Twilight Sketches."

1894 EDW. B. MARKS 1924

CELEBRATING OUR 30th CHRISTMAS

BIG HITS NOW!

<p>WALTER DONALDSON'S</p> <div style="border: 1px dashed black; border-radius: 50%; padding: 5px; width: 80px; margin: 0 auto;">WAY DOWN HOME</div>	<p>SISTER HIT TO "WOODEN SOLDIERS"</p> <div style="border: 1px dashed black; border-radius: 50%; padding: 5px; width: 80px; margin: 0 auto;">CINDERELLA'S WEDDING</div>	<p>SOPHIE TUCKER'S</p> <div style="border: 1px dashed black; border-radius: 50%; padding: 5px; width: 80px; margin: 0 auto;">I NEVER KNEW HOW MUCH I LOVED YOU</div>
<p>BELLE BAKER'S</p> <div style="border: 1px dashed black; border-radius: 50%; padding: 5px; width: 80px; margin: 0 auto;">WHOSE LITTLE GIRL IS THE GIRL YOU'RE WITH TO-NIGHT</div>	<p>BEN BERNIE'S</p> <div style="border: 1px dashed black; border-radius: 50%; padding: 5px; width: 80px; margin: 0 auto;">ON A WINDY DAY IN MARCH YOU BLEW INTO MY HEART</div>	<p>RAY MILLER'S</p> <div style="border: 1px dashed black; border-radius: 50%; padding: 5px; width: 80px; margin: 0 auto;">NOT NOW! NOT YET! BUT SOON!</div>

COLORADO WALLA-WALLA CHANGES MADE DEARIE I STILL LOVE YOU CHARLESTON CABIN I NEVER CARE 'BOUT TO-MORROW

Records — Rolls — Sheet Music
 Dance Orchestrations of Above New Hits Ready
EDW. B. MARKS MUSIC CO., 225 W. 46th St., New York City

"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

"My Girl" New Musical Comedy, Opens in New York

New Production Well Received by Critics—Has Melodious Score and Entertaining Book—Music Published by Leo Feist, Inc.

A new musical comedy, called "My Girl," opened at the Vanderbilt Theatre, New York, several weeks ago. Previously it had appeared in some cities in Massachusetts during the month of November. Its success on the road and its acceptance at its New York premiere stamps it as one of the best of the season's offerings.

All the New York critics expressed favorable comment following the opening and some of them were quite enthusiastic. The New York Times said:

"'My Girl' is a tuneful and fast-moving musical comedy, with just enough brightness in it to make one long for more. The authors are Harlan Thompson and Harry Archer, the same two who provided book and music for last season's 'Little Jessie James,' now being carried all over the country by countless companies. Mr. Archer has three or four swinging melodies in the new production—tunes that will certainly be danced to all over town. Practically all the feet in the auditorium were set tapping last night."

Roger Gray and Russell Mack furnished much of the comedy and this, together with an entertaining book, supplemented by an active chorus, which will be noted for its dancing as well as its singing, are outstanding features of the show.

The most popular songs are "You and I," "A Fellow Like Me," "Desert Isle" and "A Rainbow of Jazz." The latter number is particularly novel in both lyric and melody. All of these songs should sell to the profit of the writers and to the publishers of the music, Leo Feist, Inc.

Chas. Bayha Writes a New Song of the Far South

Well-known Orchestra Department Manager Responsible for "When the Moon Shines in Coral Gables"—Published by Irving Berlin.

Charles Bayha, well-known orchestra department manager, for a number of years having been associated with some of the leading popular publishing houses, and who is now making his headquarters in Florida, is the writer of words and music of a new song. The number which was recently accepted for publication by Irving Berlin, Inc., is entitled "When the Moon Shines in Coral Gables."

The number is featured by some of the leading orchestras, including Jan Garber, Vincent Catanese and the Alamac Hotel Orchestra, Charles Strickland at the Palais D'Or and the Oriole Orchestra at the Edgewater Beach Hotel, Chicago.

"Princess April" Opens at Ambassador Theatre

Musical Comedy With Score Published by Edward B. Marks Co. Meets Favorable Reception—Unusually Tuneful Music

"Princess April," a new musical comedy in three acts, adapted from the story by Frank R. Adams with a book by William Carry Duncan and Lewis Allen Browne and lyrics and music by Carlo and Sanders, had its opening several weeks ago at the Ambassador Theatre, New York City.

The cast includes Tessa Kosta, Stanley Ford,

Harry Clarke, May Boley, Dorothy Appleby, Nathaniel Wagner, Audrey Maple and Sidney Reynolds.

The music is uncommonly tuneful and the voice of Miss Kosta appears at her best. Mr. Wagner also appears to good advantage in the act. Harry Allen as an Irish father sings "An Irish Rose for Me," which comes in for particular favor. Of the seventeen musical numbers others which will be heard frequently during the coming season are "Tantalizing April" and "When Knights Were Bold"; "Love Clock (Tick Tock)," "Dreamy Eyes," "One Piece Blues" and "Sweetheart of Mine." Edward B. Marks Music Co. is the publisher of the music.

SAM FOX PUBLICATIONS

Distinctive Ballad Successes

Moon Dream Shore
Love Came Calling
The Little Old Garden
Out of the Dusk to You
I Love a Little Cottage
One Fleeting Hour
A Japanese Sunset
Lassie O'Mine
Rosita

SAM FOX PUBLISHING COMPANY
Cleveland and New York

"MADELINE"
(BE MINE)
 The Original "Varsity" Fox Trot
by the writers of
"JUNE NIGHT"

The PAL
THAT I LOVED
(STOLE THE GAL THAT I LOVED)
 A Story Ballad with
 a sympathetic Waltz
 Melody

**"HONEST
 and TRULY"**
 A REAL "HONEST-TO-GOODNESS"
 WALTZ HIT!

**"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.

New Berlin Release Proves Popular With Orchestras

"When the Moon Shines in Coral Gables" Being Played by Large Number of Leading Orchestras, Including Jack Shilkret's Organization

One of the latest issues in the catalog of Irving Berlin, Inc., is entitled "When the Moon Shines in Coral Gables," words and music of which are by Charles Bayha, former orchestra man, now making his home in Miami, Fla.

This song is already being played by a long list of dance orchestras, including Vincent Catanese and His Hotel Alamac Orchestra, Gene Rodemich's Orchestra, Edgewater Beach Orchestra and a long list of others. It has also been frequently heard by way of the radio.

Among the outstanding orchestras which are



Jack Shilkret and His Orchestra

using this popular selection is Jack Shilkret and His Orchestra. This popular combination has a national reputation and its methods of rendering modern fox-trots has established for itself a clientele which eagerly awaits each record release. The orchestra records frequently and exclusively for Victor records, and its acceptance of "When the Moon Shines in Coral Gables" is added evidence of the merit of this composition.

"In the Garden of To-morrow" Is a Hit

Chappell-Harms, Inc., Reports Number Is Taking Rapid Hold and Demand Is Growing

"In the Garden of To-morrow," which Chappell-Harms, Inc., has been featuring for the past few months, is one of the biggest successes this house has ever issued.

According to the sales department of this publishing house "In the Garden of To-morrow" is just hitting its stride and with the wide publicity it is constantly receiving it bids fair to rival the sales of "The World Is Waiting for the Sunrise," "Roses of Picardy" and other Chappell-Harms successes.

Hearst Songs in Portland

PORTLAND, ORE., December 3.—"Bringin' Home the Bacon" was brought home to Portland sheet music dealers by Mr. Thompson, representing the Hearst Music Publishers, Ltd. But "Bringin' Home the Bacon" was by no means the only big number on the Hearst list, and hits vied with one another for first place, but when the final count was made "Bringin' Home the Bacon" scored No. 1. Other good numbers were "Better Keep Away," "Tantalizing Tallahassee," "June," "Bobbed Head," and several pretty waltzes so much in demand at the present time; "Broken Dreams" and "In a Wonderful World of Our Own." All of these sell well in this territory.

"Dream House" Featured in Play "Take and Pay"

TORONTO, CAN., December 6.—Among the new plays which have been favorably received by the Toronto theatre-going public this season is "Take and Pay," a modern drama by Virginia Kline. It will shortly tour some of the cities in upper New York State, including Albany and Rochester, following which it will have a Broadway presentation.

During the course of the action one song of the ballad type entitled "Dream House" is introduced by Minna Gombel, who possesses an attractive soprano voice. The lyrics of the song were written by Miss Kline, who is also the authoress of "Take and Pay." The music is by Florence Methven, who will be remembered for his success, "When You Look In the

Heart Of A Rose." The above number is published by the Ed. B. Marks Music Pub. Co.

A Live Feist Number

The Leo Feist, Inc., number of "The Pal That I Loved Stole the Gal That I Loved" continues to be one of the best sellers of the new season. The added activities on this number as now arranged by the publishers should make it one of the outstanding songs of the next several months.

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

A Message from E. H. Jewett

President, Jewett Radio & Phonograph Company



THE SUPERSPEAKER

For Homes or Public Reception.

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

THE SUPERSPEAKER TYPE C
Houses Any Set and Equipment—Superspeaker built in.

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

"THERE IS NO SUBSTITUTE FOR THE BEST"

In Radio, as in any other line of effort, manufacturers can prosper only through the prosperity of the merchants who retail their products.

This principle is fundamental. It points plainly the one and only path to lasting success.

Products that sell, stay sold and re-sell—Products that meet and beat competition—are an immediate requisite in any program predicated on dealer prosperity.

Prices that accord with values are another.

Dealer discounts that provide a reasonable and generous sales reward are a third.

The Jewett line of Radio equipment, lead by The Superspeaker, meets these conditions.

Dealers who handle these Jewett Products are making money, and they are building future business with every Jewett sale.

Re-orders from these dealers are steady and in continually increasing quantities. Our own growth and prosperity have been the inevitable results.

We claim no credit for the discovery and application of this fundamental principle. It is as old as trade. It is nothing but sound common sense.

But we do take satisfaction in thus publicly re-affirming our unshakable belief in dealer prosperity as the cornerstone of this Company's business structure.

JEWETT RADIO & PHONOGRAPH CO.
5660 TWELFTH STREET DETROIT, MICHIGAN

The
Superspeaker

*Trademark
Registered*

Greater New York Victor Dealers Merge Efforts in Big Co-operative Ad Drive

Seventy-seven Live Retailers in New York City and Surrounding Territory Co-operate With the Victor Co. and Distributors to "Sell" Idea of Radio—Adaptable Victor Models

One of the most important co-operative talking machine advertising campaigns staged in New York in some time was recently instituted by seventy-seven Victor dealers, located in New York and adjoining territories, in co-operation with the Victor Talking Machine Co., and the local Victor wholesaling houses. The campaign consists of the use of full-page advertisements in four of the city's leading newspapers. The first advertisement appeared in the New York Evening Journal on Wednesday, December 10, and will appear at intervals in the columns of the Morning World, the Evening Sun and the Daily News, until Christmas Day.

Four models of radio-adaptable Victrolas are shown in the advertisement, together with a drawing showing the manner in which the console model can be used as a cabinet containing the radio receiver. The desirability of having the talking machine and radio receiver in one unit is emphasized and the aid to radio reception which is gained through use of the Victor tone chamber is stressed.

The following dealers participated in the campaign: In Manhattan—Ludwig Baumann & Co., A. J. Beers, Inc., E. Blout, Inc., Bryant's Music House, A. Coughlin, Dreazen's Music Shop, European Phonograph Co., Carl Fischer, Inc., Max Goldsmith, Ideal Music Co., Landay Bros., LaScala of Milano Phonograph Co., Sol Lazarus, E. Leins Piano Co., H. Mielke, Inc., Modern Music Shop, Inc., New York Band Instrument Co., L. J. Rooney Co., Savoy Music House, Weil Bros. T. M. Shop, Winterroth & Co., Dyckman Music Shop.

The Bronx—E. Blout, Inc., Bronx Talking Machine Co., James Brooks, Landay Bros., Luscher's Music Shop, Inc., Morris Music Shop and M. Rappaport's Music House.

Brooklyn—Arthora, Atlanta Talking Machine Co., Baim Bros. & Friedberg, Fred Becht, Jr., E. Blout, Inc., Crescent Hill Music Shop, Fifth Avenue Music House, C. H. Hanssen & Bro., Island Music Shop, Inc., Jacob Bros. Co., Kings Highway Music Shop, Sofus Kjeldsen, Koch & Droge Piano Co., Inc., Neapolitan Talking Machine Co., J. T. Owens, Inc., Park Slope Talking Machine Shop, Pease-Behning Piano Co., Max Rosen, Schwartz & Chakrin, Schweiger Bros., Inc., E. A. Schweiger, Inc., Horace L. Smith, Sterling Piano Corp., George S. Uniss, Inc., Weber Bros.

Out-of-town dealers who took advantage of participation in the campaign were: Ellis Music Shop, Stapleton, S. I.; Hamilton's Music Store, College Point, L. I.; Jacob Brothers, Jamaica, L. I.; A. I. Ross Music Stores, Astoria, L. I.; Tisch Music House, Elmhurst, L. I.; Woodhaven Music Shop, Woodhaven, L. I.; Baumer Piano Co., New Rochelle, N. Y.; E. Brodbeck & Son, Mt. Vernon, N. Y.; Hunt's Leading Music House, White Plains, N. Y.; Landay Bros., Yonkers, N. Y.; Landay Bros., Mt. Vernon, N. Y.; Yonkers Talking Machine Co., Yonkers, N. Y.; Broad & Market Music Co., Newark, N. J.; Landay Bros., Newark, N. J.; Jas. K. O'Dea, Paterson-Passaic Stores; Henry Rau, Jersey City, N. J., and Tusting Piano Co., Asbury Park, N. J., all of these are leading dealers in their communities.

David Grimes, Inc., Completes Wide Jobbing Connections

Nation-wide Distribution Assured Through Thirty Representatives—Next Year's National Advertising to Include New Publications

David Grimes, Inc., New York, has now close to thirty jobbers distributing its products. It has in addition a long list of representative dealers throughout the country who are making a feature of "Grimes Inverse Duplex."

The Grimes national advertising plans for 1925 have just been arranged. In addition to the publications used during the past two months, a substantial addition is being made to the list of consumer journals. Besides the widespread publicity which will be given to Grimes products through mediums of national circulation, the Grimes organization is already supplying retailers through its jobbers with attractive and effective sales material, including circulars, hangers, window strips and similar sales creators.

The Grimes jobbers now include the Triangle Radio Supply Co., Greater City Phonograph Co. and H. P. Baran & Co., in New York City; Frank W. Wood Co., Indianapolis, Ind.; Reed Electric Co., Uniontown, Pa.; Badger Radio Co., Milwaukee, Wis.; Kelman Electric Co., Rochester; M. H. Johnson Electric Corp., Utica, N. Y.; Radio Studio, Buffalo, N. Y.; Trilling & Montague, Philadelphia, Pa.; Jamestown Radio Co., Jamestown, Pa.; Farrar-Brown Co., Inc., Portland, Me.; Belknap Hardware & Mfg. Co., Louisville, Ky.; Advance Electric Co., Terre Haute, Ind.; Frederick H. Thompson Co., San Francisco, Cal.; S. G. Hoffman Magneto Co., St. Louis, Mo.; Charles B. Scott Co., Scranton, Pa.; Penn Electric Co., Philadelphia, Pa.; Radio Corp. of Virginia, Norfolk, Va.; W. P. Boyer & Co., Washington, D. C.; Henry L. Walker Co., Detroit, Mich.; Western Radio Corp., Los Angeles, Cal.; Electric Corp., Seattle, Wash.

Edmond F. Sause Appointed to Important Columbia Post

Made Manager of Columbia Co.'s New York Record Department in Addition to His Other Important Duties

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., New York, announced this week that Edmond F. Sause had been appointed manager of the company's New York record department in addition to his duties as Columbia export manager. Mr. Sause is one of the veterans of the Columbia organization, having been associated with the company for many years and having a thorough knowledge of the record business.

D. DeFoldes, formerly connected with the foreign language department in the Columbia Philadelphia and Cleveland branches, has been appointed sales manager of the International record department with headquarters at the executive offices in New York. Mr. DeFoldes, who has been identified with the Columbia organization for the past seven years, is ideally qualified to take charge of the important sales activities in the International record department.

Growing DeForest Production

The DeForest Radio Co. announced this week an increased daily production of 43 per cent in output of radio sets; and of 400 per cent in its vacuum tube or "audion" division. Production is increasing daily to a degree that will double present output figures by February 1, 1925. Despite such increases the company is unable to fill its orders. A comparison of shipments made by the company shows a gain of 58 per cent for September; October one of 81 per cent, and that of November 204 per cent, all of 1924 as against production figures for the same months in 1923.

Right to Select Customers Again Upheld by Court

Colgate & Co. Win Verdict of Not Guilty in Suit Brought by Government for Alleged Violation of Sherman Anti-Trust Law

The right of a manufacturer to trade with whom he pleases was again upheld this week in the United States District Court at Newark, N. J., in the suit brought against Colgate & Co., soap manufacturers, for alleged violation of the Sherman Anti-Trust Law. The complaint, containing fifty-one counts, alleged that Colgate & Co. had entered into a combination with wholesalers and jobbers to fix the resale prices of merchandise made by the company.

In instructing the jury to return a verdict of not guilty, Judge Runyon said that the Government had failed to show the existence of a combination.

"It appears that all the evidence in behalf of the Government has simply established the so-called policy of the Colgate corporation," Judge Runyon said. "This is a policy under which they made the selection of their jobbers and in the maintenance of which the jobbers and other dealers had their election to accept or reject it.

"I have been unable to interpret an agreement; any entering into an agreement as such with their jobbers, or a combination, or a conspiracy. I have felt that it was a rigorous attitude that has been adopted by the Colgates; and if any one did not abide by that policy, he was shut off. The Colgates, I take it, have the entire right to trade with whom they please. Therefore, as I understand the evidence, there was no solicitation for the resumption of trade relations. If the dealers wanted to come in, they could come in or they could stay out."

Commission Bans Improper Use of Term "Imported"

Federal Trade Commission Orders New Jersey Concern to Discontinue Use of That Term on Printed Matter and Merchandise

WASHINGTON, D. C., December 6.—Use of the word "imported" in connection with goods actually manufactured in this country constitutes a business misdemeanor and will not be tolerated, the Federal Trade Commission indicates in ordering the Hagen Import Co. of New Jersey to cease and desist from using the words "import" or "imported" in its trade name or in catalogs, labels, circulars, literature, advertisements or otherwise in connection with the sale of goods, wares or merchandise which are not imported into the United States from a foreign country.

This decision is in line with the commission's attitude toward the use of misleading terms, which recently resulted in declarations that business concerns should not use terms indicating the use of specified materials or production in a particular city or industrial center unless such materials were actually used or the goods were in fact manufactured in the place specified, or the use in a firm name of any words to indicate that the concern was a manufacturer of the goods it handled unless such was actually the case.

New Okeh Accounts Opened

A number of new Okeh accounts were opened recently by the sales force of the distributing division of the General Phonograph Corp., 15 West Eighteenth street, New York, including the German-American Importing Co., 35 East Tenth street, New York; the Vicco Radio & Phonograph Shop, 78 East Kingsbridge Road, New York, and J. Schick's Music House, 936 Third avenue, New York. All of these dealers are planning to feature the Okeh records.



N & K Type W Loudspeaker stands fourteen inches high. Instead of wood or metal, it is made of a new scientific material, Burtex, that eliminates counter-vibration, rattling and chatter. Handsomely finished in black and dull gold. Wooden base protected with felt. Requires no batteries. Retail List \$27.50. Write for discounts.

Makes Good with Particular Customers

THERE'S no use mincing words—until recently loudspeakers have failed to make good with a big percentage of radio owners.

Most of them have been found unsatisfactory in tone, besides awkward in shape, easily tipped over and damaged.

This new N & K Type W Imported Loudspeaker is the speaker that is *really making good everywhere*. It makes friends, not only among owners of other speakers, but among the skeptics who, for the reasons given above, have hitherto refused to buy loudspeakers.

It will prove a helpful and *highly profitable* addition to your line. If your jobber cannot supply you, write or wire for address of nearest N & K authorized distributor

TH. GOLDSCHMIDT CORP., Dept. T-12, 15 William St., NEW YORK

Reg. U. S. Pat. Off.



LOUDSPEAKER

TYPE W




N & K Imported Phones

Model D, distinguished by remarkable clearness of tone and extreme comfort. Magnets of specially selected metal wound by an entirely new method which guarantees uniformity and long life. Extremely sensitive diaphragms 2 3/4 inches in diameter. Head bands covered with genuine leather. Six feet of strong cord. Retail list \$8.50.

N & K Imported Phonograph Unit

Has the same rich, mellow tone that N & K Phones and N & K Loudspeaker have. Fits Victrola or any standard phonograph. Instantly attached without screws or special attachment devices. Handsomely finished in polished hard rubber and rigid nicked brass. Strong six-foot cord. Retail list \$7.50.



NATIONALLY  ADVERTISED TO 72 MILLION PEOPLE

The New Song Hit From "MY GIRL" The Big Show Hit

"YOU and I"

by Harlan Thompson and Harry Archer, Writers of "I Love You"

Other good songs from "MY GIRL"
 "A FELLOW LIKE ME" "DESERT ISLE"
 "RAINBOW OF JAZZ" "BEFORE THE DAWN"

"You can't go wrong with any FEIST song"

© 1924 Leo. Feist, Inc.

You and I to-gether, all a-lone, In a lit-tle coun-try of our own.

W. C. Fuhri and R. E. Thallmayer End Trade Trip

Find Columbia Dealers in Middle West and South Pushing Masterworks Record Series

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., returned to his desk a few days ago after visiting Columbia branches and jobbers in Cleveland, Chicago, St. Louis and Atlanta. He also called upon quite a number of Columbia dealers on this trip and returned to New York impressed with the fact that the Columbia organization is working at top speed and producing very satisfactory results. Mr. Fuhri was particularly pleased to find that the Fine Arts Series of Musical Masterworks of imported recordings, introduced by the company recently, are meeting with an enthusiastic reception everywhere and that Columbia dealers are featuring these splendid recordings to advantage in their sales and publicity campaigns for the holiday season.

Throughout his Western trip Mr. Fuhri was accompanied by R. E. Thallmayer, representing the Columbia Great Britain company in Vienna and recognized throughout the trade as one of the most competent authorities on foreign language record activities. Mr. Thallmayer visited this company for the purpose of ascertaining the requirements of Columbia dealers in the foreign language record field, and upon his return arrangements will be made whereby the Columbia English company will make important foreign recordings that will be released in this country in the near future. After spending three weeks visiting the trade Mr. Thallmayer sailed for Europe December 10

Wholesales DeForest Line in Denver Territory

DENVER, COLO., December 8.—The Columbia Stores Co., distributor of Columbia phonographs, recently obtained the wholesale representation of the DeForest line for distribution in this territory and has a number of the finest models on display in its demonstration rooms. Practically all local Columbia dealers have added the DeForest sets to their radio stock.

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.

Landay Bros. Lease New Building for Long Term

Building in Course of Erection in Times Square Section of New York Will House Tenth Landay Store—Will Open About March 1

Announcement was recently made that Landay Bros., Inc., leading talking machine and radio dealers of New York City, had signed a lease for a long term of years for an amount running into seven figures, on the entire nine-story building, now in the course of construction at Sixth avenue and Forty-second street, New York. The new structure will be known as the Landay Building and the company plans to install its tenth store there, making it one of the most complete talking machine and radio retail establishments in the country.

The store will occupy the main floor, with frontage on both Forty-second street and Sixth avenue, with additional floor space on the second floor and on a connecting mezzanine balcony, the total floor space to aggregate 12,000 square feet. It is planned to install large electric signs on the street sides of the building, so that the location of "Landay Hall" will be made known to the passers-by for many blocks.

The new establishment will be opened to the public about March 1, next. A feature of the radio department will be a permanent display of radio appurtenances having an educational value.

Leading Wholesalers Are Featuring Halliwell Line

The Halliwell Electric Co., Inc., New York, manufacturer of the Halliwell electric loud speaker and head phones, is securing an excellent volume of business from phonograph dealers throughout the country, as a result of an intensive sales and advertising campaign. A number of distributors in the music trade have been appointed by the company, among them being the Progressive Musical Instrument Co., New York; Yahr & Lange, Milwaukee; Gibson-Snow Co., Inc., Syracuse, and the Ohio Musical Sales Co., Cleveland.

Thos. Husselton Engaged

The announcement of the engagement of Thomas La Rue Husselton, of Atlantic City, N. J., and Miss Beth Barrett, of St. Louis, was announced recently. Mr. Husselton is manager of the Victor talking machine showrooms on the Atlantic City boardwalk.

In connection with the agreement between the Aeolian Co. and Brunswick Co., announced in detail in another part of this issue of The World, the Aeolian Co. is featuring the Brunswick-Radiola in its Greater New York stores and is doing some extensive advertising.

Unique Edison Tone Test on the Vaudeville Stage

Frisco, Keith Circuit Headliner, Uses Edison Phonograph in His Xylophone Act

The xylophone act of Frisco, in which a tone test with the New Edison is a feature, continues to meet with great success on the Keith Vaudeville Circuit. In this act, Mr. Frisco is playing the xylophone in the center of the stage, when suddenly, all of the lights are extinguished. The



The Stage "Set" in Frisco's Act

xylophone music continues. Presently, a light shines on the face of Frisco and when the full lights are gradually turned on, Frisco is disclosed in a living-room, listening to a New Edison phonograph playing the xylophone composition which the audience last saw him playing in person in the center of the stage. The accompanying picture shows this home scene which is a big feature of the act. This is, perhaps, the most impressive Edison tone test that is being given anywhere in that, with the intervention of a little darkness, the living artist discontinues his playing and the reproduction of his playing of the same piece is taken up on the New Edison.

Des Moines Dealer to Move

The Wilkinson Music House, Des Moines, Ia., will move to more spacious quarters soon. A steady growth in the business of this aggressive house makes the move necessary.

**SOUTHERN
 VICTOR WHOLESALERS**
The Corley Company
 RICHMOND VIRGINIA



It Gets Everything on One Dial

*quick and easy, loud and clear
—and the same natural tone
through the loud-speaker as you
would expect to get only through
the head-phones.*

JOS. W. JONES
RADIO
TRADE MARK

4-tube radio-frequency
radio set

is the only cabinet that encloses the loud-speaker inside the back, projecting the sound-waves upward and forward at ear level—the open lid operating as a deflecting sound board.

This cabinet is not a loud-speaker built into a cabinet but a cabinet built around a loud-speaker.

This is the set that not long ago brought in 36 local and DX stations in one evening. This is the set that is ending the confusion and doubt in the mind of the consumer as to the right set to buy. Isn't your time valuable?

Write or Wire

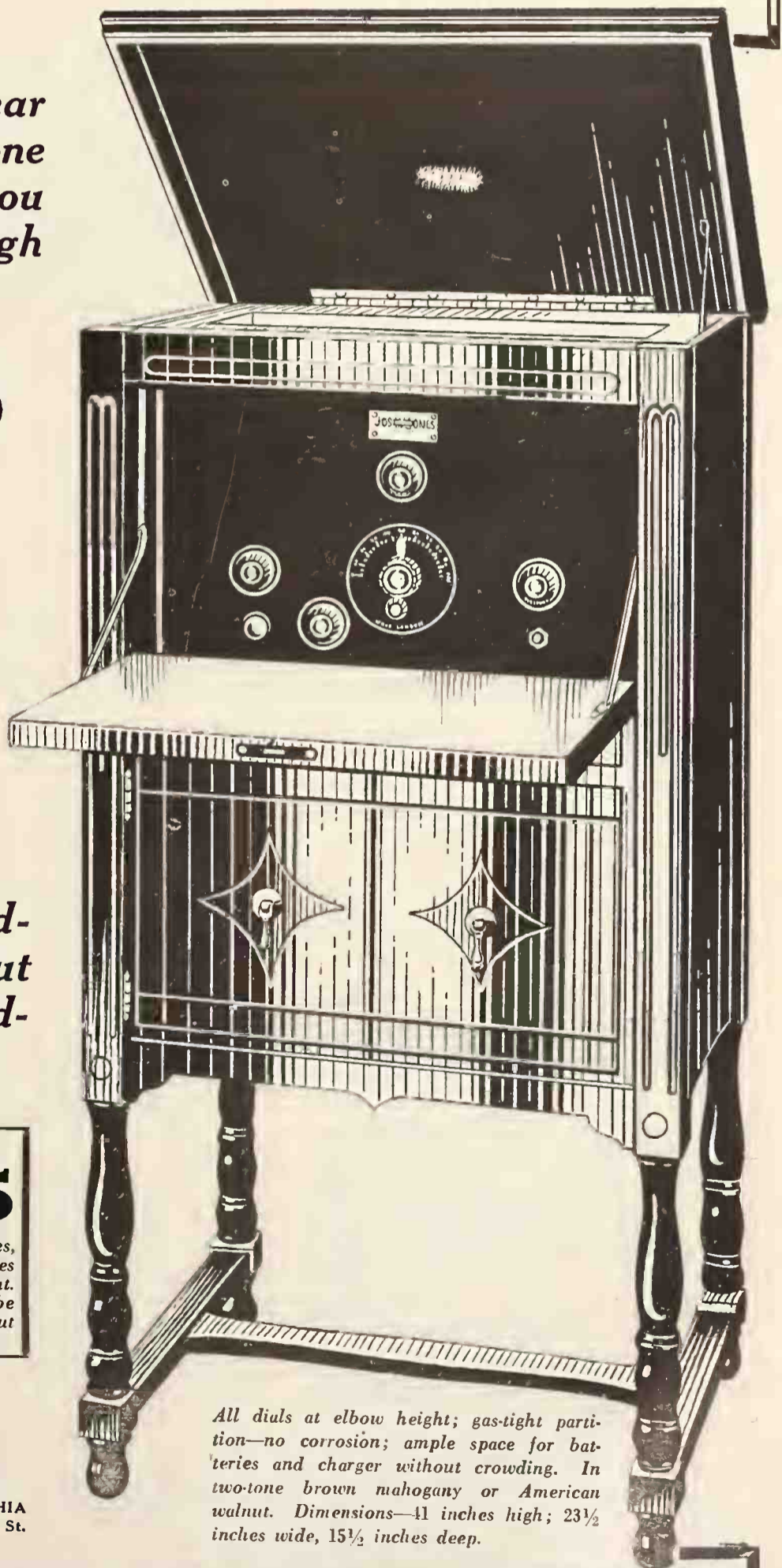
Lists at
\$ 195
*Exclusive of tubes,
headphones, batteries
or aerial equipment.
Panel may also be
purchased without
cabinet.*

Jos. W. Jones Radio Mfg. Company, Inc.
40-42-44-46 West 25th St., New York

BOSTON
99 Bedford St.

Branch Offices:
CHICAGO
53 W. Jackson Blvd.

PHILADELPHIA
1011 Chestnut St.



All dials at elbow height; gas-tight partition—no corrosion; ample space for batteries and charger without crowding. In two-tone brown mahogany or American walnut. Dimensions—41 inches high; 23½ inches wide, 15½ inches deep.

Comprehensive January List of U. S. Music Co.

WORD ROLL

Title	Composer	Played by
All Alone—Waltz—Irving Berlin....	Harold Wansborough	
Back Where the Daffodils Grow—Fox-trot—Walter Donaldson		Lee Sims
Hearts and Heroes—March with Lyrics—Britton-Kiefer.		
How Do You Do—Novelty Radio Number—Harrison-De Voll.		
I Want to See My Tennessee—Fox-trot—Yellen-Anger, Clare Winters		
One o' These Days—Fox-trot Blues—Dave A. Hoffman.		
Shadows—Fox-trot—Price-Christy		Lee Sims
When You and I Were Seventeen—Waltz—Kahn-Rosoff.		

FOREIGN WORD ROLLS

Az Si Te Budu Brat—Bohemian—V. Albrecht.
 Divka V Kroji Narodnim—Polka—Bohemian.
 Ja Jsem Frantisek—Bohemian—V. Albrecht.
 Noc Jedinou Budiz Mou—Bohemian—Hasiera Geiger.
 Santa Lucia—Bohemian.
 Tu Kyticku Rozmaryny—Pochod—Bohemian—V. Albrecht.
 V Nasi Hospudce—Bohemian—V. Albrecht.
 Gestern Nacht Hab' ich Marie Nach Haus Gebracht—Marschlied—German—Pfanzer-Pallos.
 Komm, Mein Schatz, Wir Trinken Ein Likorchen—German—Paul Preil.
 Meyer—"Was hast Du Bloß für Badehosen an"—German—Walter Kollo.
 Sag', Wo Bist du Liebster!—German—Rebner-Otvos, Pianist, Adorian Otvos

FOREIGN REGULAR ROLLS—MUSIC ONLY

Bum Dvanact Polka—Bohemian.
 Holka! Taneny—Polka—Bohemian.
 Motyl Polka—Bohemian.
 Na Parkniku—Polka—Bohemian.
 Oci Tvyeh Zar—Polka—Bohemian.
 O Sladka Taniecnie Ma—Polka—Bohemian.
 Der Liebling Meiner Buben—Polka—German.
 Liebe's Mutterling—Polka—German.
 Kamenetzer Bulgar—Dance—Hebrew—I. J. Hochman.
 Moliver Bulgar—Hebrew—I. J. Hochman.
 "Ukrainer Chusid!"—Dance—Hebrew—I. J. Hochman.
 Date Me il Bacio—Polka—Italian—Jacino.
 As Sia Nakti—Polka—Lithuanian.
 Lastucka Polka—Lithuanian.
 Pampilionas—Intro.: Letuviu Vesteviu—Polka—Lithuanian.
 Secita Polka—Lithuanian.
 Blask Chwaly Polskiej—Marsz—Polish.
 Dziewucho! Nasz ten taniec—Polka—Polish.
 Hej Wesolo Nam—Polka—Polish.
 Idzmy Naprzod—Marsz.
 Marysiu daj calusa—Polka—Polish.
 Motylek—Polka—Polish.
 Obcasy Wytrzymajcie—Polka—Polish.
 Pieszczotka—Polka—Mazurka—Polish—A. Jakinski.
 Barbara Polka—Slovenian.
 Ciganka Polka—Slovenian.
 Golubicka Polka—Slovenian.
 Ljubavno Blebetanje—Polka—Mazur—Slovenian—Anto Jakl.
 Moje Sanje—Polka—Slovenian.
 Na Dan—Polka—Slovenian.
 Nasa Roya—Polka—Slovenian.
 Na Twoje Zdravje—Polka—Slovenian.
 Na Visokih Gorah—Polka—Slovenian.
 Potepuh Polka—Slovenian.
 Pojd' Konjicek Pojdi—Koracnica—Slovenian.
 Vesela Poskocnica Polka—Slovenian.
 Veseli Brateci Polka—Slovenian.
 Zora Vstoja—Polka—Slovenian.

Ludwig Hommel & Co. Show Sets in Attractive Displays

PITTSBURGH, PA., December 8.—One of the leading wholesale houses distributing radio merchandise in this territory is that of Ludwig Hommel & Co. The Radio Corp. of America line of radio receivers and products is featured. The enviable position which this firm occupies has been built through many years in the wholesale field, and this factor is responsible more than any other for its success, and it has been of real service to its dealers. A feature of the company's facilities is its repair department, two members of which have visited each of the manufacturers whose products are carried by the house and have learned all there is to be known of the merchandise, in order that the

Joseph W. Jones Radio Mfg. Co. in New Quarters

The Joseph W. Jones Radio Mfg. Co., Inc., New York, manufacturer of radio receiving sets and radio parts, has recently taken over new quarters, allowing the company greatly increased space, equipped with modern machine tools and every facility for expert and efficient production. Every step in the manufacture of parts and equipment for the radio receiving sets is accomplished with maximum efficiency, thus allowing the company to keep its cost of production at the lowest figure and market its products at a price which may be met by all classes of buyers. The products manufactured by the company of particular interest to the phonograph trade are the four and five tube radio re-



LUDWIG HOMMEL & CO.

Radio Equipment & Supplies

WHOLESALE EXCLUSIVELY

Attractive Display Space and Windows of Ludwig Hommel & Co.

servicing accorded the dealers will be of the very best.

The accompanying illustrations give an idea of the attractive show windows and display space of the warerooms. The customers who are attracted to the store through these displays are given a thorough demonstration of the product in which they are interested and are then referred to a local dealer.

ceiving sets and radio panel for installation in phonographs. All parts employed in the construction of the sets are manufactured by the company.

The McCoy Music Shop, 158 Grand street, Waterbury, Conn., recently added a radio department and a recital hall, and is planning an intensive drive for business.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

WANTED—Experienced machine room foreman for cabinet shop. Large concern. Give previous employment and references in first letter. Address "Box 1464," care of the Talking Machine World, 383 Madison Ave., New York City.

WANTED—Men, experienced in general service work on Gabel's Entertainers for New York City work. Earnings range from \$200 to \$300 monthly. In reply, state age and experience. The John Gabel Co., 49½ Eighth Ave., New York City.

WANTED—Salesmen to handle as a side line a small phonograph of individual design and proved merit retailing at \$10. Liberal commissions on initial and repeat orders. Not absolutely necessary to carry sample. Address "Box 1465," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Skilled touch-up man on cabinets, also first-class motor mechanic, desires to connect with reliable dealer. Indiana or Ohio territory preferred. Ten years' experience. Best of references. Address "Box 1468," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Salesman, widely experienced in wholesale automatic piano business and radio, is open for position. References. Address "Box 1463," care of The Talking Machine World, 383 Madison Ave., New York City.

ATTENTION, JOBBERS, WHOLE-SALERS

Selling out stock of phonographs, portables, motors, tone-arms, needles and line of various parts. Or will sell entire business, lease, equipment, fixtures and all assets. Business established over 10 years, with reliable accounts, good connections. Address "Box 1470," care of The Talking Machine World, 383 Madison Ave., New York City.

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.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

FOR SALE

Seven sound-proof phonograph booths made by the Unit Construction Co., of Philadelphia. These are finished in Ivory. Also a number of Ogden record cabinets. All in absolutely first-class shape, and will be disposed of at a sacrifice for quick sale. Address "Box 1466," care of The Talking Machine World, 383 Madison Ave., New York City.

JOB LOTS

We will buy any quantity of radio parts, sets and accessories. Also talking machines, motors, tone arms, mainsprings and parts for all makes. United Radio, 222 W. Mulberry St., Baltimore, Md.

FOR SALE

Slightly used ten-inch lateral cut records. Lots of 100@8c; lots of 1,000@7c. Address R. E. Marvin, 107 Greenwich Ave., New York City.

POSITION WANTED—Man of wide experience in music, musical merchandise and phonographs. Edison Diamond disc and lateral phono, desires a position as salesman or manager; can furnish references. Professional musician, union. Player-piano, also other instruments; trap drummer and xylophone soloist. Address "Box 1467," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Recording engineer with over 25 years' experience is open for engagements. Has his own outfit. Address "Box 1469," care of The Talking Machine World, 383 Madison Ave., New York City.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY MANAGER

Trade Bending Energy to Making the Fall and Winter Busiest It Has Ever Enjoyed

Passing of Election and Uncertainty a Matter of History Brings About Better Feeling—Wireless Having Favorable Effect on Gramophone Business—News and Activities of the Month

LONDON, E. C., December 3.—With the general election well over, the British gramophone trade is giving its whole energy, without fear of any further dislocation, to making this Autumn and Winter season the busiest and most prosperous that the trade has ever known. All indications seem to point to this object being attained. Even during election week, in the past occasioning turmoil and business dislocation, conditions were extraordinarily good, and since the election, manufacturers and wholesalers have had difficulty in keeping pace with retailers' demands. As far as I have been able to gather, too, most dealers are far from dissatisfied with the extent of the public sales. The fact that the conservative party has been returned to power with a sufficient majority to guarantee it a full term of office has proved a fillip to industry. Whether a change in the fiscal policy of the nation is probable or improbable, a decided tendency towards stability of business generally is already making itself felt. For the first time since the war, the political outlook does not mitigate against the business prosperity of the nation and the uncertainty hitherto preventing business men from larger outlay and extension of production is vanishing with the promise of a lengthy period of sound and stable government. The feeling of confidence, too, emanating from industrial circles, is already finding its reflection in the public mind and dealers everywhere are anticipating from the greatly stimulated demand an extra heavy Christmas trade.

More and more does the wireless trade appear to have a beneficent effect on gramophone and record sales. The splendid variety of musical entertainment now being provided by the British Broadcasting Co. is a decided factor in the continued evolution of the talking machine industry. Music dealers everywhere find that radio concerts are resulting in an increasing number of inquiries for records or sheet music of the items broadcast, and publishers are not slow in recognizing the potential value of obtaining broadcasting artists to feature their publications. With music of the "popular or ephemeral" type particularly it is common to read on title covers the words, "recorded and

broadcasted." Apart from stimulating gramophone and music sales, this aspect encourages the stocking of wireless goods and while it is improbable that the full control of wireless distribution will rest exclusively in the hands of music merchants, it is safe to say that receiving sets and components now form an integral part of all music dealers' stocks.

Annual H.M.V. Financial Report

The report of the Gramophone Co., Ltd., is just to hand for the year ended June 30 last. The accounts show that, despite sales having exceeded those of all previous years, the trading profit shows a reduction of £54,000 on the figures for the corresponding period 1922-23. The disabilities which the company suffered in trading on the continent of Europe during the last few years probably account for the reduction, although the actual trading has appreciably increased and continues to improve. The dividend is maintained at 15 per cent and after deducting £203,000 for debenture stock interest and sinking fund instalment, corporation profits tax, dividend for year on preference shares, there remains a balance of £316,375. Out of the unappropriated profits, the directors recommend the dividend of 15 per cent on the 750,000 fully-paid ordinary shares, and on £340,000, the amount paid up on the remaining 850,000 ordinary shares. The full distribution of the dividend this year will amount to £163,500, a similar amount to that disbursed last year and an increase of £51,000 over that paid out in 1921-1922. The general finance sheets show a strong position and the report states that the net tangible assets, irrespective of goodwill, trade marks, patents, etc., and after deduction of liabilities and debenture stock, amount to £1,719,711.

Effect of New Government's Policy

One of the most important questions as far as the music industries, and the talking machine industry in particular, is concerned, arises out of the return of the Conservative party to power. During the period of the Labor party's control the measure of protection afforded the industry by the 33½ per cent McKenna Duties was removed, occasioning considerable trepidation for a time as to the future of the British

music industries. Particularly in the time of waiting, subsequent to the announcement of the abolition, and prior to it becoming an accomplished fact, was alarm felt at the unfair competition which might result. Dealers throughout the country withheld orders from British houses, anticipating goods being left on their hands when August came and the German goods were able to come into the country without the 33½ per cent tariff. With the course of time, however, the British manufacturers realized that German competition was not yet seriously to be feared. Economic and industrial disturbances in Germany and the reimposition of the Reparation Duty to 26 per cent, precluded the German makers of pianofortes, talking machines, tone-arms, sound boxes, etc., from entering the British market with any degree of certainty in ousting the home makers. It was felt, however, in well-informed circles, that in the course of a year or two, with the ever-growing and increasing efforts put up by Germany towards stabilization, a much greater competition would have to be faced, and with the cheapness of German labor, that competition would unfairly handicap the English manufacturers. The return of the Conservative party removes, in large degree, the fear of competition becoming unfair, for although as a party it has had to abandon a policy of full protection, it is pledged to give assistance to those industries putting up a good case by either reviving the McKenna Duties or by passing some such analogous measure, and that would render unfair competition impossible.

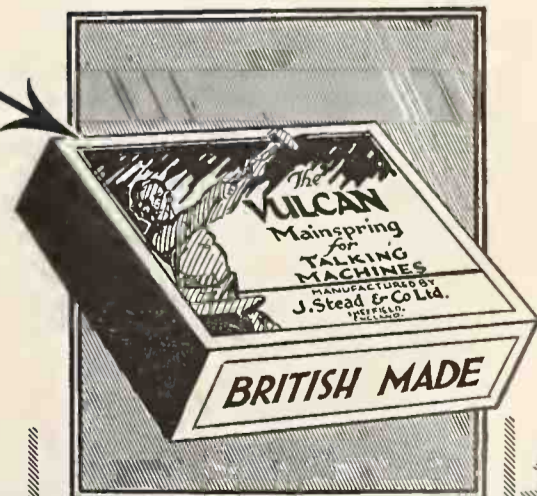
B.I.F. Tabooed—B.E.E. Renewed

In view of the proposal to reopen the British Empire Exhibition in 1925, the Department of Overseas Trade has decided not to proceed with the organization of the London section of the British Industries Fair for that year and which would otherwise have been held from the 16th to the 27th of February. The Birmingham section of the Fair will, however, be held as usual and, as a special measure for 1925 only, the Birmingham authorities have undertaken to organize sections in their Fair for those exhibitors who have hitherto shown in London, provided that the demand for space ensures the adequate representation of the industries concerned. The Department of Overseas Trade expects to resume the series of British Industries Fairs in London in 1926. At the moment of writing only a day or two has elapsed since this decision was taken and it is impossible to gauge the

(Continued on page 202)

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 201)

**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"

number of gramophone firms likely to take space at Birmingham, though in view of the amount of money invested in exhibiting at Wembley this year and the decision to again open next year, it is improbable that either the gramophone or piano industries will decide to exhibit at Birmingham very largely.

Winding Up of Kestraphone Co.

A receiver and manager was appointed recently for the Kestraphone Co., Ltd., of Bourne-mouth on the motion of the sole debenture holder, a G. H. Woolstone, who was also a director of the company, and who held nine debentures of £500 each, part of which, principal and interest, had become due. Application was made before Justice Russell, in the Chancery Division, because: (1) In accordance with the terms of the debenture, notice was given calling in the money, and which had not been paid; and, (2) a resolution for voluntary winding-up had been passed by the company. The receiver and manager is to act for three months and then again appear before the Court.

New Electrical Amplifier

A new amplifying device just on the market here should attract considerable attention. Styled the Gramofonola, it is designed for the electrical reproduction and amplification of gramophone records. It is the invention of J. Skinderviken and is marketed for him by Messrs. Mikro, Ltd., of Craven street, Charing Cross. The Gramofonola is placed on the

gramophone cabinet and dispenses with the use of the ordinary tone-arm and sound-box. Two terminals on the base of the instrument connect by flex wire to two other terminals on a small control box containing a specially constructed transformer, six dry-cells giving nine volts, and a seven-point switch which controls the voltage to the Skinderviken Button on the Gramofonola, and in turn again connected to any standard loud speaker. The wire which connects the loud speaker to the control box can be of any length, so that music required in the garden or in another house or room can easily be obtained by extending the wire.

H.M.V. Model at Popular Prices

Yet another new model by the Gramophone Co. makes its appearance, a table grand of pleasing exterior design, and though marketing at a price to suit moderate-sized pockets, possessing all those attributes which go to make H.M.V. models such an established success. In oak it sells at £6/10/- and in mahogany at £7/10/-.

Columbia Window Displays

Window display competitions are undoubtedly very attractive forms of sales-getting, and the large companies do everything in their power to encourage their dealers to adopt this method. The Columbia Co., as in previous years, has instituted window-dressing competitions for October, November and December, with monthly prizes of £100 in value.

Brief Paragraphs of Interest

The next Lyons Fair is to be held from March 2 to 15, 1925, and, in a preliminary statement, the organizers declare that it will contain exhibits from upwards of twenty different countries—especially those of the manufacturing countries of Western Europe. Official catalogs in French and English will shortly be available.

Robert Suskind, of the Peerless Album Co., 636-8 Broadway, New York, recently visited this city to fix up the representation this side

for the company's "Quality" record albums.

A special laboratory has been fitted up at the West End Hospital for obtaining phonographic records, assisting in the diagnosis of disease.

Pathé Frères are arranging that in future their exchange scheme for worn, broken or unsalable records on a three to one basis shall operate twice yearly.

The Columbia Graphophone Co.

The Gramophone Co. and J. E. Hough, Ltd., are indulging in very extensive advertising schemes for this season.

In addition to the regular announcements of new record issues appearing in about a hundred daily and weekly newspapers, whole page advertisements are periodically appearing in the more important London daily papers.

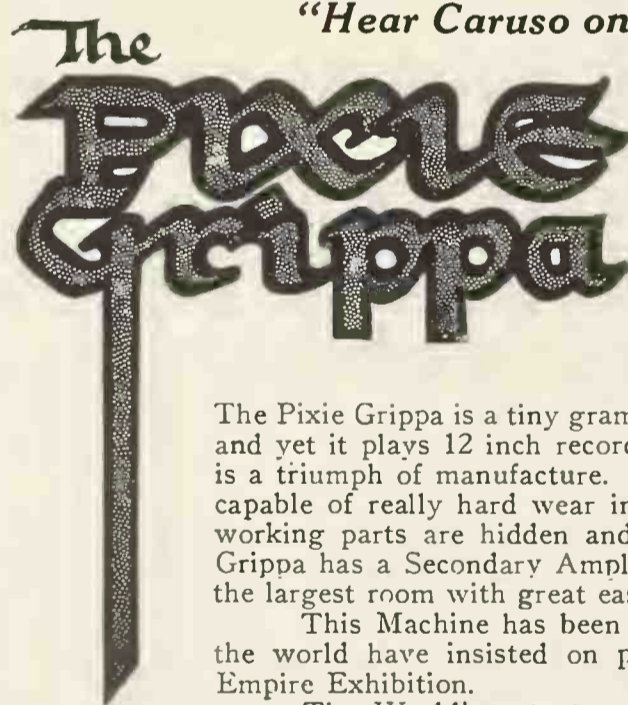
As I write, the following are the market prices of Columbia and Gramophone Co.'s shares: Columbia 10/- shares, 34/- to s35/3d; Gramophone Co., £1 shares, s33/- to s34/-.

Among the many records now being preserved for posterity and of which, by the way, the Gramophone Co. issues a catalog styled "Records of Unique and Historical Interest," is a disc giving actual reproduction of the battle din on the Western front, taken at Lille in October, 1918.

Recent fluctuations in the sterling-dollar rate have moved in favor of London, 4.64¾ dols. to the £ being reached, the highest level since May, 1923. At that figure the £ in America is worth about 19s.1d.

Broadcast Brunswick Records

Brunswick dealers in the Dallas, Tex., territory are benefiting from the arrangement made by J. B. Harris, of the Brunswick Southwestern district office, with the local broadcasting station WRR, whereby one evening each week is given over to the playing of Brunswick records only.

*"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



Special Announcement to U. K. and Colonial Buyers

HOMOCHORD RECORDS

REFLECT TRUE TONE VALUES

True tone is the outcome of perfect recording—Perfect recording is reflected in the sure test of the piano—Homochord piano recordings represent an amazing degree of fidelity hitherto thought impossible of achievement. All preconceived notions have been knocked on the head and we can truthfully aver that the difficult tones of the piano have at last been musically photographed on Homochord Records. This standard of tone perfection is the result of a new system of recording adopted in our laboratories which goes to insure a definite 100 per cent degree of fidelity in all HOMOCHORD RECORDS.

BRING TRUE MUSIC *to the* HOME



Colonial and Foreign Traders Should Write for a Special Sales Proposition

Regular monthly issues go to swell our big and up-to-date catalogue

10-in.
12-in.
Double-sided

THE BRITISH HOMOPHONE CO.

19 City Road Limited London, E. C., England



Chosen Solely for Reproduction



Perfect Pianoforte Renderings



Real Concert Hall Effects



Perfect Syncopation

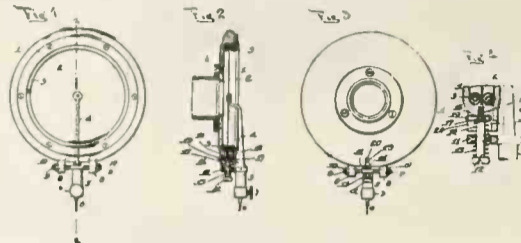
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 8.—Collapsible Sound Amplifier. Adolph A. Thomas, New York. Patent No. 1,506,393.

This invention relates to acoustic devices for amplifying sounds produced by vibratory diaphragms, as in phonographs, telephone receivers, radio receiving apparatus, and the like. The object of the invention is to produce a sound-amplifier giving improved tone effects and capable of adjustment to control the quality and volume of the amplified sounds.

Figure 1 is a view in longitudinal cross-section showing a form of amplifier containing the invention, portions of the horns being broken away; Fig. 2 is a view taken approximately on line 2—2 of Fig. 1; Fig. 3 shows a full view, on a smaller scale, of the amplifier shown partially in Fig. 1, the walls of the horns

Further objects are to provide a sound-box wherein the diaphragm is more sensitive to movements of the stylus caused by the engagement of the latter with the record groove; whereby chattering and blasting will be avoided, and whereby the diaphragm will be caused to assume the neutral position more readily than



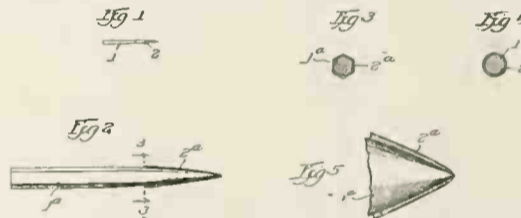
in prior constructions, especially in reproductions of high notes.

In the drawings, Figure 1 is a front elevation of a sound-box embodying the invention; Fig. 2 is a section of the line 2—2 of Fig. 1; Fig. 3 is a rear elevation, and Fig. 4 is a detail section of the adjusting means.

Needle for Phonographs and Similar Machines. John King Winer, Chicago, Ill. Patent No. 1,511,860.

This invention relates to needles for phonographs and similar machines. The object of the invention is to secure a better tonal effect in devices of the class specified; to prolong the life of the records which are played in the instrument; and to secure other desirable results in a simple and expeditious manner.

In carrying out the invention a needle with a point of relatively soft material is provided,



such, for example, as rubber or a rubber composition of some sort. This results in a separate tone effect, eliminating scratching and other objectionable sounds in the sound box, and also reduces the wear and tear on the record very materially, in fact almost eliminating it, thereby prolonging the life of the record.

In the accompanying drawing, Fig. 1 is a view of a needle for phonographs and like instruments embodying the invention. Fig. 2 is a view on an enlarged scale of a modified form of the same. Fig. 3 is a cross section taken on line 3—3 in Fig. 2. Fig. 4 is a cross section of a device on the scale of Fig. 2, but with the device somewhat modified. Fig. 5 is a view still further enlarged of an end portion of the device.

Phonograph Needle. Noble S. Clay, Wilkesburg, Pa., assignor The Westinghouse Electric & Mfg. Co., same place. Patent No. 1,511,398.

This invention relates to phonograph needles and it has, for its primary object, the provision of needles of the above mentioned character which shall be exceptionally durable and which shall ensure a satisfactory reproduction of recorded tones when employed in machines for this purpose.

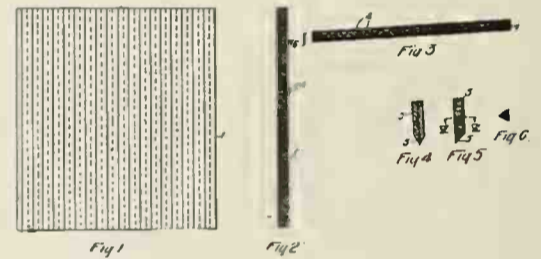
Various kinds of phonograph needles have been employed, some of which have been formed of wood fiber and other similar materials. However, no one has yet conceived the idea of employing fibrous materials, associated with a binder adapted to harden under the application of heat and pressure, to construct phonograph needles. Fiber needles were primarily designed to obtain a softer tone than was possible with metallic needles. Although the fiber needles possess certain advantages over the metallic needles, they are subject to criticism on account

of the fact that they possess very little mechanical strength and, if not carefully handled, are easily damaged. Metallic needles possess a certain degree of mechanical strength, but the points thereof frequently become bent and the needles are, therefore, useless.

One object of this invention is the production of phonograph needles which shall be relatively strong mechanically and which shall ensure the reproduction of fine variations of tone. Another object of this is to construct phonograph needles which are exceptionally economical on account of the fact that they are initially inexpensive and are exceptionally long-lived.

A still further object of the invention is the production of phonograph needles which shall possess relatively great mechanical strength but which shall be of such character as to obviate any danger of abrasion or enlargement of impressions in the records upon which they are run.

In the drawings, Fig. 1 is a plan view of a plate of material which may be utilized in constructing phonograph needles embodying the in-



vention. Fig. 2 is a side view of a strip of material cut from the plate shown in Fig. 1. Fig. 3 is an end view of the plate shown in Fig. 1, illustrating the manner in which the plate may be cut to form strips, such as shown in Fig. 2. Figs. 4 and 5 are views of a phonograph needle constructed in accordance with the invention, and Fig. 6 is a sectional view taken along the line VI—VI of Fig. 5.

Revision of Bankruptcy Laws Is Urged by Circuit Judges

WASHINGTON, D. C., December 1.—Reorganization of the bankruptcy laws is sought in recommendations prepared by the judicial conference of senior circuit judges, in co-operation with committees from the American Bar and National Credit Men's associations, which have just been transmitted to the United States Supreme Court through Chief Justice Taft, chairman of the conference.

Prevention of attempts to defraud creditors and of acts designed to institute involuntary bankruptcy proceedings is sought in the recommendations, together with rules which would prohibit receivers from representing creditors.

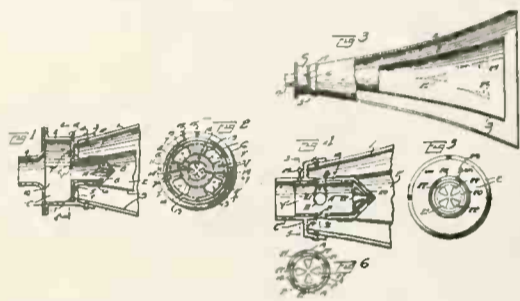
Regulation of appointment of receivers in cities of over 500,000 is recommended, together with a change in rules which would require fees and agreements as to fees in many cases being set out in writing before an order confirming a settlement is made.

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently
REPAIR PARTS FOR ALL MACHINES

ANDREW H. DODIN

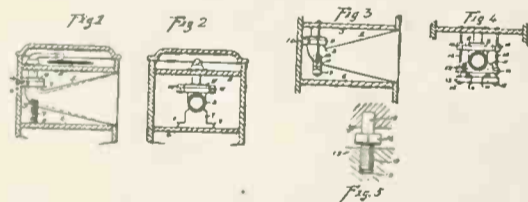
28 Sixth Avenue New York
TELEPHONE, SPRING 1194



being broken away for clearness; Fig. 4 is a cross-sectional view showing a modified form of control valve for the sound chambers; Fig. 5 is a cross-section approximately on line 5—5 of Fig. 4, and Fig. 6 is a cross-section approximately on line 6—6 of Fig. 4, except that the valve is shown turned to close the outer horn.

Tone Controlling Horn Support. Bagster Roads Seabrook, Mishawaka, Ind. Patent No. 1,507,797.

This invention relates to improvements in tone controlling horn supports and its purpose is to provide a tone-controlling support that is located at a point on the neck of the horn which receives the first impact of passing sound waves as they issue from the tone arm; that



insures rigidity of the horn not otherwise attainable; that overcomes modifying horn vibrations; that admits of free amplifications without incurring vibrations set up by the natural periodicity of the horn itself.

Figure 1 is a side elevation partly in section of a phonograph horn in its associative relation to its supports; Fig. 2 is a front elevation of Fig. 1 partly in section; Fig. 3 is a view similar to Fig. 1 showing an alternative undersaddle; Fig. 4 is a front elevation of the salient features of Fig. 3; Fig. 5 is an enlarged elevation, partly in section, of a tone-control adjustment.

Sound Reproducing Apparatus. Anthony Vasselli, Newark, N. J.; assignor to General Phonograph Corp., New York. Patent No. 1,508,036.

This invention is a certain new and useful improvement in sound-reproducing apparatus.

The object of the invention is to provide improvements in apparatus for reproducing sound; by means of which the quality of the reproduction will be improved.

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.

Advance RECORD BULLETINS for January, 1925

Victor Talking Machine Co.

- LIST FOR NOVEMBER 28
- 45456 Indian Love Call Olive Kline 10
 - Rose Marie Lambert Murphy 10
 - 19452 Trusting Jesus, That Is All (Stites-Sankey),
Homer Rodeheaver 10
 - Christ Is All (Williams).....Homer Rodeheaver 10
 - 19490 How Do You Do.....Billy Murray-Ed. Smalle 10
 - Oh, You Can't Fool an Old Hoss-Fly,
Billy Murray-Ed. Smalle 10
- INSTRUMENTAL RECORD
- 19451 Swedish Wedding March (Söderman),
International Concert Orch. 10
 - Norwegian Bridal Procession (Grieg),
International Concert Orch. 10
- DANCE RECORDS
- 19487—All Alone—Waltz,
Paul Whiteman and His Orch. 10
 - I Wonder What's Become of Sally?—Waltz,
The Troubadours 10
 - 19488 Lazy Blues—Shimmy Fox-trot,
Art Landry and His Orch. 10
 - It'll Get You—Fox-trot,
Art Landry and His Orch. 10
 - 19491 Too Tired—Fox-trot—Jan Garber and His Orch. 10
 - Dear One—Fox-trot—Ted Weems and His Orch. 10
- RED SEAL RECORDS
- 6458 La Partida (The Departure) (Alvarez),
Enrico Caruso 12
 - El Milagro de la Virgen—Flores Purisimas
(These Flowers So Pure) (Chapi),
Enrico Caruso 12
 - 6475 Soaring (Aufschwung) (Schumann)—Piano,
Olga Samaroff 12
 - Romance (Schumann)—Piano.....Olga Samaroff 12
- FEATURE RECORDS
- 626 Drink to Me Only With Thine Eyes (Arranged
by Alfred Poehon).....Flonzaley Quartet 10
 - Canzonetta (From String Quartet in E-Flat)
(Mendelssohn) Flonzaley Quartet 10
 - 35477 Songs of the Past—No. 1. Victor Mixed Chorus 12
 - Songs of the Past—No. 2. Victor Mixed Chorus 12
- LIST FOR DECEMBER 5
- 19466 Annie Lisle Shannon Quartet 10
 - Bonny Eloise Shannon Quartet 10
 - 19495 All Alone Lewis James 10
 - The Heart of a Girl,
Franklyn Baur-Elliott Shaw 10
 - 19494 Manda Noble Sissle-Eubie Blake 10
 - Dixie Moon Noble Sissle-Eubie Blake 10
- INSTRUMENTAL RECORD
- 19460 From an Indian Lodge (MacDowell),
Victor Concert Orch. 10
 - Love Song (MacDowell).....Victor Concert Orch. 10
- DANCE RECORDS
- 19492 Mandy Make Up Your Mind—Fox-trot,
Paul Whiteman and His Orch. 10
 - Nashville Nightingale—Fox-trot,
Waring's Pennsylvanians 10
 - 35748 (1) Toodles—Fox-trot; (2) My Baby's Baby
Blue Eyes—Fox-trot,
George Olsen and His Music 12
 - (1) Ida! Sweet as Apple Cider—Fox-trot;
(2) Roll Them Roly Boly Eyes—Fox-trot,
International Novelty Orch. 12
- 19493 Come Back to Me—Waltz....The Troubadours 10
- Kiss Me Goodnight—Waltz,
Charles Dornberger and His Orch. 10

RED SEAL RECORDS

 - 3034 Don Pasquale—Tornami a dir (Once Again Let
Me Hear Thee) (Donizetti)—In Italian,
Amelita Galli-Curci-Tito Schipa 10
 - Rigoletto—E il sol dell' anima (Love Is the Sun)
—In Italian ..Amelita Galli-Curci-Tito Schipa 10
 - 963 Damnation of Faust—Mephistopheles' Serenade
(While You Play at Sleeping) (Berlioz)—In
ItalianTitta Ruffo 10
 - The Demon—Arioso (Do Not Weep, Child)
(Rubinstein)Titta Ruffo 10
 - 1046 Adeste Fideles (Oh Come, All Ye Faithful)
(Portugal)—In Latin ..Sistine Chapel Choir 10
 - Exultate Deo (Sing Unto the Lord) (Palestrina)
—In LatinSistine Chapel Choir 10

FEATURE RECORDS

 - 6437 Aida—Ritorna vincitor (Return Victorious)
(Verdi)—ItalianRosa Ponselle 12
 - Aida—O patria mia (My Native Land) (Verdi)
—ItalianRosa Ponselle 12
 - 35509 Poet and Peasant Overture—Part 1 (von Suppé),
Victor Concert Orchestra 12
 - Poet and Peasant Overture—Part 2 (von Suppé),
Victor Concert Orchestra 12

LIST FOR DECEMBER 12

 - 45477 Sleepy Hollow Tune (Fosdick-Kountz),
Elsie Baker 10

- When Loe Dies (Edgan-Leopoldi),
Elsie Baker 10
 - 19501 It Ain't Gonna Rain No Mo'—2nd intallment,
Wendell Hall 10
 - We're Gonna Have Weather...Wendell Hall 10
- INSTRUMENTAL RECORD
- 19464 Silent Night (Gruber).....Mark Andrews 10
 - Oh Come, All Ye Faithful (Adeste Fideles)
(Portugal)Mark Andrews 10
- DANCE RECORDS
- 19496 Traveling Blues—Fox-trot,
Ted Weems and His Orch. 10
 - If You Don't Want Me—Fox-trot,
Jan Garber and His Orch. 10
 - 19497 The Slave of Love—Fox-trot,
George Olsen and His Music 10
 - Because They All Love You—Fox-trot,
Barney Rapp and his Orch. 10
 - 19500 All Alone With You in a Little Rendezvous—
Fox-trotInternational Novelty Orch. 10
 - The Pal That I Loved Stole the Gal That I
Loved—Waltz...C. Dornberger and His Orch. 10
- RED SEAL RECORDS
- 1050 Down the Petersky (Moscow Street Song) (Arr.
Chaliapin)Feodor Chaliapin 10
 - Dubinushka (Russian Laborer's Song)—With
ChorusFeodor Chaliapin 10
 - 1048 Stimmung (An Impression) (Achron),
Jascha Heifetz 10
 - Waltz (in D Major) (Godowsky), Jascha Heifetz 10
 - 1049 Der Tannenbaum (The Christmas Tree)—In Ger-
manSchumann-Heink 10
 - Du, du liegst mir im Herzen (You Live in My
Heart)—In German.....Schumann-Heink 10
- FEATURE RECORDS
- 643 Gioconda, La—Cielo e mar (Heaven and Ocean)
(Ponchielli)—In Italian.....Beniamino Gigli 10
 - Pagliacci—Vesti la giubba (On With the Play)
Leoncavallo)—In Italian... Beniamino Gigli 10
 - 18749 El Relicario (The Charm) (Jose Padilla),
Blue and White Marimba Band 19
 - One-Two-Three-Four—Medley Waltz—Guitars,
Fera-Franchini 10
- LIST FOR DECEMBER 19
- 19502—Me and the Boy Friend.....Jane Green 10
 - Back Where the Daffodils Grow.....Aileen Stanley 10
 - 19503 Big Bad Bill.....Billy Murray 10
 - Ukulele Lou.....Frank Richardson 10
 - 19508 Mandy Lee Shannon Quartet 10
 - My Old New Hampshire Home.....Peerless Quartet 10
- INSTRUMENTAL RECORD
- 19505 All AloneVictor Salon Orch. 10
 - Memory Lane.....Victor Salon Orch. 10
- DANCE RECORDS
- 19504 Prince of Wails—Fox-trot,
Ralph Williams and His Rainbo Orch. 10
 - Get Lucky—Chicago Stomp or Shimmy Fox-trot,
Ralph Williams and His Rainbo Orch. 10
 - 19507 Nancy—Fox-trot...George Olsen and His Music 10
 - No One Knows What It's All About—Fox-trot,
Jack Shilkret's Orch. 10
 - 19509 Sax-o-Phun—Fox-trot,
George Olsen and His Music 10
 - Hey! Hey! and Hee! Hee!—Fox-trot,
International Novelty Orch. 10
- RED SEAL RECORDS
- 1052 Mignon—Connais-tu le pays? (Knowest Thou the
Land?) (Thomas)—In French...Louise Homer 10
 - Mignon—Gavotte, Me voici dans son boudoir
(Here Am I in Her Boudoir) (Thomas)—In
FrenchLouise Homer 10
 - 1051 Lilacs (Rachmaninoff).....Sergei Rachmaninoff 10
 - Humoresque (Tschaiowsky),
Sergei Rachmaninoff 10
- FEATURE RECORDS
- 10000 Lucia—SextetteCaruso-Galli-Curci-Egner
de Luca-Journet-Bada 12
 - Rigoletto—Quartet,
Caruso-Galli-Curci,Perini-de Luca 12
 - 35196 Memories of Home (Transcription) (Gutmann),
Neapolitan Trio 12
 - Love's Old Sweet Song (Bingham-Molloy)—
Violin, Flute, Harp.....Neapolitan Trio 12

- 230-D Put Away a Little Ray of Golden Sunshine
for a Rainy Day (Ahler-Lewis-Young)—
Fox-trot ...Leo F. Reisman and His Orch. 10
 - Tell Me Dreamy Eyes (Spitalny-Gordon-Kahn)
—Fox-trot ...Leo F. Reisman and His Orch. 10
 - 232-D Dear One (Fisher-Richardson-Burke)—Fox-
trotPaul Specht and His Orch. 10
 - Dreary Weather (Boland-Winegar)—Fox-trot,
Paul Specht and His Orch. 10
 - 223-D Eliza (Fiorito-Kahn)—Fox-trot,
California Ramblers 10
 - I Want to See My Tennessee (Ager-Yellen)
—Fox-trotCalifornia Ramblers 10
 - 221-D—Off and Gone (Kahn-Gillespie)—Blues Fox-
trotArt Kahn and His Orch. 10
 - Gilda (Gay)—Fox-trot,
Art Kahn and His Orch. 10
 - 228-D Go 'Long, Mule (Creamer-King)—Fox-trot,
Fletcher Henderson and His Orch. 10
 - Manda (From "The Chocolate Dandies")
(Sissle-Blake)—Fox-trot,
Fletcher Henderson and His Orch. 10
 - 224-D Honest and Truly (Rose)—Waltz,
The Cavaliers (Waltz Artists) 10
 - I'm Some-One Who's No-One to You (Till-
man)—Waltz...The Cavaliers (Waltz Artists) 10
- POPULAR SONGS
- 234-D How I Love That Girl (Fiorito-Kahn),
Eddie Cantor 10
 - Everything Has Got My Goat (Taylor-Heins-
Breuer)—Duet....Billy Jones-Ernest Hare 10
 - 226-D Red Hot Mama (Wells-Cooper-Rose),
Dolly Kay 10
 - Big Bad Bill (Is Sweet William Now)
(Ager-Yellen)Dolly Kay 10
 - 235-D All Alone (Berlin)—Tenor Solo.....Lewis James 10
 - All Alone (Berlin)—Waltz,
The Cavaliers (Waltz Artists) 10
 - 225-D The Pal That I Loved Stole the Gal That I
Loved (Pease-Nelson)—Tenor Solo,
Lewis James 10
 - I Don't Care What You Used to Be (Dubin-
McHugh)—Tenor SoloLewis James 10
 - 222-D I Want to Be Happy (From "No, No,
Nanette") (Caesar-Youmans)—Male Quar-
tetShannon Four 10
 - Bring Back Those Rock-a-Bye Baby Days
(Christy-Silver-Bernie)—Male Quartet,
Shannon Four 10
 - 229-D My Lady Chlo! (Clough-Leigher)—Male
QuartetBinghamton Kiwanis Quartet 10
 - Swing Along! (Cook)—Male Quartet,
Binghamton Kiwanis Quartet 10
- NOVELTIES
- 231-D Old Catville Quadrille—Square Dance—Violin
SoloColonel John A. Pattee 10
 - Old Monkey Musk Quadrille—Square Dance
—Violin Solo.....Colonel John A. Pattee 10
 - 220-D Sleep, Baby, Sleep—Vocal, with Guitar Ac-
comp.Riley Puckett 10
 - Strawberries—Vocal, with Guitar Accomp.,
Riley Puckett 10
- SYMPHONY CONCERT SELECTIONS
- 30018-D John Anderson, My Jo—Soprano Solo, with
Orch. Accomp.Florence Macbeth 10
 - Within a Mile o' Edinboro' Town (Hook-
D'Urfe)—Soprano Solo, with Orch. Accomp.,
Florence Macbeth 10
 - 20027-D Softly Now the Light of Day (Von Weber)—
Contralto Solo, with Orch. Accomp.,
Cyrena Van Gordon 10
 - My Faith Looks Up to Thee (Mason)—Con-
tralto Solo, with Orch. Accomp.,
Cyrena Van Gordon 10
 - 33050-D Marcheta (Schertzinger)—Tenor Solo, with
Orch. Accomp.Charles Hackett 10
 - Memory Lane (Spier-Conrad-De Sylva)—
Tenor Solo, with Orch. Accomp.,
Charles Hackett 10
 - 65025 The Wanderer (Schubert)—Baritone Solo,
with Orch. Accomp.....Louis Graveure 12
 - Who Is Sylvia (Schubert)—Baritone Solo,
with Orch. Accomp.....Louis Graveure 12
 - 65024-D Valse De Concert (Levitzi)—Piano Solo,
Mischa Levitzki 12
 - (a) Waltz in A-Major (Levitzi); (b) Troika
en Trairneaux (Tschaiowsky)—Piano Solo,
Mischa Levitzki 12
 - 330491-D Valse Triste (Sibelius)—Violin Solo; Arthur
Loesser at the Piano.....Toscha Seidel 10
 - Pastorale (Scarlatti)—Violin Solo; Arthur
Loesser at the Piano.....Toscha Seidel 10
 - 233-D There Came Three Kings (Arranged and di-
rected by R. H. Bowers)—Instrumental,
Columbia Symphony Orch. 10
 - Like Silver Lamps (Arranged and directed by
R. H. Bowers)—Instrumental,
Columbia Symphony Orch. 10
- (Continued on page 206)

"When the One You Love, Loves You"

The New Waltz Ballad
So Successfully Sung by
MORTON DOWNEY
With **PAUL WHITEMAN** and his Orchestra
Written by Paul Whiteman
Cliff Friend & Abel Baer

"SOUTHERN ROSE"

The International Fox Trot Hit
published by arrangement with
WEST'S Ltd. London
Melody by **BILLY MAYERL**
Lyric by **DOROTHY TERRISS**

"How I Love That Girl!"

Gus Kahn and Ted Fiorito's
Newest Comedy Song—
A Great Fox Trot Melody
And A Lyric With The
Smartest Lines of the Year.

"You can't go wrong with any FEIST song"

© 1924 LEO FEIST INC.

ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 205)

COLUMBIA FINE ART SERIES OF MUSICAL MASTER WORKS—IMPORTED RECORDINGS SYMPHONIES
Masterworks Set No. 1. Beethoven—Seventh Symphony by Felix Weingartner and London Symphony Orchestra. In nine parts—Five 12-inch double disc records.

CHAMBER MUSIC
Masterworks Set No. 6. Beethoven—Quartet in C-Sharp Minor, Opus 131, by Lener String Quartet, of Budapest. In ten parts—Five 12-inch double disc records.

MISCELLANEOUS RECORDS OF CHAMBER MUSIC AND OPERA

67032-D Schubert: Quartet in D-Minor (Posthumous): Andante con moto. Brahms: Quartet in A-Minor, Opus 51, No. 2: Andante moderato, Lener String Quartet, of Budapest 12

67033-D Debussy: Quartet in G-Minor, Opus 10: Andante doucement expressif. Tschaikowsky: Quartet in D, Opus 11; Scherzo Allegro non tanto e con fuoco, Lener String Quartet, of Budapest 12

67031-D Mozart: Quartet in B-Flat: Allegro assai. Haydn: Quartet in F-Major, Opus 3, No. 5: Serenade—Andante cantabile, Lener String Quartet, of Budapest 12

67030-D Beethoven: Quartet in F, Opus 59, No. 1: Adagio molto e mesto. Beethoven: Quartet in E-Flat, Opus 74: Adagio ma non troppo, Lener String Quartet, of Budapest 12

67013-D Lacroix: Aubade d'Avril. Schumann: Libesgarten. Trio: Arthur Catterall, Violin; William Murdoch, Piano; W. H. Squire, 'Cello' 12

67014-D Haydn: Gypsy Rondo (From Trio No. 1, Finale). Trio: Arthur Catterall, Violin; William Murdoch, Piano; W. H. Squire, 'Cello' 12

67015-D Wagner: Parsifal: Good Friday Music—Part 1.....Hamilton Harty and Orch. 12

67016-D Wagner: Parsifal: Good Friday Music—Part 2.....Hamilton Harty and Orch. 12

67017-D Wagner: Tristan and Isolde: Prelude—Part 1..British National Opera Co.'s Orch. 12

Brunswick Records

50054 Andrea Chenier—La mamma morta—(Maddalena's Narrative) (Act III) (Giordano)—Soprano, with Orch.; in Italian, Elisabeth Rethberg

50055 Freischütz—Overture (Part I) (Weber)—Symphony Orchestra, Henri Verbrugghen, Conductor.....Minneapolis Symphony Orch. 12

15094 Feux D' Artifice (Fireworks) (Debussy)—Pianoforte Solo.....Elly Ney

10154 The Rosary (Nevin)—Contralto, with Orch., Marie Morrisey

10156 Ständchen (Serenade) (Strauss-von Schack)—Soprano in German; Pianoforte by Frederic Persson.....Claire Dux

20038 Forza Del Destino—Solenne in quest' ora (Act III) (Verdi)—Concert Band, Vessella's Italian Band

2765 Song of the Clock (Wallace-Burchell)—Baritone, with Orch.....John Barclay

2725 Where the Rainbow Ends (Grey-Ayer)—Tenor, with Orch.....Allan McQuhae

2753 I Didn't Care 'Till I Lost You (Cowan)—Fox-trot, for Dancing.....Ray Miller and His Orch.

2754 Haunting Melody (Russell-Spier-Shloss)—Waltz, for Dancing.....Castlewood Marimba Band

2749 I Want You Back, Old Pal (Wood-Arnheim)—Fox-trot, for Dancing; Vocal Chorus by Billy Jones.....Abe Lyman's California Orch.

2750 Gotta Getta Girl (Gus Kahn-Isham Jones)—Fox-trot, for Dancing.....Isham Jones' Orch.

2751 Monte Carlo Moon (Schonberg-Lindsay-Kerr)—Fox-trot, for Dancing.....Herb Wiedoeft's Cinderella Roof Orch.

2752 My Rose Marie (Henderson-De Sylva-King)—Fox-trot, for Dancing.....Oriole Orch.

2758 Hot, Hot, Hottentot (Fisher)—Fox-trot, for Dancing.....Bennie Krueger's Orch.

2669 Somebody Loves Me (From George White's "Scandals") (De Sylva-Gershwin)—Fox-trot, for Dancing.....Ray Miller and His Orch.

2757 Oh, You Can't Fool an Old Hoss-Fly (Franklyn-Vincent-Von Tilzer)—Fox-trot, for Dancing; Vocal Chorus by Billy Jones and Ernest Hare.....Carl Fenton's Orch.

2764 Insufficient Sweetie (Wells-Jones)—Comedienne, with Orch.....Margaret Young

2755 I Don't Care What You Used to Be (McHugh-Dubin)—Vocal Duet, with Orch., Wright and Bessinger—The Radio Franks

2762 Keep on Going (Bernard)—Tenor, with Piano and Guitar; Guitar by Nick Lucas, Al Bernard and Russel Robinson—The Dixie Stars

2747 Tea for Two (From "No, No, Nanette") (Caesar-Youmans)—Comedienne, with Orch., Marion Harris

2743 All Alone (Irving Berlin)—Comedian, with Orch.....Al Jolson with Ray Miller and His Orch.

2741 Eliza (Kahn-Fiorito)—Fox-trot, for Dancing, Oriole Orch.

2740 The Pal That I Loved Stole the Gal That I Loved (Pease-Nelson)—Tenor, with Orch., Frank Bessinger

2738 Tell Me Dreamy Eyes (Kahn-Spitalny-Gordon)—Fox-trot, for Dancing.....Isham Jones' Orch.

2739 All Alone (Irving Berlin)—Waltz, for Dancing, Carl Fenton's Orch.

2744 A True Christmas Story (For Every Boy and Girl)—For Children, "The Original Radio Sandman"—Val McLaughlin

2745 The Story of the Three Bears—For Children, "The Original Radio Sandman"—Val McLaughlin

2746 The Story of David—For Children, "The Original Radio Sandman"—Val McLaughlin

Edison Disc Records

ALREADY RELEASED SPECIALS

51415 Oh, You Can't Fool an Old Hoss Fly, Billy Jones and Ernest Hare

51418 Somebody Loves Me—Fox-trot, from "George White's Scandals".....Nathan Glantz and His Orch.

51421 Doodle-Do-Doo—Fox-trot...Broadway Dance Orch.

51423 Any Way the Wind Blows (My Sweetie Goes), Collins-Harlan

51424 The Foot Guard Waltzes—Piano Solo...Ray Perkins

51426 Dreamer of Dreams...Helen Clark and Charles Hart

51429 American Emblem March...Imperial Marimba Band

51430 It Ain't Gonna Rain No Mo' (2nd Edition), Billy Jones and Ernest Hare—The Happiness Boys

80807 A Brown Bird Singing.....Helen Davis

80808 My Mother's Prayer.....Lewis James and Chorus

80809 Memory Lane, Walter Scanlan—Intro. Trio of Female Voices

80810 Ben Bolt.....Elizabeth Spencer

82329 Imi Au Ia Oe (I Am Searching for Thee), Anua Case

82330 Beautiful Kahana.....Anna Case

51425 Some Other Day (Some Other Girl)—Fox-trot, Green Bros. Novelty Band

51427 Where's My Sweetie Hiding?—Fox-trot, Georgia Melodians

51431 Down in "Wah-Wah" Town—Fox-trot, Nat Martin and His Orch.

51432 I Want to Be Happy—Fox-trot from "No, No, Nanette," Billy Wynne's Greenwich Village Inn Orch.

51433 All Alone—Waltz by Harry Raderman's Dance Orch.—Song by Joseph Phillips

51422 Little Brown Jug (The Blue Ridge Duo), Gene Austin and George Reneau

51428 How Come You Do Me Like You Do, Florence Brady

58016 Sur Les Bords de L'Ohio (On the Shores of the Ohio).....J. H. Germain

58017 On S'était Dit (When Lights Are Low), J. H. Germain

58018 Le Rêve Passe (The Passing Dream).....J. H. Germain

60032 Siempre Tú...Juan de la Cruz y Bienvenido León

60033 Rodolfo Valentino, Juan de la Cruz y Bienvenido León

60034 Corazón Mio...Juan de la Cruz y Bienvenido León

60035 Tu Gentil Figura, Juan de la Cruz y Bienvenido León

60036 Juro Adorarte hasta la Muerte, Juan de la Cruz y Bienvenido León

60037 Granadinas (de la zarzuela "Emigrantes"), Luisa A. Tosi

60038 El majo discreto.....Luisa A. Tosi

60039 Cielito Lindo.....Maria Luisa Escobar

60040 Asi Cantaba La Fuente.....Maria Luisa Escobar

60041 Encantador.....Maria Luisa Escobar

60042 "Voy de pasada".....Maria Luisa Escobar

60043 Pura Mexicana (De Santa Maria), Maria Luisa Escobar

60044 La Pajarera.....Maria Luisa Escobar

4927 I Wonder What's Become of Sally?—Fox-trot, Broadway Dance Orch.

4928 A Street Corner Quartet...National Male Quartet

4929 Georgia Lullaby.....Helen Clark and Charles Hart

4930 San—Oriental Fox-trot.....Georgia Melodians

4931 Sally Lou—Fox-trot.....Broadway Dance Orch.

4932 Rose Marie—Fox-trot from "Rose-Marie," Broadway Dance Orch.

4933 When I Was the Dandy and You Were the Belle.....Walter Scanlan

4934 The World Is Waiting for the Sunrise....Played by Fred'k Kinsley on the Midmer-Losh Pipe Organ

Aeolian Records

VOCALION RECORDS

OPERATIC

38011 Salut demeure (All Hail Thou Dwelling Lowly) (From "Faust") (Gounod)—Tenor, in French; Orch. Accomp. (Recorded in Europe), Alfred Piccaver 12

Forse la soglia attinse (Haply the Step Once Taken) (From "Un Ballo in Maschera"—"The Masked Ball") (Verdi)—Tenor, in Italian; Orch. Accomp. (Recorded in Europe), Alfred Piccaver 12

STANDARD

70043 Nocturne (Song of Love) (Pearl G. Curran)—Baritone, Aeolian Orch. Accomp., John Charles Thomas 12

The Heart Bow'd Down (From "Bohemian Girl") (M. W. Balfe)—Baritone, Aeolian Orch. Accomp., John Charles Thomas 12

21011 Der Musensohn, Op. 92, No. 1 (Schubert)—Soprano, Piano Accomp. (Recorded in England), Elena Gerhardt 10

Vergebliches Ständchen (Brahms)—Soprano, Piano Accomp. (Recorded in England), Elena Gerhardt 10

38017 An die Musik, Op. 88, No. 4 (Schubert)—Soprano, Piano Accomp. (Recorded in England), Elena Gerhardt 12

Sapphische Ode, Op. 94, No. 4 (Brahms)—Soprano, Piano Accomp. (Recorded in England), Elena Gerhardt 12

38018 Song of the Volga Boatmen (Russian Folk Song)—Arranged by Chaliapin and Koenevan)—Tenor, in Russian; Aeolian Orch. Accomp., Vladimir Rosing 12

Volga Lullaby (Russian Folk Song) (Ostrovsky-Arensky)—Tenor, in Russian; Aeolian Orch. Accomp., Vladimir Rosing 12

SACRED

24066 Softly and Tenderly (Will L. Thompson)—Hymn—Tenor, Aeolian Orch. Accomp., Colin O'More 10

Comedye Disconsolate (Moore-Webbe)—Hymn—Tenor, Aeolian Orch. Accomp., Colin O'More 10

INSTRUMENTAL

35048 Casse—Noisette Suite (Tschaikowsky)—Miniature Overture (Recorded in England), The Aeolian Orch. 12

Sylvia Dances "Sylvan Scenes" (Percy Fletcher)—Conducted by the Composer (Recorded in England), The Regent Symphony Orch. 12

14891 Flag of Victory (Von Blou)—March, Lt. F. W. Sutherland and His 7th Rgt. Band 10

Down the Field (Friedman)—March, Lt. F. W. Sutherland and His 7th Rgt. Band 10

- HAWAIIAN**
- 14921 Hawaiian Memories (Billy Heagney)—Waltz—
Hawaiian Guitars, Violin and Cornet,
Ferrera-Franchini Quartet 10
Ukulele Lou (Andrew B. Sterling)—Hawaiian
Guitars, Violin and Cornet,
Ferrera-Franchini Quartet 10
- DANCE**
- 14905 Memory Lane (Spier-Conrad)—Waltz,
The Bar Harbor Society Orch. 10
I Wonder What's Become of Sally (Ager-Yellen)
—WaltzThe Bar Harbor Society Orch. 10
- 14923 Dear One (Amada)—(Fischer-Richardson-
Burke)—Fox-trot,
Ben Bernie and His Hotel Roosevelt Orch. 10
Romany Days (Dias Gitanos) (Arnheim-Lyman)
—Fox-trot,
Ben Bernie and His Hotel Roosevelt Orch. 10
- 14924 Manda (From "The Chocolate Dandies")
(Mauda, de "Los Dandies de Chocolate")
(Sissle-Blake)—Fox-trot,
Ben Bernie and His Hotel Roosevelt Orch. 10
Then You Know That You're in Love (From
"Top Hole") (Entonces sabes que estas Ena-
morada, de "Top Hole") (Murphy-Richman-
Gorney)—Fox-trot,
Ben Bernie and His Hotel Roosevelt Orch. 10
- 14916 Gotta Getta Girl (Tengo que encontray mi
chica) (Jones-Kahn)—Fox-trot,
The Ambassadors 10
Choo-Choo (I Gotta Hurry Home) (Chu-Chu—
Tengo que correr a casa) (Ringle-Ellington-
Schaefer)—Fox-trot, Vocal Refrain by Gene
AustinThe Ambassadors 10
- 14907 Cuddle Up a Little Closer (Lovey Mine) (From
"The Three Twins") (Hirschner)—Fox-trot,
The Ambassadors 10
Dreary Weather (Boland-Winegar)—Fox-trot,
The Ambassadors 10
- 14909 On the Way to Monterey (Neil Moret)—Fox-
trot, Vocal Chorus by Irving Kaufman,
Ben Selvin and His Orch. 10
Nancy (Neil Moret)—Fox-trot, Vocal Chorus by
Irving KaufmanBen Selvin and His Orch. 10
- 14926 Words (Palabras) (Otis Spencer)—Fox-trot,
Fletcher Henderson and His Orch. 10
Copenhagen (Copenhague) (Charlie Davis)—
Fox-trotFletcher Henderson and His Orch. 10
- MEXICAN—DANCE**
- 14914 La Cancion del Recuerdo (Remembrance Song)
(Belisario de J. Garcia)—Fox-trot-Cancion,
The Castillians 10
La Chancía (The Old Shoe) (Tomas Ponce
Reyes—Danzon)—Fox-trotThe Castillians 10
- VOCAL**
- 14908 All Alone (Irving Berlin)—Ballad, Orch. Ac-
comp.Irving Kaufman 10
At the End of the Road (Ballard-MacDonald-
Hanley)—Ballad, Orch. Accomp.Irving Kaufman 10
- 14906 Me and the Boy Friend (Clair-Monaco)—Comedy
Song, Accomp. by The Ambassadors,
Isabelle Patricola 10
Doo Wacka Doo (Gaskill-Donaldson)—Comedy
Song, Accomp. by The Ambassadors,
Isabelle Patricola 10
- 14922 Back Where the Daffodils Grow (Donde los Nar-
cizos Crecen) (Walter Donaldson)—Accomp.
by Piano Duet and BanjoIrving Kaufman 10
I Want to See My Tennessee (Quero ver mi
Tennessee) (Yellen-Ager)—Accomp. by Piano
Duet and BanjoIrving Kaufman 10
- VOCAL—MEXICAN**
- 14920 Mujer Enigma (Enigmatical Woman) (Herrera
M. Gutierrez)—Cancion Criolla—Tenor,
Orch. Accomp.Alcides Briceno 10
Pero, Mira, Por Favor (But Look Here, Please)
(Mendoza-Guido)—Cancion—Tenor, Orch.
Accomp.Alcides Briceno 10
- NOVELTY**
- 14917 Laughing Rag (Octachord Solo) (Moore-Shin-
ner)—Piano Accomp., in "Spooning and Bal-
looning"Moore-Freed 10
Banjo Blues (Moore-Shinner)—Banjo Solo,
Piano Accomp., in "Spooning and Ballooning,"
Moore-Freed 10
- SOUTHERN RECORDS**
- 14918 The Baggage Coach Ahead,
George Reneau, the Blind Musician
of the Smoky Mountains 10
Softly and Tenderly (Thompson),
George Reneau, the Blind Musician
of the Smoky Mountains 10
- 14904 All I've Got's Gone (Macon)—Comedy,
Uncle Dave Macon (Banjo) 10
Hill Billie Blues—Comedy,
Uncle Dave Macon (Banjo) 10
- FIDDLING**
- 14919 George Boker—Breakdown, Accomp. by Banjo
Picker, Uncle "Am" Stuart (Old-Time Fiddler)
Nigger in the Woodpile—Breakdown, Accomp.
by Banjo Picker,
Uncle "Am" Stuart (Old-Time Fiddler) 10
- VOCALION RACE RECORDS**
- VOCAL**
- 14910 Freight Train Blues (Dorsey-Murphy)—Accomp.
by Piano and SaxophoneLena Henry 10
Ghost Walkin' Blues (Williams)—Accomp. by
Piano and ClarinetLena Henry 10
- 14911 Death Letter Blues (Cox)—Accomp. by Piano,
Clarinet and CornetMonette Moore 10
I'm a Heart-Broken Mama (Cause My Papa
Turned Me Down) (Osborne-Jones)—Blues,
Accomp. by Piano and Cornet, Monette Moore 10
- 14912 Keep on Going (Al Bernard)—Blues, Accomp.
by Piano and Cornet,
Viola McCoy-Billy Higgins 10
Get Yourself a Monkey Man and Make Him
Strut His Stuff (Leroy Morton)—Blues, Ac-
comp. by Piano and Cornet,
Viola McCoy-Billy Higgins 10
- DANCE**
- 14913 Lenox Avenue Shuffle (Ray-Miley)—Blues with
Organ and CornetTexas Blues Destroyers 10
Down in the Mouth Blues (Ray-Miley)—Organ
and CornetTexas Blues Destroyers 10

Odeon Records

RECORDED IN EUROPE

- 3116 Coppelia Ballet—Festival Dance and Waltz of
the Hours (Delibes)Odeon Symphony Orch. 12
Coppelia Ballet—Czardas (Delibes),
Odeon Symphony Orch. 12
- 3117 Der Rosenkavalier (The Knight of the Rose)
—Part I (Richard Strauss),
Marek Weber and His Orch. 12
Der Rosenkavalier (The Knight of the Rose)
Part II (Richard Strauss),
Marek Weber and His Orch. 12
- 3118 O Katharina (R. Fall),
Marek Weber and His Orch. 12
Alexis (E. Gaval), Marek Weber and His Orch. 12
- 3121 Violin Concert in E-Minor—Op. 64—Allegro

"THE ROLL OF HONOR"

Mass production and volume selling of one grade, explains the superior quality and unprecedented low uniform price of U. S. Rolls.

Our policy is dedicated to the simple philosophy, that we can best help ourselves by making U. S. Rolls the most constructive agency in the development of the player industry.

UNITED STATES MUSIC COMPANY
2934-2938 West Lake Street, Chicago 122 Fifth Avenue, New York



Sell U. S. Rolls—You'll Sell More Players!

- molto appassionato—Part I (Mendelssohn-Bartholdy)—Violin Solo, with Orchestra under the direction of Dr. WeissmannEddy Brown 12
- Violin Concert in E-Minor—Op. 64—Allegro molto appassionato—Part II (Mendelssohn-Bartholdy)—Violin Solo, with Orchestra under the direction of Dr. WeissmannEddy Brown 12
- 3122 Violin Concert in E-Minor—Op. 64—Allegro molto appassionato—Part III (Mendelssohn-Bartholdy)—Violin Solo, with Orchestra under the direction of Dr. WeissmannEddy Brown 12
- Violin Concert in E-Minor—Op. 64—Allegro molto appassionato—Allegretto non troppo—Allegro molto vivace (Mendelssohn-Bartholdy)—Violin Solo, with Orchestra under the direction of Dr. WeissmannEddy Brown 12
- 3123 Violin Concert in E-Minor—Op. 64—Allegretto Molto Vivace (Mendelssohn-Bartholdy)—Violin Solo, with Orchestra under the direction of Dr. WeissmannEddy Brown 12
- Orientale (Kaleidoscope)—Op. 50, No. 9 (Cesar Cui)—Violin Solo, with Piano Accomp. by Dr. WeissmannEddy Brown 12
- 5048 Symphonie Pathetique 2nd Movement: Allegro con grazio (5/4)—Part 2 (P. Tschaikowsky), Dr. Weissmann and the Orchestra of the State Opera House, Berlin 12
- Symphonie Pathetique 3rd Movement: Allegro molto vivace—Part I (P. Tschaikowsky), Dr. Weissmann and the Orchestra of the State Opera House, Berlin 12
- 5049 Symphonie Pathetique 3rd Movement: Allegro molto vivace—Part 2 (P. Tschaikowsky), Dr. Weissmann and the Orchestra of the State Opera House, Berlin 12
- Symphonie Pathetique 4th Movement: Adagio lamentoso (P. Tschaikowsky), Dr. Weissmann and the Orchestra of the State Opera House, Berlin 12
- 5050 Symphonie Pathetique 4th Movement: Andante (P. Tschaikowsky), Dr. Weissmann and the Orchestra of the State Opera House, Berlin 12
- Symphonie Pathetique 4th Movement: Andante non tanto (P. Tschaikowsky), Dr. Weissmann and the Orchestra of the State Opera House, Berlin 12
- Okeh Records**
- VOCAL RECORDS**
- 40205 Pete the Greek (Sargent-Marvin)—Novelty DuetCharles Sargent-John Marvin 10
Mrs. Murphy's Chowder (White-Leslie-White)—Novelty Vocal, with Ukulele Accomp., John Marvin 10
- 40210 After All (I Adore You) (Herscher-Coogan)—Tenor, with Orch.Bruce Wallace 10
I Don't Care What You Used to Be (I Know What You Are To-day) (Dubin-McHugh)—Tenor, with Orch.Bruce Wallace 10
- 40215 Don't Take My Breath Away (Hirsch-De Witt-Bowers)—Baritone, with Orch.James Barton 10
I'se Got to Be Sweet to Mah Feet (De Witt-Bowers)—Baritone, with Orch.James Barton 10
- 40217 How Do You Do (Fleming-Harrison-De Voll)—Tenor Solo, with Ukulele Accomp. by Harry ReserBilly Jones 10
Oh, You Can't Fool An Old Hoss-Fly (Franklyn-Vincent-Von Tilzer)—Tenor, with Orch., Billy Jones 10
- 40244 A Window in Old Athlone (Robe-Brady)—Tenor Solo, Accomp. by Justin Ring Trio, Gerald Griffin 10
My Sweet Killarney Rose (Griffin-Costello-Barton)—Tenor Solo, with Accomp. by Justin Ring TrioGerald Griffin 10
- DANCE RECORDS**
- 40198 Bessie Couldn't Help It (Warner-Richmond)—Fox-trot, with Vocal Chorus, by J. L. Richmond,
Warner's Seven Aces (B. H. Warner, Dir.) 10
Longing for Lou (B. H. Warner)—Fox-trot,
Warner's Seven Aces (B. H. Warner, Dir.) 10
- 40207 Sweet Little You (Irving M. Bibb)—Fox-trot,
Okeh Syncopators (Harry Reser, Dir.) 10
Too Tired (Little-Sizemore-Shay)—Fox-trot,
Okeh Syncopators (Harry Reser, Dir.) 10
- 40208 Go Emmaline (Creamer-Brown)—Fox-trot,
The Goofus Five 10
Hey! Hey! and Hee! Hee! (I'm Charleston Crazy) (Booker-Matson-Mills)—Fox-trot,
The Goofus Five 10
- 40209 I'm Satisfied (Beside That Sweetie o' Mine) (Pinkard)—Fox-trotGlantz and His Orch. 10
Dearie (I Still Love You) (Naylor-Squires)—Fox-trotGlantz and His Orch. 10
- 40218 You're Just a Flower (From an Old Bouquet) (Denni)—Fox-trot, with Vocal Chorus by Bruce Wallace,
V. Lopez and His Hotel Pennsylvania Orch. 10
Romany Days (Arnheim-Lyman)—Fox-trot,
V. Lopez and His Hotel Pennsylvania Orch. 10
- 40219 Some Other Day (Some Other Girl) (Jones)—Fox-trotThe Lanin Orch. 10
I Want to See My Tennessee (Ager)—Fox-trot,
The Lanin Orch. 10
- 40220 I Ain't Gonna Blame It on the Blues (McClen-
non)—Fox-trot,
Harlem Trio (Geo. McClennon, Clarinet) 10

ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 207)

- Muddy Water Blues (McClennon)—Fox-trot, Harlem Trio (Geo. McClennon, Clarinet) 10
- 40221 Eliza (Fiorito)—Fox-trot, Vincent Lopez and His Hotel Penn. Orch. 10
- Cold, Cold Mammias (Burn Me Up) (Gilbert-Santly-Van Loan)—Fox-trot—Vocal Chorus by Bill Jones, Vincent Lopez and His Hotel Penn. Orch. 10
- 40222 Toodles (Spencer)—Fox-trot...Markels Orch. 10
- Glad Eyes (Herbert)—Fox-trot...Markels Orch. 10
- 40223 Bye Bye, Baby (Motzan-Bloom)—Fox-trot, Ace Brigade and His Fourteen Virginians 10
- A Sun-Kist Cottage (In California) (Gress-Olsen)—Fox-trot, Ace Brigade and His Fourteen Virginians 10
- 40211 Jennie Lind Polka—Guitar, Banjo and Fiddle, Whitter's Virginia Breakdowners (Henry Whitter-John Rector-James Sutphin) 10
- Nellie Gray, Guitar, Banjo and Fiddle, Whitter's Virginia Breakdowners (Henry Whitter-John Rector-James Sutphin) 10
- 40212 Cumberland Gap—Banjo Solo, Vocal Chorus, Land Norris 10
- Kitty Puss—Banjo Solo, Vocal Chorus, Land Norris 10
- 40213 Devilish Mary (Stanley)—Harmonica-Guitar Duet, with Vocal Chorus by Roba Stanley (Recorded in Atlanta), Roba Stanley-William Patterson 10
- Mister Chicken (Stanley-Stanley)—Harmonica-Guitar Duet with Vocal Chorus by Roba Stanley (Recorded in Atlanta), Roba Stanley-William Patterson 10
- 40195 Wondrous Love—Mixed Quartet (Recorded in Atlanta)...Georgia Sacred Harp Quartet 10
- Windham (Isaac Watt-Daniel)—Mixed Quartet (Recorded in Atlanta), Georgia Sacred Harp Quartet 10
- 40214 The Church in the Wildwood—Sacred Vocal, The Jenkins Family 10
- If I Could Hear My Mother Pray Again (James Rowe-J. W. Vaughn)—Sacred Vocal, The Jenkins Family 10
- 40216 Take the Name of Jesus With You (Baxter-Doane)—Baritone-Contralto Duet, Piano Accomp. by Mrs. R. M. Foster (Recorded in Atlanta), Mr. and Mrs. J. Douglas Swagerty 10
- Shall We Gather at the River (Lowry)—Baritone-Contralto Duet, Piano Accomp., by Mrs. R. M. Foster (Recorded in Atlanta), Mr. and Mrs. J. Douglas Swagerty 10
- 8165 Without You, Dear (Troy-Medina)—Tenor with Orchestral, Lawrence Lomax 10
- Sweetheart Mine (Razaf-Lomax-Denniker)—Tenor with Orchestral, Lawrence Lomax 10
- 8166 Don't You Quit Me Daddy (Martin-Grainger)—Contralto Solo, Accomp. by Sara Martin's Jug Band 10
- Jug Band Blues (MacDonald-Hayes)—Contralto Solo, Accomp. by Sara Martin's Jug Band, Sara Martin 10
- 8167 Mammy's Coo Coo (Steele-Williams)—Baritone Solo, Accomp. by Du Pree's Syncopators, Reese Du Pree 10
- Here's to Our Absent Brothers (Helf)—Baritone Solo, Accomp. by Du Pree's Syncopators, Reese Du Pree 10
- 8168 Leaving Me, Daddy, Is Hard to Do (Hinton-Thomas)—Contralto Solo, Piano Accomp. by Clarence Williams, Sippie Wallace 10
- Mamma's Gone, Good-bye (Bocage-Piron)—Contralto Solo, Piano Accomp. by Clarence Williams, Sippie Wallace 10
- 8169 Two-faced Woman Blues (Williams)—Contralto Solo, Piano Accomp. by Clarence Williams, Laura Smith 10
- I Can Always Tell When My Man Don't Want Me 'Round (Thompson)—Contralto Solo Accomp. by Instrumental Trio...Laura Smith 10

Gennett Lateral Records

- 5538 Danube Waves—Waltz, Lieut. Matt's 106th Infantry Band
- Southern Roses—Waltz, Lieut. Matt's 106th Infantry Band
- LATEST DANCE HITS
- 5584 Leaky Roof Blues...Lange-McKay Orch. 10
- Battleship Kate, Wilbur Sweatman and His Acme Syncopators
- 5585 Blackin' Blues...Miami Lucky Seven 10
- Boll Weevil Blues...Miami Lucky Seven
- 5591 It Ain't Gonna Rain No Mo' (No Llovera Mas—Las Pelonas)—Fox-trot, Nathan Glantz and His Orch. 10
- Benamor—Fox-trot...Nathan Glantz and His Orch. 10
- 5596 On Wings of Love—Tango Fox-trot; Vocal Chorus by the Tremaine Bros., Paul Sanderson and His Orch. 10
- You're Just a Flower From an Old Bouquet—Tango Fox-trot; Vocal Chorus by the Tremaine Bros.Paul Sanderson and His Orch. 10
- 5597 Toodles—Vocal Chorus by Jack Kaufman, Westchester-Biltmore Country Club Orch. 10
- No One Knows What It's All About—Vocal Chorus by Jack Kaufman, Westchester-Biltmore Country Club Orch. 10
- 5569 I'm Glad—Fox-trot, Sioux City Six Featuring Bix and Miff Moe 10
- Flock o' Blues—Fox-trot, Sioux City Six Featuring Bix and Miff Moe 10
- 5576 Dreamer of Dreams—Waltz...The Vagabonds 10
- Southern Rose—Fox-trot...The Vagabonds
- 5577 Doodle Doo Doo—Fox-trot; Vocal Chorus by Arthur Fields...Willie Creager's Orch. 10
- I'm Satisfied—Fox-trot...Bailey's Dixie Dudes 10
- 5581 All Alone—Waltz...Willie Creager's Orch. 10
- Lovelight—Waltz...Paul Sanderson and His Orch. 10
- POPULAR SONGS
- 5592 Daddy Do—Piano and Clarinet Accomp...Kitty Irvin 10
- Copenhagen—Piano and Clarinet Accomp...Kitty Irvin
- 5593 I Got Your Water On—Piano Accomp., Baby Bonnie-Lovell Bolan 10
- Leaving School Blues—Piano Accomp., Baby Bonnie-Lovell Bolan 10
- 5594 Everybody Loves My Baby—Accomp. by Red Onion Jazz Babies...Josephine Beatty 10
- Texas Moaner Blues—Accomp. by Red Onion Jazz Babies...Josephine Beatty
- 5601 All Alone—Duet, with Orch. Accomp., Tremaine Bros. 10
- Blue-Eyed Sally—Duet, with Orch. Accomp., Tremaine Bros. 10
- 5551 Memory Lane—Orch. Accomp...Wilson Harper 10
- If Love Were All—Orch. Accomp...Wilson Harper
- 5566 Cradle of the Blues—Comedienne, with Ukulele Accomp...Aileen Stanley 10
- My Best Girl—Comedienne, with Ukulele Accomp...Aileen Stanley

- STANDARD NUMBERS
- 5578 Athlone—Tenor, with Orch. Accomp., John Shaughnessy 10
- If I Were King of Ireland—Tenor, with Orch. Accomp.John Shaughnessy
- 5582 The Fun at the Fair—Irish Jig; Piano Accomp. by Dennis Marion...George Halpin, Fiddler 10
- Drowsy Maggie—Irish Reel; Piano Accomp. by Dennis Marion...George Halpin, Fiddler
- 5595 Love Led Him to Calvary—Contralto and Baritone Duet, with Orch., Mrs. Virginia Asher-Homer Rodeheaver 10
- Glorious City—Baritone, with Orch. Accomp., Homer Rodeheaver
- S-5564 Muchachita Loca—Tango...La Orquesta de Nava 10
- O-Ma-Gaby—Fox-trot...La Orquesta de Nava
- S-5557 Jazz de las Panderetas—Fox-trot; Italian, La Orquesta de Nava 10
- Mano a Mano—Tango; Italian, La Orquesta de Nava
- I-5586 Pascale Adda—Part I—Tenor, with Orch. Accomp.Balsamo 10
- E' Mama—Tenor, with Orch. Accomp...Balsamo
- I-5561 Saluto del Cuore—Mazurka...Iasilli's Band 10
- Violette di Parma—Valzer...Iasilli's Band

Pathe Phono & Radio Corp.

- 032090 All Alone—Ukulele and Voice, Cliff Edwards (Ukulele Ike) 10
- It's All the Same to Me—Ukulele and Voice, Cliff Edwards (Ukulele Ike) 10
- DANCE RECORDS
- 036161 All Alone—Waltz...Bar Harbor Society Orch. 10
- At the End of the Winding Lane—Waltz, Bar Harbor Society Orch.
- 036163 Gotta Getta Girl—Fox-trot, Bar Harbor Society Orch. 10
- Do You Wonder—Fox-trot, Max Terr and His Orch. 10
- 036164 Romany Day—Fox-trot, Lou Gold and His Club Wigwam Orch. 10
- In the Heart of Kentucky—Fox-trot, Max Terr and His Orch.
- 036165 Southern Rose—Fox-trot...Golden Gate Orch. 10
- Back Where the Daffodils Grow—Fox-trot, Golden Gate Orch.
- 036166 Tea for Two (From "No, No, Nanette")—Fox-trot...Tuxedo Orch. 10
- Out of a Million You're the Only One—Fox-trot...Nathan Glantz and His Orch. 10
- 036167 Nashville Nightingale—Fox-trot, Golden Gate Orch. 10
- Nobody Loves You Like I Do—Fox-trot, Barth's Mississippians 10
- 036168 Mama's Boy—Fox-trot...Original Memphis Five 10
- Go, Emmaline—Fox-trot...Five Birmingham Babies
- 036169 Copenhagen—Fox-trot...Five Birmingham Babies 10
- Deep Sea Blues—Fox-trot...Five Birmingham Babies
- 036170 At the End of the Road—Fox-trot—Mike Speciale, Director...Carlton Terrace Orch. 10
- In a Garden in Sweden—Fox-trot—Hazay Natzy, Director, Westchester-Biltmore Country Club Orch. 10
- 036171 Everything You Do—Fox-trot, Southampton Society Orch. 10
- Oh! Peter—Fox-trot...Southampton Society Orch.
- 036172 Indian Love Calls—Fox-trot, Lou Gold and His Club Wigwam Orch. 10
- Ask Her—Fox-trot...Nathan Glantz and His Orch.
- 036173 Oh! How I Love My Darling!—Fox-trot—Mike Speciale, Director...Carlton Terrace Orch. 10
- Take Me—Fox-trot—Mike Speciale, Director, Carlton Terrace Orch.
- 036174 When the One You Love Loves You—Waltz, Barth's Mississippians 10
- Waltz Me to Sleep in Your Arms—Waltz, Abbey's Dance Orch. of London 10
- 036175 Have a Little Fun—Fox-trot; Vocal Chorus by Ernest Hare...Max Terr and His Orch. 10
- Get Yourself a Monkey Man and Make Him Strut His Stuff—Fox-trot...Kansas City Five 10
- 036176 Let Me Call You Sweetheart—Waltz; Vocal Chorus by Ernest Hare...Max Terr and His Orch. 10
- When You and I Were Seventeen—Waltz—Hazay Natzy, Director, Westchester-Biltmore Country Club Orch. 10
- 036177 Dreamer of Dreams—Waltz, Glenwood Marimba Band 10
- When It's Love Time in Hawaii—Waltz, Glenwood Marimba Band

POPULAR VOCAL RECORDS

- 032091 De Clouds Are Gwine to Roll Away—Novelty Accomp.Guy Massey 10
- Ain't Ya Coming Out To-night—Novelty Accomp.Guy Massey
- 032092 Go, Emmaline...Vernon Dalhart-Ed. Smalle 10
- Louise...Wright and Bessinger—The Radio Franks
- 032093 At the End of the Road...Charles Warren 10
- You're Just a Flower From an Old Bouquet, Frank Sterling
- 032094 Dear One...Lester O'Keefe 10
- Old Pal...Arthur Wilson
- 032095 Oh! How I Love My Darling, Billy Jones-Ernest Hare 10
- Gotta Getta Girl...Billy Jones-Ernest Hare
- 032096 Sweet California—Ukulele and Voice...Vic Lauria 10
- The Deacon Told Me I Was Good, Art Gillham (Whispering Pianist)

Emerson Records

- DANCE RECORDS
- 10817 I Want to See My Tennessee—Fox-trot, Bar Harbor Society Orch. 10
- Eliza—Fox-trot...Bar Harbor Society Orch.
- 10819 Oh! How I Love My Darling—Fox-trot, Pennsylvania Syncopators 10
- Dance With Me—Fox-trot, California Melodie Syncopators 10
- 10818 Romany Days—Fox-trot...Bar Harbor Society Orch. 10
- Morning (Won't You Ever Come 'Round)—Fox-trot...Emerson Dance Orch.
- 10815 No One Knows What It's All About—Fox-trot...Original Memphis Five 10
- The Meanest Blues—Fox-trot...Original Memphis Five
- 10816 Nobody Loves You Like I Do—Fox-trot, Glantz and His Orch. 10
- When You and I Were Seventeen—Waltz, Glantz and His Orch.
- 10820 Take Me—Fox-trot...Original Memphis Five 10
- Every Way—Fox-trot, California Melodie Syncopators
- VOCAL RECORDS
- 10814 Oh! You Can't Fool An Old Hoss-Fly—Comedy Song, Orch. Accomp...Ernest Hare 10
- How Do You Do?—Tenor and Baritone Duet, Orch. Accomp...Billy Jones-Ernest Hare
- 10822 Old Pal—Tenor Solo, Orch. Accomp., Sydney Mitchell 10
- No Little Two Shoes (To Climb on My Knee)—Tenor Solo, Orch. Accomp...Charles Hart

- 10813 At the End of the Road—Tenor Solo, Orch. Accomp.Sydney Mitchell 10
- Rose Marie (From "Rose Marie")—Soprano Solo, Orch. Accomp.Claire Eugenia Smith
- STANDARD AND NOVELTY SELECTIONS
- 10699 Armorer's Song—Bass Solo...Charles Laird 10
- Asleep in the Deep—Bass Solo...Charles Laird
- 10528 Ave Maria—Cello...Lajos Shuk 10
- The Swan—Cello...Lajos Shuk
- 10253 Evening Time at Pun'kin Centre—Comedy, Cal Stewart and Co. 10
- Wedding of Uncle Josh and Aunt Nancy, Cal Stewart and Co.
- 10592—Rakes of Kildare—Irish Jigs—Accordion Solo, John Kimmel 10
- The Blackbird—Accordion Solo...John Kimmel
- HAWAIIAN
- 10635 Dreamy Hawaii—Waltz...Ferera-Franchini 10
- Kohala March—Hawaiian Guitars...Ferera-Franchini
- 10273 Hawaiian Nights—Hawaiian Guitars, Ferera-Franchini 10
- Kawaha—Hawaiian Guitars...Ferera-Franchini
- SACRED
- 1087 Adeste Fideles (Come All Ye Faithful)—Male Quartet...Shannon Four 10
- Holy Night, Peaceful Night—Male Quartet, Shannon Four
- 10621 I Love to Tell the Story—Tenor and Contralto, Reed Miller-Nevada van der Veer 10
- Safe in the Arms of Jesus—Tenor and Contralto, Reed Miller-Nevada van der Veer
- JEWISH RELEASES
- 13265 Dus Butcher'l—Tenor...Morris Goldstein 10
- Der Arbeiter—Tenor...Morris Goldstein
- 13266 Feigele (From "Die Zeise Liebe")—Tenor, Leonard Braun 10
- Mames, Hiet Eiere Techter (From "Die Hantige Maidlech")—Tenor...Leonard Braun
- 13257 Nisht Do Mehn Die Tseiten Fin Yuhran Tzurik—Tenor, Orch. Accomp...William Schwartz 10
- Oi, Is Dus a Serke—Comedy Song, Orch. Accomp...William Schwartz

Domino Records

- DANCE RECORDS
- 414 Indian Love Call (From "Rose Marie")—Fox-trot...Gotham Dance Orch. 10
- I'll Take Her Back if She Wants to Come Back—Fox-trot...The Chiclet Orch.
- 415 Oh, Peter—Fox-trot, with Vocal Chorus by Lee Knight...Hal White's Syncopators 10
- How Come You Do Me Like You Do—Fox-trot, Club Alabam' Orch. 10
- 416 Tea for Two (From "No, No, Nanette")—Fox-trot...Rialto Dance Orch. 10
- Copenhagen—Fox-trot...Rialto Dance Orch.
- 417 Romany Days—Fox-trot...The Chiclet Orch. 10
- Gotta Getta Girl—Fox-trot...The Chiclet Orch.
- 418 When I Was the Dandy and You Were the Belle—Fox-trot...Rialto Dance Orch. 10
- Southern Rose—Fox-trot...Rialto Dance Orch.
- 419 A Kiss in the Dark—Waltz, Clarence Sherman's Dance Orch. 10
- Kiss Me Again—Waltz, Clarence Sherman's Dance Orch.
- VOCAL RECORDS
- 420 How Do You Do—Comedy Duet, Orch. Accomp., Billy West-Bob Thomas 10
- Oh, How I Love My Darling—Comedy Solo, Orch. Accomp...Lee Knight
- 421 I Want to See My Tennessee—Tenor Solo, Orch. Accomp...Fred King 10
- My Kid—Baritone Solo, Orch. Accomp., Donald Baker
- 422 Too Tired—Male Duet, Orch. Accomp., Billy West-Bob Thomas 10
- Why Do You Always Remind Me—Baritone Solo, Orch. Accomp...Donald Baker
- 423 At the End of the Road—Baritone Solo, Orch. Accomp...Jimmy Cannon 10
- Dreamer of Dreams—Male Duet, Orch. Accomp., Allen Craig-Fred King
- VOCAL BLUES RECORDS
- 424 Sweet Mandy—Comedy Duet, Novelty Accomp., Lucy Johnson-Dixie Gray 10
- Deep River Blues—Solo, Jazz Accomp., Bessie Williams
- 425 Keep on Going—Duet, Jazz Accomp., Jane White-Dixie Gray 10
- Mad Mama's Blues—Comedy Solo, Novelty Accomp...Violet Mills
- HAWAIIAN RECORDS
- 0131 Marcheta—Duet, Hawaiian Guitars...Ferera-Franchini 10
- Forget-me-not—Duet, Hawaiian Guitars, Ferera-Franchini

Regal Records

- DANCE RECORDS
- 9735 Indian Love Call ("Rose-Marie")—Fox-trot, Bar Harbor Society Orch. 10
- Please Tell Me Why—Fox-trot, Hollywood Dance Orch. 10
- 9736 Tea for Two ("No, No, Nanette")—Fox-trot, Wigwam Orch. 10
- Gotta Getta Girl—Fox-trot...Hollywood Dance Orch.
- 9737 When I Was the Dandy and You Were the Belle—Fox-trot...Sam Lanin's Orch. 10
- I'll Take Her Back (If She Wants to Come Back)—Fox-trot...California Ramblers
- 9738 In Shadowland—Waltz...Continental Dance Orch. 10
- Drifting Down on Honolulu Bay—Waltz, Newport Society Orch. 10
- 9739 Copenhagen—Fox-trot...New Orleans Jazz Band 10
- How Come You Do Me—Fox-trot, Fletcher Henderson and His Orch. 10
- 9740 Romany Days—Fox-trot...California Ramblers 10
- Southern Rose—Fox-trot...California Ramblers
- 9741 Oh, Peter (Voc. Chor. Arthur Fields)—Fox-trot, Sam Lanin's Orch. 10
- Back Where the Daffodils Grow—Fox-trot, Missouri Jazz Band 10
- 9742 A Kiss in the Dark—Waltz...Newport Society Orch. 10
- Kiss Me Again—Waltz...Newport Society Orch.
- VOCAL RECORDS
- 9743 I Wonder What's Become of Sally?—Tenor Solo, Orch. Accomp...Billy Burton 10
- I Want to See My Tennessee—Tenor Solo, Orch. Accomp...Vernon Dalhart
- 9744 How Do You Do—Comedy Duet, Orch. Accomp., Billy Jones and Ernest Hare 10
- Way Out West in Kansas—Comedy Solo, Novelty Accomp...Vernon Dalhart
- 9745 Dreamer of Dreams—Male Duet, Orch. Accomp., Hall and Ryan 10
- Why Do you Always Remind Me—Baritone Solo, Orch. Accomp...Arthur Fields 10
- 9746 Too Tired—Male Duet, Orch. Accomp., Hare and Jones 10
- Oh! How I Love My Darling—Comedy Solo, Orch. Accomp...Arthur Fields

- 9747 At the End of the Road—Baritone Solo, Orch. Accomp. Robert Craig
- My Kid—Baritone Solo, Orch. Accomp., Arthur Fields
- VOCAL BLUES RECORDS
- 9748 Keep On Going—Duet, Jazz Accomp., Kitty Brown and Jazz Casper
- Deep River Blues—Solo, Jazz Accomp. Sally Ritz
- 9749 Sweet Mandy—Comedy Duet, Novelty Accomp., Billy Higgins and Luella Jones
- Mad Mama's Blues—Comedy Solo, Novelty Accomp. Julia Moody
- HAWAIIAN RECORDS
- 9750 Perfect Day—Hawaiian Guitars. Langdon Bros.
- On the Road to Mandalay—Hawaiian Guitars, Langdon Bros.

Banner Records

- DANCE RECORDS
- 1438 Romany Days—Fox-trot California Ramblers
- Southern Rose—Fox-trot California Ramblers
- 1439 A Kiss in the Dark—Waltz. Continental Dance Orch.
- Kiss Me Again—Waltz. Newport Society Orch.
- 1440 Indian Love Call (From "Rose Marie")—Fox-trot, Bar Harbor Society Orch.
- Please Tell Me Why—Fox-trot, Hollywood Dance Orch.
- 1441 In Shadowland—Waltz. Continental Dance Orch.
- Drifting Down on Honolulu Bay—Waltz, Newport Society Orch.
- 1442 Oh, Peter—Fox-trot, with Vocal Chorus by Arthur Fields Sam Lanin's Orch.
- Back Where the Daffodils Grow—Fox-trot, Missouri Jazz Band
- 1443 Tea for Two (From "No, No, Nanette")—Fox-trot Wigwam Orch.
- Gotta Getta Girl—Fox-trot. Hollywood Dance Orch.
- 1444 When I Was the Dandy (And You Were the Belle)—Fox-trot Sam Lanin's Dance Orch.
- I'll Take Her Back (If She Wants to Come Back)—Fox-trot California Ramblers
- 1445 Copenhagen—Fox-trot New Orleans Jazz Band
- How Come You Do Me—Fox-trot, Fletcher Henderson and His Orch.
- VOCAL RECORDS
- 1446 Too Tired—Male Duet, Orch. Accomp. Hare Jones
- Oh! How I Love My Darling—Comedy Solo, Orch. Accomp. Arthur Fields
- 1447 Dreamer of Dreams—Male Duet, Orch. Accomp., Hall-Ryan
- Why Do You Always Remind Me—Baritone Solo, Orch. Accomp. Arthur Fields
- 1448 I Wonder What's Become of Sally—Tenor Solo, Orch. Accomp. Billy Burton
- I Want to See My Tennessee—Tenor Solo, Orch. Accomp. Vernon Dalhart
- 1449 At the End of the Road—Baritone Solo, Orch. Accomp. Robert Craig
- My Kid—Baritone Solo, Orch. Accomp., Arthur Fields
- 1450 How Do You Do—Comedy Duet, Orch. Accomp., Billy Jones-Ernest Hare
- Way Out West in Kansas—Comedy Solo, Novelty Accomp. Vernon Dalhart
- VOCAL BLUES RECORDS
- 1451 Sweet Mandy—Comedy Duet, Novelty Accomp., Billy Higgins-Luella Jones
- Mad Mama's Blues—Comedy Solo, Novelty Accomp. Julia Moody
- 1452 Keep on Going—Duet, Jazz Accomp., Kitty Brown-Jazz Casper
- Deep River Blues—Solo, Jazz Accomp. Sally Ritz
- HAWAIIAN RECORDS
- 2115 Perfect Day—Hawaiian Guitars. Langdon Bros.
- On the Road to Mandalay—Hawaiian Guitars, Langdon Bros.

Cameo Records

- DANCE RECORDS
- 620 Eliza—Fox-trot Bob Haring and His Orch.
- Talking to Myself—Fox-trot. Varsity Eight
- 616 Dreamer of Dreams—Waltz, Bob Haring and His Orch.
- When They Made You—Waltz, Paul Van Loan and His Orch.
- 617 Tea for Two (From "No, No, Nanette")—Fox-trot Varsity Eight
- Radio Lady o' Mine—Fox-trot, Lou Gold and His Orch.
- 615 Indian Love Call (From "Rose Marie")—Fox-trot Bob Haring and His Orch.
- When You Send a Four-Leaf Clover to Me—Fox-trot Paul Van Loan and His Orch.
- 619 Arkansas Blues (A Down-Home Chant)—Fox-trot Broadway Broadcasters
- Sweet California—Fox-trot, Bob Haring and His Orch.
- 622 Bye Bye Baby—Fox-trot. Bob Haring and His Orch.
- Copenhagen—Fox-trot Varsity Eight
- 621 Toodles—Fox-trot Bob Haring and His Orch.
- Back Where the Daffodils Grow—Fox-trot, Statler Hotel Dance Orch. (Buffalo, N. Y.)
- 618 Moonlight and You—Fox-trot, Bob Haring and His Orch.
- My Best Girl—Fox-trot. Broadway Broadcasters
- VOCAL RECORDS
- 625 In Shadowland—Tenor Solo. William Robyn
- All Alone (From "Music Box Revue")—Tenor Solo William Robyn
- 623 Too Tired—Duet, Hare and Jones (The Happiness Boys)
- How Do You Do—Duet, Hare and Jones (The Happiness Boys)
- 624 Hard Hearted Hannah—Vocal. Lucille Hegamin
- Easy Goin' Mama (Don't Play Hard to Get With Me)—Vocal Lucille Hegamin
- STANDARD RECORDS
- 411 The Rosary—Tenor Solo, Violin, Harp and Organ Accomp. William Robyn
- Absent—Tenor Solo, Violin, Harp and Organ Accomp. William Robyn
- CHRISTMAS RECORDS
- 610 A Talk With Santa Claus. Ernest Hare and Company
- Santa Claus at the North Pole, Ernest Hare and Company
- 611 Ave Maria—Tenor Solo, Violin and Harp Accomp. William Robyn
- Ave Maria—Violin Solo, with Harp Accomp. by Carl Schuetze Dr. Eugene Ormandy
- 413 Christmas Eve at Grandma's—For the Kiddies, Holy Trinity Male Quartet
- Yuletide Echoes—Christmas Hymns and Carols, Holy Trinity Male Quartet
- 278 Holy Night! Peaceful Night—Male Quartet, Strand Male Quartet
- Adeste Fideles (O Come, All Ye Faithful)—Male Quartet Strand Male Quartet

Ajax Records

- 17068 My Sweet Man (Tickles the Ivories for Me), Mamie Smith and the Choo Choo Jazzers
- What You Need Is Me (And What I Need Is

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

<p>Victor Talking Machine Co. Announces Modification of Record Release Plan. 3</p> <p>Right Slant on Phonograph-Radio Selling 4</p> <p>Brunswick Co. Announces Purchase of Vocalion Record Division of Aeolian Co. 6</p> <p>What Creates a Big Retail Sales Problem? 8</p> <p>Trade Confidence for 1925 Based on Facts 10</p> <p>Building Record Sales on the "Group" Plan 10</p> <p>How Merchandising Methods Have Been Improved 10</p> <p>Value and Need of Trade Associations 11</p> <p>Salesmanship as a Radio Profit Builder 12</p> <p>Eliminating the "Stall" in Instalment Sales Winning Window Display Pointers 16</p> <p>How Persistent Follow-up Creates Sales 19</p> <p>How, When and to Whom to Grant Credit 20</p> <p>The Ruling Factor in Business Progress 22</p> <p>Babies Bring 28,000 Prospects to Baker 24</p> <p>Principles That Built Widener's Business 26</p> <p>Best Location for the Radio Department 28</p> <p>How the Gardner-White Co. Makes Its Window Pay. 30</p> <p>Non-Selling Employes as Prospect Getters 38</p> <p>S. O. Martin, President Sonora Co., Discusses Radio-Phonograph Future Dealers' Views on Record Release Plans 43</p> <p>An Effective Method of Checking the Mailing List 46</p> <p>How Some New York Dealers Increase Sales Through Clever Promotion Stunts 56</p> <p>Columbia New Haven Dealer Has Effective Scheme of Developing Trade 56</p>	<p>Featuring the Musical Possibilities of the Talking Machine. 74</p> <p>A Peppy Bulletin That Helped to Stimulate Confidence. 78</p> <p>Comprehensive Sales Plan on the Music Arts Library Sent to Dealers by Victor Co. 86</p> <p>How Clean-Cut Methods Built Columbia Business in Baltimore Field. . . 88</p> <p>Addresses of Interest Feature Latest Meeting of Talking Machine and Radio Men, Inc. 92</p> <p>Trade Leaders Predict a Prosperous 1925—Opinions From Widely Separated Sections of the Country. . . 99-104</p> <p>Quality Products Favored in Talking Machine Industry 107</p> <p>Thomas A. Edison Analyzes Business Conditions and Gives Views on Outlook 112</p> <p>Resolutions to Insure Better Merchandising Methods Adopted by Music Trades Association in Southern California 118</p> <p>Holiday Gift Buying Getting Under Way Slowly in New England Territory 119-122</p> <p>Third Chicago Radio Show Scores Immense Success. 125-130</p> <p>Important Trade Topics Discussed in Mid-West Point of View, as Well as Comprehensive Chicago Correspondence 132-151</p> <p>How Extensive Publicity Is Aiding Live R.C.A. Dealers in Merchandising Radio 158</p> <p>Shortage of Popular Models in Sight as Quaker City Holiday Gift Buying Starts</p> <p>Scope of Band Offers Dealers Big Merchandising Opportunity 179</p> <p>Principles of Efficient Operation of Musical Merchandise Department. . 184</p> <p>Distribution Important Problem in the Field of Standard Music Publication 191</p> <p>Gleanings From the World of Music Publishing 191-194</p> <p>Latest Patents of Interest to the Talking Machine Trade. 204</p> <p>Advance List of Talking Machine Records for January, 1925. . . 205-209</p>
--	---

CORRESPONDENCE FROM LEADING CITIES

Indianapolis, 54—Milwaukee, 60—Cincinnati, 64—Pittsburgh, 66—Kansas City, 67—Richmond, 70—San Francisco, 76—Salt Lake City, 78—Minneapolis, 80—Cleveland, 83-84—Buffalo, 90-91—Toledo, 94—St. Louis, 96-98—Baltimore, 108-110—Brooklyn, 116—Boston, 119-121—Detroit, 122-123—Akron-Canton, 124—Chicago, 133-151—Los Angeles, 152—Philadelphia, 159-162—Portland, 172—Dallas, 174—Atlanta, 176—Louisville, 178—Dominion of Canada, 188—News From The World's European Office, 201-203.

<p>17063 You) . . . Mamie Smith and the Choo Choo Jazzers</p> <p>Remorseful Blues, Mamie Smith and Her Jazz Hounds</p> <p>17058 Just Like You Took My Man Away From Me, Mamie Smith and Her Jazz Hounds</p> <p>Good Time Ball, Mamie Smith and Her Jazz Hounds</p> <p>Lost Opportunity Blues, Mamie Smith and Her Jazz Hounds</p> <p>17073 Rainy Weather Blues, Susie Smith and the Choo Choo Jazzers</p> <p>Salt Water Blues, Susie Smith and the Choo Choo Jazzers</p> <p>17071 Bloody Razor Blues, Helen Gross and the Choo Choo Jazzers</p> <p>Neglected Blues, Helen Gross and the Choo Choo Jazzers</p> <p>17070 South Bound Blues, Josie Miles and the Choo Choo Jazzers</p> <p>Flora's Weary Blues, Josie Miles and the Choo Choo Jazzers</p> <p>17072 Louisville Blues—Dance Kansas City Five</p>	<p>Tempermental Papa—Dance Kansas City Five</p> <p>17069 Memphis Bound, Rosa Henderson and the Choo Choo Jazzers</p> <p>I Don't Want Nobody (That Don't Want Me), Rosa Henderson and the Choo Choo Jazzers</p> <p>17064 Workhouse Blues, Susie Smith and the Choo Choo Jazzers</p> <p>House Rent Blues, Susie Smith and the Choo Choo Jazzers</p> <p>17067 Crap Shooting Blues, Helen Gross and the Choo Choo Jazzers</p> <p>Death Letter Blues, Helen Gross and the Choo Choo Jazzers</p> <p>17066 Believe Me, Hot Mama, Josie Miles and the Choo Choo Jazzers</p> <p>Keep on Going, Viola McCoy-Billy Higgins and Choo Choo Jazzers</p> <p>17065 Lenox Avenue Shuffle. Texas Blues Destroyers</p> <p>Down in the Mouth Blues. Texas Blues Destroyers</p> <p>17061 Gambling Dan J. Rosamond Johnson</p> <p>A Darktown Literary Debate. J. Rosamond Johnson</p>
--	---

A C Z A C O H K L N P O S U A X V B D F G I J L N P Q S U V X Z V C E F H J K W O P R T A C E M O N
INDEX TO ADVERTISERS
 T S R P O M K V A F E C V B C E F H J K W O P R T U N Y L B D E G I M J O Q S T V M Y A B C

A

Adams-Morgan Co., Inc. Insert following page 66
 Adler Mfg. Co. 39
 Aeolian Co. 57
 Ajax Record Co. 144
 Alter & Co., Harry. 138
 Alto Mfg. Co. 136, 140
 American Bosch Magneto Co. 68, 69
 American Elec. Co. 170
 American Mica Works. 98
 American Talking Machine Co. 116
 Amsco Products Co. 35
 Andrea, F. A. D. 101
 Andrews, Curtis N. 91
 Andrews Radio Co. 146
 Armour Co. 185
 Artophone Corp. 96
 Atlas Phono. Parts Co. 170
 Atlas Plywood Corp. 42
 Atwater Kent Mfg. Co. 48, 49
 Audak Co. 25, Insert following page 58

B

Bacon Banjo Co. 183
 Baldwin, Inc., Nathaniel. 156
 Baltimore Phono. Distributing Co. 53
 Barnhart Bros. & Spindler. 142
 Belknap Hdwe. Co. 178
 Berlin, Inc., Irving. 153, 192
 Blackman Talking Machine Co. 98a
 Blood Tone Arm Co. 148
 Brach Mfg. Co., L. S. 46
 Brandes, Inc., C. 17
 Brilliantone Steel Needle Co. 85
 Bristol Co. 19
 British Homophone Co. 203
 Bruno & Son, Inc., C. 105, 184
 Brunswick-Balke-Collender Co. Insert following page 34
 Buehn Co., Louis. 159
 Buescher Band Instrument Co. 179
 Buffalo T. M. Co. 90
 Burgess Battery Co. 80

C

Cameo Record Corp. 175
 Capitol Distributing Co. 171
 Carryola Co. of America. 173
 Carter Radio Co. 1/2
 Chappell-Harms Co. 194
 Chappell-Harms Co. 186
 Chappell-Harms Co. 27
 Chappell-Harms Co. 124
 Chappell-Harms Co. 200
 Cleveland T. M. Co. 6
 Cohen & Hugues. 108, 168
 Cole & Dunas Music Co. 102
 Columbia Phonograph Co., Inc.,
 Insert following page 18. 71, 165
 Columbia Wholesalers, Inc. 108, 110
 Comerford Co. 168
 Commercial Investment Trust, Inc. 113
 Conn, Ltd., C. G. 182
 Consolidated Talking Machine Co.,
 138, 141, Insert following page 82
 Continental Radio & Elec. Corp. 62
 Corley Co. 198
 Cowan Co., James. 70
 Crosley Radio Corp. 187
 Cunningham, Inc., E. T. 33

D

Dayton Fan & Motor Co. 107
 De Forest Radio Co. 31
 Del'Marmol Radio-Phono. Co. 166
 Ditson & Co., Chas. H. 121
 Ditson Co., Oliver. 121
 Dodin, Andrew H. 204
 Doeltler Die Casting Co. 26
 Doerr-Andrews-Doerr. 53
 Dominó Record Corp. 82
 Droop & Sons Co., E. F. 198
 Dual Loud Speaker Co. 83
 Duo-Tone Co. 88

E

Eagle Radio Co. 109
 Eastern Talking Machine Co. 119
 Eby Mfg. Co., H. H. 84
 Edison, Inc., Thos. A. 36, 37, back cover
 Eight Popular Victor Artists. 32
 Eisenmann Magneto Corp. 103
 Emerson Radio & Phono. Corp. 163
 Empire Phono. Parts Co. 47
 Erismann & Co., Arthur C. 118
 Eusebe Co. 66
 Everybody's Talking Machine Co. 13, 123
 Excel Phonograph Mfg. Co. 130

F

Fansteel Products Co. 150
 Farrand Mfg. Co. 41, 45

Federal Tel. Mfg. Corp. 55
 Feist, Leo, Inc. 174, 191, 193, 194
 Fletcher-Wickes Co. 146
 Florine, Carl. 114
 Foreign & Domestic Electrical Commodities, Inc.,
 100, 106, 114
 Fox Pub. Co., Sam. 193
 Freed-Eisemann Radio Corp. 95

G

Garod Corp. 98b, 98c
 General Phonograph Corp.,
 Insert following page 42. 58, 59, 86
 General Phonograph Corp. (New York Distributing
 Division) 56
 General Phonograph Corp. of New England. 120
 General Phonograph Mfg. Co. 16
 Gibson-Snow Co., Inc. 53
 Gilfillan Bros., Inc. 167
 Golden Gate Brass Mfg. Co. 22
 Goldschmidt Corp., Th. 197
 Gray & Co., Walter S. 76
 Greater City Phonograph Co. 53, 94
 Grebe & Co., Inc., A. H. 79
 Grimes, Inc., David W. Insert following page 50
 Guarantee T. M. Supply Co. 161
 Guden & Co., H. A. 12
 Gulbransen Co. 23

H

Hall Mfg. Co. 142
 Halliwell Elec. Co. Insert following page 74
 Herald Elec. Co. 43
 Hoch & Co., Edw. G. 80
 Hoffman Magneto Co., S. G. Insert following page 50
 Hohner, M. 87, 180
 Horton-Gallo-Creamer. 121
 Hyman & Co., Henry. 89

I

Illinois Phono. Corp. 53
 Ilsley, Doubleday & Co. 32
 International Mica Co. 50
 Interstate Elec. Co. 178
 Iroquois Sales Co. 90, 91
 Italian Book Co. 124

J

Jewel Phonoparts Co. 117, 134, 135
 Jewett Radio & Phono. Corp. 195
 Johnson Elec. Co., M. H. Insert following page 50
 Jones-Beach Co. 81
 Jones Radio Mfg. Co., Jos. W. 199
 Junod & Co., L. 130

K

Kelman Elec. Co. Insert following page 50
 Kennedy Co., Colin B. 15
 Kent Co., F. C. 51
 Kiefer-Stewart Co. 53
 Kimball Co., W. W. 133
 Kirkman Engg. Corp. 70
 Kor-Rad Corp. 124
 Krasco Mfg. Co. 140, 149

L

Lakeside Supply Co. 136
 Latham Co., E. B. 61
 Leedy Mfg. Co. 185
 Lesley's Chemical Co. 204
 Lincoln Business Bureau. 162
 Lind, Inc., S. E. 122
 Long Island Phonograph Co. 53
 Ludwig & Ludwig. 180

M

Magnavox Co. 72, 73
 Marks Music Co., Edw. B. 192
 Marks Radio & Phono. Co. 96
 Marshall Co., C. L. 122, 123
 Mermod & Co. 164
 Minnelli Phono. Co. 8
 Mohawk Elec. Co. 145
 Moore-Bird & Co. 53
 Morrison Laboratories, Inc. 50
 Multiple Elec. Products Co. 75
 Mu-Rad Laboratories. 97
 Murdock Co., Wm. J. 78
 Music Master Corp. 177
 Musical Instr. Sales Co. 54
 Mutual Phono. Parts Mfg. Co. 67

N

National Publishing Co. 18
 New England T. M. Co. Insert following page 50
 Newport Radio Co. Insert following page 90
 New York Album & Card Co. 4

O

Ohio Musical Sales Co. 53, 84
 Ohio Rubber & Textile Co. 30
 Ohio Talking Machine Co. 64
 O'Neil Mfg. Co. 28

Oro-Tone Co. Inside Back Cover
 Orsenigo Co. 190
 Outing Talking Machine Co. 155

P

Pathé Phono. & Radio Corp. 93
 Peabody & Co., Henry W. 157
 Pearsall Co., Silas E. 21
 Peckham Mfg. Co. 22
 Peerless Album Co. 9
 Penn Phono. Co. 162
 Perophone, Ltd. 202
 Philadelphia Badge Co. 160
 Philadelphia Storage Battery Co. 129
 Phillips Phono. Parts Co., Wm. 98
 Phonomotor Co. 34
 Pitts Co., F. D. 118
 Pittsburgh Phono. Distr. Co. 53
 Plaza Music Co. 29
 Plywood Corp. 34
 Polk Co., Inc., James K. 53, 176
 Polymet Mfg. Corp. 42
 Pooley Co. 40, 41
 Progressive Musical Instrument Co. 65, 185

R

Radio Corp. of America. 63
 Radio Studios, Inc. Insert following page 50
 Radiomaster Corp. 143
 Reflexo Products Co. 30
 Reichmann Co. 137
 Reinhardts, Inc. 53
 Remo Corp. 112
 Rene Manufacturing Co. 188
 Resas, Inc. 104
 Rex Gramophone Co. 202
 Royal Elec. Labs. 20
 Rudell, J. E. 50

S

Sanders, Inc. 66
 Shelton Electric Co. 166
 Sherman, Clay & Co. 11
 Sleeper Radio Corp. 98d
 Smith Co., C. D. 53
 Sonora Phonograph Co., Inc. Inside front cover, 52, 53, 76
 Southern Drug Co. 53
 Specialty Trading Co. 164
 Star Machine & Novelty Co. 42
 Starr Piano Co. 14, 131
 Stead & Co., Ltd., J. 202
 Steinert & Sons Co., M. 120
 Sterling Roll & Record Co. 64
 Stromberg-Carlson Tel. Mfg. Co. 154
 Stylus Bar & Mfg. Co. 172

T

Talking Machine Co., Philadelphia. 161
 Talking Machine Supply Co. 123
 Targ & Dinner Music Co. 148
 Teagle Co. 92
 Texas-Oklahoma Phono. Co. 174
 Texas Radio Sales Co. 174
 Thermodyne Corp. 115
 Thompson Mfg. Co., R. E. 77
 Tonofone Co. 144
 Triangle Radio Supply Co. 38
 Trilling & Montague. Insert following page 50

U

Udell Works. 189
 United Mfg. & Distr. Co. 150
 United States Music Co. 207

V

Val's Accessory House, Inc. 168
 Van Veen & Co. 158
 Vega Co. 181
 Victor Talking Machine Co. Front cover, 5, 7
 Vincennes Phono. Co. 151
 Vitanola T. M. Co. 139
 Voltron Co. 152
 Voluma Products Co. 24

W

Walbert Mfg. Co. 149
 Walthall Music Co. 53
 Ware Radio Corp. 169
 Wasmuth-Goodrich Co. 111
 Weber-Knapp Co. 74
 Western Radio Mfg. Co. 147
 Weymann & Son, H. A. 160, 184
 White Co., H. N. 184
 Wolf Mag. Inds. 147
 Wood Co., Frank. Insert following page 50

Y

Yahr & Lange Co. 53

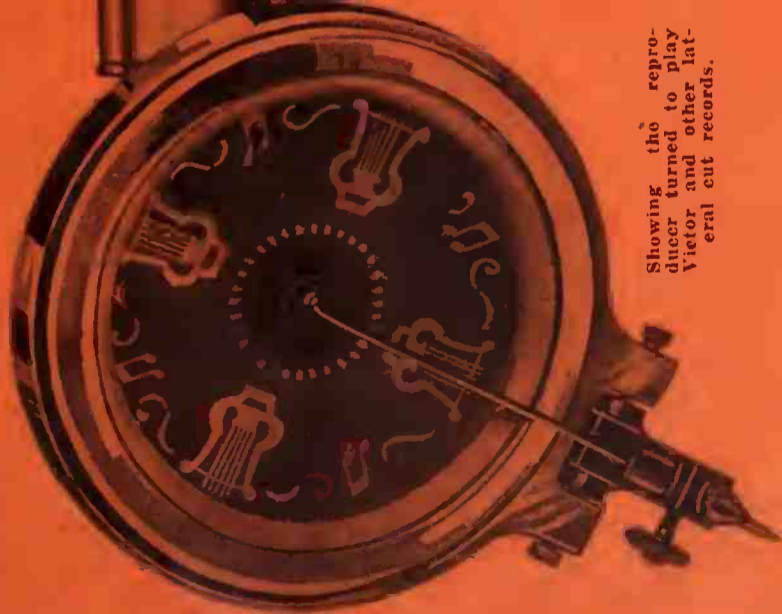
Z

Zenith Radio Corp. Insert following page 106
 Zimmermann-Bitter Con. Co. 60

ORO-TONE

No. 17

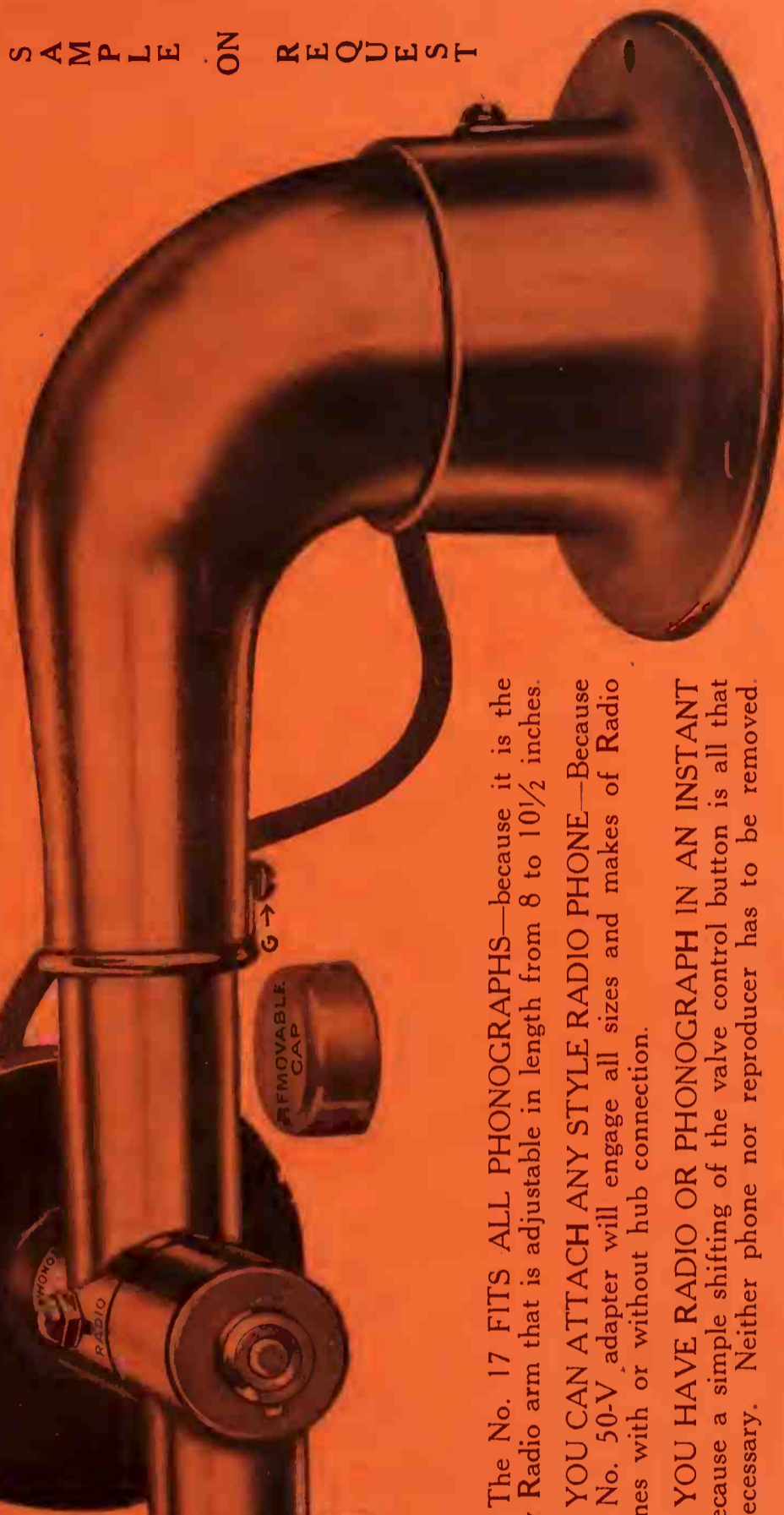
Large cut shows exact size of tone arm. Small cuts show loud speaker phone detached and removable cap.



Showing the reproducer turned to play Victor and other lateral cut records.

RADIO TONE ARM

THE MOST SCIENTIFIC COMBINATION PHONOGRAPH AND RADIO TONE ARM YET PRODUCED.



SAMPLE ON REQUEST

The No. 17 FITS ALL PHONOGRAPHS—because it is the only Radio arm that is adjustable in length from 8 to 10½ inches.

YOU CAN ATTACH ANY STYLE RADIO PHONE—Because our No. 50-V adapter will engage all sizes and makes of Radio phones with or without hub connection.

YOU HAVE RADIO OR PHONOGRAPH IN AN INSTANT—because a simple shifting of the valve control button is all that is necessary. Neither phone nor reproducer has to be removed.

DESCRIPTION

The Oro-Tone No. 17 Radio Tone Arm plays all records. It automatically adjusts to give the correct weight of the reproducer on the record. It is equipped with the Oro-Tone self-adjusting reproducer—the only pivot point reproducer made with a flexible self-adjusting stylus control that automatically pivots the stylus without binding and without looseness! The valve control button permits tone modulation in any degree desired.



Showing the reproducer turned for playing Edison and other hill-and-dale-cut records, with Oro-Tone special "Velvo" Edison needle in reproducer.

A BIG OPPORTUNITY

A big opportunity is waiting for manufacturers and dealers who offer customers the Oro-Tone No. 17. Check up on other makes and compare them point for point with this supreme Oro-Tone Radio Tone Arm. Remember, you must have a tone arm that is adjustable in length to fit all phonographs. Thousands of phonograph owners are waiting to buy this No. 17.

Order Your Sample Today

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George St., Chicago, Ill., U.S.A.



AT Christmas time—and all the rest of the year—New Edison dealers make money; because they find it easier to sell the phonograph they *know* to be the best!

THOMAS A. EDISON, Inc.
Orange, New Jersey

See pages 36 and 37 inside

You don't need a fortune to become an Edison Dealer—ask nearest Edison Jobber

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—Hager & Blair

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Lyer 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—Proudit 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).