

WHERE TO SELL

Question Provides Problem for Radio Manufacturers and Jobbers and with Question of Distribution Is Involved One of Collections.

To the vast host of radio listeners the lot of the manufacturers in the radio industry is all "velvet," whereas the industry is perplexed by two very important problems—securing volume of distribution and making collections. The radio manufacturers today are experiencing some of the perplexities that confronted the phonograph manufacturer when phonograph demand was at its peak in the easy money period during the war.

The dimensions of the first problem may be estimated when it is learned that there are less than 3,000 exclusive radio dealers in the United States. To call on all these is a big job for any manufacturer or jobber. Even when seen and orders booked, the size of the orders is relatively too small to guarantee a commission to satisfy a hustler. The country is filled with stores with radio as a side line but very few carry stocks of any size and it is a rare one who has sufficient credit to buy in quantities.

Chain Stores.

It is not surprising that the radio chain stores appeared at an early stage in radio popularity. They are conducted on an old merchandising principle long familiar in groceries, drugs and even in music. Stores like the Woolworth represent the successful operation of the chain system and in them radio sets and accessories found a rather efficient means of distribution.

The radio chain stores have usually the advantage enjoyed by the big chain stores of the 10 and 25 cent variety—the ability to purchase largely for cash in the so-called dull periods as well as in the lively ones. Saving is figured on a narrow margin by close buying and the avoidance of stocking with unsaleable apparatus. The management of the chain store calls for unusual executive skill.

Music and Radio.

It is agreed that the music store is the natural outlet for radio goods because of the musical features of radio. There are less elements of uncertainty in selling radio goods to old established music houses than to the newly formed radio shops springing up everywhere.

Securing payment of accounts when due is one of the difficulties radio jobbers and manufacturers who sell to new radio houses experience. And manufacturers often experience the same collecting difficulties with the jobbers as the jobbers do with the retailers.

Making collections is just as much a problem as selling distribution.

Radio Distribution.

In considering radio distribution one must distinguish between radio chain stores, neighborhood radio stores and music stores with radio departments. The radio chain store company is presumably financially well fixed for buying in a large way and paying promptly; the music stores in a great many instances are old established institutions, wisely and ethically conducted and many of the neighborhood radio stores are owned by dependable people. In selecting his clientele the manufacturers certainly consider the possibilities for radio business in the various means of distribution.

Neighborhood Stores.

The chain store never will get all the business existing. The trade known as "neighborhood" belongs to the neighborhood store and the great importance of the radio business has encouraged reliable people to establish neighborhood stores. At the beginning of the radio boom a horde of irresponsible folk jumped into the radio business to grab possible profits without regard to the ethics of business. Many of them were fly-by-nights with all the irresponsible characteristics of the breed and that hurt the radio business for a while.

Now, however, the public everywhere has come to appreciate the advantages of dealing with the neighborhood store conducted by a dependable man who not only promises service but delivers it. In many ways the chain store will never win out against the neighborhood store and the music store with a radio department.

IN SMALL GOODS DEPARTMENT

Growth of the Musical Merchandise Business Shown by New Stores and Extensions.

The Mills Novelty Co., Chicago, has opened distributing headquarters in the Bessemer Building, Pittsburgh, Pa.

Separate rooms for trying out stringed instruments have been provided by the W. F. Frederick Co., Pittsburgh, Pa.

The Mariner Music House, Reno, Nev., is achieving great success in its band instrument department. Bands established in schools and by the Rotary Club have been provided with outfits by the progressive house.

Arlin Hildreth, soloist with Goldman's Hotel McAlpin Orchestra, New York, is now provided with a C. G. Conn Jumbo Grand Sousaphone.

The Army Music School, Washington Barracks, Washington, D. C., last week held graduation exercises in the band leaders' course. Nineteen students were graduated.

ADDS TALKING MACHINES.

The Duffee-Freeman Furniture Co., Atlanta, Ga., has opened a talking machine department under the management of Joseph W. Crews. The entire first floor of the building has been given over to the new department and sound-proof booths have been provided for the demonstration of goods.

NEW GENNETT CAMPAIGN SONG

Spirited Song and March Presented on Record No. 20081 Issued This Week.

Among the new Gennett records issued this week is a special campaign song, "Keep Cool with Coolidge" (East), sung by the Real Four, and on the reserve, "President Coolidge March" (Roy Carson), New York Fire Department Band.

"Keep Cool with Coolidge" is a special campaign song which by the very nature of its title should keep you most comfortable, especially during the hot weather of the summer. Here is a rousing, full, sonorous melody with words of ample enthusiasm. A strain from the "Battle Hymn of the Republic" adds an effective touch to the melody, and this song is calculated to inspire patriotism and stir your blood wherever it is heard. For to hear it is to be thrilled at the tune, the words and the fresh, bright harmonies of "The Real Four."

On the reverse is another spiritous melody, "The President Coolidge March," by the New York Fire Department Band, which makes a most effective companion piece. The march was dedicated to the President of the United States.

Cincinnati Conservatory of Music Artists Series—Spanish Serenade (Chaminade-Kreisler) and To a Wild Rose (McDowell), Robert Perutz, violin solo. Here are two dazzling violin numbers by Robert Perutz, making the fourth record of the Cincinnati Conservatory Artists Series. Genuinely beautiful selections played with true finish and noble dignity they aptly bespeak the artistic appreciation of this player.

Tenor with Violin Accompaniment—Norah, My Own (Terry-Terrance) and That Was a Perfect Dream (Archer-J. Fred O'Connor-J. B. Loughry), sung by John Shaughnessy, tenor; Louis Heidelberg, violin obbligato.

"Norah, My Own" and "That Was a Perfect Dream" are tuneful melodies made doubly effective in musical enjoyment by the violin obbligato of Louis Heidelberg and the superb piano accompaniment of Thomas Griselle.

For Dancing—Please (fox-trot) (Young-Lewis-Cooper) and Where the Dreamy Wabash Flows (fox-trot) (Friend-Baer), The Vagabonds.

When the Dixie Stars Play Peek-a-Boo (fox-trot) (Bernard-Henning) and Brown Eyes (fox-trot) (Sullivan-Schwartz-Mintz), Bernie Cummins and His Orchestra.

Irish Hornpipe—The Garden of Daisies (Irish Set Piece Hornpipe) and The Sally Grove—The Black Swan—The Tallow Boys (medley of Irish polkas), McNamara's Emerald Orchestra.

Foreign (Spanish)—Madre! (Mother) (tango) (F. Pracanico) and Eleonora (fox-trot) (A. Chantrier), Orquesta Texana.

STATE SONG FORTNIGHT.

State Song Fortnight is being observed in Indiana following the official proclamation of Gov. Emmett F. Branch. It is in honor of Paul Dresser, composer of "On the Banks of the Wabash." Will H. Hays is active in the Paul Dresser Memorial Association and chairman of a national committee in charge of the memorial fund outside Indiana.

OTTO R. TREFZ, Jr.

PIANO BASS STRINGS
PIANO REPAIR SUPPLIES

2110 Fairmount Ave. PHILADELPHIA, PA.

DEALERS and TUNERS!

Keys Recovered and Rebrushed

All work is done by expert workmen and modern machinery and you are assured of correct spacing which is so important. When keys are replaced they will appear exactly as when the instrument left the factory.

PRICES FOR PYRALIN IVORY

52 heads and tails - - - - - \$8.00
52 fronts - - - - - 2.50
88 keys rebrushed - - - - - 4.00

Express or Parcel Post to

FRIED MILLER & CO.

112 W. 30th Street INDIANAPOLIS, INDIANA

HOW TO SEND

Remove from frame, number plainly near Capstan, wrap or box securely, and ship Parcel Post or Express. Please do not remove the old ivories as there is danger of the wood being broken. Ivories will be returned if desired.



The Only Completely Equipped School in the United States

Twenty-Third Year of Successful Operation — 20,000 Graduates

Every branch taught, including Repairing, Regulating and Voicing—All Player Actions, with Demonstrating Specimens to work with. Diplomas awarded and positions secured. Private and class instructions. Both sexes.

School all year. Catalogs on request

POLK'S TUNING SCHOOL

WILLARD E. POWELL, President
VALPARAISO, IND.

LEATHER

FOR
PLAYERS

ORGANS
PIANOS

PNEUMATIC LEATHERS A SPECIALTY

Packing, Valves, All Special Tanned
Bellows Leather

T. L. LUTKINS, Inc.
40 Spruce Street NEW YORK

FAIRBANKS PIANO PLATES

THE FAIRBANKS CO., Springfield, Ohio